User Manual

QUALI

The Researcher's Guide to Excellence

Mastering Qualitative Analysis with Quali in 5 Steps

ACADEMETRICA

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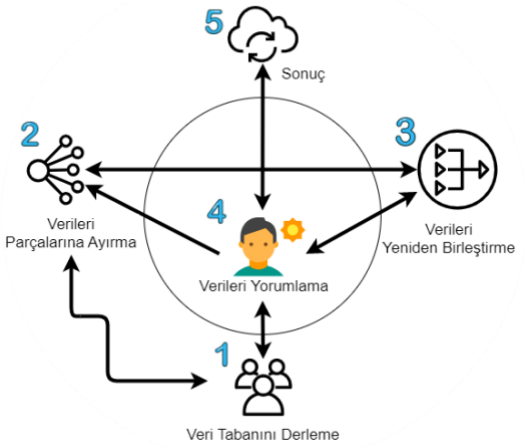
Introduction

Every stage of qualitative research is interconnected, and the research does not proceed in a linear fashion. Thus, the researcher follows a cyclical path. A thorough understanding of this spiral structure of qualitative research (Berg & Lune, 2015, p. 44) is essential for the proper interpretation of the data.



Şekil 1. Nitel Verilerin İşlenmesi ve Çözümlenmesi Süreci[1]

The figure above illustrates the process of processing and analyzing qualitative data. This process can be described as a cycle or defined as a spiral network. Within this spiral structure of qualitative research, the researcher establishes a strong connection with all other steps.

We have a large amount of raw data collected from the field. The raw form of the collected information is not sufficient to understand and explain the subject we are examining, nor does it allow us to reach a conclusion on its own. Therefore, qualitative data must be processed and analyzed. The analysis of qualitative data includes the stages of breaking the data down into parts (coding) and reassembling it (grouping it under categories). Saldana (2019, p. 5) defines the coding process—which bridges data collection and the extraction of meaning—as a transitional phase aimed at deciphering the core idea. He uses the terms “decoding” for analysis and “encoding” for coding.

In qualitative research, coding is a fundamental process that involves categorizing and organizing data, transforming it into meaningful units, and enabling the researcher to analyze the data. Coding helps researchers identify patterns, themes, and meanings within the dataset. It also enhances the rigor of qualitative research by providing a systematic approach to data analysis.

[1] Kaynak: Yin, 2011, s. 178

Saldana (2019, p. 4) defines coding as a process of labeling data in a way that summarizes and reflects the meaning within the data. He also notes that this data labeling process involves meanings generated and interpreted by the researcher with the aim of revealing patterns within the data and classifying these patterns. Strauss (1990, p. 53), on the other hand, describes the coding process as the systematic task of breaking down data.

So, what factors determine success in coding?

Success in coding depends not only on the researcher's theoretical expertise and mastery of the data, but also on the existence of a systematic environment capable of managing this complex process. Identifying relationships within the data set, organizing codes into a hierarchical structure, and conducting the spiral analysis process without interruption require strong organizational skills. Today, maintaining this organization through manual methods has become increasingly difficult. To enable the researcher to focus their mental energy on interpreting the data rather than on technical organization, the support of a digital assistant that fully addresses methodological needs is of critical importance.

At this very point, Academetrica Quali steps in as a solution that simplifies the complex nature of qualitative data analysis and provides researchers with a professional foundation.

Academetrica Quali is a powerful and modern software program that allows you to analyze qualitative research data and visualize the results of your analysis. This user guide has been prepared to help you navigate your experience with Academetrica Quali. As you review this guide, you will find it easier to analyze your qualitative research independently using Academetrica Quali.

It is common for researchers to use coding to conduct the analysis of qualitative research in a more structured manner. The codes are then classified according to categories and themes. Academetrica Quali enables you to navigate these stages in an extremely practical way, thanks to its software architecture designed specifically for qualitative research methods.

Researchers using Academetrica Quali efficiently complete their work using two main tabs dedicated to data processing and data analysis. Academetrica Quali's interface, designed to be simple and functional, offers researchers the opportunity to immerse themselves in their data and maintain control over it. Academetrica Quali was developed with a focus on an intuitive interface. As a result, researchers can allocate the time they would otherwise spend learning the software to working with their data.

Academetrica Quali is a highly sophisticated data visualization tool that is also easy to use. Once researchers are confident that their coding has reached its final form, they can present their data to readers in a more sophisticated manner using various innovative visualization options such as Code Matrix, Code Map, Code Frequency, Code Hierarchy, Time Series, Code Cloud, Code Portrait, and Code Circle.

Kaynaklar

Berg, B. L., & Lune, H. (2015). *Sosyal Bilimlerde Nitel Araştırma Yöntemleri* (H. Aydın, Çev.). Eğitim Yayınevi.

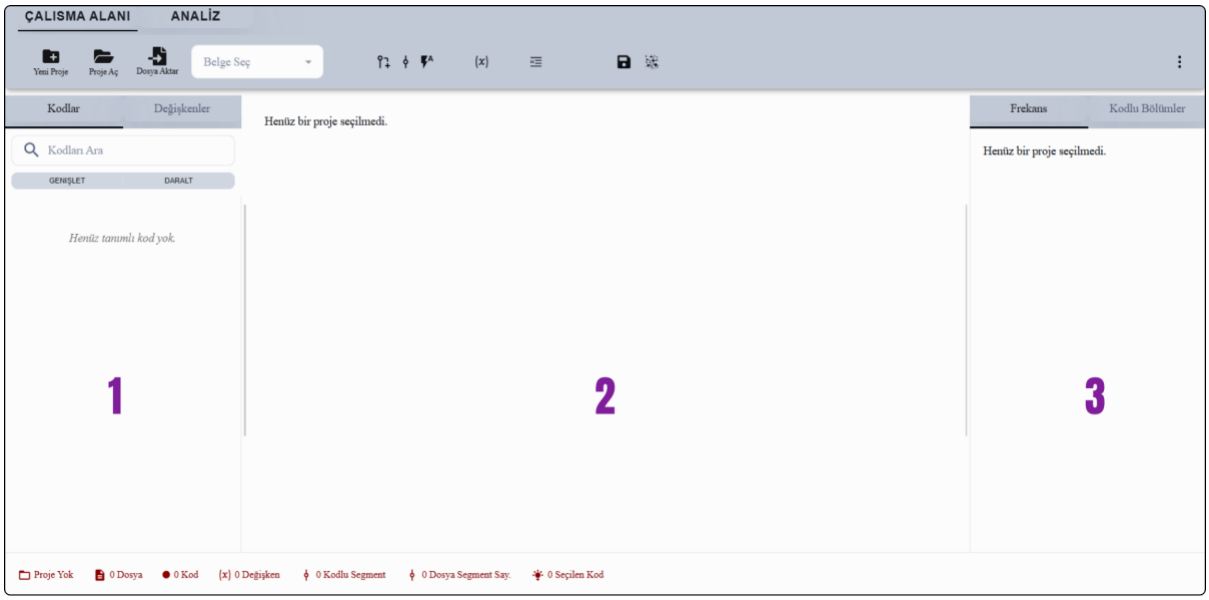
Saldana, J. (2019). *Nitel Araştırmacılar İçin Kodlama El Kitabı* (A. Tüfekçi Akcan & S. N. Şad, Çev.). Pegem Akademi.

Strauss, A. L. (1990). Systematic Coding in Qualitative Research. *Bulletin of Sociological Methodology/Bulletin de Méthodologie Sociologique*, *27*(1), 52-62.

Yin, R. K. (2011). *Qualitative Research from Start to Finish*. The Guilford Press.

Workspace

The Workspace is the main interface where you create and manage your project and perform all analytical processes. This section, designed to help you work comfortably with your datasets, features three main windows and toolbars to enhance the efficiency of your research.



You can start working by creating a new project or opening an existing project from the toolbar located under the Workspace tab. You use the Workspace when you want to add new data to your project or work with data you've previously added. In the Workspace tab, you can create new codes to code your research data, assign codes to text segments, and perform automatic coding. The variables you'll need for comparative analyses are also added in the Workspace. The Workspace also includes function keys that allow you to view coded sections and save the changes you've made.

The Workspace tab displays three main windows. These three windows make your work experience more efficient and easier:

(1) Code System is where you can manage your codes and subcodes, search for codes, and add variables to documents.

(2) Content Panel allows you to view your imported data, apply coding to text sections, and search for words or phrases within your data.

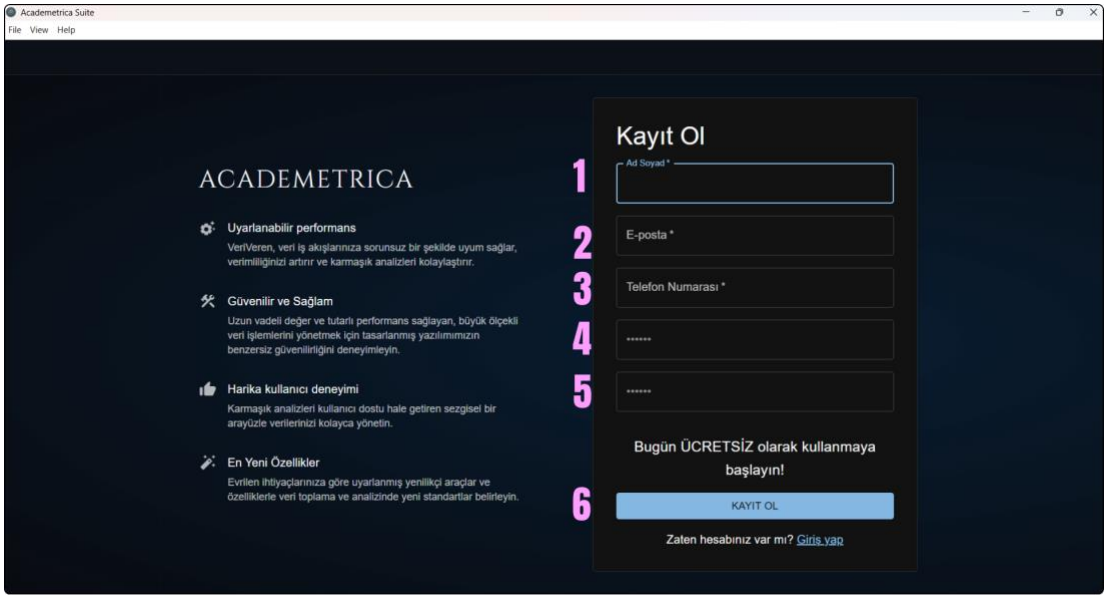
(3) Helpers Panel displays the frequencies of codes and coded sections in the currently open document.

Onboarding

This interface, which becomes active when the application is launched, covers user authentication and secure access to the system. The basic steps for registration, login, and startup options are detailed below.

Sign Up

To access system features and securely store project data, you must create a user account. The steps below describe the process of creating a new account and saving the required identification information to the system.



After downloading Academetrica Quali, you must register before logging in. Follow the steps below to complete the registration process:

(1) Enter your first and last name.

(2) Enter your email address.

(3) Enter your phone number.

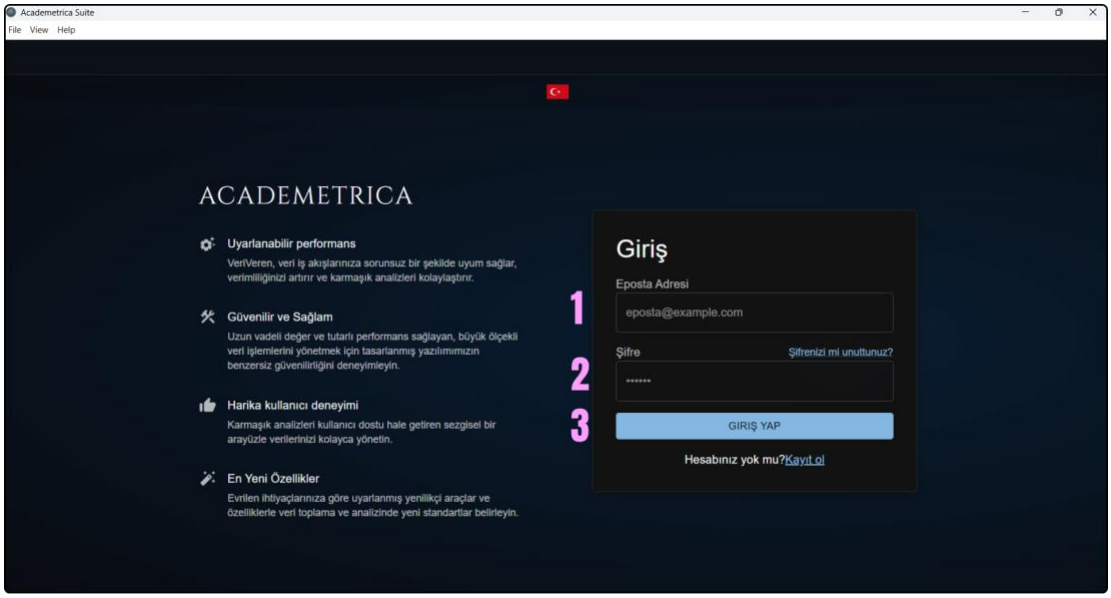
(4) Create a password.

(5) Re-enter your password.

(6) Click the “Sign Up” button.

Login

To access the workspace and view saved projects using an existing user profile, you must log in. Once the authentication process is complete, you will be granted secure access to the system.



When you open Academetrica Quali, follow these steps to log in to the system:

(1) Enter your email address.

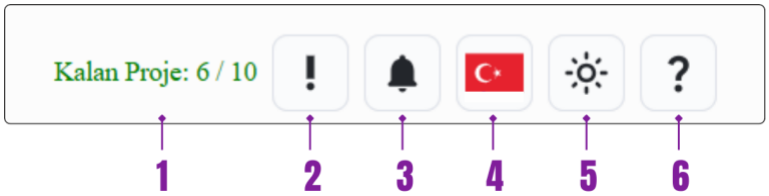
(2) Enter your password.

(3) Click the “Log In” button.

Tip: Once you've entered your information in this field, you'll be automatically logged in until you click the Log Out button in the Profile Settings menu.

Home Options

The home options located in the upper-right corner of the interface include general system controls such as tracking project quotas, language/theme preferences, and notification management.



The functions of these tools, which customize the user experience, are as follows:

(1) "**Remaining Projects**" displays the number of projects you have created and the maximum number of projects you can create. For example, in this image, the user can create up to 10 projects and currently has 6 project files.

(2) ! allows you to report any potential issues you may encounter during your software experience.

(3) Clicking the icon allows you to view app notifications.

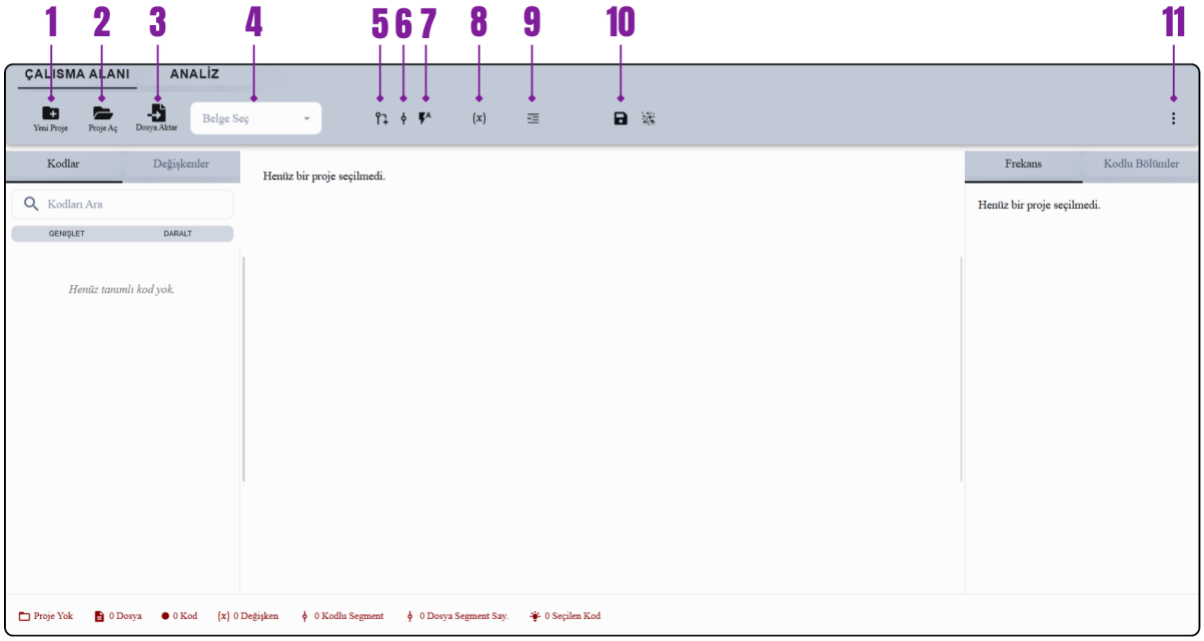
(4) The flag icon indicates the interface language. Clicking this icon lets you change the language.

