

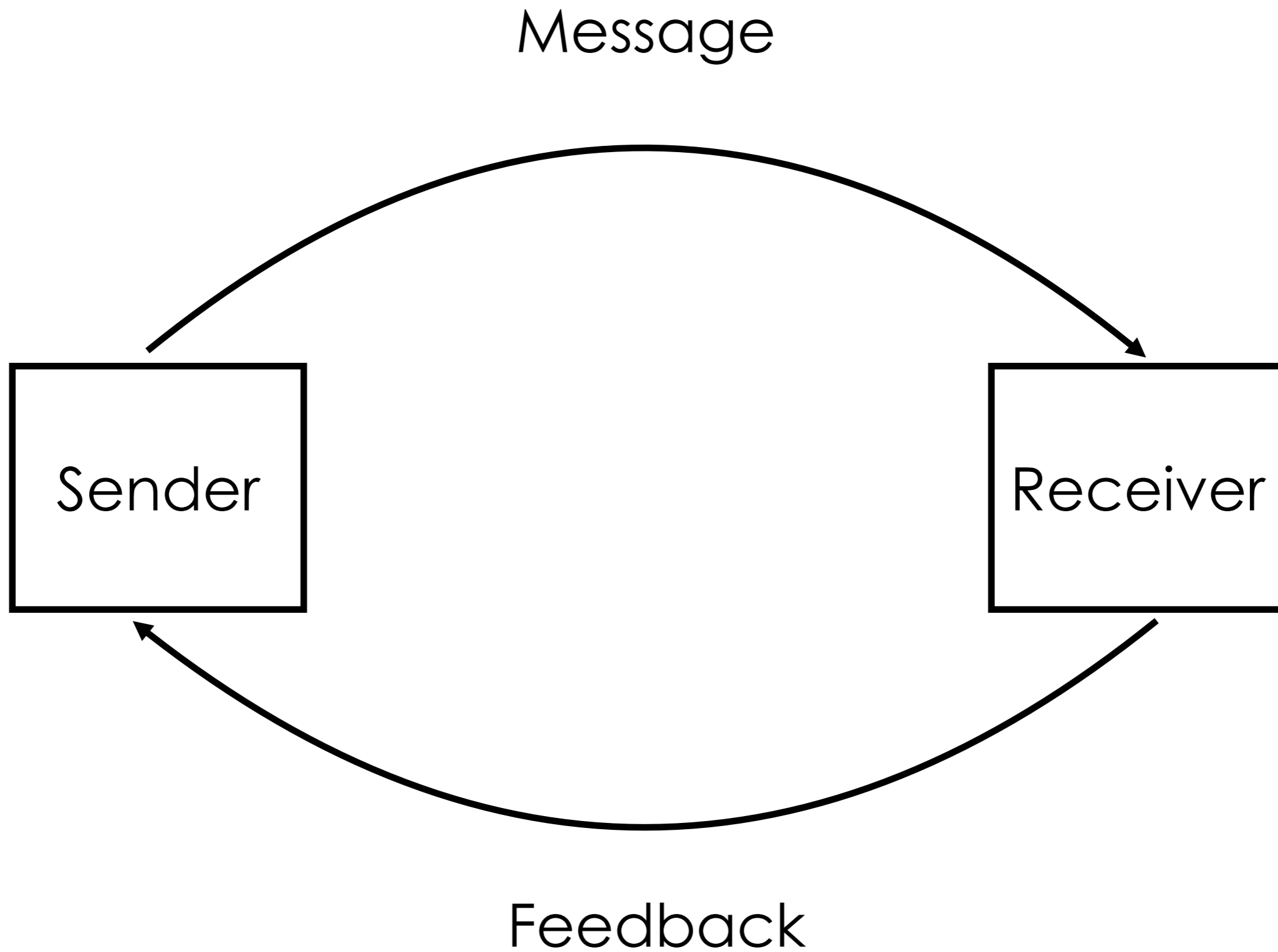
QUALITATIVE
DATA ANALYSIS

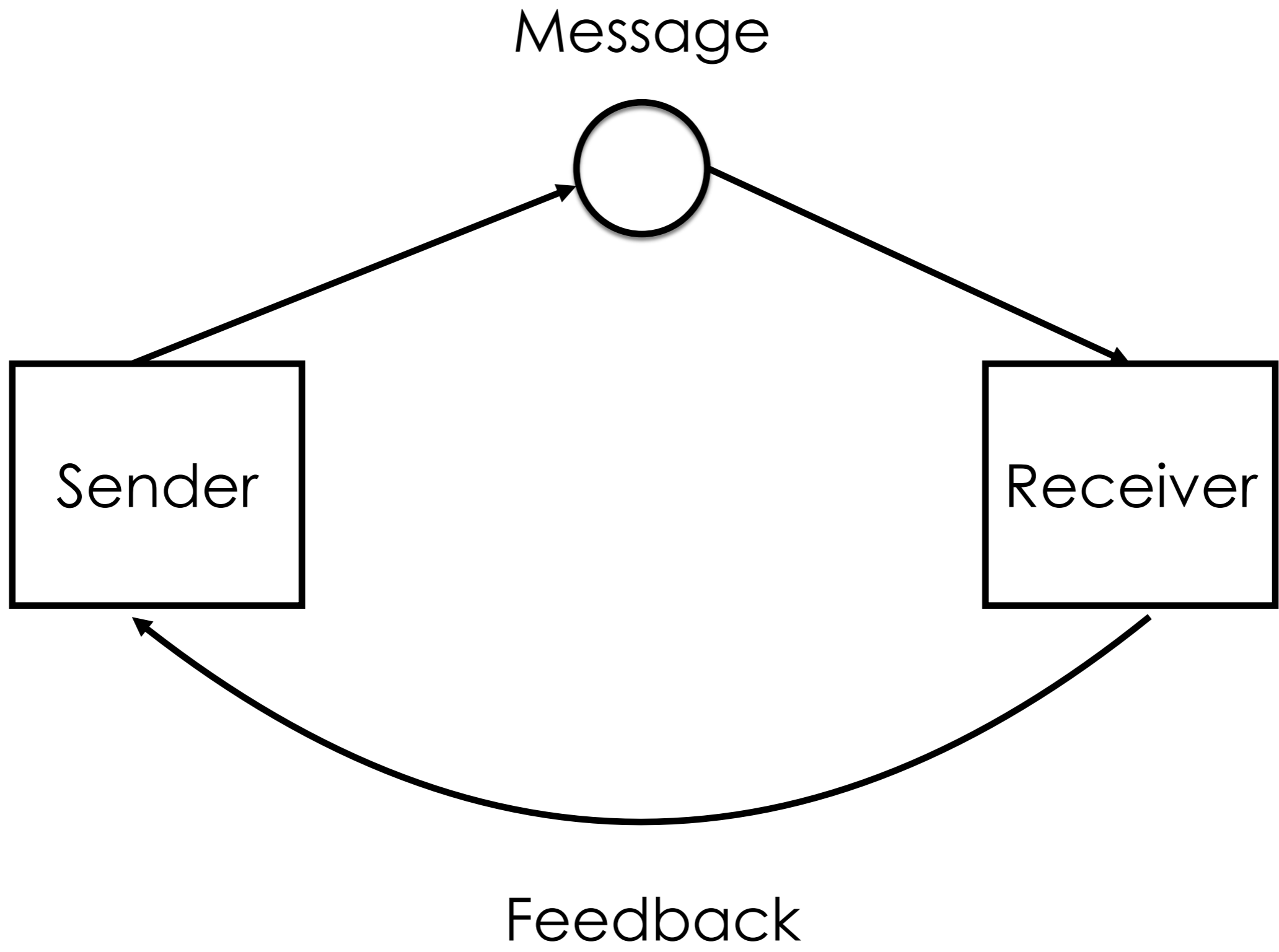
