Visualizing and Exploring Qualitative Research: Interview Transcripts

Project Status Presentation

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Project Motivation

- Limited tools for creating and sharing interactive visualizations for results of qualitative research
  - we were asked to create something

- Limited research, knowledge on visualizing qualitative data

- Complex tools require high learning curve, high cost to use

- Many tools do not keep data in context
Typical Interview Analysis Process

1. Review transcripts

2. Coding/indexing
   - relevant words, phrases
   - repeated themes
   - unexpected information
   - related to existing theories or concepts

Computer Aided Qualitative Data Analysis Software
Typical Interview Analysis Process

3. Decide which codes are important

4. Categorize Codes

5. Summarize Themes
Typical Interview Analysis Process

3. Decide which codes are important

4. Categorize Codes

5. Summarize Themes -- Visualizations?
   - word cloud/trees
   - storyboards
   - mind map
   - concept map
CAQDAS Example - dedoose
Existing Text Visualizations
Data

- 20 Coded Interviews (20 hours of transcripts)
- Low-income, young African American women
- Codes: body dissatisfaction, health, contradictions
- Files: Text files, XML export from ATLASi tool
Our Ideas

- Create a visualization tool for data exploration
- Visualize the corpus of interviews
- Visualize the researcher's codes
- Analyze text contained in the codes
- Reveal potentially interesting words and phrases
- Keep the data in context
Qualitative Data

- Visualize this:
  1. Codes = label
  2. Context

- Visualize entire interview for each interview. Frequency of words.

- Things highlighted/intent

- Start for each context

- Pronoun Verb "like"

- Word net analyzer

- Top 10 words

- Bi-gram & Tri-grams

- Entire corpus

- Quotes

- Memes

- Interview

- "The Cat"

- Zoom into code
Demo
Remaining Milestones

Week of 11/11: Reviewing research, existing tools, brainstorming ideas, data exploration, initial text analysis using nltk (both)

Week of 11/18: Build prototypes for visualizing entire interview corpus (Aisha) and individual interviews (Vanessa)

Week of 11/25: Integrate text analysis data into both visualizations
Share with Researchers and get feedback

Week of 12/2: Final Presentation & Paper
Slone, D (2009). Visualizing Qualitative Information. The Qualitative Report, 14(3). 489 - 497


Jason Davies Word Tree Tool: http://www.jasondavies.com/wordtree/?source=&prefix=and
Thanks