Short Course on Systematic Techniques for Analyzing Qualitative Data

Instructors:
Gery Ryan  
RAND  
Santa Monica, CA  
Phone: (310) 393-0411 x7925  
Fax: (310) 260-8159  
Email: gery@rand.org

Clarence Gravlee  
Department of Anthropology  
Florida State University  
Phone: (850) 644-4754  
Fax: (850) 645-0032  
Email: cgravlee@fsu.edu

Time & Place:
Location: Duke Marine Labs, Beaufort, North Carolina  
Dates: July 25th – July 29th, 2005

Description: This course lays out a broad range of systematic methods for analyzing qualitative data – text and images – and provides guidance on when the methods should be used. We will cover the basics of qualitative research, including: techniques for identifying themes, tips for building and applying codebooks, and suggestions on how to produce qualitative descriptions, make systematic comparisons, and build and formally test models. The course will concentrate on three fundamental analysis traditions: grounded theory, classic content analysis, and semantic analyses. Classes will be divided between lecture-style presentations and hands-on laboratories where participants will analyze real data. Though not intended as a review of software products, participants will be shown how general and specialized software (including Microsoft Word & Excel, Atlas.ti, EZText, Anthropac, and UCINet) can be used to facilitate the analysis of qualitative data. At the end of the workshop, participants should be familiar enough with the various techniques to be able to apply them to their own data as well as to demonstrate them to their students and colleagues.

Who should apply: Only anthropologists who have completed their Ph.D.s will be considered. Preference will be given to those who have experience conducting systematic and scientific research and who are likely to apply for NSF-sponsored funding in the future. Preference will also be given to individuals who are currently teaching graduate courses in research methods.

Course requirements: All participants will be expected to come with a laptop that has the ability to run Windows-based software programs. (Mac users may need to install software to emulate a Windows environment.) Participants will need to have Microsoft Word & Excel loaded on their computers and will be asked to download and install additional demo or free software before arriving at camp.

Required Readings: Articles will be made available during the course and via the course website when possible.

Recommended Reference Texts:

* = Required reading
Readings are subject to change.

Schedule:

Monday
Morning
Introductions & Class Logistics
Overview of Qualitative Research
The Basics (a brief overview)
Identifying Themes, Building and Applying, Describing Themes, Making Comparisons, and Building & Testing Models
Overheads: 1
Afternoon
The Basics
Lab: Identifying Themes
AA abstracts (compare & contrast) [Word]
Illness data (compare & contrast, metaphor, transition) [Atlas/ti]
Personals data (paw & sort)
Overheads: 2

Tuesday
Morning
The Basics (continued)
Building and Applying Codebooks (*MacQueen et al. 1998; *Carey et al. 1996; *Willms et al. 1992)
Handouts: Examples of Codebooks
Lab: Building and Applying Codebooks
Illness data [Atlas/ti]
Personals data [Excel]
Handouts: Examples of Descriptions
Lab: Describing Themes
Illness data [Atlas/ti]
Personals data [Excel]
Overheads: 3

Afternoon
The Basics (continued)
Handouts: Examples of Comparisons
Lab: Making Comparisons
Illness data [Atlas/ti]
Personals data [Excel]
Lab: Building and Testing Models
Illness data [Atlas/ti]
Wednesday

Morning

Data Archiving

Notes & Video & Recordings (*Maloney & Paolisso 2001; Stigler et al. 1999)

Transcription (McLellan et al. 2003)


Overheads: 5


Negative Case Analysis (*Dey 1993:226–233; *Denzin 1979:194-199)

Key references: (Glaser & Strauss 1967; Strauss 1987; Glaser 1992; Strauss & Corbin 1990; Dey 1993)

Web sources: AREOL, Pandit, Online Grounded Theory Articles, More bibliography

Software: ATLAS.ti; AnSWR

Overheads: 6

Afternoon

Lab: Grounded Theory

Memos on Qualitative Standards [Atlas/ti]

Witchcraft data [Atlas/ti]

Other XXX [Atlas/ti]

Thursday

Morning

Word-Based Analysis

KWIC (McKinnon 1993)

Word Counts (*Ryan & Weisner 1996)


Web resources: xxx

Software: General; KWIC & Word Counts: Concordance, TextPack, TextSTAT

Overheads: 7

Afternoon

Lab: Semantic Network Analysis

KWIC: Deconstruction [Paw & Sort]

Word counts [Anthropac/Excel]

Word co-occurrence [Anthropac/UCINet ??]

Overheads: 4

Friday

Morning

Classic Content Analysis (*Hirschman 1987; Cowan & O’Brien 1990; *Schuster et al. 1998)

Intercoder Reliability: Kappa

Key references: (Krippendorf 1980; Weber 1990; Neuendorf 2002)

Web sources: Neuendorf’s excellent site; xxx
Software: General; **EZText**: xxx

Content Dictionaries (Colby 1966; Gottschalk 1997)

Web sources: **General Inquirer**; **Gottschalk Scales**.

Generic Analysis (*Crabtree & Miller 1992; Morgan 1992)

Ethnographic Content Analysis (Altheide 1996)

Overheads: 8

Afternoon

Lab: Classic Content Analysis

AAA abstracts (last 25 years) [EZText]

Personals data [Excel]

Pictures [Excel?]

Bibliography


Inc.
Ryan, G. 1999. Measuring the typicality of text: Using multiple coders for more than just reliability and
Ryan, G., & T.G. Weisner. 1998. A content analysis of words in brief descriptions: How do fathers and
mothers describe their children?, In Using Methods in the Field: A Practical Introduction and
Casebook. Edited by V. d. M. E. Sobo, pp. 57-68. Walnut Creek: Altamira Press.
191-224.
Stigler, J.W., et al. 1999. The TIMSS Videotape Classroom Study: Methods And Findings From An
Exploratory Research Project On Eighth-Grade Mathematics Instruction In Germany, Japan, And The
United States. Washington, DC, National Center for Education Statistics.
of Mental Retardation 95(6): 647-662.
(Chapter 11).
Yoder, P.S. 1995. Examining ethnomedical diagnoses and treatment choices for diarrheal disorders in