MARGARET A. FESENMAIER
DEPARTMENT OF COMMUNICATION



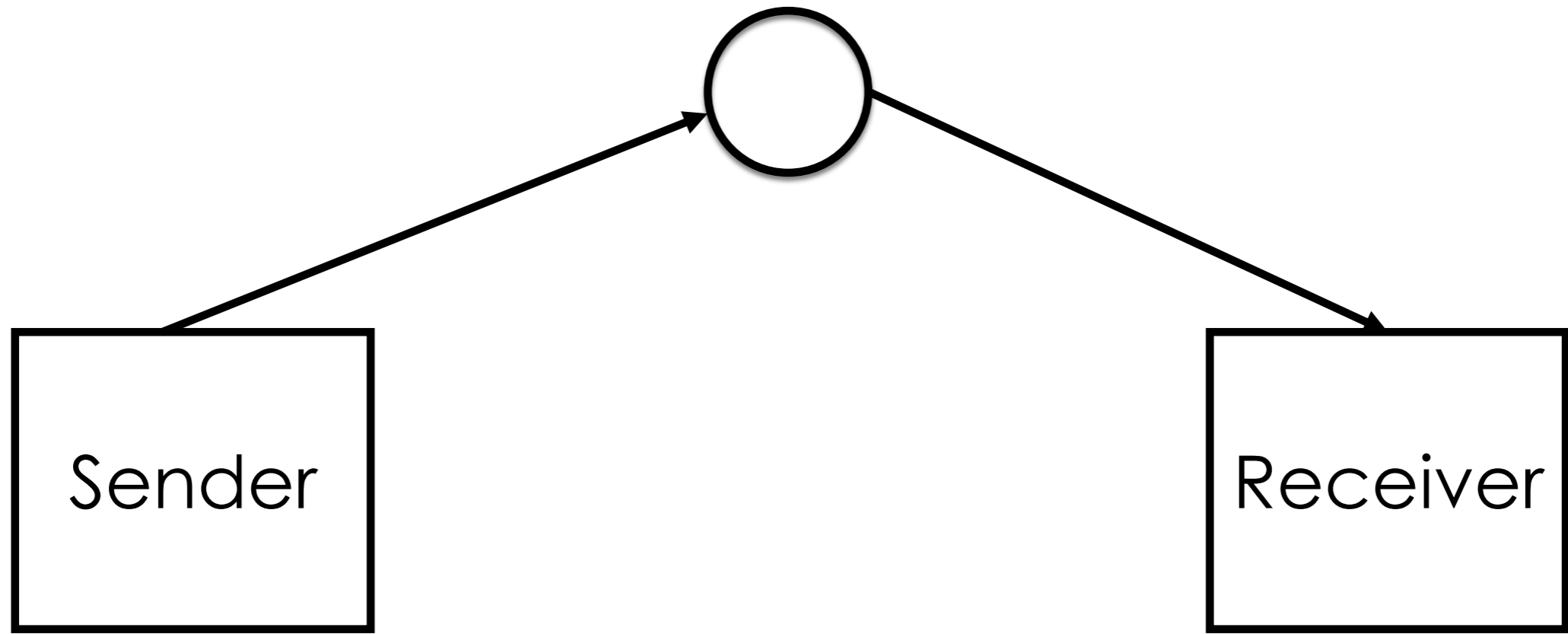
HOW DO YOU

ANALYZE DATA?





