Introduction to QCAmap

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Introduction

- With a series of slides we would like to show you the basic procedures of the software.
- The program entry page (www.qcamap.org)
- The Website with further infos (www.qualitative-content-analysis.aau.at)
- Informations about first steps to get started
- You need to register an account.
 We guarantee that all your data will be kept confidential. A registration notification will be sent to your email-address.
- Now you can user the software from everywhere using different webbrowsers (Internet Explorer 9, Mozilla Firefox, Google chrome).
- Do not forget to log out. Your data is stored on our server. We guarantee that only you have access to this data.
- Since the application is web-based you will always work with the latest version of the program.



QCAmap can be used within research projects in e.g. Psychology, Sociology, Education, Economics, Linguistic Sciences, to analyze small and large amounts of any text material coming from interviews, group discussions, observation protocolls, documents, open-ended questionalre Items and others. Qualitative Content Analysis is a strictly rule-guided procedure containing qualitative steps (assignment of categories to text passages) and quantitative steps (analysis of category frequencies).

Literature

Mayring, Ph. (2010). Qualitative Inhartsanalyse. Grundlagen und Techniken (11. Aufl.). Weinheim: Beltz. Mayring, Ph. (2013). Qualitative Content Analysis. Theoretical Foundation and Basic Procedures (forthcoming soon).

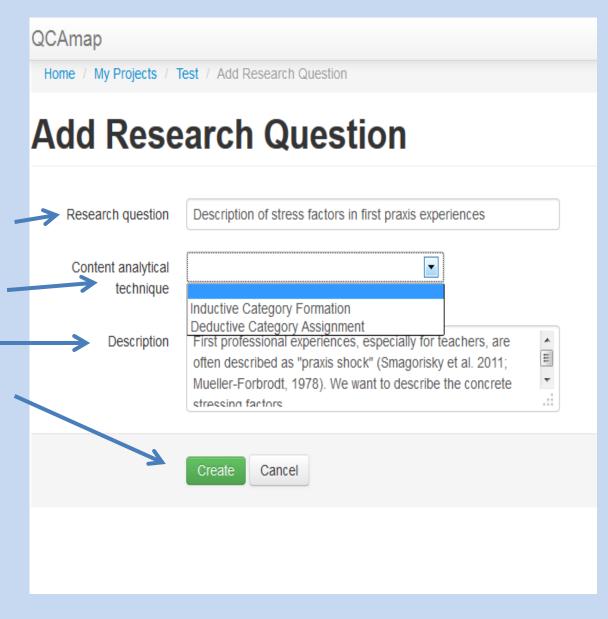
Qualitative Content Analysis Programm

@ Prof. Dr. Philipp Mayring and Dr. Thomas Fenzi

Alpen-Addia University Klagenfurf, institute of Psychology and Center for Evaluation and Research Councelling (Zentrum für Evaluation und Eorschungsberatung) Application developed by coUnity Software Development GmbH. Programm develop nent funded by Research Council (Forschungsrat) of the Alpen-Alcria University Klagenfurf and Institute for the Advancement of Science and Research (Institut zur Förderung von Wissenschaft und Forschung) of the Kämtner Sparkassen (Privatstiftung Kämtner Sparkassen).

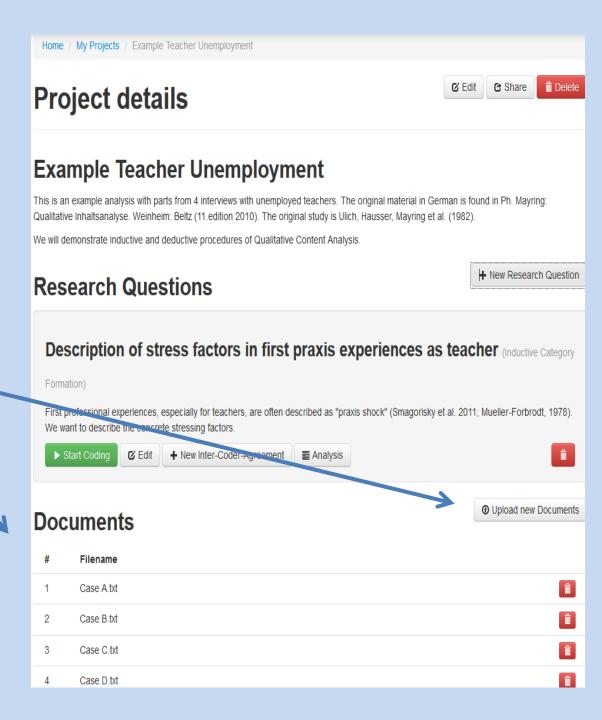
Starting your work

- First you have to create a new project (title and description)
- Then you have to define a research question and description!
- Then you chose the content analytical technique (currently, inductive category formation and deductive category assignment are available)!
- You should give a description of the research question!
- By pressing "Create" the program will save your research question and leads you to the next step, where you have to specify details for the chosen content analytical technique.



