

Getting the most out of qualitative software: the Five-Level QDA method

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The genesis of the Five-Level QDA Method

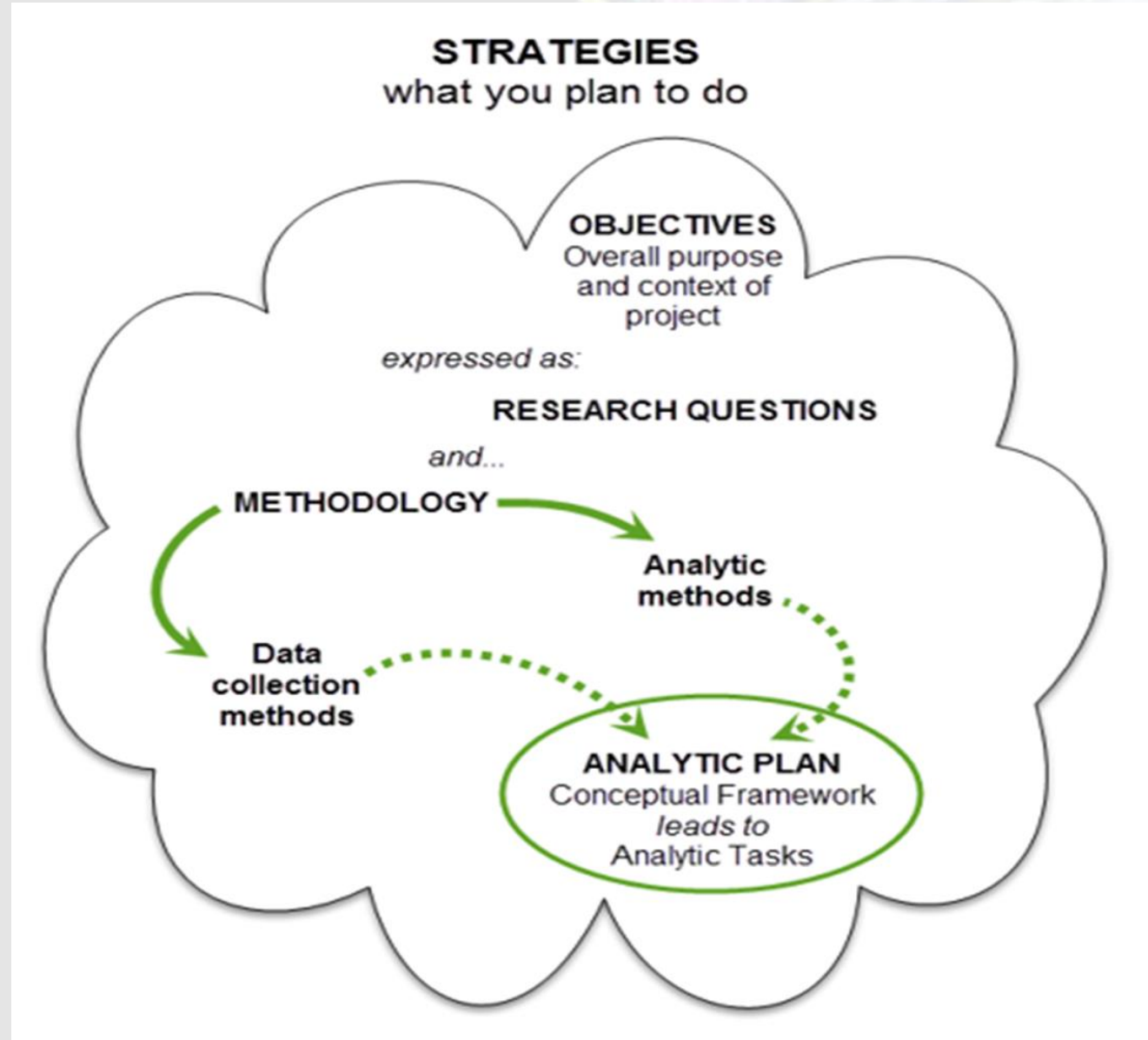
- Not a method of analysis but a pedagogy
- Challenges in gaining expertise
 - Limited or superficial use
 - Stop using it when it could be most helpful
 - Allow software to drive the process
- Need for integrated teaching and learning

Addressing the challenges

- A method for *harnessing CAQDAS packages powerfully*
- A pedagogy that transcends methodology and software
- Unpacking the “black box” of expertise

The core principle

- Strategies are different from tactics
- Strategies: *What you plan to do*
 - Driven by project objectives and research questions
- Tactics: *How you plan to do it*
 - Highlighters, whiteboards, general purpose software, CAQDAS...
...or a combination



