Analysing conversational data with computer-aided content analysis: the importance of data partitioning

Submitted by Emmanuel Lemoine on Thu, 06/25/2015 - 14:18

Titre	Analysing conversational data with computer-aided content analysis: the importance of data partitioning
Type de publication	Communication
Type	Communication avec actes dans un congrès
Année	2014
Langue	Anglais
Date du colloque	06/2014
Titre du colloque	Journées Internationales d'Analyse des Données Textuelles
Auteur	Peyrat-Guillard, Dominique [1], Miltgen, Caroline [2], Welcomer, S. [3]
Pays	France
Ville	Paris
Mots-clés	computer-aided content analysis [4], Computer-aided text analysis [5], encoding techniques. [6], focus groups [7], statistical analysis of qualitative data [8]
Résumé en anglais	This article highlights the distinctive outcomes generated by different approaches to computer-aided content analysis, and discusses how partition decisions reveal or conceal possible data interpretations. Drawing on data collected from focus groups set up during a European research study, we demonstrate how the chosen encoding technique leads to different views of the same texts, regardless of the software chosen. This analysis produces a user's guide for researchers who need to analyze conversations and concludes with a discussion of the implications for management and organization research.
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