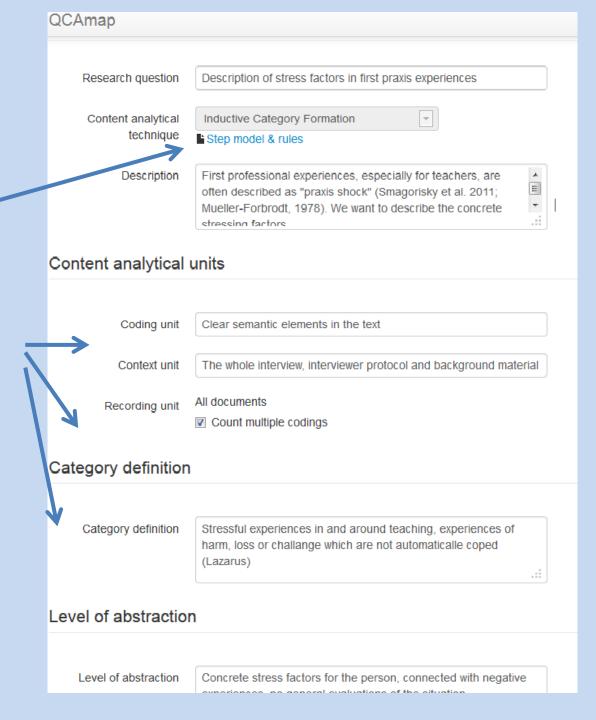
Upload your text material

- For each research question you have to upload the text documents which will be analyzed!
- The text documents have to be transformed into a txt.-file (UNICODE-Format; the procedure how to convert your files is described on the entry page under the button "How to get startet".



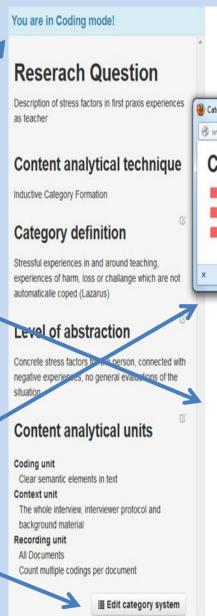
Inductive category formation

- You can look up the step model and the content analytical rules of inductive category formation (Mayring, 2011; 2013)
- If you have decided for inductive category formation, you have to describe the research aim, that is you have to define the content analytical units (recording unit in inductive CA is always the entire material), to give a category definition and to determine the level of abstraction!
- You can revise those definitions during the pilot phase (do not forget to save the changes with the button at the end of this page!).
- Only once these definitions are given, the program will allow you to "Start Coding" your material!

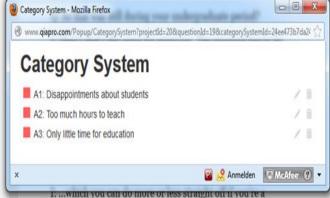


Coding

- You can start coding. The program always shows you the research question and rules on the lefthand side, which also can be revised during the pilot phase of coding.
- Mark text passages with the cursor and formulate a new category or subsume the passage to a previously formulated and thus already existing category!
- The list of inductive categories will be growing.
- During the pilot phase you can also edit the category system.



teachers and the principal says to me: "Listen, I know what we'll do. You take the 8th and 9th grades in physics and mathematics, then I don't need to do that myself any more; that's extra work for me, you see and if you do it, I'll have more time for my administrative stuff."



science student, and to the students you're a magician anyway when you give them a demonstration with the circle of Thales. They say, "That's incredible, it's almost magic!" And that's what I enjoyed. that's why I was already looking forward to being able to teach at a seminary school. Certainly, there are

disappointments that the students are not as one thinks they ought to be. I mean, in a big city like this there are just a lot of problems, what with the big firm here. And it is certainly not as you really thought it was going to be, but well, it was certainly not a practice shock for me.

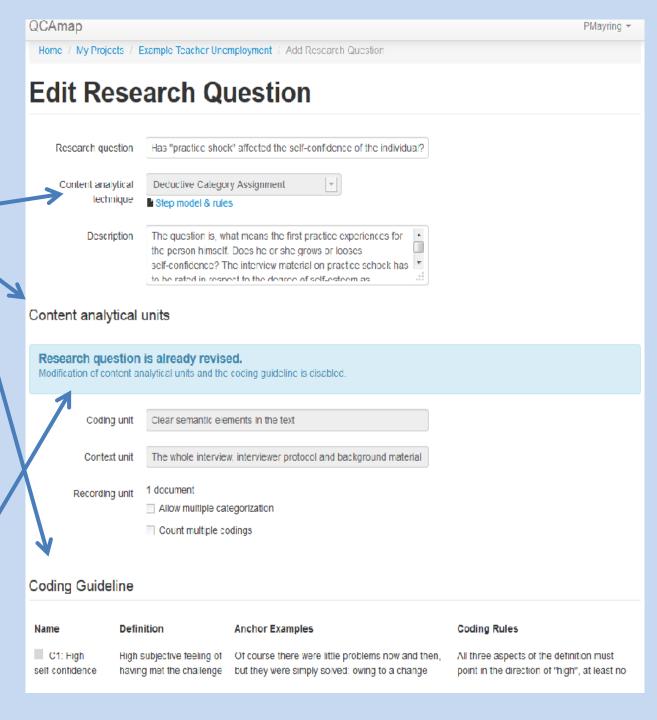
Q: Hm. Not even with the large number of teaching hours you have, with preparation - and, well a lot have told us this - that the postgraduate training phase is terribly stressful, with all the work.