(5) The and icons let you set the interface theme to light or dark.

(6) The ? icon opens a support tool that provides a brief overview of the interface.

Toolbar

The toolbar located on the Workspace tab provides quick access to essential functions used in data analysis and project management processes. It contains the commands and tasks needed at every stage of the work, from file management to coding.



The toolbar located on the Workspace tab plays an important and functional role in the data processing process. The functions of the components on the toolbar are explained below:

(1) New Project creates a new project file and saves it to the location you select on your computer.

(2) Open Project is used to access projects you have previously created and wish to reopen.

(3) Import File imports data into the project you are working on.

(4) Select Document is used to open the imported data.

(5) icon represents the “Create New Code” option. It is used to create a new code label.

(6) icon represents the “Code” option. It assigns a code you have created to the selected section.

(7) icon represents the “Automatic Coding” option. It is used to assign a selected code to a word, phrase, or sentence found in the document(s).

(8) icon represents the “Add Variable” option. It creates a variable.

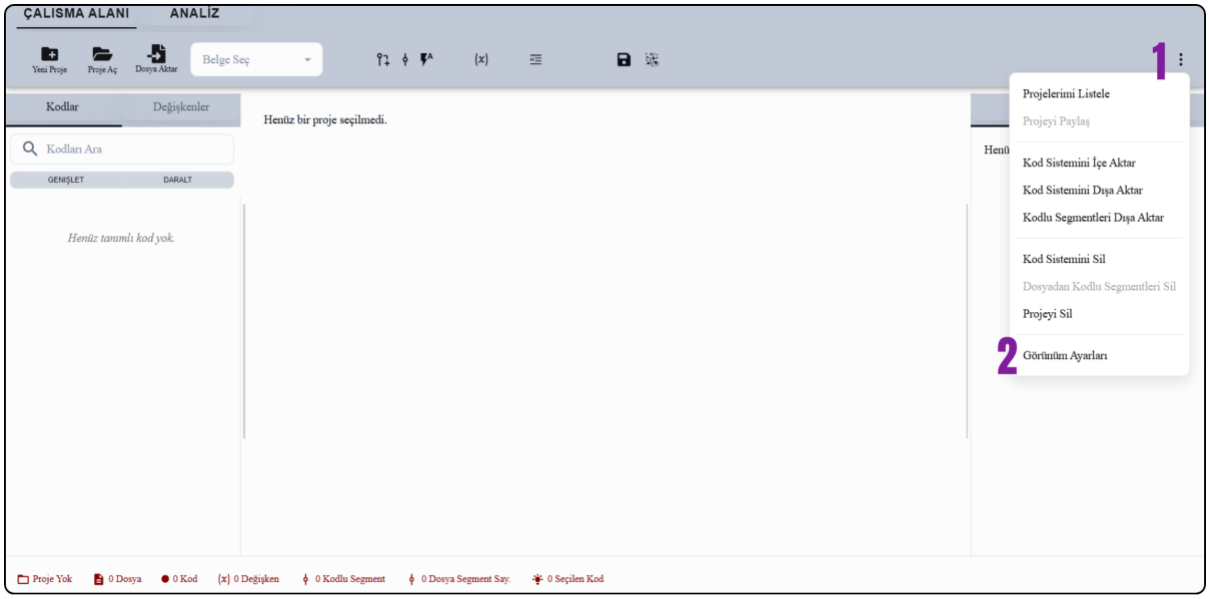
(9) icon represents the “Get Coded Sections” option. It allows you to view sections in your documents that have been assigned codes.

(10) icon saves the changes you make in the program.

(11) ⋮ icon represents the Settings option. This is where you can list projects, import or export the code system, export coded sections, delete the code system or the current project, and change view settings.

View Options

The display settings for the Code System and Document System windows in the workspace are managed through this section. Options for customizing text sizes, color codes, and the interface layout are available here.

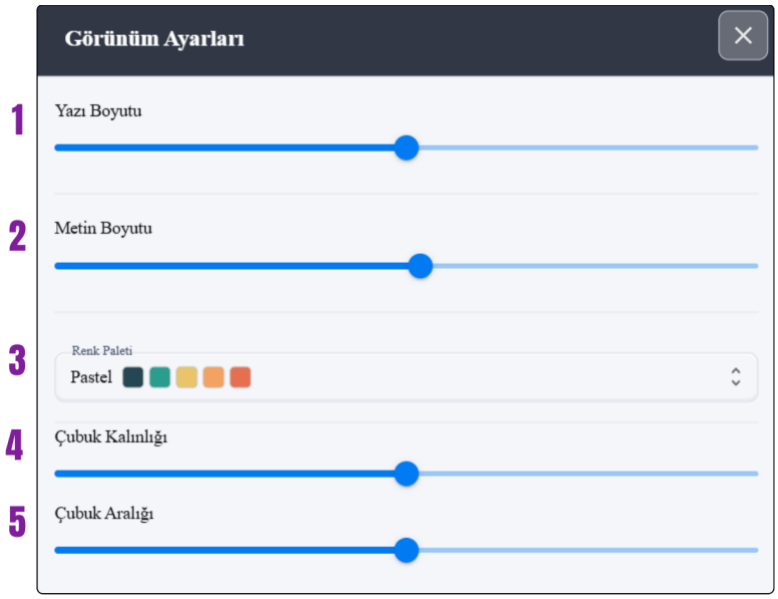


View Settings allows you to customize the appearance of the Code System and Document System. To access the View Settings menu:

(1) Click the ⋮ icon at the far right of the toolbar at the top of the interface to open the Settings menu.

(2) Click on “View Settings” at the bottom of the dropdown menu.

When this menu option is selected, the configuration window where the visual preferences of the interface components are managed appears.



The editing tools and functions available in this window are as follows:

(1) Font Size: You can increase or decrease the font size of the code labels.

(2) Text Size: You can increase or decrease the text size within the data content.

(3) Color Palette: You can change the color options used for your codes.

(4) Bar Thickness: You can make the colored code bars representing the codes you assigned in the document system thinner or thicker.

(5) Bar Spacing: You can increase or decrease the distance between the colored code bars representing the codes you assigned in the document system.

Status Bar

The status bar displays information such as the number of files, lines of code, variables, and segments in the active project file.

The definitions of the indicators that provide real-time statistics on the project's overall status are as follows:

(1) Project Name displays the name of the open project file. (The name "New Project" shown here was assigned by the researcher.) If you have not yet opened a project, this field displays "No Project."

(2) File shows the number of data files you have imported into your project.

(3) Code shows the number of code segments generated.

(4) Variables displays the number of variables created.

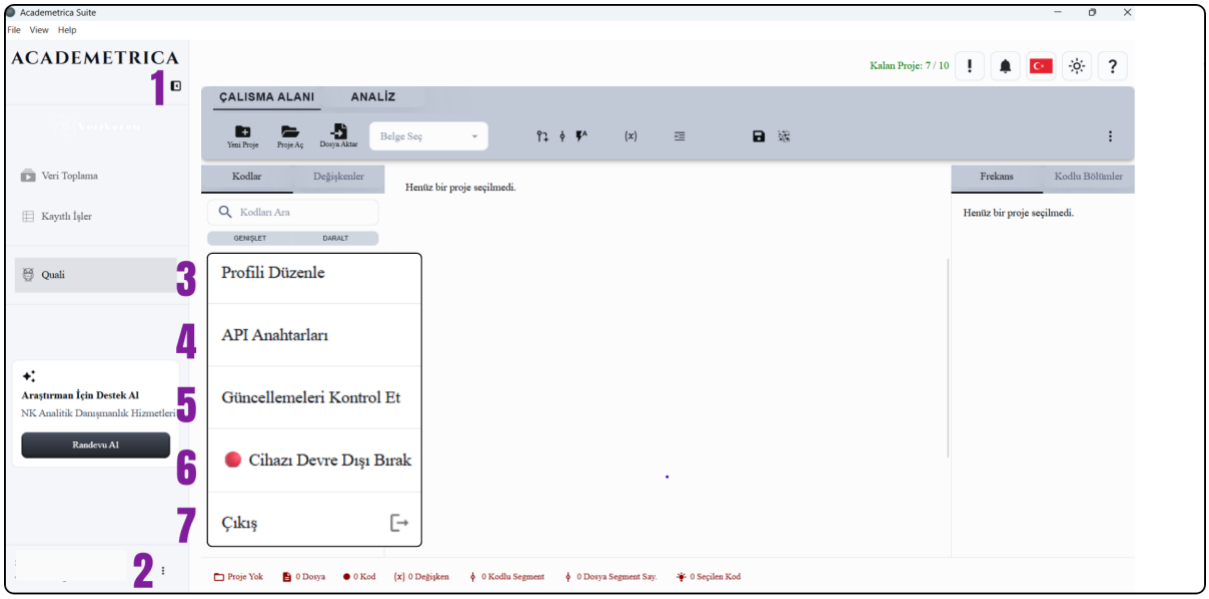
(5) Coded Segments displays the total number of coded segments assigned to all files.

(6) File Segment Count displays the total number of coded segments assigned to the open text document.

(7) Selected Code displays the number of codes selected for analysis.

Profile Settings

User account management, viewing license/subscription status, and technical issues are located under this menu.



Details regarding account and update procedures are provided below.

(1) Collapse or expand the sidebar.

(2) Click the icon next to your username to open the Profile Settings menu.

(3) Edit Profile is where you can view and edit your user information and subscription details.

(4) API Keys,

(5) Check for Updates, where you can track program updates.

(6) Disable Device,

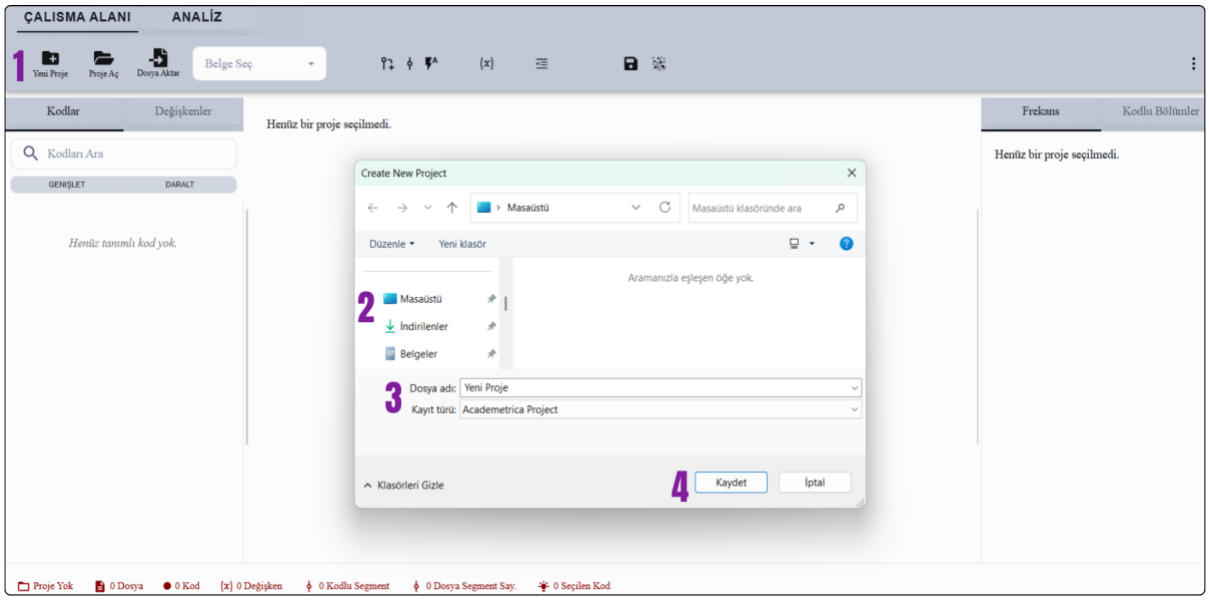
(7) Log Out, allows you to exit the app. When you log out, you will need to enter your Email Address and Password to log back in.

Projects

The foundation of the data analysis process is formed by project files, which store the data to be analyzed, the coding system, and the analysis results. This section covers basic operations such as starting a new project, opening existing projects, listing them, and managing them.

Create New Project

To define a new analysis study in the system and save it to a secure directory on your computer, you must create a project file from scratch.



The steps required to complete the process of creating a new project are listed below:

(1) Create a new project file using the “New Project” option.

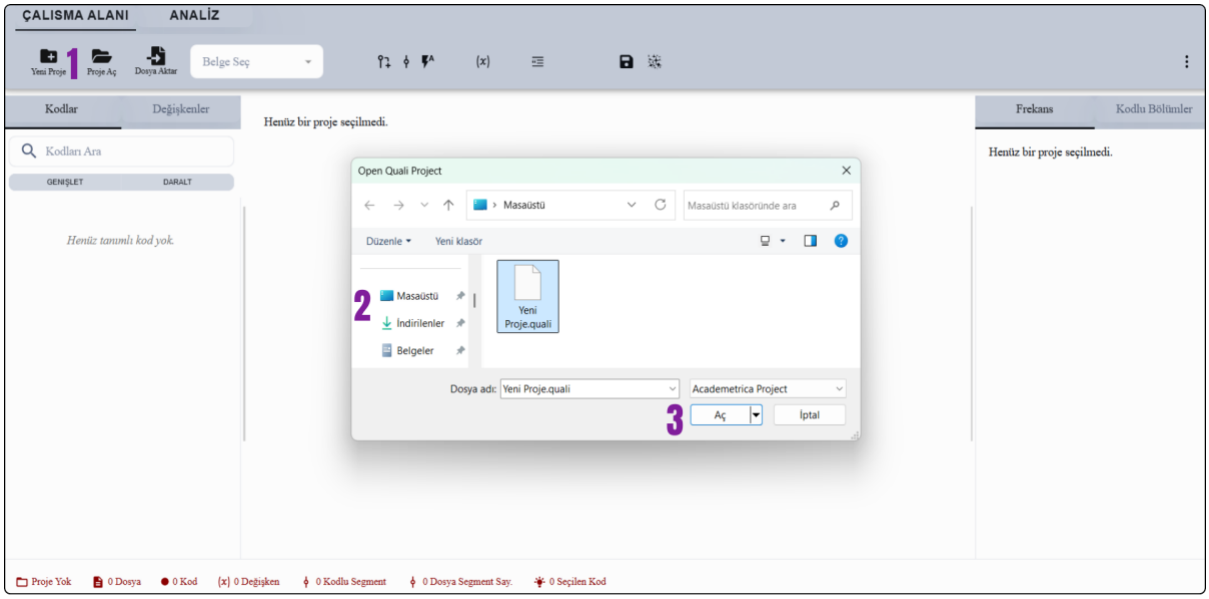
(2) In the dialog box that appears, select the location where you want to save the project.

(3) Name your project.

(4) Click the “Save” button.

Open Project

This is used to reopen a project file that has already been created, worked on, and saved to your computer.



