

# **Qualitative Methods in Survey Research: Data Analysis and Computer Applications**

Survey Research Center, Institute for Social Research,  
University of Michigan  
July 14-25

**Instructor: Eben Weitzman**

**Course:** SURVMETH 654  
**Time:** M-F, July 13-17, 1:00-3:00  
M-Th, July 20-23, 1:00-5:00  
F, July 24, 1:00-3:00  
**Location:** 1469 Mason Hall  
**Comp Lab:** July 21-25, 1-5, G444D Mason Hall

**Eben A. Weitzman, Ph.D.**

Office: 4063 ISR  
Phone: 734-764-3274

Graduate Programs in Dispute Resolution  
University of Massachusetts Boston  
100 Morrissey Blvd.  
Boston, MA 02125  
(617) 287-7238  
e-mail: eben.weitzman@umb.edu

Texts:

Miles, M. B. & Huberman, A. M. (1994). Qualitative data analysis: An expanded sourcebook, 2<sup>nd</sup> Ed. Thousand Oaks: Sage.

Weitzman, E. A. & Miles, M. B. (1995). Computer programs for qualitative data analysis: A software sourcebook. Thousand Oaks: Sage. (*Optional-to be discussed in class; I recommend you NOT buy it until after our first meeting*)

Course Objectives:

**Week I:**

Once qualitative data have been collected, the researcher is faced with the (often daunting) task of making sense of it all. This week, we will be working with methods for organizing, interpreting, and drawing and verifying conclusions from qualitative data. We will work primarily with the methods of Miles and Huberman, but will build on the earlier segments of the course. Our approach throughout will be active, participatory, and engaged with real data.

## **Week II:**

There is a wide variety of software available to assist the researcher in managing and analyzing qualitative data. In this segment of the course, we will become familiar with some of the options in three different categories of software: text retrievers, textbase managers, and code-based theory builders. More importantly, we will learn about how to make intelligent, *individualized* selections of software that best meet the needs of a particular researcher faced with a particular project.

Special attention will be given to the problems of matching software to types of analysis, understanding the ways in which software can influence conclusions, and developing strategies for minimizing unwanted influences of software design.

We will apply what we learn to the analysis of real data, generated in the earlier weeks of the course. *Students who have qualitative research projects of their own, such as dissertations, may bring a sample of their data. (Students have managed this by bringing the data on diskette or USB drive, emailing it to themselves, or posting it to their private drivespace on the servers ). While datasets vary in structure, a good size sample of data might include 3-4 10 page interview transcripts, but there is no hard-and-fast rule.* There will be an opportunity for students in this situation to attend to choosing software for their own projects, and taking some early steps in analysis.

### Course Requirements:

#### **Class Participation & Readings**

Our class design will emphasize active participation. There will be in-class exercises almost every day. Accordingly, it will be essential for students to be prepared, having done all reading assignments before class.

The quantity of reading for the last week of the course will be quite light, but there will be substantial lab work outside of class hours. While our class time runs from 1:00 to 3:00, we will also have a lab period from 3:00 to 5:00 each day of the last week except Friday (i.e., July 21-24). I will be available in the labs to work with you for much of that time, and there will be lab “homework” for each afternoon, including informal, handwritten assignments.

#### **Analysis “Project”**

Each student will use the software package(s) s/he will have selected to begin an analysis of either the course dataset, or their own data (see remarks under Course Objectives, above). The “project” to be handed in will consist of a collection of printouts of analysis output and a brief (2 pages) written summary of early findings.

#### **Note on Certificates of Participation**

Students seeking a Certificate of Participation but no grade are expected, as are all other students, to attend all classes, participate in all class activities, and complete all class assignments. Note that most students are able to complete the Analysis Project within scheduled lab hours.

## Week I

**Monday, 7/14**

---

### Introduction

Weitzman, E. A. (2004) Advancing the scientific basis of qualitative research. In C. C. Ragin, J. Nagel, & P. White (Eds) Workshop on the scientific foundations of qualitative research. Arlington, VA: National Science Foundation. *Pp. 145-147.*

### Building a Conceptual Framework, Designing Research Q's

M&H Ch. 1, "Introduction"

M&H Ch. 2, "Focusing and Bounding the Collection of Data: The Substantive Start"

**Tuesday, 7/15**

---

### Analysis: Early Steps

M&H Ch. 4 "Early Steps in Analysis"

Strauss, A. & Corbin, J. (1998). Basics of qualitative research: Techniques and procedures for developing grounded theory, 2<sup>nd</sup> Ed. Thousand Oaks, CA: Sage. *Chapter 8: Open Coding, pp. 101-121.*

**Wednesday, 7/16**

---

### Matrix Building I:

M&H Ch's 5 & 6: excerpts as follows:

Ch. 5, Within-Case Displays: Exploring and Describing pp. 90-top of 102

Ch. 6, Within-Case Displays: Explaining and Predicting pp. 143-top of 148

M&H Ch 9 "Matrix Building: Some Rules of Thumb" pp. 239-243

plus additional browsing as explained in the in-class handout.

**Thursday, 7/17**

---

**Matrix Building II:**

M&H Ch's 7 & 8: excerpts as follows:

Ch. 7, Cross-Case Displays: Exploring and Describing  
Ch. 8, Cross-Case Displays: Ordering and Explaining

pp. 172-177  
pp. 207-208

**Friday, 7/18**

---

**Drawing Conclusions:**

M&H Ch. 10 "Making Good Sense: Drawing and Verifying Conclusions"

M&H Ch. 13 "Concluding Remarks"

**Week II**

**Monday, 7/21**

---

**Introduction to the Role of Software in Qualitative Research**

Weitzman, E. A. (2006). "Computer-aided/mediated Analysis." In G. Ritzer, Ed. Encyclopedia Of Sociology. Blackwell.

Weitzman, E. A. (2000). Software and qualitative research. In N. Denzin & Y. Lincoln (Eds.) Handbook of qualitative research, 2nd Ed (pp. 803-820). Thousand Oaks, CA: Sage.

W&M Ch's 1-3 (pp1-22) (*Optional*)

W&M Glossary (*browse*)

***LAB: Text Retrievers***

**Tuesday, 7/22**

---

**Code-and-Retrieve and Code-Based Theory Builders**

Brief readings TBA

***LAB: Code-and-Retrieve and Code-Based Theory Builders***

**Wednesday, 7/23**

---

**Matching Software Choice to Research Needs**

**Data Preparation**

Brief readings TBA

*LAB: Further Exploration for Choice; Begin Data Analysis Projects*

**Thursday, 7/24**

---

**Data Analysis Strategies**

Miles & Huberman, Ch. 12: "Writing Reports"

*LAB: Analysis Projects*

**Friday, 7/25**

---

**Other Metaphors, Next Steps**