I: Well, I... on that point you have to remember that in the first period, the first half-year in the training school and in the third period as well, you have to remember that as a rule you only have one class per subject. So as a rule that means between 4 and 8 hours. O.K., someone with English or French might have ten hours - 5 hours English, 5 hours French in one class. But



Deductive category assignment

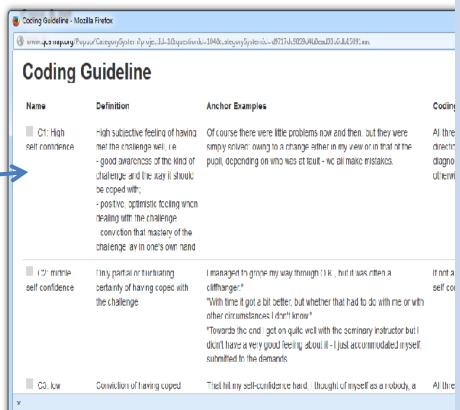
- If you chose the technique of deductive category for your research question, you have (after defining the content analytical rules) to formulate the coding guideline, which contains definitions, anchor examples and coding rules.
- After coding a certain amount of material the program reminds you to revise the category system and the coding guideline (pilot phase). After finishing the pilot phase, no more changes can be apllied to the coding guideline.



Coding

- During coding the texts you can always have a look on the coding guideline.
- Mark text passages with your cursor and assign them to one of the categories in your coding guideline!





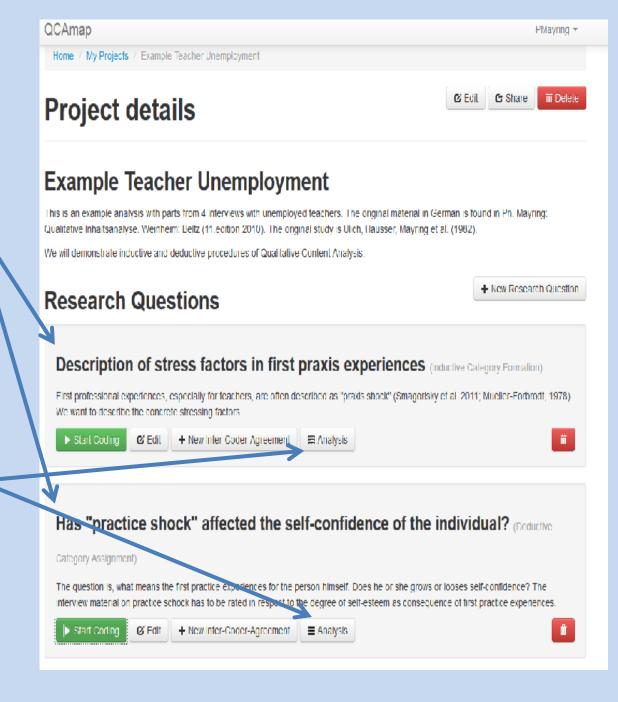
and I had a marvellous time. Senior elementary school is of course relatively simple as far as preparation is concerned, as the content is not so difficult. In 9th grade maths there's Pythagoras, well...

Q: We know!

It is which you can do more or less straight off if you're a science stallent, and to the students you're a magician anyway when you give the reademonstration with the circle of Thales. They say, "That's increamble, it's almost magic!" And that's what I enjoyed, that's why I was arready looking forward to being able to teach at a seminary school. Certainly, there are disappointments that the students are not as one thinks they



- You can run several research questions (inductive and deductive) within the same project, with the same text material.
- When your analysis of the texts is advanced, the software remembers you to pilot check the category systems (inductive) or the coding guideline (deductive) and the content analytical rules.
- Once coding of the text material is finished (but also during coding) the system gives you several possibilities of displaying the results (button "Analysis").
- The results will be given as Excel-files, so the data can be imported into statistical analysis software (e.g. SPSS).



- Enjoy the program!
- New features will follow soon.
- If you have questions or problems, or if you find any features that do not work properly, do not hesitate to contact us. Your feedback is very much appreciated!