To resume your work where you left off, follow these steps:

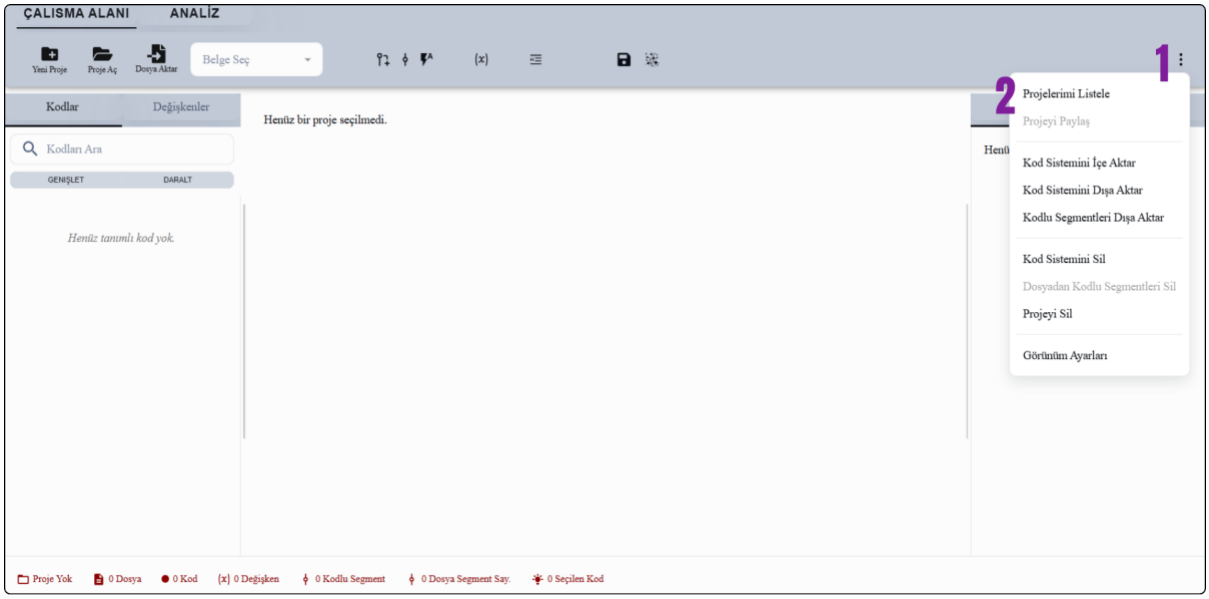
(1) Click the “Open Project” option.

(2) Select the location where you saved your project.

(3) Click the “Open” button to open your project.

List Existing Projects

You need the list view to view all the projects stored in your system at a glance in a single window, switch between projects, and review their overall status.



To access this interface, follow the steps below:

(1) Click ⋮ icon to open the Settings menu.

(2) Click the “List My Projects” option.

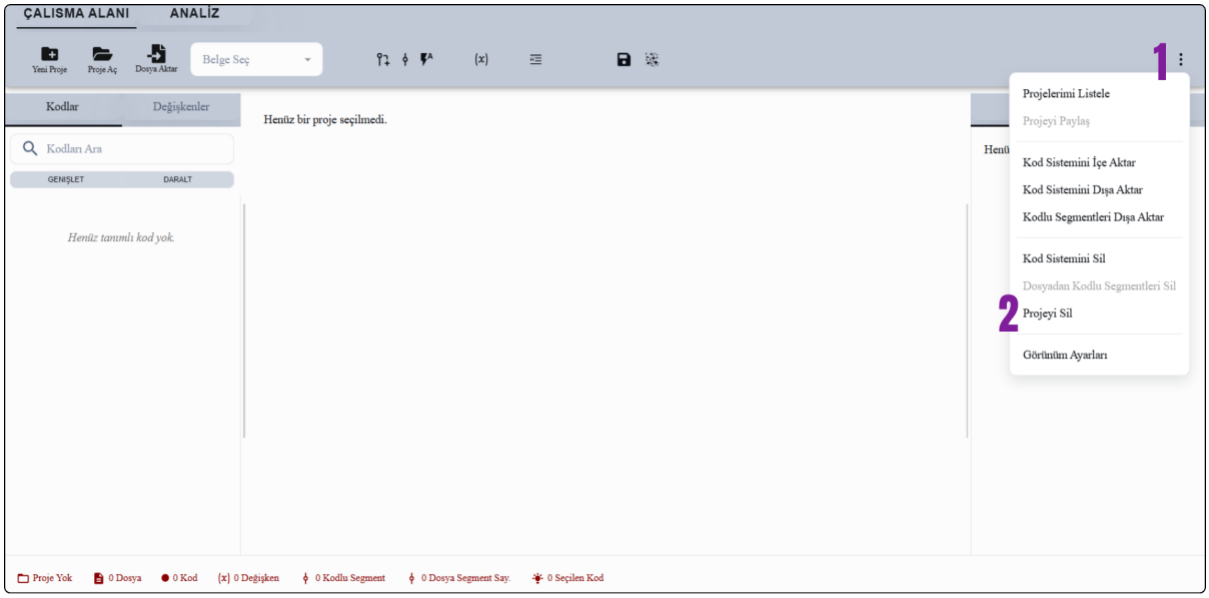
Clicking “List My Projects” opens a screen that lists all the projects you have created, including the project name, the location where the project is saved on your computer, the number of lines of code in the project, the number of coded sections in the project, the number of imported data files in the project, and the number of variables created in the project.

(1) You can close the pop-up window without performing any action by clicking “Cancel.”

(2) When you click the “Delete Selected” button, you can delete one or more projects by selecting them with the mouse.

Delete a Project

The deletion process is performed to permanently remove an active project file from the system that is no longer needed or was created incorrectly.



To delete the project you're working on, follow these steps:

(1) Click the ⋮ icon to open the Settings menu.

(2) Click the “Delete Project” option to delete the project you're working on.

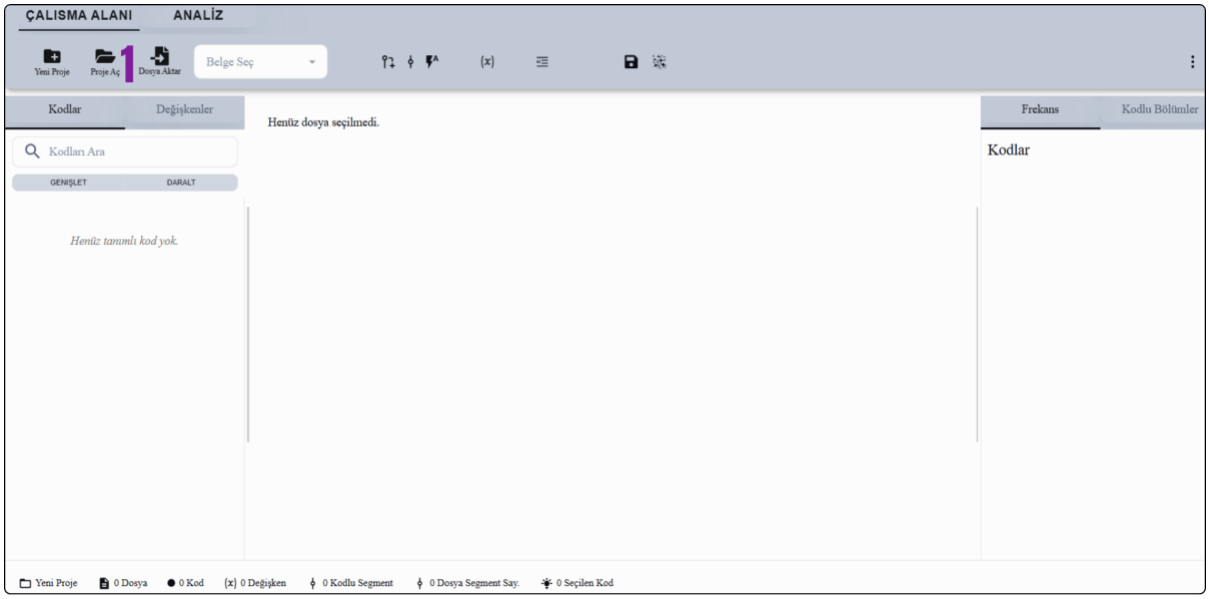
Note: Please proceed with caution, as this action cannot be undone.

Data Import

The first and most critical stage of the analysis process is the ingestion of research data into the system. This section covers the secure transfer and structuring of raw data files in various formats within the project.

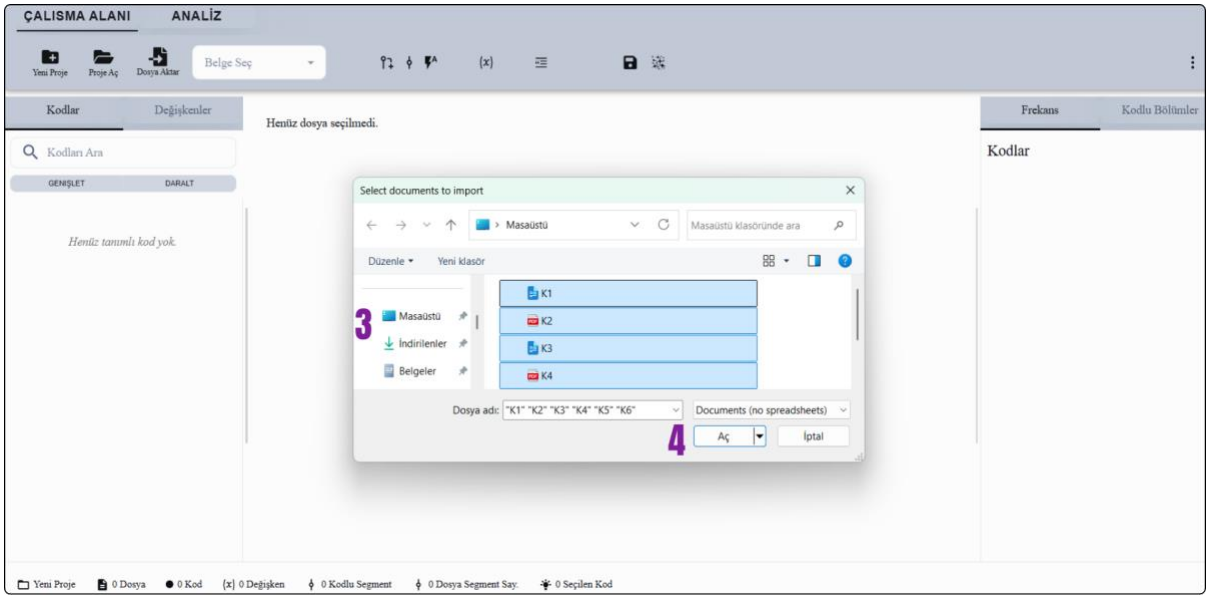
Import Text and PDF Documents

Text-based sources such as interview transcripts, articles, or reports (Word, PDF, etc.) are added to the workspace using these steps. Follow the instructions below to start and complete the document upload:



(1) Click the “Import File” button to open the file import screen.

(2) If your data files are in Word or PDF format, select “Text Documents.”



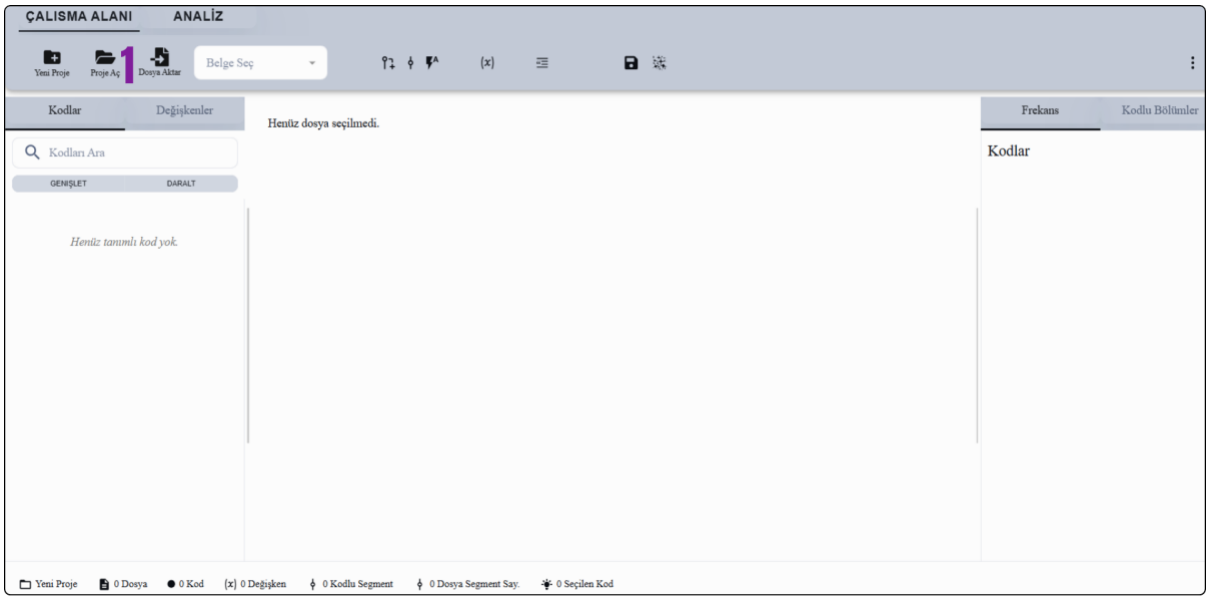
(3) In the dialog box, select the location of your data files on your computer. You can select files one by one or select all of them at once, as shown in the image.

(4) After selecting the files to transfer, click the Open button.

(5) When the file transfer is complete, a pop-up window displays the names and types of the transferred files. For example, in the sample project file shown in the image, a total of six data files—four Word files named K1, K2, K3, K4, K5, and K6, and two PDF files—have been imported.

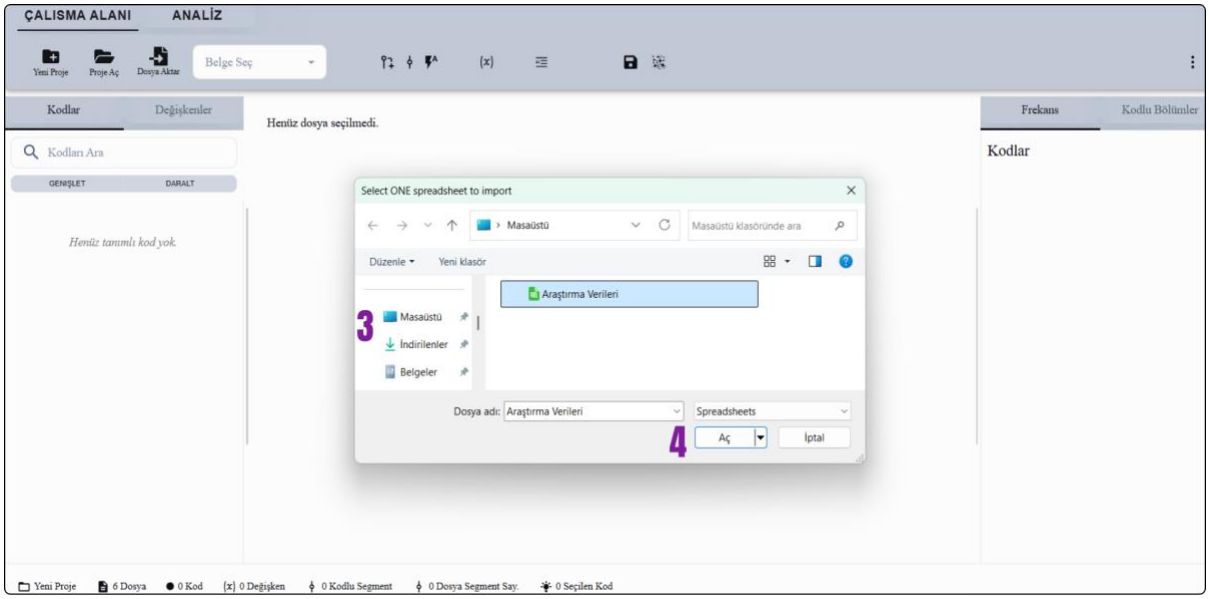
Import Tables

This section is used to import files in table format (such as CSV, Excel, etc.)—including survey results or structured datasets—into the system. During the table import process, the data in the columns must be classified according to its data types (text, numeric, categorical, etc.) to ensure the accuracy of the analysis. The steps are detailed below:



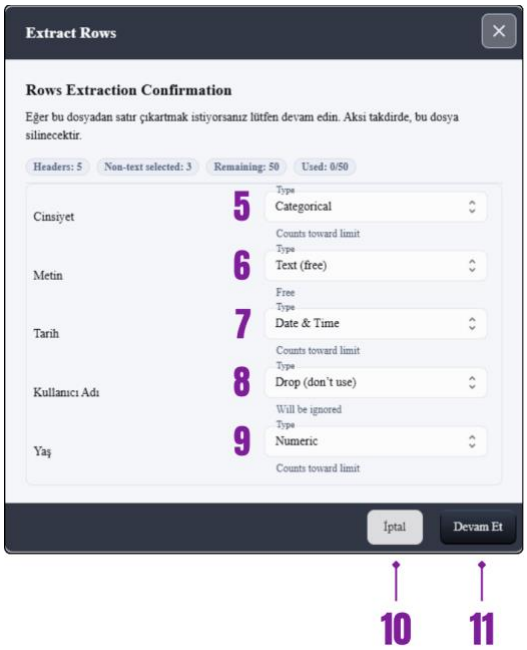
(1) Click the “Import File” button to open the file import screen.