The problem

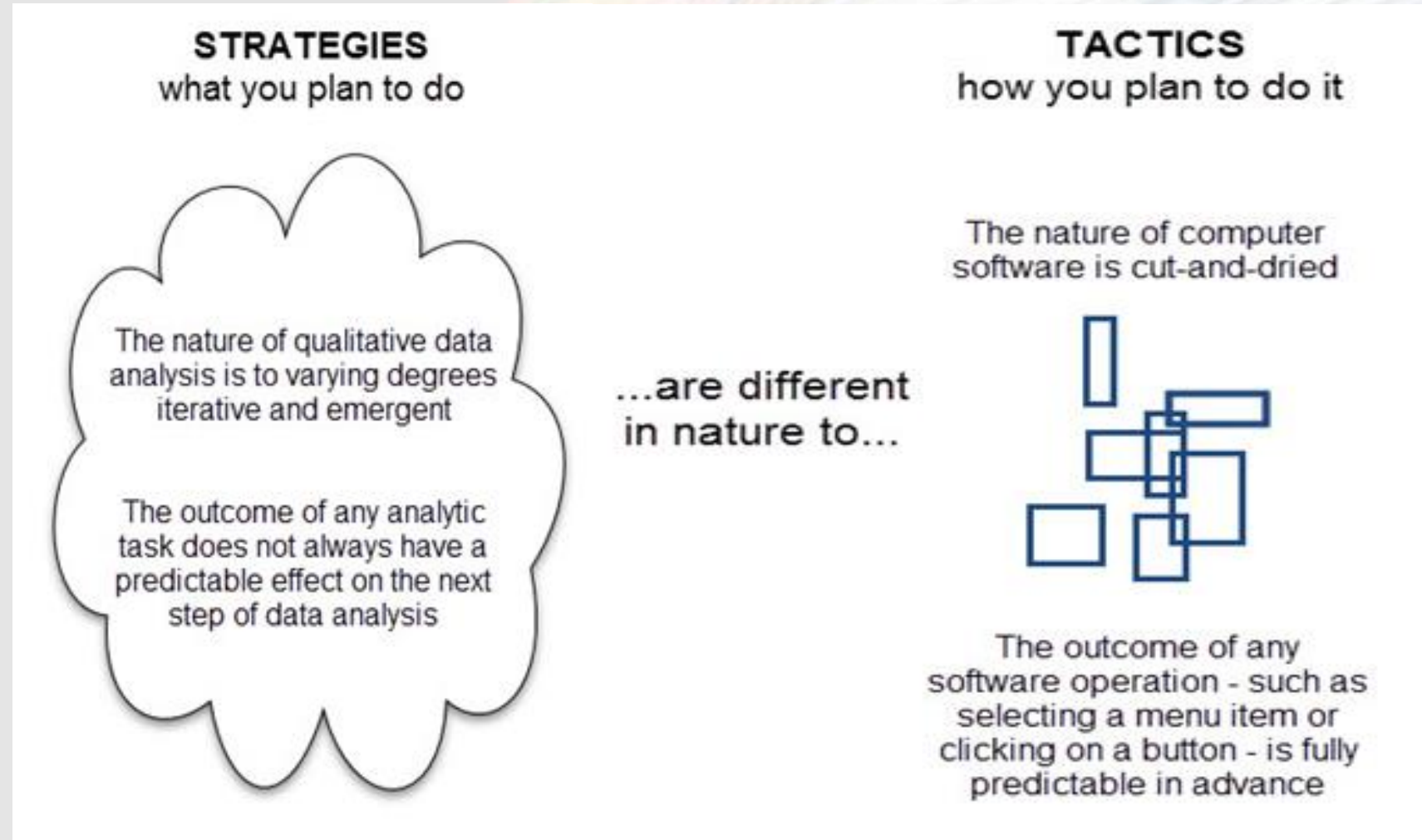