Message



??????????

SAMPLE

- Semi-Structured Interviews, Summer 2015
- University students in Beijing
- 18 interviews
- Between 20-45 minutes long
- Ages 19-33

MIGRANT COMMUNICATION

RQ1: Do the friends and family of migrants living abroad engage in ambient information-seeking behaviors?

RQ2: What is the impact of online ambient co-presence on the relationship between a migrant and the friend or family member living in the country of origin?

Northey / Tepperman
Albanese

Making Sense

Social
Sciences

Fo
Ed H 61.8
N67 2009

Rubin • Rubin
Haridakis • Piele

Communication Research

strategies
and sources

7

WADSWORTH
CENGAGE Learning

Lindlof Taylor

Qualitative Communication Research Methods

THIRD
EDITION

SAGE

BRINKMANN
KVALE

InterViews

THIRD
EDITION

SAGE

Strauss

**Qualitative Analysis
For Social Scientists**

USED GE

Babbie

The Practice of Social Research

9th Edition

WV
Wadsworth
Cengage Learning

Remler
Van Ryzin

Research Methods in Practice

SECOND
EDITION

SAGE

Miles ■ Huberman ■ Saldaña

Qualitative Data Analysis

Third Edition

SAGE

3 GOALS



Data
Management



Data
Reduction



Conceptual
Development

THE ANALYSIS
PROCESS

&

THE INTERPRETATION
PROCESS

MY ANALYSIS

PROCESS

1. Pull from the Literature
2. “First Cycle” Coding
3. “Chunking” Data
4. Jotting

Dealing with the Digital Panopticon: The Use and Subversion of ICT in an Indian Bureaucracy

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ABSTRACT
This paper examines the use and subversion of ICT in an Indian bureaucracy. It argues that ICT is used to create a digital panopticon, which allows managers to monitor their employees' activities. This paper explores how employees subvert this panopticon and how they use ICT to create a counter-panopticon.

Categories and Subject Descriptors
H.3.2 [Information Systems]: Information Systems Security
General Terms
Security, Management, Human Factors
Keywords
ICT, India, Bureaucracy, Digital Panopticon, Subversion

1. INTRODUCTION

The use of ICT in an Indian bureaucracy has led to the creation of a digital panopticon. This panopticon allows managers to monitor their employees' activities. This paper explores how employees subvert this panopticon and how they use ICT to create a counter-panopticon.

2. TECHNOLOGY

The use of ICT in an Indian bureaucracy has led to the creation of a digital panopticon. This panopticon allows managers to monitor their employees' activities. This paper explores how employees subvert this panopticon and how they use ICT to create a counter-panopticon.

Conclusion

The use of ICT in an Indian bureaucracy has led to the creation of a digital panopticon. This panopticon allows managers to monitor their employees' activities. This paper explores how employees subvert this panopticon and how they use ICT to create a counter-panopticon.



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THE LOGIC OF CONNECTIVE ACTION

The promise of algorithmic information processing is that it can be used to create a digital panopticon. This panopticon allows managers to monitor their employees' activities. This paper explores how employees subvert this panopticon and how they use ICT to create a counter-panopticon.



They could be studied as abstract computational tools, algorithms, and procedures that are embedded into practice in the lived world that produces them. This is especially true when the algorithm is the instrument of a social process, and in the lived world of those users it guides their actions. This is the case with the algorithm that helps users to find photos on Flickr. This algorithm is not just a technical tool, but a social process that shapes the way we think about and use photos. It is a recursive loop between the algorithm that helps users to find photos and the "calculations" of people. The algorithm that helps users to find photos is built on the archive of photos posted by other users. This archive is shaped by the algorithm and the "calculations" of people. The algorithm that helps users to find photos is built on the archive of photos posted by other users. This archive is shaped by the algorithm and the "calculations" of people.

Google
roads
collective action



Migrants + Technology = Control?

Technology is rapidly transforming migrant communication, both through material objects associated with the technologies and through the networks enabled by such technology. However, very little of the development of new technologies originate from migrants or are aimed at migrant users. In light of our discussions regarding the nature of artifacts/technology, this presents an interesting area of study. How does technology constrain or enable communication? How are they subverting the nature of these technologies for their particularized uses?

Problem:
Migrants now use lots of technology
But it's "western technology"

Seeks to answer: How is the political nature of these artifacts impacting the non-intended consequences for migrants?

Literature Needed:

- Technology shaped as political
 - Kelly
 - SCOT -> Pinch & Bijker
 - Downey
 - Benkler (?)
 - Yates
 - Boczkowski
 - Winner
 - Pacey
- Impact of human interaction with tech
 - Heidegger (?)
 - Barley
 - Bechky
 - Bennett & Segerberg
 - Galloway
- Affordances
 - Earl & Kimport
 - Neff & Stark
- Migrant Tech
 - ME
 - Friedman (HCDE: political landscape/Techno)

GROUNDED IN

THEORY

Developing a codebook

floating over everyday life..." via Thompson

Being in contact with individuals online so you can be aware of each other's lives without actually being physical present

Mechanisms of Ambient Awareness:

Physical: [PHYSICAL]

Illusion of physical contact: [PHYS-ILL]

Physical environment: [PHYS- ENV]

Emotional (Akin to Non-verbal interpretation): [EMOTIONAL]

Exposure of feelings: [EMO-EXP]