(2) If your data files are in CSV or Excel format, select “Tables.”



(3) In the dialog box, select the location of your data files on your computer.

(4) After selecting the files to transfer, click the Open button.



When importing your CSV and Excel files into your project, an interface will appear that allows you to add variables to your data. In this interface, you must classify the information in your data by making at least one selection. (Note: The labels Gender, Text, Date, Username, and Age displayed in the interface correspond to the column names in the tables the researcher has imported into the project. If the columns in another file have different names, the labels displayed here will change accordingly.)

(5) Categorical is used for categorical variables.

(6) Select the Text (free) option for text sections where you will perform coding.

(7) Date & Time is used to add dates and times.

(8) Do Not Use (Drop - don't use) is selected for sections you do not wish to use.

(9) Numeric is used for numerical variables.

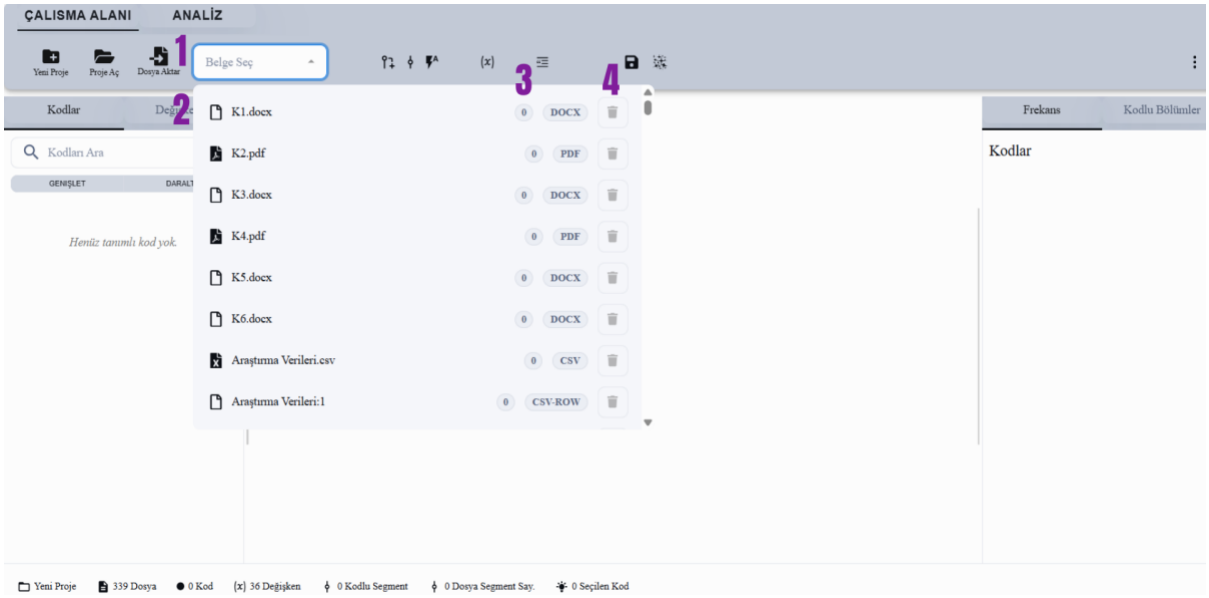
(10) You can cancel the data transfer by clicking the Cancel button.

(11) Click the Continue button to complete the process after making your selections.

When the file transfer is complete, a pop-up window displays the names of the transferred files. For example, in the image shown, a data file in CSV format has been imported into the project.

List Documents

This menu is used to review all documents successfully imported into the project in bulk, as well as to verify the file types and the frequency (number) of coded sections for each document.



To list your current dataset or delete documents from the list, follow these steps:

(1) Use “Select Document” to list the documents you have imported.

(2) View the names and file types of the documents you have imported.

(3) View the number of coded sections in the documents you imported. For example, as shown in the image, the frequency of coded sections is 0 (zero) in all documents of the sample project file.

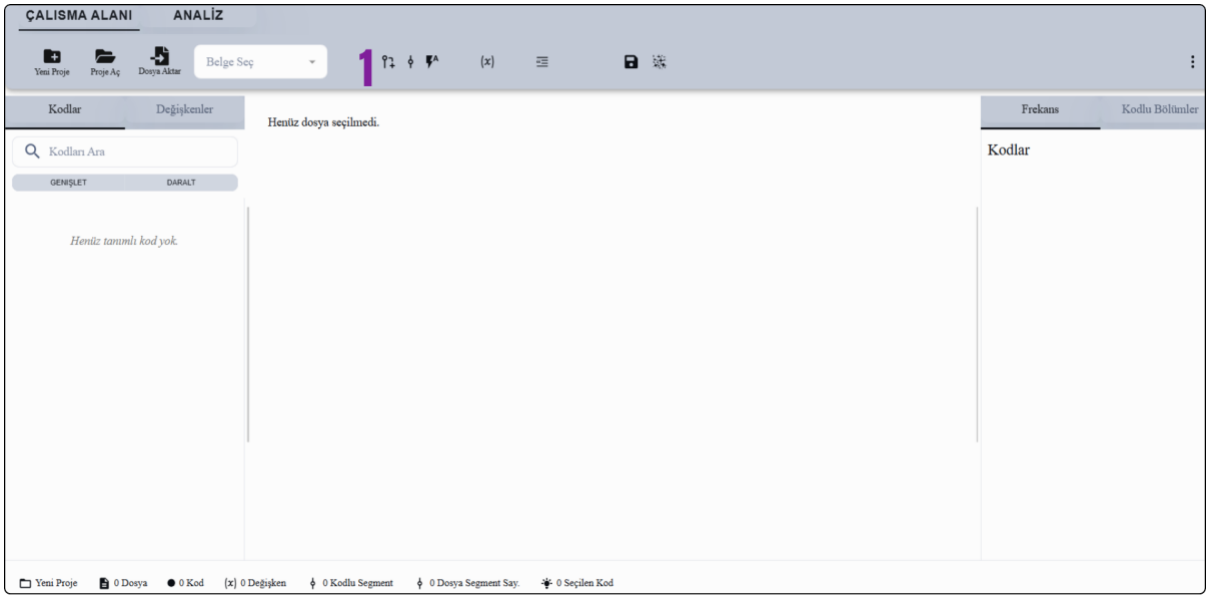
(4) Click the icon to delete the document you imported.

Coding

Coding, which lies at the heart of the qualitative analysis process, refers to the process of breaking down raw data into meaningful segments and grouping them under conceptual categories. This section covers fundamental data processing procedures such as constructing a coding system, tagging texts, and automated coding.

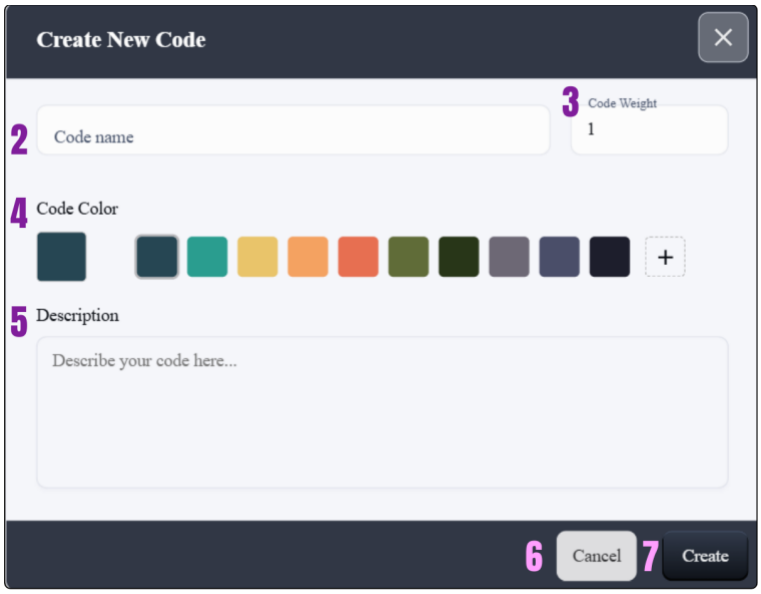
Create New Code

Conceptual labels (codes) to be used for classifying and analyzing the dataset are defined in the system through this interface.



To assign attributes such as name, color, weight, and description to the codes that will form the foundation of the hierarchical code structure, follow these steps:

(1) Click the icon to create a new code. You can also quickly perform this action by pressing Alt + N on your keyboard.



Edit the code you will create in the pop-up window.

(2) Use “Code Name” to give your code a name.

(3) Use “Code Weight” to change the code weight value.

(4) Use “Code Color” to set the code’s color. Color-coding helps researchers distinguish and classify codes during the data processing phase.

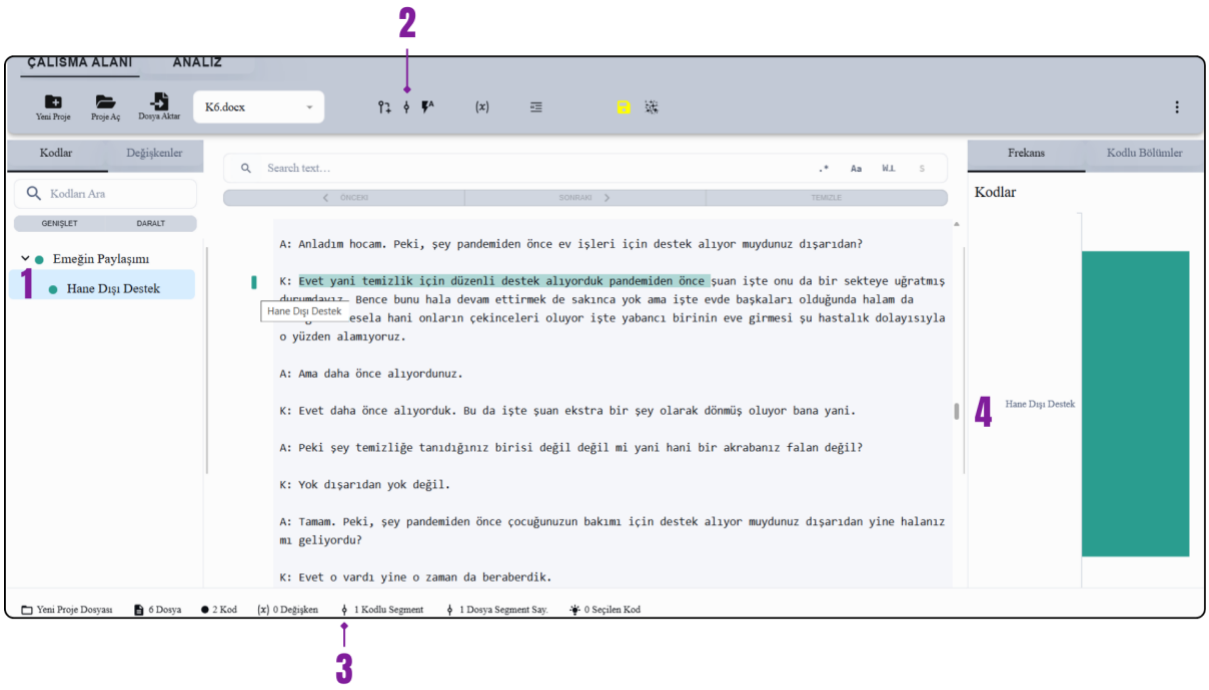
(5) Use “Description” to add a brief note about the code.

(6) Use “Cancel” to cancel the code creation process.

(7) Use “Create” to generate the code.

Assign Code (Coding)

This is the process of matching the codes generated by the system with the relevant participant statements or text segments in the data documents.



To assign codes to selected areas in the text and manage how these codes appear in the document, follow these steps:

(1) Use the mouse to select the code you want to assign to the document. When the code is selected, its background turns blue, as shown in the example project file in the image.

2) Click the icon on the toolbar to insert the relevant code into the area you've selected in the document. You can also do this by pressing Alt + C on your keyboard. When you assign a code, a bar in the color of the code appears in the selected area within the Document System. When you hover your mouse over the code bar, the code's name is displayed. In the example project file shown in the image, it is clear that the code "Out-of-Home Support" has been assigned to the selected area containing the text "Yes, we were receiving regular support for cleaning before the pandemic…"

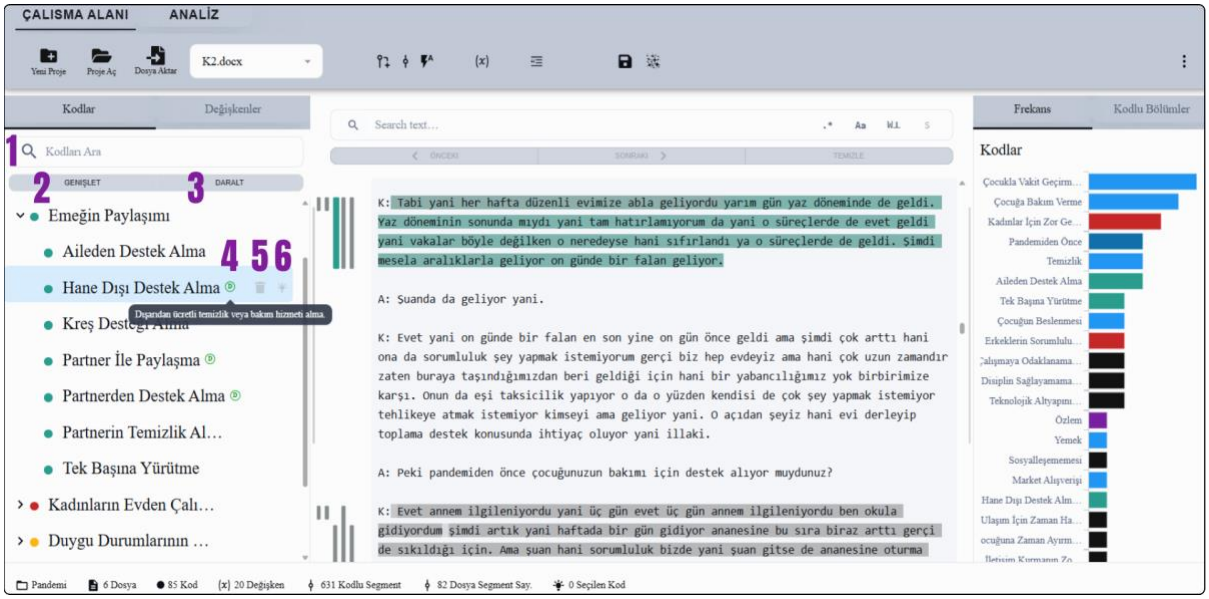
(3) When you assign a code, the frequency is displayed in the "Coded Segment" area via the icon in the status bar.