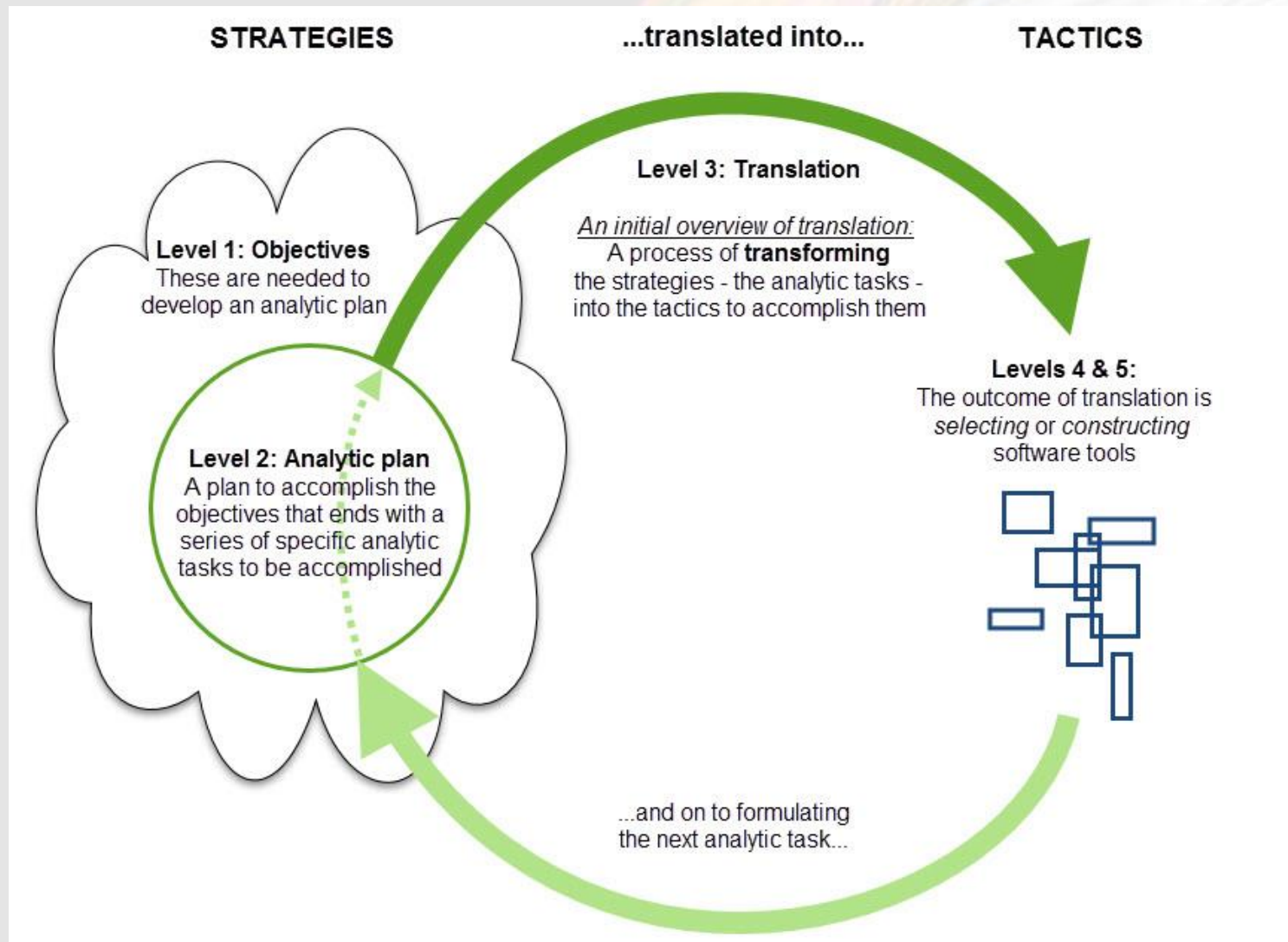