Posts or blatant descriptions of the mood of migrant

Picking up on mood: [EMO-MO]

When respondent felt like they "picked up on" the migrants' mood rather than attributing the awareness to the migrants' actions

Platforms that Facilitate Awareness:

Social Media

WeChat: Mentioned by respondent as a source

QQ: Mentioned by respondent as a source

Weibo: Mentioned by respondent as a source

Western Media (any of the social media): Mentioned by respondent as a source

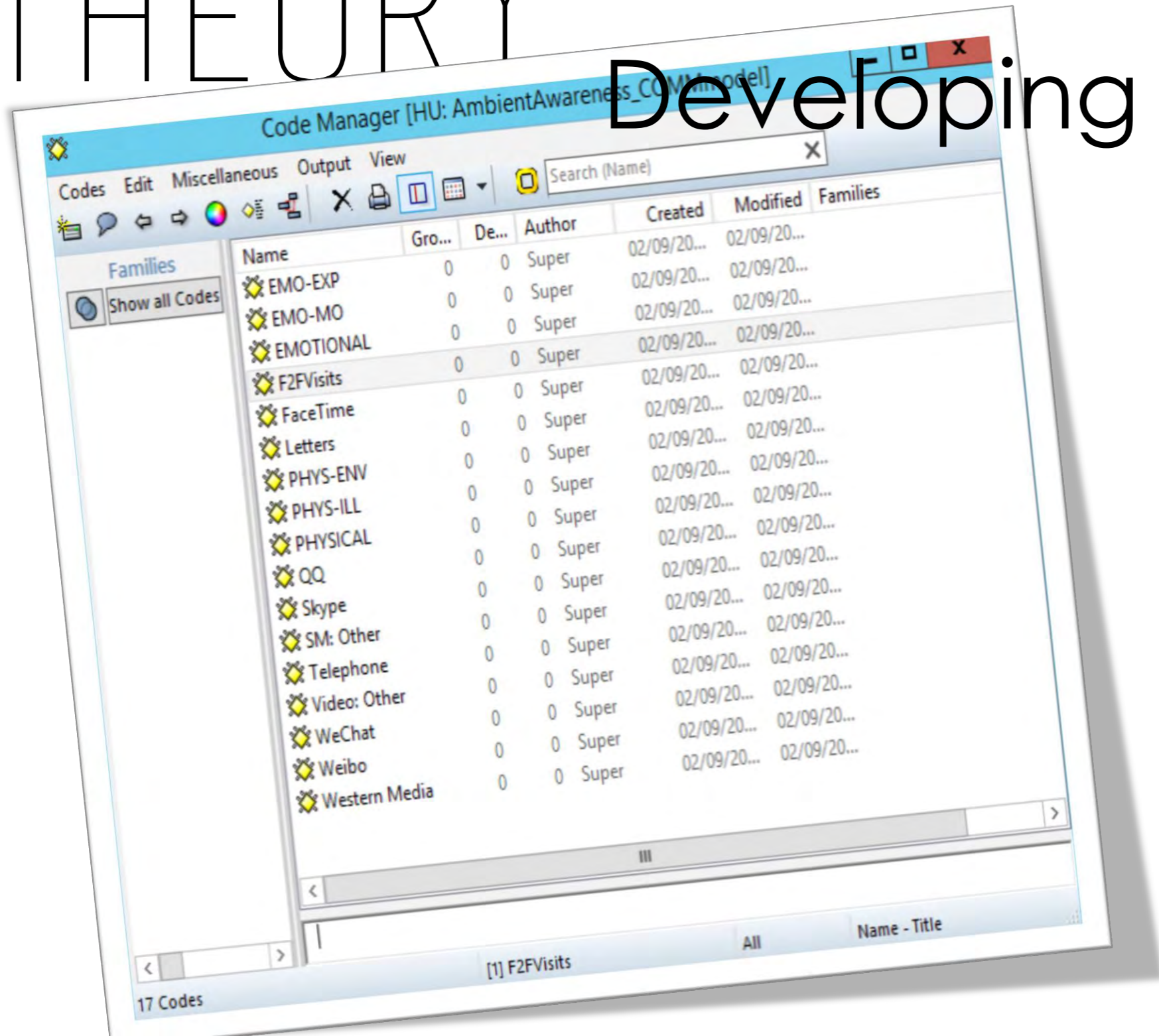
Other

Video-Based

GROUNDED IN

THEORY

Developing a codebook



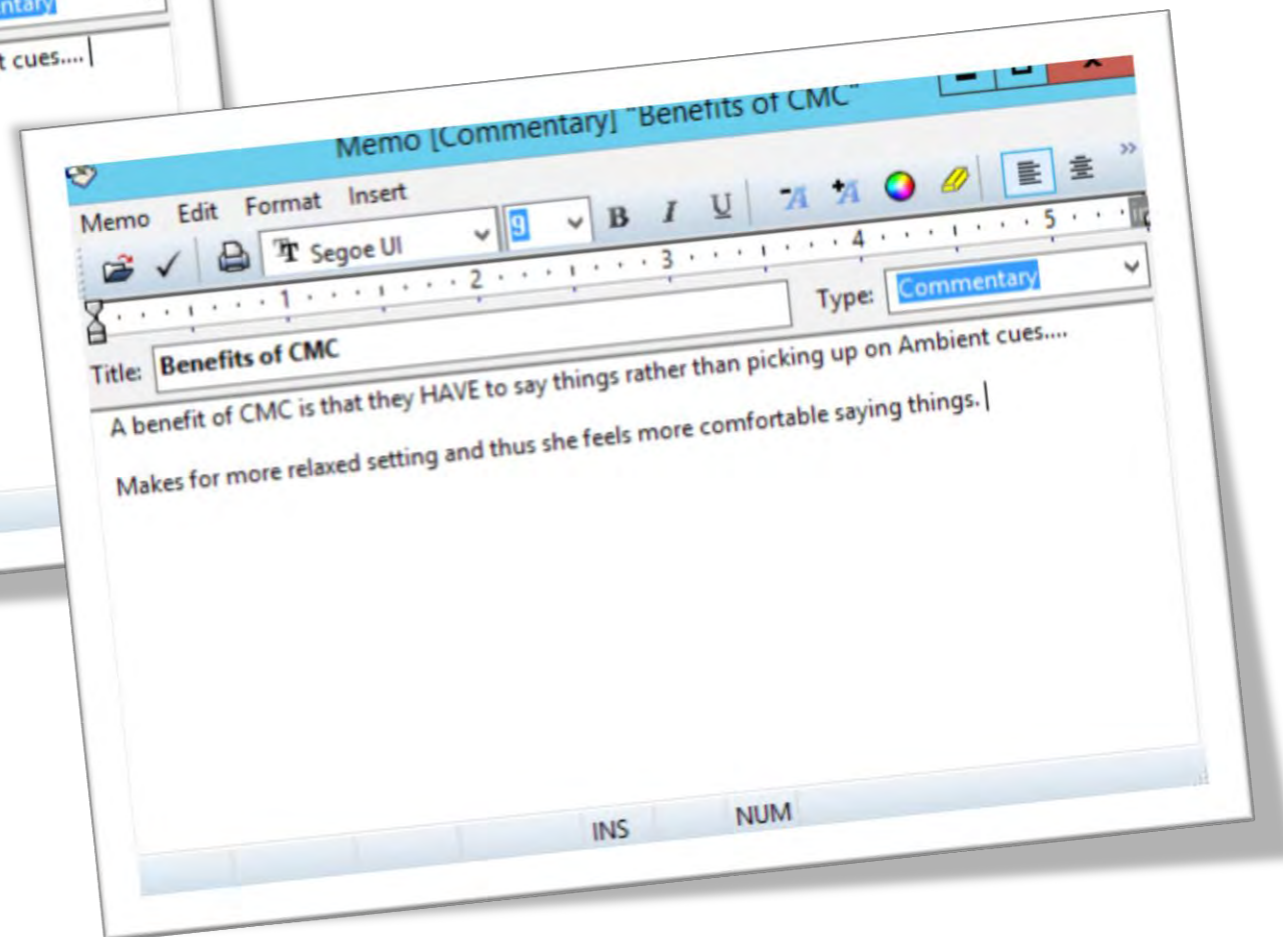
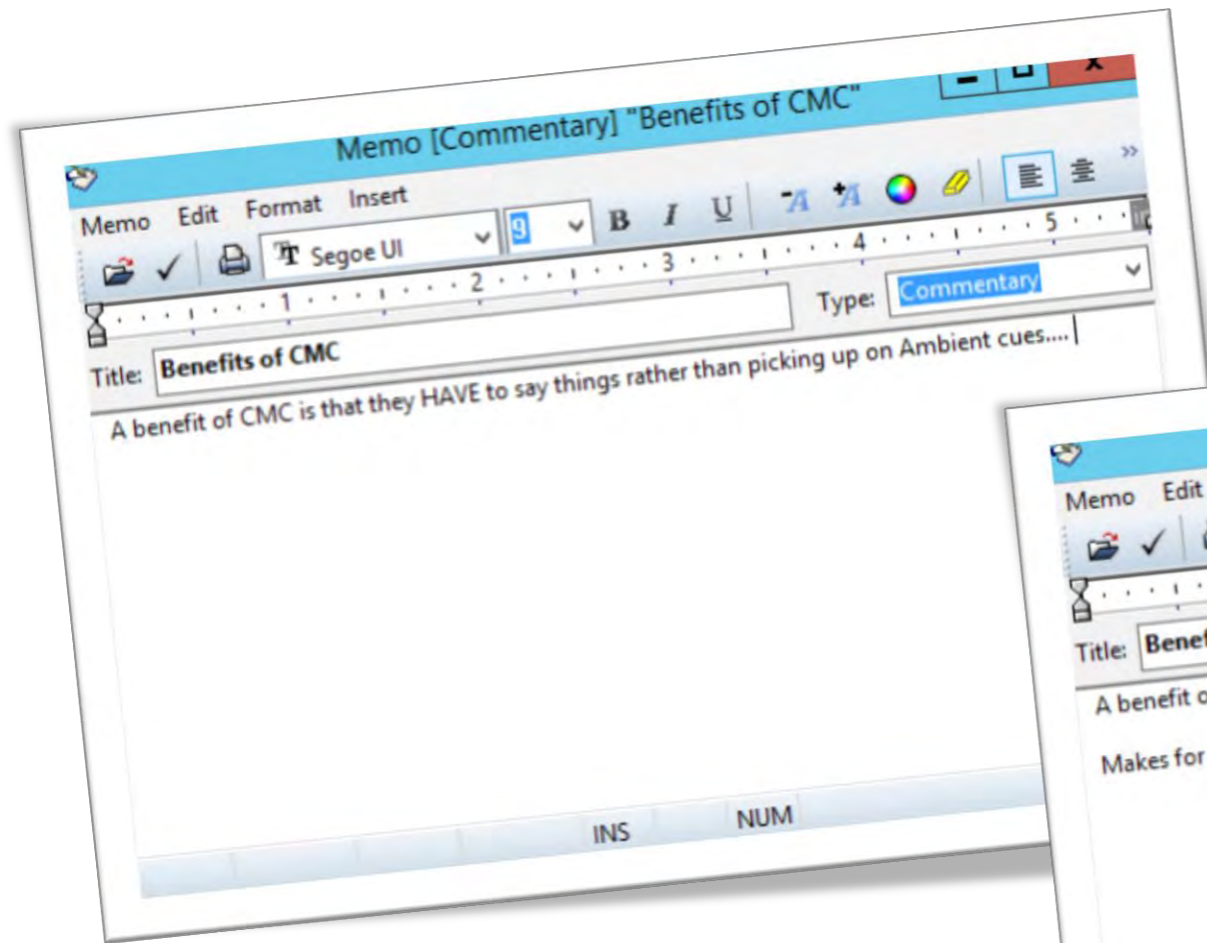
ASSIGNING SYMBOLIC MEANING