(4) In the Helpers Panel, the names and colors of the codes assigned to the selected document are displayed.

Note: To delete a code assigned in the document system, click once on the bar representing the code with your mouse and press the Delete key on your keyboard.

Code System Features

As the data processing process progresses, advanced organizational tools are needed to maintain the growing list of code in a structured format and manage it effectively.



The Code System is one of the sections you will use most frequently during the data processing process. The number of codes in the Code System will increase as the data processing process progresses. For this reason, Academetrica Quali offers several features to make this process more convenient:

(1) Search Codes allows you to quickly find the code you need to assign within the Code System.

(2) Expand, displays the hierarchical structure of all codes and subcodes.

(3) Collapse: Collapses all codes and subcodes at all levels.

(4) Description: Displays the short explanatory note you added for the code when you hover over it with the mouse. In the example image, a short note stating “Receiving paid cleaning or care services from outside the household” has been added to the “Receiving Support Outside the Household” code.

(5) Clicking the icon deletes the corresponding code.

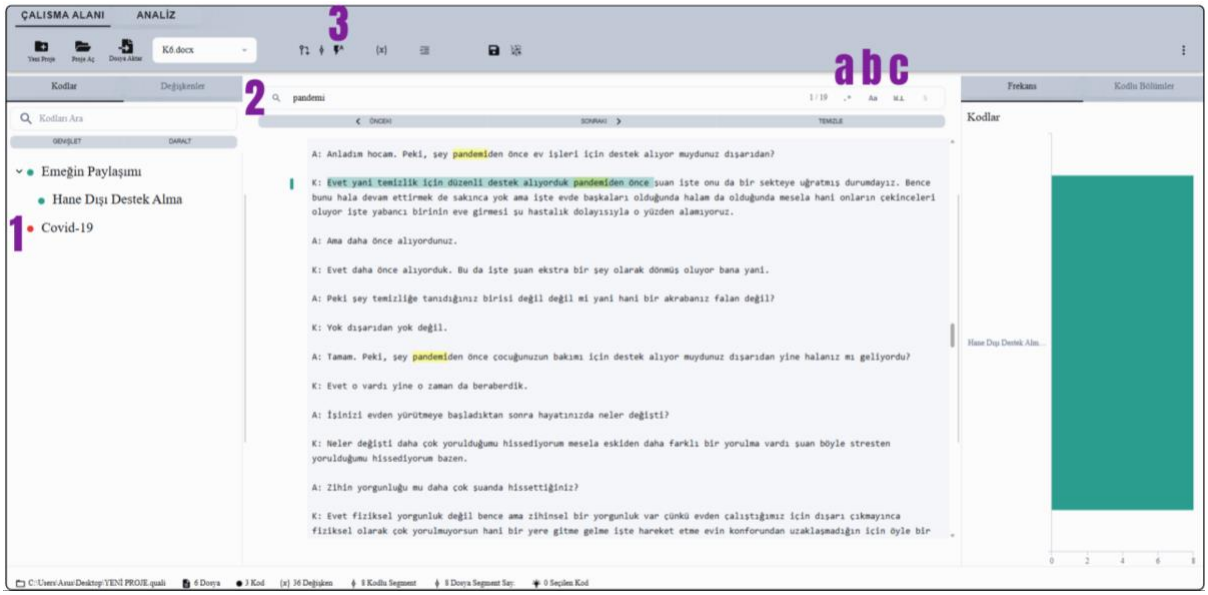
(6) Clicking the icon enables the corresponding code. Enabling the code is a function you will use during the analysis phase.

Note: To make a block of code a parent block, drag the code to the left and drop it onto the blue block. To make a block of code a child block, drag the code onto the parent block and

drop it onto the green block. To merge two blocks of code, drag the code you want to merge onto the other block and drop it onto the yellow block.

Auto Coding

It is a machine-assisted coding tool that enables the system to scan specific words, word groups, or text patterns and quickly assign them to a predefined code without the need for manual selection.



To apply this time-saving process to a specific document or the entire project, follow these steps:

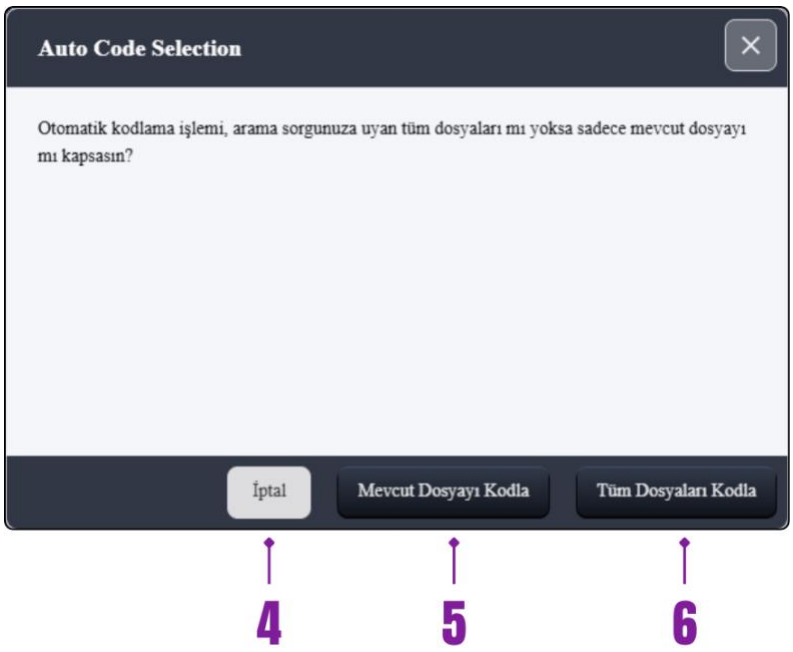
(1) Select the relevant code from the code system. In the example project file shown in the image, the code named “Covid-19” has been selected.

(2) Type the word, phrase, or sentence you want to tag into the “Search text” field in the document system and search for it. In the example project file shown in the image, the word “pandemic” was searched for in the document named “K6,” and nineteen results were found.

(a) Perform a case-sensitive (Aa) search. In the example project file shown in the image, the word “pandemic” was searched for normally. If a case-sensitive search is selected, only results starting with a lowercase letter will be displayed because the word “pandemic” is written in lowercase.

(b) Perform a Whole Word (W⊥) search. In the example project file shown in the image, the term “pandemic” was searched for in the standard way. If a Whole Word search is selected, only results containing the exact term “pandemic” will be returned, and variations such as “pandemic-” or “pandemic-ly” will be excluded from the search.

(3) Click the icon to complete the automatic encoding process.

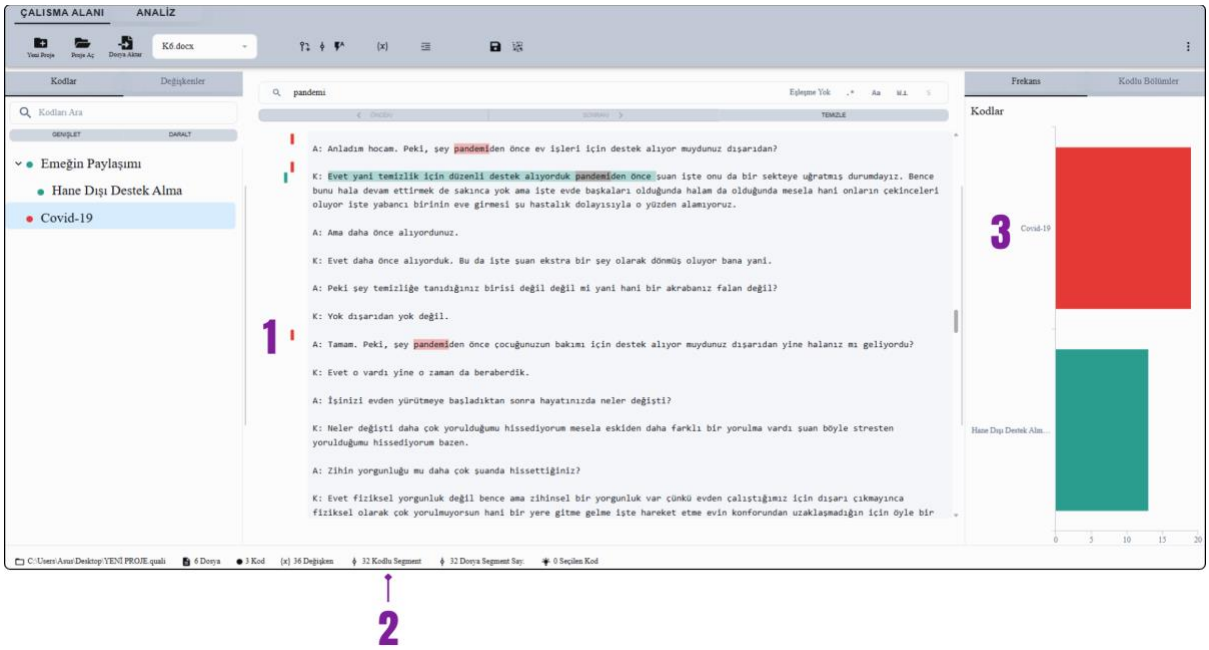


After making your selections, clicking the icon will open the interface shown in the image.

(4) Click the Cancel button to cancel the automatic coding process.

(5) To apply automatic coding only to the file you are currently working on, click the Code Current File option.

(6) If you want to apply automatic coding to all documents in your project file, click the Code All Files option.



(1) When you complete automatic coding, your codes will be displayed on the Document System using a code bar, just as in other coding processes.

(2) When you perform automatic coding, the frequency in the “Coded Segment” field changes based on the icon displayed in the status bar.

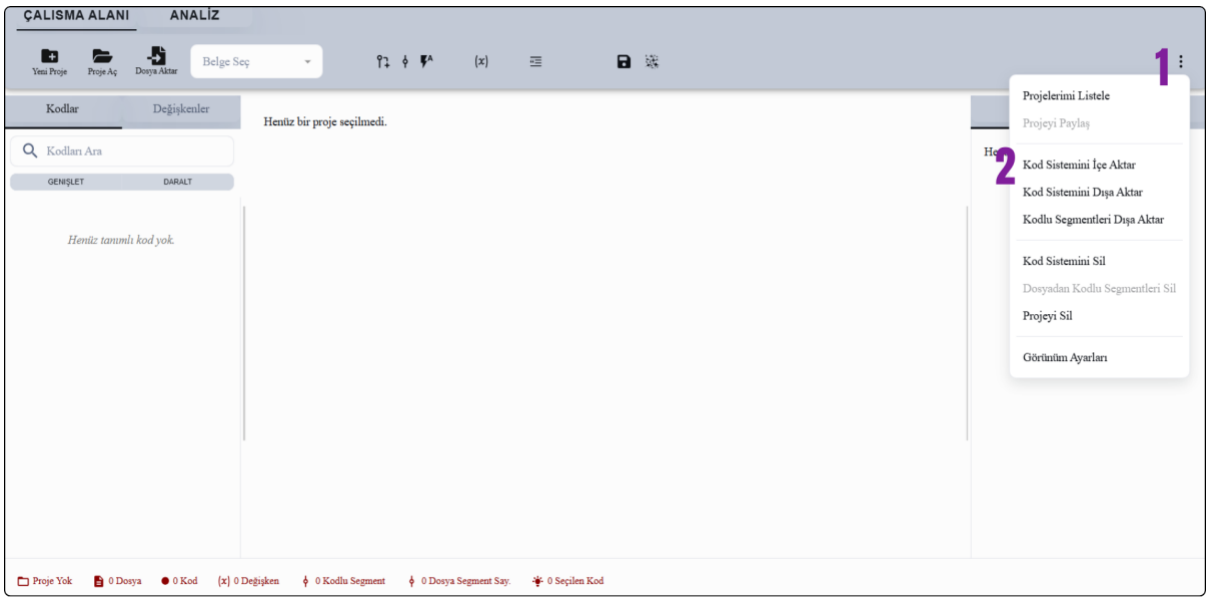
(3) The name and frequency of the automatically coded code are displayed in the “Frequency” section of the Tools Panel.

Code Settings

This section manages the backup of the conceptual structure created during qualitative analysis processes, its sharing with other projects, or the integration of a predefined coding tree into the current study. The import and export processes that enable the coding system to be transferred independently of the project are detailed below.

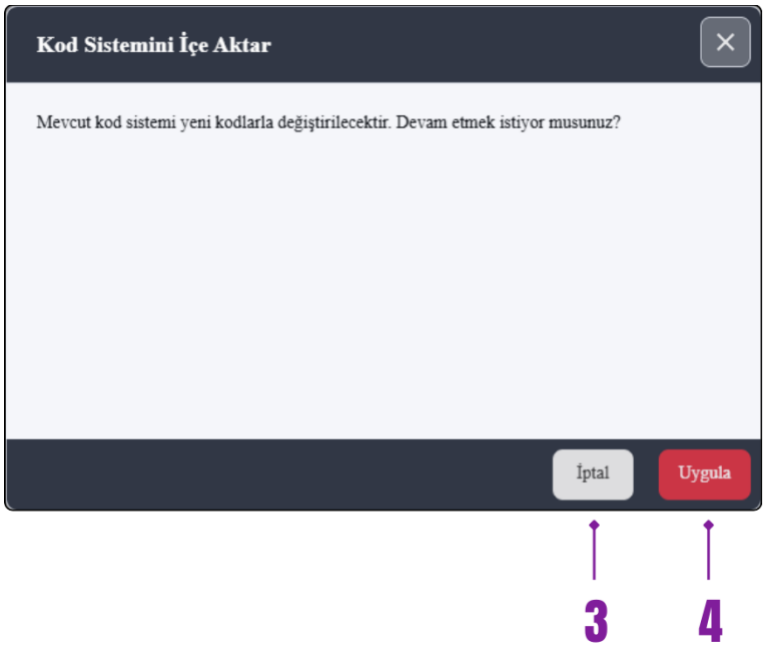
Import Code System

This process involves incorporating a list of codes created in another project or previously standardized and saved into the current workspace. To perform this process, which streamlines the manual code creation process and provides researchers with a ready-made coding framework, follow the steps below:



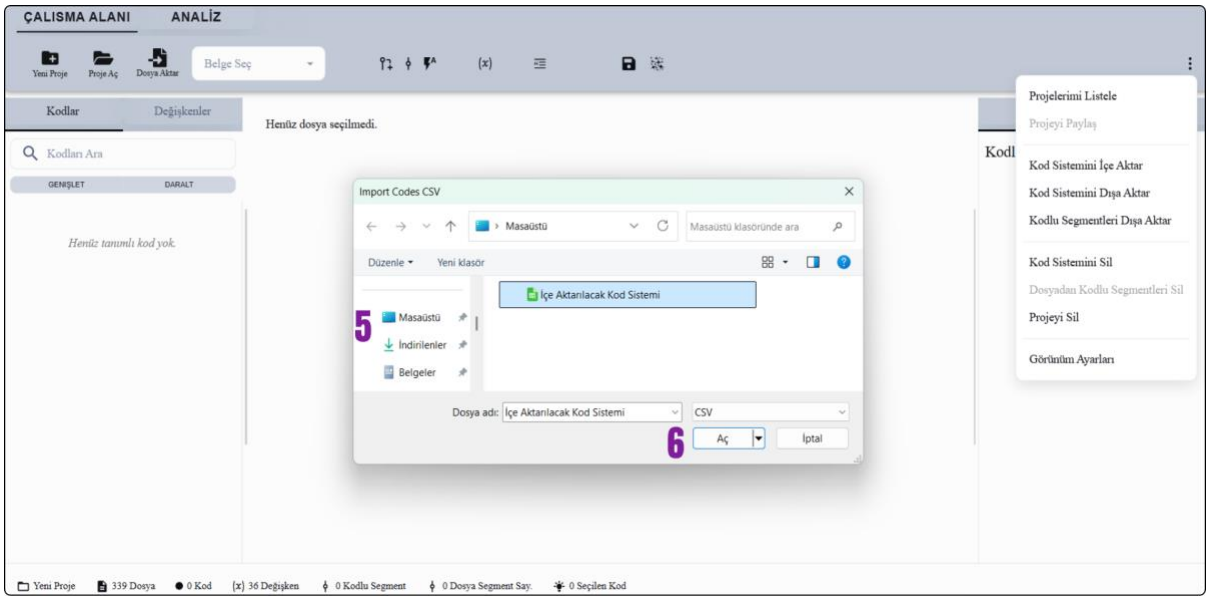
(1) Click the ⋮ icon to open the Settings menu.