Figure 1.1, page15

The Five-Level QDA Method as a solution



An overview of the process

- Work with software “components” rather than “features”
- Identify “analytic tasks” for translation
- Translate the units of the task to components of the software
- Five steps of translation
 - *Tools for teaching and learning translation*

Translation is

driven by analytic strategies

...although tactics can ***inform*** strategies

Teaching & Learning tools

- Live translation
- Analytic Planning Worksheets
- Three sets of instructional videos

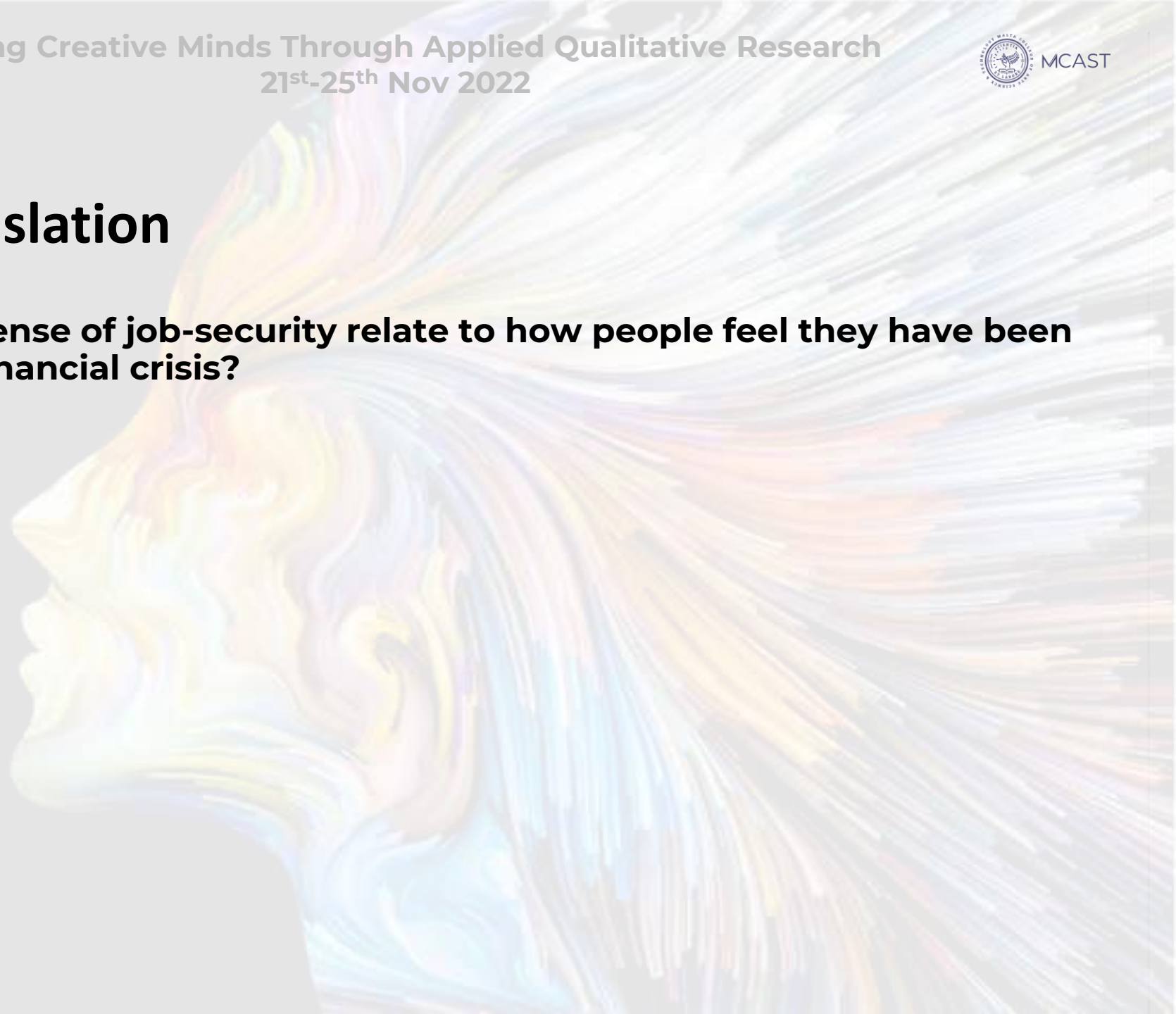
<https://www.qdaservices.co.uk/atlasti-tutorials>

<https://www.qdaservices.co.uk/maxqda-tutorials>

<https://www.qdaservices.co.uk/nvivo-tutorials>

Example of live translation

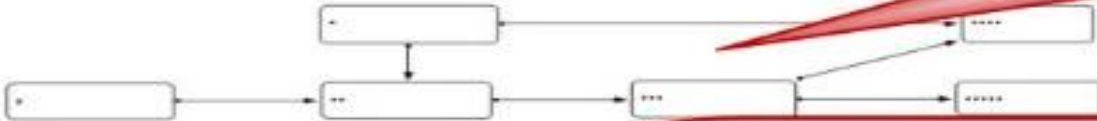
Planning a RQ: **How does sense of job-security relate to how people feel they have been personally affected by the financial crisis?**



Example of live translation

Planning a RQ: **How does sense of job-security relate to how people feel they have been personally affected by the financial crisis?**

- Identify concepts in the RQ & MAXQDA components used to capture them
 - Sense of job security = document-variable (already captured – Likert scale question)
 - Personally affected by the financial crisis = codes (OEQ code but needs re-coding)
 - Feelings = need to generate codes (inductively?) to capture different feelings

PROJECT NAME: Name of Analysis Phase	
Level 1: OBJECTIVES & METHODOLOGY	OBJECTIVES
	GUIDING METHODOLOGY
Level 2: OVERALL ANALYTIC PLAN	CURRENT CONCEPTUAL FRAMEWORK
	