The screenshot displays the ATLAS.ti software interface for a project named "AmbientAwareness_COMMmodel - ATLAS.ti". The main window shows a transcript of a conversation between MF and P. The transcript is divided into lines, with line numbers on the left. The transcript content is as follows:

08 MF: That's ok. Is she Chinese?
09 P: Yea, she is Chinese. She is from the south. And she is very lovely girl. And we met each other when we do an internship. So, we. My major is tourism and management, but I have a double major, finance. Yea. And she is majoring in finance, so we do the same internship in the same company.
10 MF: So, how often do you contact her?
11 P: Recently she got back to her school and I'm very busy, so we haven't contact with each other after she went back. But, uh, maybe 10 days ago because I have a new boyfriend. She learned the information from WeChat, so she asked me about something.
12 MF: So, how did she learn that you had a new boyfriend?
13 P: Uh, I don't know how to express it. We also have a photo as our identity.
14 MF: As your profile, right.
15 P: And we have as a couple.
16 MF: And she was like who is this boy? So, how often, lately because you're at school, but generally, how often do you talk to her?
17 P: Maybe I can say another friend. We met last year and I'm not really know where she living and maybe we talk with eachother, um, two or three months once.
18 MF: Ok, and through WeChat as well? Or do you use other media?
19 P: WeChat
20 MF: So, do you ever talk on the phone?
21 P: No, it's too expensive.
22 MF: What, is it only WeChat, or do you contact through other means?
23 P: Do you have QQ? Well they are in China we connect with each other through QQ, but when they are abroad you really use WeChat.
24 MF: Oh, is QQ not abroad? QQ is only in China?
25 P: Yeah Yeah
26 MF: What types of topics do you talk about, other than...
27 P: Mostly learning and life. Because we want to take part in GRE. Do you know that?
28 MF: No...
29 P: The graduation, uh, it's just like when we want to go to university you take an exam. It's an exam.
30 MF: Good! Interesting! So, why did you choose WeChat or QQ?
31 P: Because maybe it's very popular in China. And it has a developed for a long time. And I'm not familiar with some technology, so I choose that.
32 MF: Are you friends on Facebook?
33 P: no no no
34 MF: They stick with WeChat.
35 P: I have an account, but I have never used that!
36 MF: Did you have to create it outside of the country? Like while you were traveling?
37 P: Oh yea, when I was here.
38 MF: You just use the VPN.
39 P: [Nods]

The interface includes a "Primary Documents" panel on the left with a list of documents (P1 to P17) and a "Codes" panel below it. The "Codes" panel lists various codes such as AMBIENT AWARENESS, EMO-EXP, EMO-MO, EMOTIONAL, F2FVisits, FaceTime, INFO GATHER, INFO GATHER: DATA, Letters, Photo, PHYS-ENV, PHYS-ILL, PHYSICAL, QQ, Skype, SM: Other, Telephone, Video: Other, WeChat, Weibo, and Western Media. On the right side, there is a vertical list of assigned codes for the transcript, including INFO GATHER, WeChat, PHOTO, WeChat, Telephone, and INFO GATHER: DATA.

JOTTING: ANALYTIC STICKY NOTES



EMERGING CODES

floating over everyday life..." via Thompson

Being in contact with individuals online so you can be aware of each other's lives without actually being physical present

Mechanisms of Ambient Awareness:

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Western Media (any of the social media): Mentioned by respondent as a sou

Other

Video-Based

Code Manager [HU: AmbientAwareness_COMMmodel]

Search (Name)

Name	Gro...	De...	Author	Created	Modified	Families
AMBIENT AWA...	3	0	Super	02/09/20...	02/09/20...	
Chat	1	0	Super	02/09/20...	02/09/20...	
EMO-EXP	0	0	Super	02/09/20...	02/09/20...	
EMO-MO	2	0	Super	02/09/20...	02/09/20...	
EMOTIONAL	3	0	Super	02/09/20...	02/09/20...	
F2FVisits	0	0	Super	02/09/20...	02/09/20...	
FaceTime	0	0	Super	02/09/20...	02/09/20...	
INFO GATHER	3	0	Super	02/09/20...	02/09/20...	
INFO GATHER: ...	4	0	Super	02/09/20...	02/09/20...	
Letters	0	0	Super	02/09/20...	02/09/20...	
Photo	4	0	Super	02/09/20...	02/09/20...	
PHYS-ENV	1	0	Super	02/09/20...	02/09/20...	
PHYS-ILL	1	0	Super	02/09/20...	02/09/20...	
PHYSICAL	0	0	Super	02/09/20...	02/09/20...	
QQ	0	0	Super	02/09/20...	02/09/20...	
Skype	0	0	Super	02/09/20...	02/09/20...	
SM: Other	0	0	Super	02/09/20...	02/09/20...	
Telephone	1	0	Super	02/09/20...	02/09/20...	
Video: Other	0	0	Super	02/09/20...	02/09/20...	
WeChat	3	0	Super	02/09/20...	02/09/20...	
Weibo	0	0	Super	02/09/20...	02/09/20...	
Western Media	0	0	Super	02/09/20...	02/09/20...	