(2) Click the “Import Code System” option.



(3) You can cancel the import by clicking the Cancel button.

(4) Click the Apply button to apply the import.

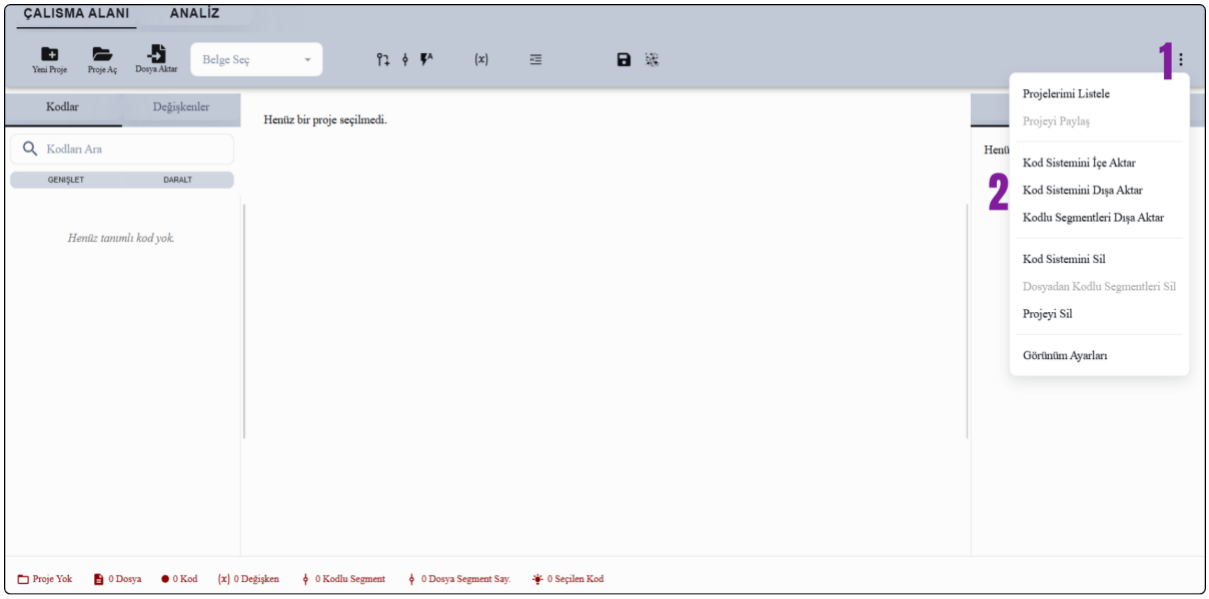


(5) In the dialog box, select the location on your computer where the code system to be imported is stored.

(6) After selecting the files to be imported, click the Open button.

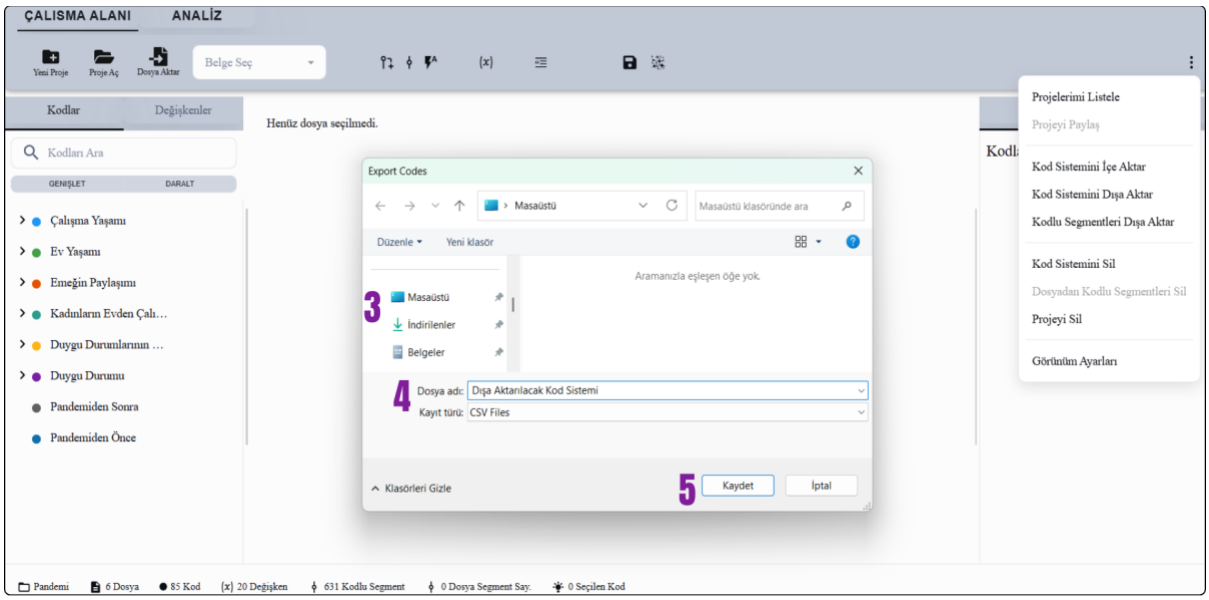
Export Code System

This process involves saving the code hierarchy and definitions created within an active project to your computer in a standalone file format.



(1) Click the ⋮ icon to open the Settings menu.

(2) Click the "Export Code System" option.



(3) In the pop-up window, select the location on your computer where you want to save the code system.

(4) Name the code system.

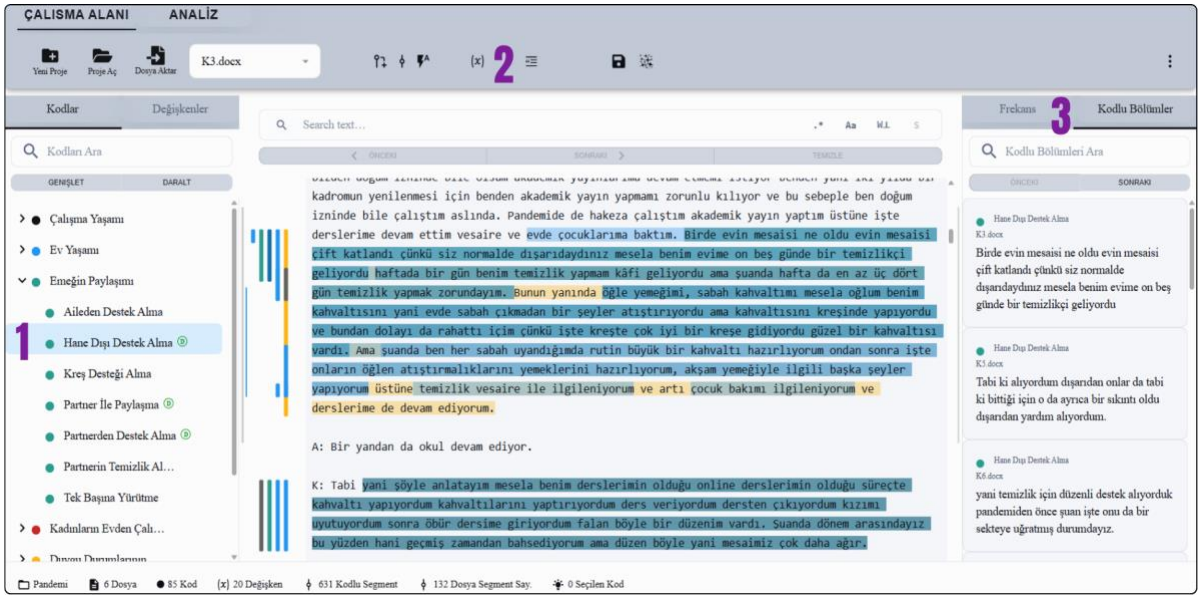
(5) Click the Save button.

Coded Segments

In qualitative data analysis, the collective examination and reporting of coded text segments is of critical importance during the interpretation of findings. This section covers the processes of listing, filtering, and exporting participant statements assigned to documents in the dataset for use in research reports.

List Coded Segments

To analyze all expressions related to a specific concept or theme by listing them in a single area, the coded sections must be filtered and displayed on the screen.



To view all text segments assigned to a selected code and the source documents to which these segments belong simultaneously, follow these steps:

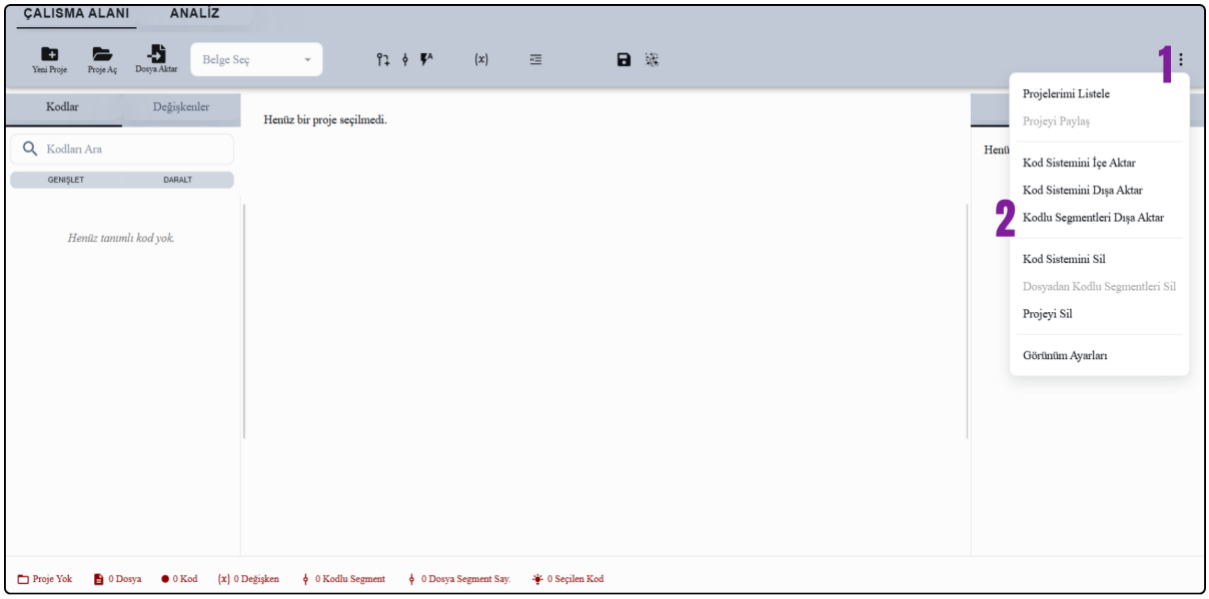
(1) Select the relevant code with your mouse. In the sample project file shown in the image, the “Receiving Out-of-Home Support” code has been selected.

(2) Click the “Get Coded Sections” option via the icon.

(3) Open the “Coded Sections” tab in the Tools Panel. Here, the code name, document name, and coded sections are displayed.

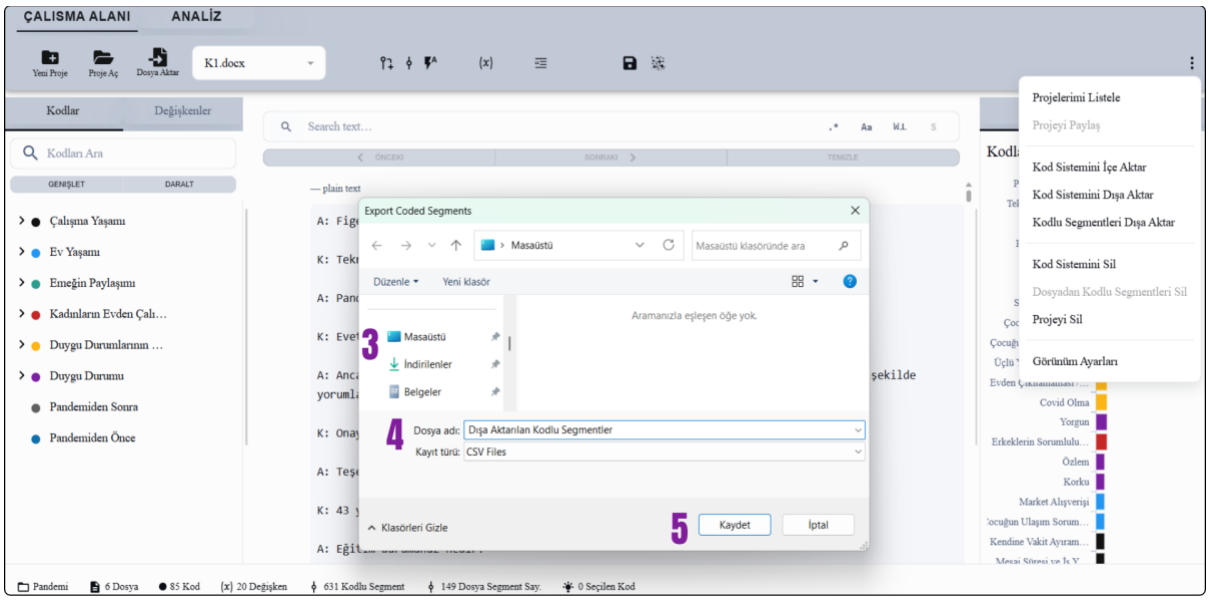
Export Coded Segments

This process converts the coded text excerpts obtained from the analysis into a file that is independent of the software.



(1) Click the ⋮ icon to open the Settings menu.

(2) Click the “Export Coded Segments” option.



(3) In the pop-up window, select the location on your computer where the encrypted partitions will be exported.

(4) Name the encrypted partitions.

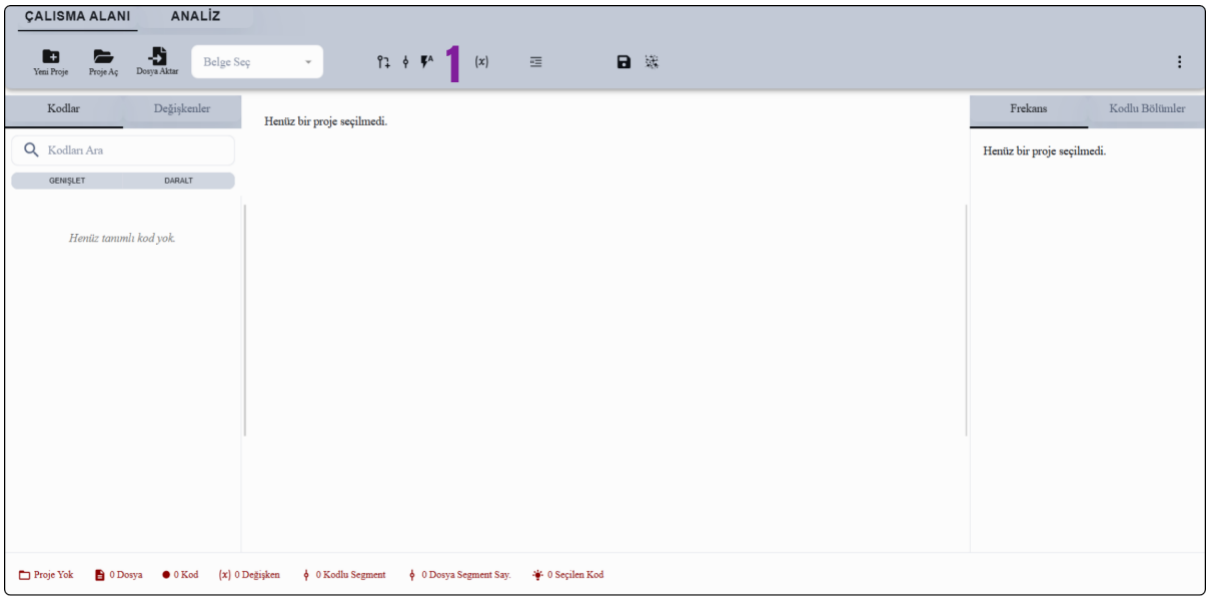
(5) Click the Save button.