	PRIOR COMPLETED
	CURRENT
Level 2: ANALYTIC TASKS	Level 3: TRANSLATION
	Level 4: SELECTED TOOL or Level 5: CONSTRUCTED TOOL
	<p>UNITS</p> <p>PURPOSE</p> <p>POSSIBLE COMPONENTS</p> <p>CHOSEN COMPONENTS</p> <p>EXPLANATION</p>
REFLECTIONS	

A summary of the objectives or research questions as they currently stand, and the name and summary of the guiding methodology, whether chosen or implicit

A narrative or graphic representation of the current conceptual framework

A summary of phases completed up to this point ...

... the name of the current phase ...

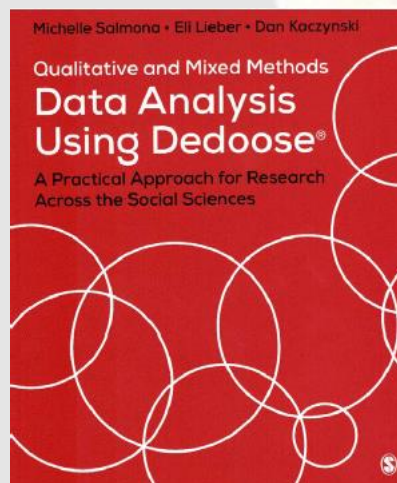
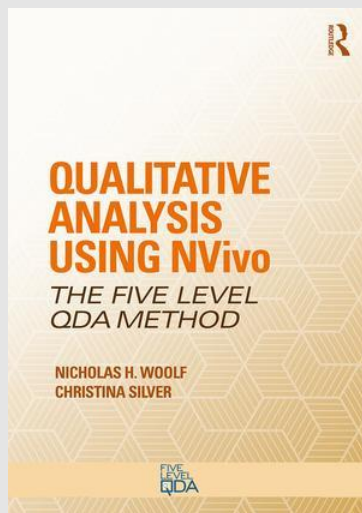
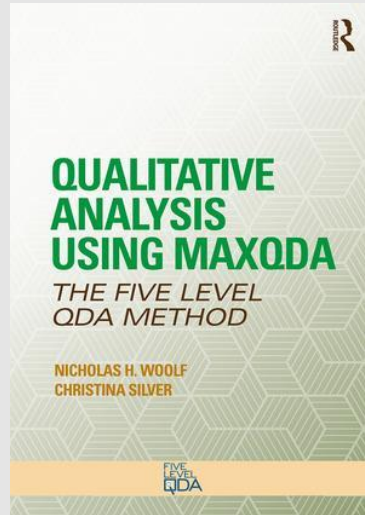
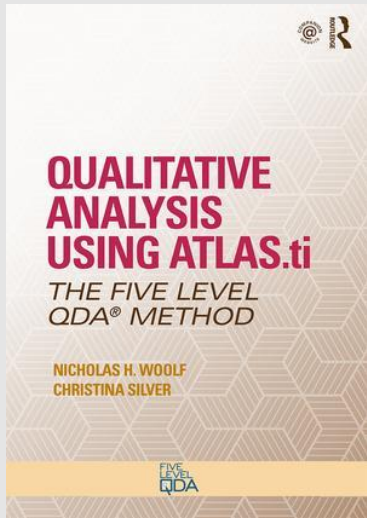
... and a summary of what is anticipated to happen next ...

The number and name of the first ANALYTIC TASK

The outcomes of each of the five steps of TRANSLATION for this first ANALYTIC TASK

The software operations for this first ANALYTIC TASK -- either a single software operation (a SELECTED-TOOL) or custom or combined software operations (a CONSTRUCTED-TOOL)


A final summary, including whether the Next Anticipated phase will be changed as a result of completing this phase



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HARNESS THE POWER OF THE SOFTWARE

Conduct high quality analysis, more efficiently



SHORTEN YOUR LEARNING CURVE

Reduce the long process of trial and error



METHODOLOGICAL INTEGRITY

Your analysis drives the process, not the software

What is the Five-Level QDA method?

Software is cut-and-dried – every button you press has a predictable effect – but qualitative analysis is open-ended and unfolds in unpredictable ways. This contradiction is best resolved by separating analytic strategies – what you plan to do – from software tactics – how you plan to do it. Expert CAQDAS users have unconsciously learned to do this. The Five-Level QDA method unpacks the process so that you can learn it consciously and efficiently.

www.qdaservices.co.uk/five-level-qda

References & adaptations

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