CONTENT ANALYSIS THROUGH SOFTWARE (QDAS)

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Abstract. Frequently we find researchers that are confronted with what they think is an arduous task, marked by a slow non-specific software particularly with regard to the processing of textual data. The tools to streamline the data analysis process derived from a qualitative approach, are unknown, expensive, and/or difficult to learn, beyond do not allow to break the isolation of the researcher. Qualitative Data Analysis Software (QDAS) offers tools that assist with qualitative research such as transcription analysis, coding and text interpretation, content analysis, discourse analysis and others. The aim of the course is to provide objective and dynamic knowledge on and qualitative research data analysis techniques supported by dedicated QDAS. It will be carried-out tough a "hands on" approach with a brief theoretical presentation followed by practical exercises analysis including: data organization, categorization/coding, analysis and interpretation. At the end of the course, the participant will have knowledge of tools available in the market and have experienced a low-cost software (such as WebQDA –www.webqda.net) that provides the essential tools for a detailed analysis of qualitative data and enables effective collaboration among researchers involved in joint projects.

Keywords: CAQDAS, WEBQDA, Content Analysis, Qualitative research, Data analysis, Software

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