Variables

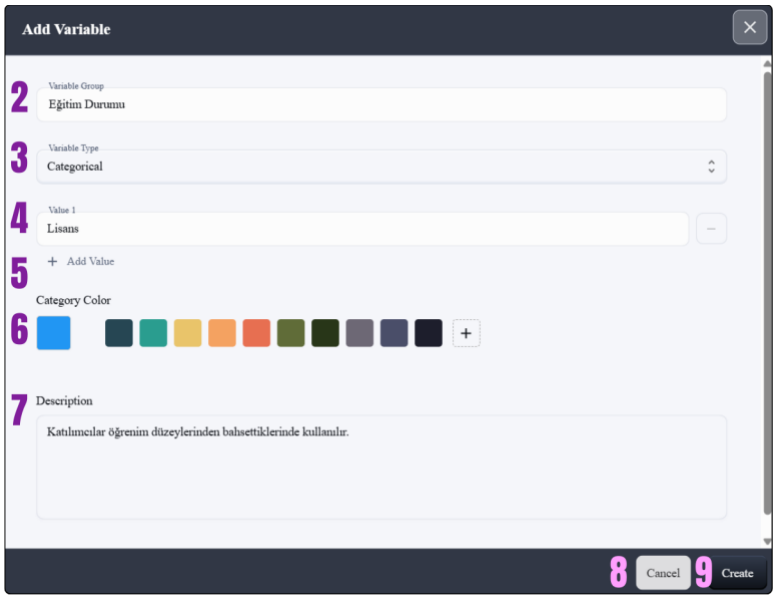
In qualitative research, demographic and structural characteristics of participants or data files (such as age, gender, educational background, etc.) are entered into the system via variables. This section covers the processes of creating variable groups and assigning them to records, which enables the classification of data and facilitates comparative analyses in subsequent stages.

Create Variables

To configure the attributes of the documents to be analyzed in accordance with the research questions, a variable framework must first be established. Follow the steps below to define a new variable group, specify the variable type (categorical, numerical, etc.), and add sub-values to the system:



(1) Click the “Add Variable” option via the (x) icon on the toolbar.



(2) In the “Variable Group” **t**ext field, enter the name of the variable group. In the example image, the variable group is set to “Education Level.”

(3) In the “Variable Type” section, select the variable type. If your variable is numerical, select “Numeric”; if it is categorical, select ‘Categorical’; and if you want to include date and time, click “Date & Time.” In the example image, since “Education Level” is categorical, the variable type is marked as Categorical.

(4) Value 1: Enter the variable’s name in the text field. In the example image, “Bachelor’s Degree” has been added as one of the Education Level variables.

(5) Click “+ Add Value” to add other variables from the text field.

(6) Use “Category Color” to assign a color to the variable.

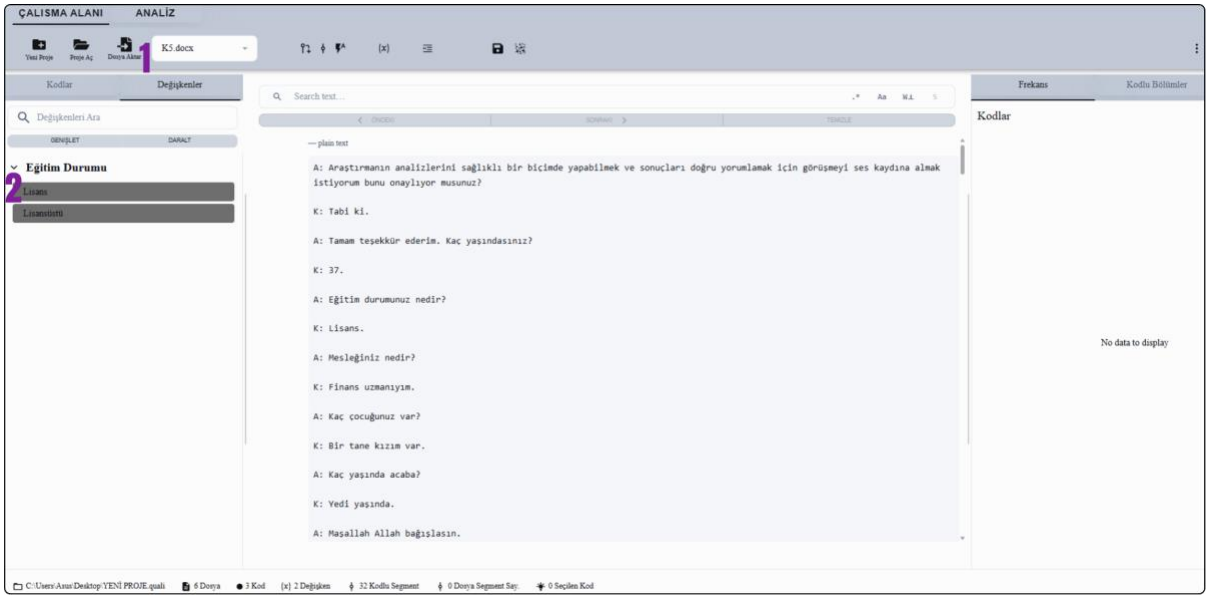
(7) In the “Description” text field, you can add a brief note describing the variable group.

(8) Click the “Cancel” button to cancel the variable creation process.

(9) Click the “Create” button to create the variable.

Assign Variable to a Document

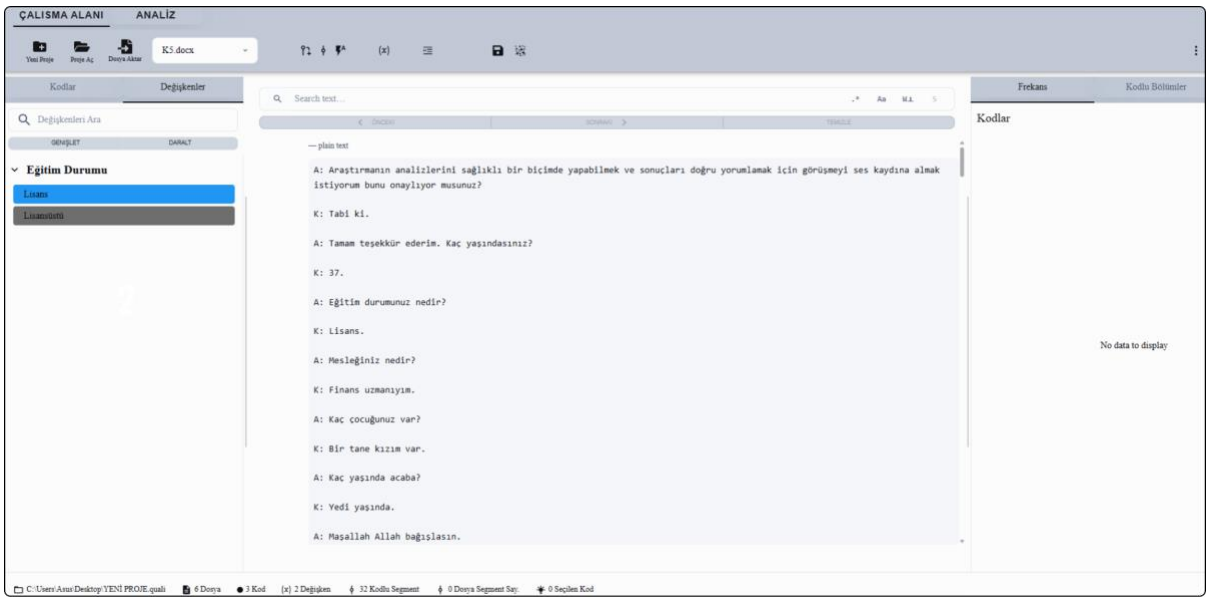
This process involves matching the variable values created in the system with the relevant data documents (participant files) that have been transferred to the workspace.



To perform this assignment, which allows you to filter and report data based on specific criteria during the analysis phase, follow these steps:

(1) Open the document to which you want to assign a variable from the “Select Document” section. In the example image, the document named K5 has been selected.

(2) Double-click the variable you want to assign to the document.



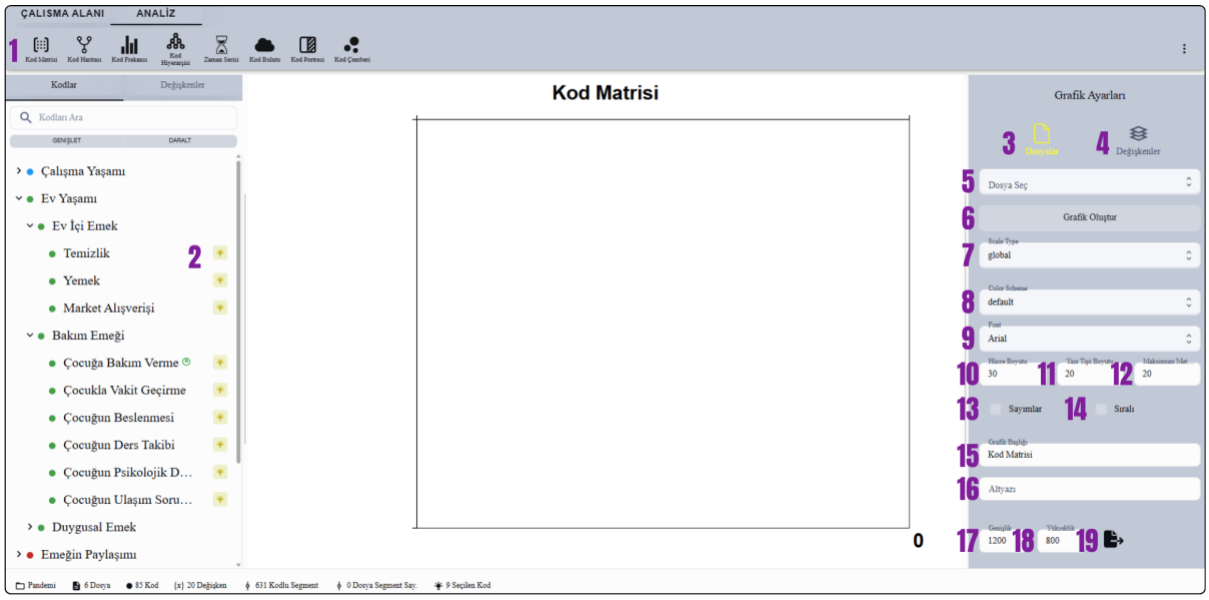
When a variable is assigned to the selected document, the variable's color changes to the color selected during the variable creation process. In the example image, the "Education Level" variable has been assigned the value "Bachelor's Degree" to the participant document named K5.

Analysis

Once the coding process is complete, the advanced tools in this section enable you to visualize the resulting data, identify patterns, and uncover findings relevant to your research questions. The tools under the Analysis tab allow you to report on both the quantitative (frequency) and relational dimensions of the dataset using various types of graphs.

Code Matrix

In qualitative data analysis, a coding matrix is an analytical tool that illustrates the distribution of generated codes across documents or defined variables (participant groups, demographic characteristics, etc.). This matrix is formed by placing the codes that constitute the conceptual structure in the rows and the documents or subgroups under examination in the columns; it reflects the frequency of a given code in a document or group—as a numerical or visual measure—in the cells where the two axes intersect. Its primary function is to organize large volumes of text into a systematic format, enabling a comparative analysis of which themes different participant profiles focus on. Conceptually, this tool enables researchers to uncover hidden patterns in the data, differences in perspectives across groups, common trends, and topics not mentioned at all (data gaps) through zero-value cells, thereby providing the opportunity to support qualitative findings with concrete evidence and interpret the data in depth.



To analyze which codes are used more frequently in which demographic groups or sources, follow these steps:

(1) Click the  o open the Code Matrix.

(2) Click the  icon with your mouse to enable the relevant codes.

(3) You can perform an analysis at the document level by selecting files.

(4) You can perform analysis at the variable level by selecting variables.

(5) Choose your file or variable preference.

(6) Click the “Create Chart” option.

(7) Scaling: Scales by dividing the total number of codes by the total number of codes in the document or by the total count for the relevant code.

(8) Select the color scheme for the chart.

(9) Change the font using “Font.”

(10) Cells represent the intersections of codes with variables. Adjust the size of the cells using “Cell Size.”

(11) Select the “Font Size.”

(12) Use “Maximum Text Length” to decide whether code names are displayed in long or short form on the chart.

(13) Use “Counts” to make frequencies visible on the chart.

(14) Use “Sort” to sort frequencies from largest to smallest.

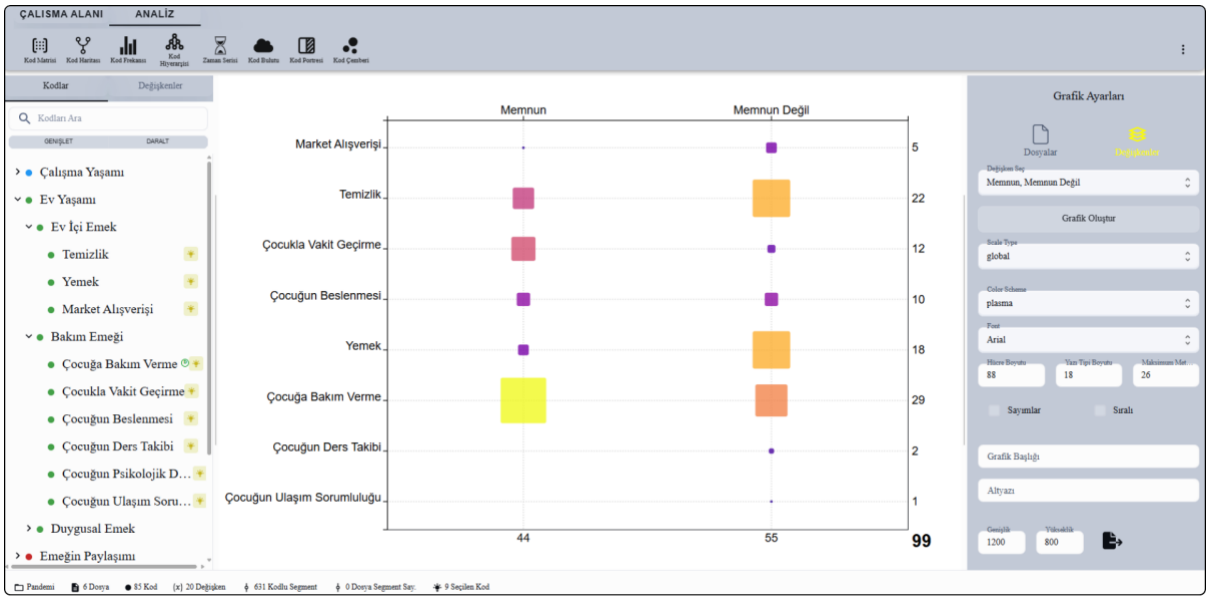
(15) Use “Graph Title” to name the graph.

(16) Use “Caption” to add a caption to the graph.

(17) Use “Width” to adjust the graph’s width.

