Exploring and visualising qualitative text using discrete and quantitative data

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There has been considerable discussion concerning the utility of such orderings... It is not our intention in this paper to review such discussions, but instead to present a rather new approach to the problem

- Guttman 1944
Arthur: Have you got an answer?

Ford: No, but I’ve got a different name for the problem!

“The best way not to be unhappy is not to have a word for it”

- Adams 1979
Figure 6.2: Sources of support from diary entries
On your marks

The Schweppes Abbey Well

Alternative Facts and Stats of the London 2012 Olympic and Paralympic Games

10 million
litres of water will be needed to
fill the swimming and diving pools
at the Aquatics Centre - that's the
same amount of water for
1,250,000
flushes of a toilet.

Stable workers will have the fragrant job of clearing up
32,000
piles of manure from the equestrian events. Nice.

5,820
horses will be housed at the Olympic Village.

2,000
newts were relocated from the Olympic Park to the Waterworks nature reserve.

Over
4,000
bins in the Olympic Park will be emptied about
336,000
times throughout the London 2012 Olympic and Paralympic Games.

4,000
trees
60,000
bells
74,000
plants
350,000
wetlands plants

5 million
litres of bottled water will be supplied in the Olympic Village supplied by the
official water sponsor, Schweppes Abbey Well.

1 cow
around 30 years to produce the same amount.

270,000
the average number of glasses sold per day by the unique dispenser.

185,000
telcoes
22,000
pillows will be used to fill out the Olympic Village.

17,320
men will be housed at the Olympic Village.

1,630
disappearing from Steps in Things are wanted for the weightlifting competition?

That's over
57
times the number of books in London's Savoy Hotel.

10 million litres of milk over the course of the London 2012 Games, it would take

Guidelines on homework later in the year but, in the short-term, it expects to see many schools asking pupils to do more from September and trying to involve parents in their homework programmes.

Andris said RAs and student desk.

Almost half of FSU students drink on campus.

U.S. MAMI HERALD
Qualitative literacy

“The average American consumes 100,500 words of information in a single day”

- Bohn and Short 2009
Figure 2.1 Describing a bit of data as a ripple in the flow of experience

- Dey 1993
Safety
Anyway, I guess it’s healthier this way, and I don’t get the fatigue I used to.

But at the weekends I am partial to a proper cooked breakfast, sausages, bacon, fried egg, the whole nine yards. I know it’s a bitty fatty and so on, but as a once a week treat, I don’t think it does me too much damage.

If I have leftovers I will take those it, I guess it’s not a very healthy lunch.

I start with cereal, usually muesli, with low fat milk, so that’s a pretty healthy option.

I think that we try to eat healthily.

everyone has different things they are doing, so you end up having to make food quickly sometimes

d I worry that then it’s what is left in the freezer, not always the freshest food

But we do eat a lot of fruit at least, the children love apples and bananas, so we always try

breakfast we normally have toast or cereal, the children do like the chocolaty ones, bu
Risks and limitations

Discrete data limitations (eg Age/Gender)

Only based on coding

Quotes not numbers

Replicability / validity?

Cognitive guide not a solution
Relativity as a mediator?*

*Of what was said and what was coded
it was the worst of times,

- Tale of Two Cities

it was the age of foolishness,

- Tale of Two Cities

it was the epoch of incredulity,

- Tale of Two Cities

it was the season of Darkness,

- Tale of Two Cities

it was the winter of despair,
Data mining ≠ qualitative

You don’t know these people

Sources not designed for your study?

Analytical tools in infancy

Simplistic summary of complicated data

Still just a ‘number’, not an answer
The prospect of computer assisted analysis may persuade researchers... they can manage much larger amounts of data and increase the apparent “power” of their study.

However, qualitative studies are not designed to be representative in terms of statistical generalisability, and they may gain little from an expanded sample size except a more cumbersome dataset.

The sample size should be directed by the research question and analytical requirements

- Pope, Ziebland, Mays 2000
Standard guidelines

A tool not a solution

Reflexivity

Appropriate methods

Differences and similarity

Outliers

Big picture