22 Codes

[1] AMBIENT AWARENESS All Name - Title

MY INTERPRETATION

PROCESS

1. Pattern Coding
→ “Second Wave” Coding
2. Theme Matrix
3. Discussions with People

PATTERN CODING

Code Family Manager [HU: Chinese Interviews]

Families Edit Miscellaneous View

Search (Name)

Name	Size	Author	Created	Modified
Ambient Aware...	7	Super	02/09/20...	02/09/20...
Communicatio...	6	Super	02/09/20...	02/09/20...
Type of Comm...	7	Super	02/09/20...	02/09/20...

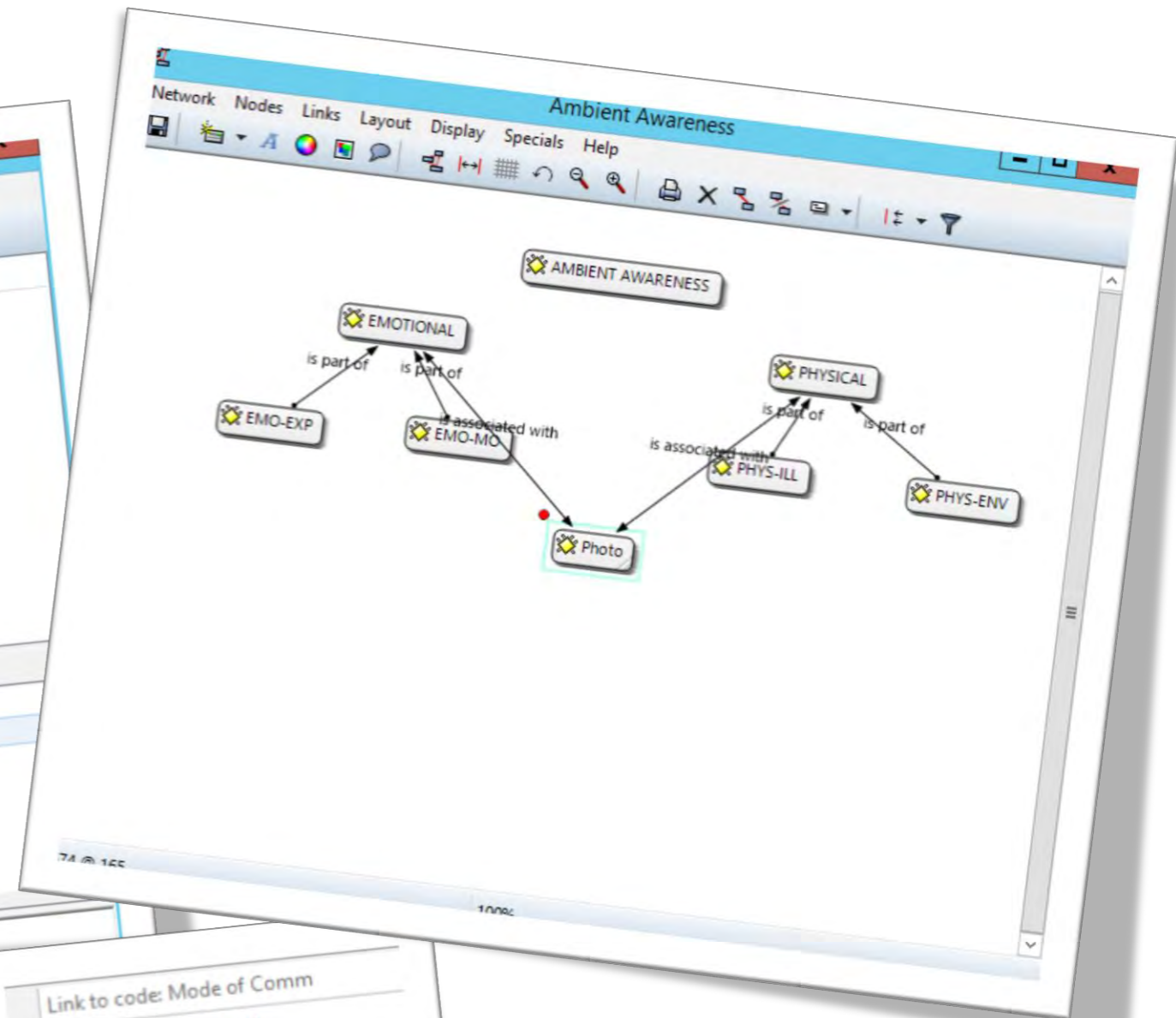
Codes in family (7):

- Type of Communication: Cooking {1-0}
- Type of Communication: Education {8-0}
- Type of Communication: Family {1-0}
- Type of Communication: Fear {3-0}
- Type of Communication: Information {1-0}
- Type of Communication: Life {16-0}
- Type of Communication: Life Abroad {1-0}

Codes not in family (37):

- Traditional Too Expensive {2-0}
- Type of Relationship: Classmate {5-0}
- Type of Relationship: Family {1-0}
- Type of Relationship: Friend {3-0}
- Type of Relationship: Working {1-0}
- WeChat {6-0}
- Weibo {1-0}

Families Type of Communication



Link to code: Mode of Comm

- == : is associated with
- [] : is part of
- => : is cause of
- <> : contradicts
- isa : is a
- : noname
- *} : is property of

Open Relation Editor

THEME MATRIX

RQ1: Engagement in Ambient Behavior

RQ 2: Impact of Ambient Behavior on Relationship

P001

I think that's simple communication, that's all.

Pictures are very important...because I'm the kind of person who don't want to send many pictures to a platform that everyone can see. I want to send the pictures of myself to the friends that I know.

Our communication is life communication.

P002

Because you can hear his voice and think that he's not that far away from you.

We have a function, a friend circle. You can really download or upload pictures of your life. A new friend, an new campus, like that. Sometimes short videos.

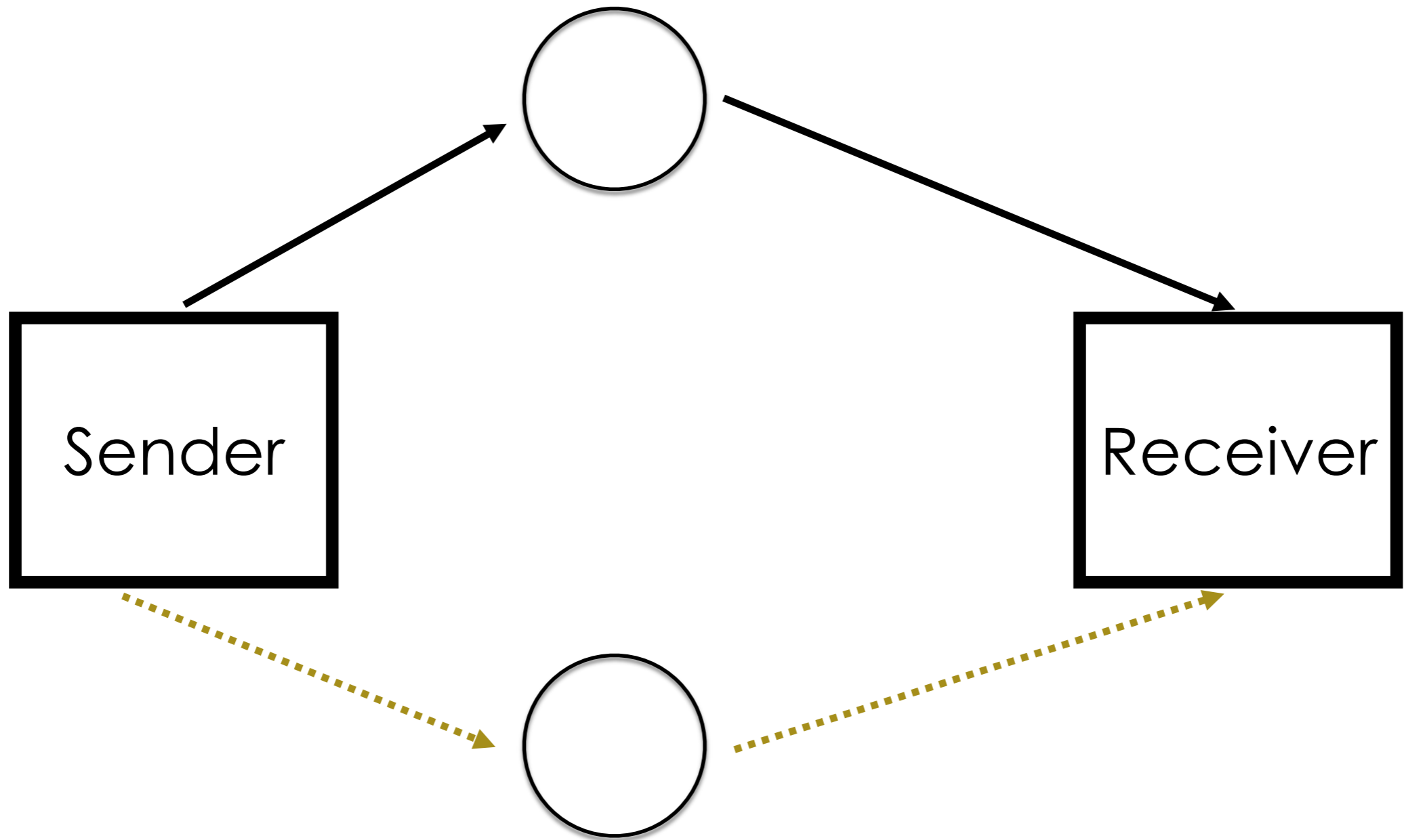
Sometimes I'll make comments on it and sometimes I'll just look at it. It's just a good way to keep contact with him.

For example, he just clean his mobile phone and saw my message and just talk back. But, for example, he is busy with something and then he just responds to me a few times later.

Just very few communications. Yea, really. Don't have enough time. If something, sometime just the pictures in her friend circle. We seldom talk.

DOES THIS MAKE SENSE?





WHAT | WISH | DID

- In-process writing
- Observe comments
- Cloud data
- Pre-Understanding of the Network Function
- Embraced mistakes

HELPFUL RESOURCES

Qualitative Text Analysis: A Guide to Methods, Practice & Using Software – Kuckartz

Val's Office Hours

Making Mistakes