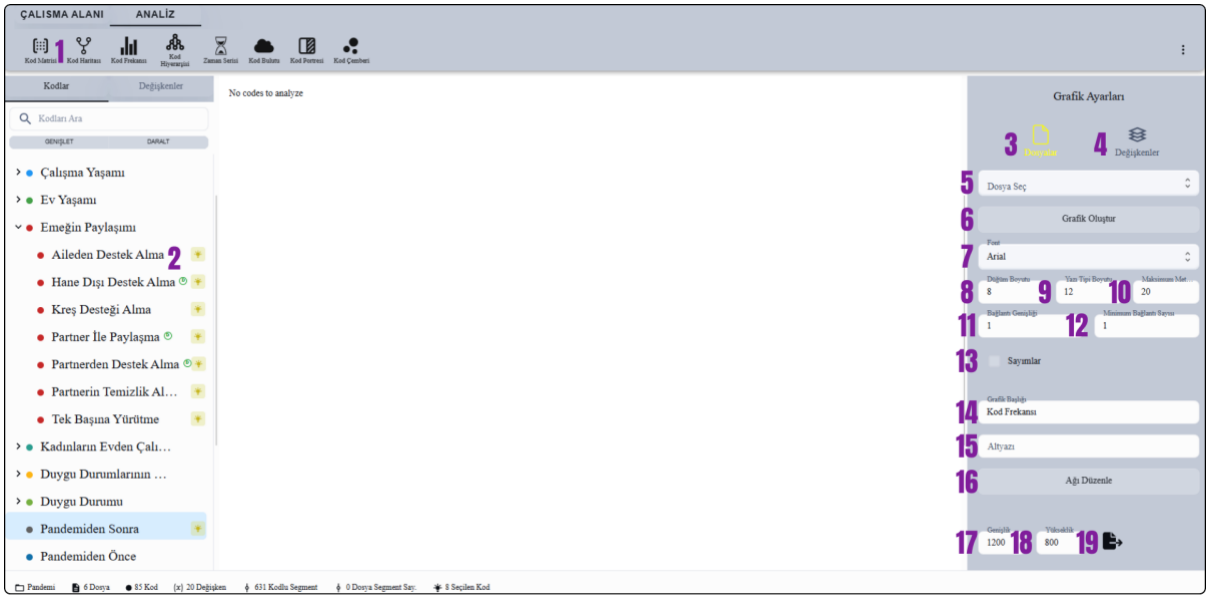
(18) Use “Height” to adjust the graph’s height.

(19) Export the image.



Code Map

In qualitative data analysis, a Code Map visualizes conceptual relationships on a network diagram based on the frequency of co-occurrence of codes within the dataset. This analytical tool reveals implicit patterns among codes by calculating which themes overlap in the same participant statements or document sections as the researcher codes the texts. The nodes on the visualization represent the overall frequency and weight of the relevant codes within the dataset; the thickness of the lines (connections) linking these nodes indicates how strongly the codes are connected to one another—that is, how frequently they are used together. Its primary function is to enable a deep and relational interpretation of the data by mapping inter-conceptual clusters, center-periphery relationships, and the research's underlying theoretical structure, rather than limiting the researcher to merely descriptive results.



The Code Map is located under the Analysis tab. The Code Map identifies relationships between codes based on selected data files or selected variables. To create a code map to identify the strength of connections and focal points among themes, follow these steps:

(1) Click the Kod Haritası icon to open the Code Map pane.

(2) Click the icon with your mouse to enable the relevant codes.

(3) You can perform document-level analysis by selecting files.

(4) You can perform variable-level analysis by selecting variables.

(5) Make your selection of files or variables.

(6) Click the Create Graph option.

(7) Change the font using the Font option.

(8) Circles represent node code relationships. You can increase or decrease the size of these nodes using the Node Size function key.

(9) Select the Font Size.

(10) Use Maximum Text Length to decide whether code names are displayed in long or short form on the diagram.

(11) Use Link Width to thicken or thin the lines showing code relationships.

(12) Minimum Link Count controls the frequency with which a code is linked to another code.

(13) Use Counts to make frequencies visible on the graph.

(14) Use Graph Title to name the graph.

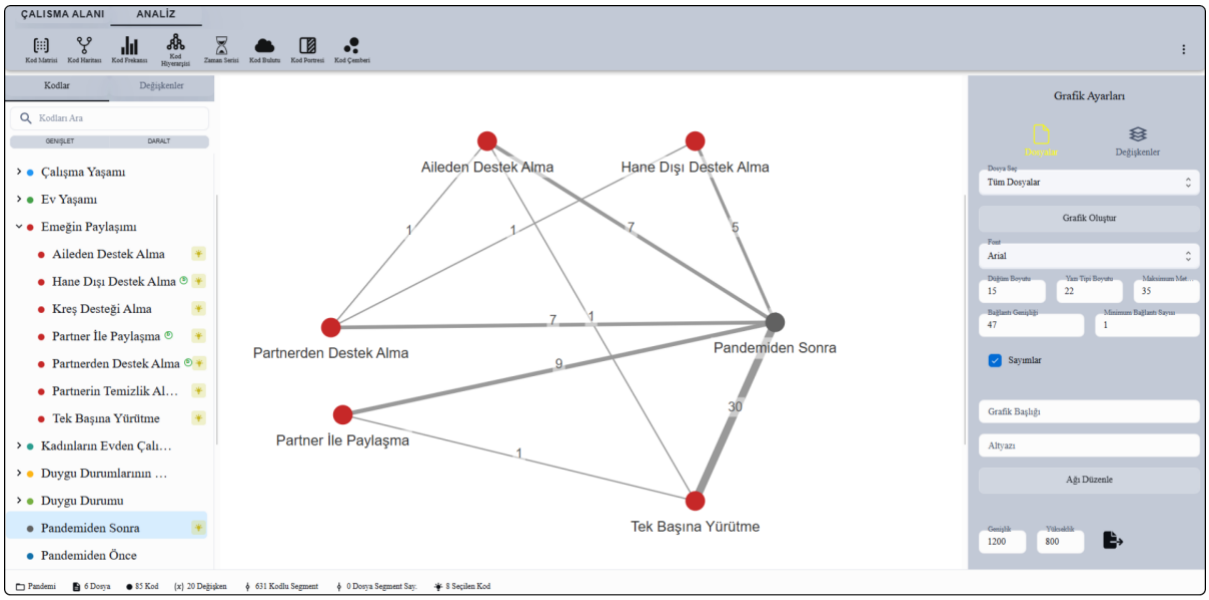
(15) Add a caption to the graph using Caption.

(16) Automatically arrange the shape using Network Layout.

(17) Adjust the width of the graph using Width.

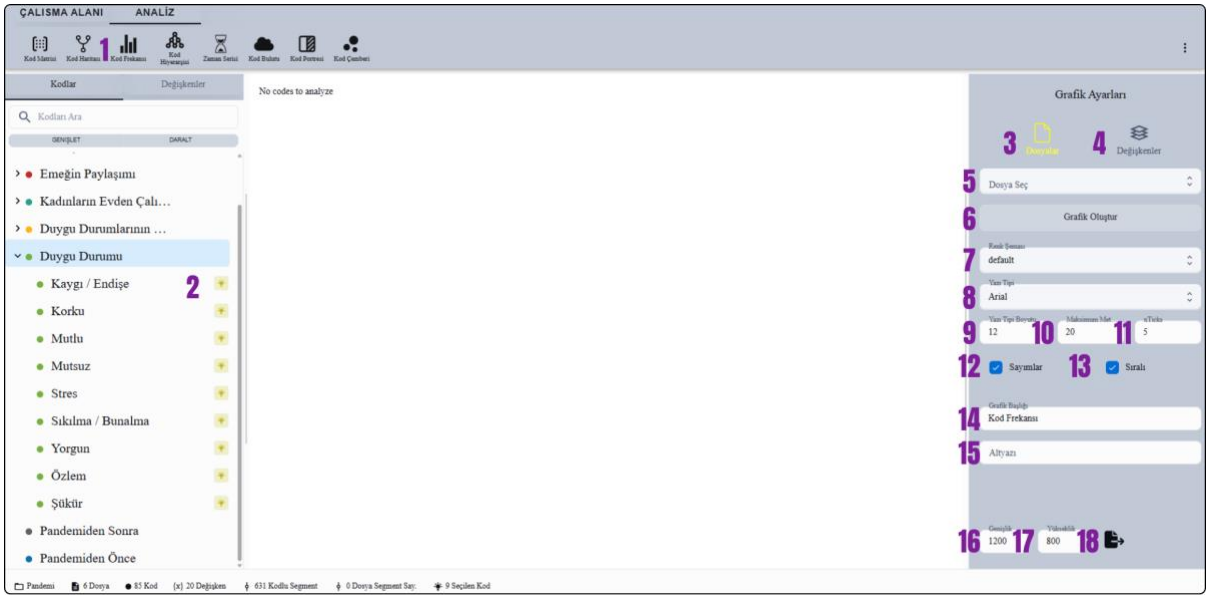
(18) Adjust the height of the graph using Height.

(19) Export the plot



Code Frequency

In qualitative data analysis, Code Frequency is a fundamental descriptive analysis tool that uses bar charts to report how many times the codes created within the scope of the research are used across the entire dataset or in selected documents (coding frequency). By converting text-based qualitative codes into quantitative (numerical) values, this tool enables the rapid identification of the most dominant themes, general trends, and focal points within the dataset. The length of the bars in the visualization represents how frequently the relevant concept was expressed by participants or sources. Its primary function is to reveal the conceptual density within hundreds of pages of text through a hierarchical or ordered frequency distribution, thereby enabling the presentation of qualitative findings in a more concrete and understandable manner in research reports by supporting them with frequency data.



Code Frequency is located under the Analysis tab. Code Frequency shows how many times the relevant code has been coded. To quantitatively identify the most prominent themes in the data and convert them into a graph, follow these steps:

(1) Click the Kod Frekansı icon to open the Code Frequency section.

(2) Click the icon with your mouse to enable the relevant codes.

(3) You can perform document-level analysis by selecting files.

(4) You can perform variable-level analysis by selecting variables.

(5) Select your file or variable preference.

(6) Click the Create Graph option.

(7) Change the graph colors using Color Scheme.

(8) Change the font using Font.

(9) Select Font Size.

(10) Use “Maximum Text Length” to decide whether code names are displayed in long or short form on the chart.

(11) Use “xTicks” to increase or decrease the number of axis points that mark the frequencies on the chart.

(12) Use “Counts” to make the frequencies visible on the chart.

(13) Use “Sort” to sort the frequencies from largest to smallest.

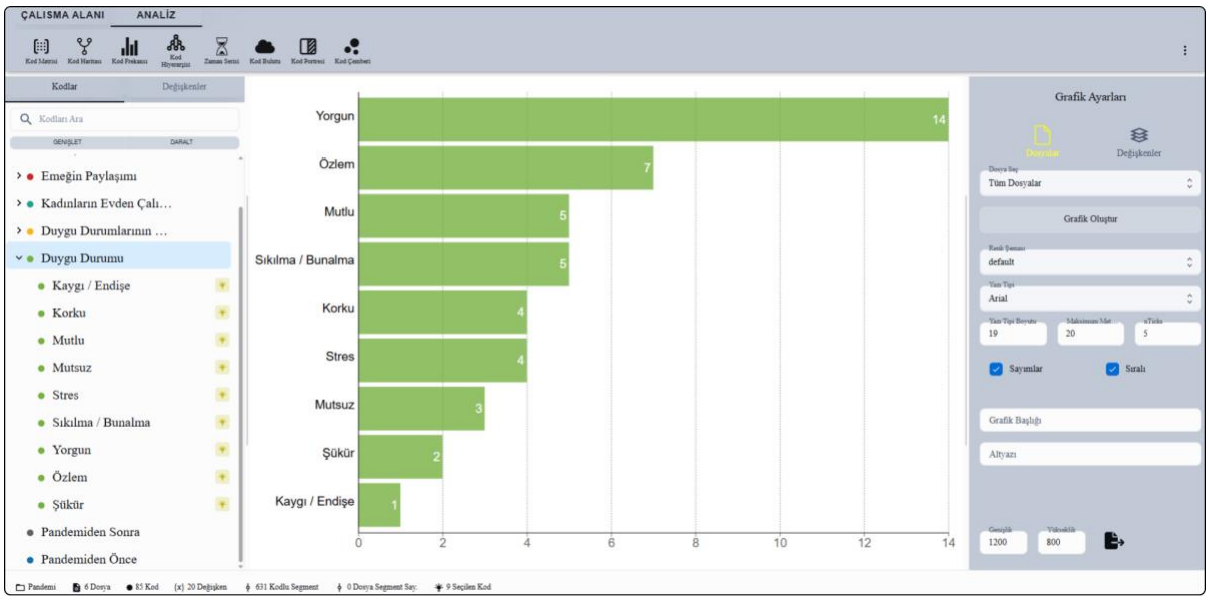
(14) Use “Graph Title” to name the graph.

(15) Use “Caption” to add a caption to the graph.

(16) Use “Width” to adjust the graph’s width.

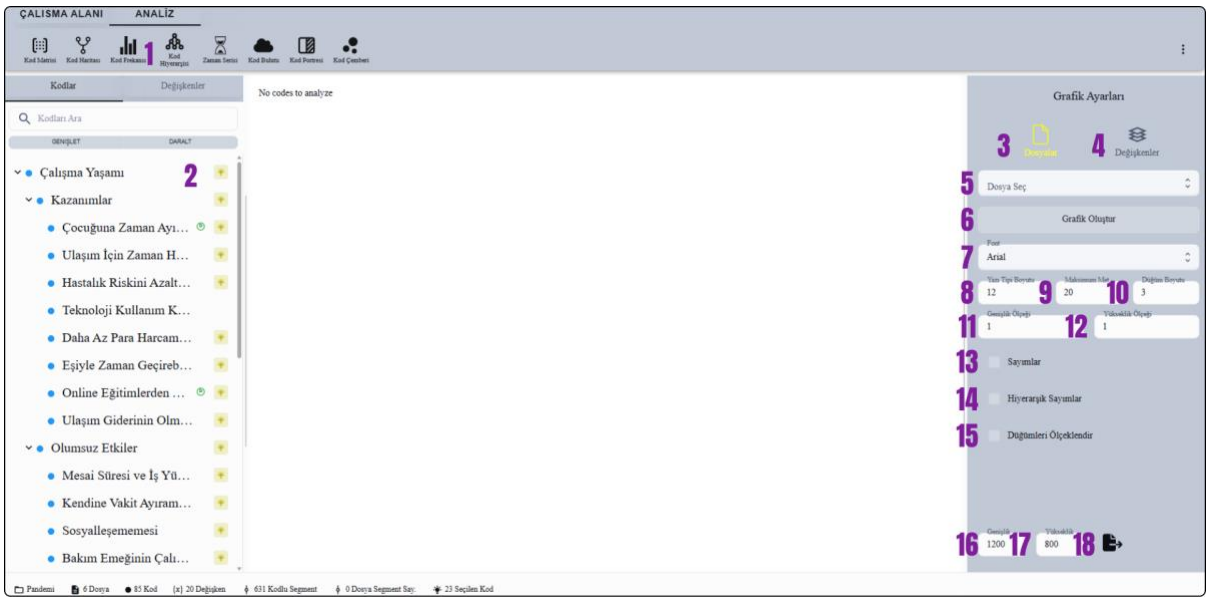
(17) Use “Height” to adjust the graph’s height.

(18) Export the image.



Code Hierarchy

In qualitative data analysis, a coding hierarchy visualizes the connections between the main themes, codes, and subcodes constructed during the analysis process as a hierarchical tree diagram. This analytical tool clearly illustrates the depth of the conceptual framework established during the data coding phase and the structural relationships (parent-child relationships) between categories. The branches on the diagram detail how broad themes are broken down into more specific subcomponents, while this structure offers the researcher the opportunity to examine the logical coherence of the coding system applied to the dataset on a single screen. Its primary function is to present complex and lengthy coding lists in a meaningful and organized framework, helping the researcher clarify their theoretical framework and, during the reporting of findings, convey the research's thematic map to the reader in the most understandable and comprehensive manner.



The Code Hierarchy is located in the Analysis tab. The Code Hierarchy allows for the hierarchical display of themes, codes, and subcodes. To report on the depth of the conceptual framework and the structural relationships between categories, follow these steps:

(1) Click the Kod Hiyerarşisi icon to open the Code Hierarchy pane.

(2) Click the icon with your mouse to enable the relevant codes.

(3) You can perform document-level analysis by selecting files.

(4) You can perform variable-level analysis by selecting variables.

(5) Select your file or variable preference.

(6) Click the Create Graph option.

(7) Change the font using the Font option.

(8) Select the Font Size.

(9) Use the Maximum Text Length option to decide whether code names are displayed in full or abbreviated form on the diagram.

(10) Circles represent node code relationships. You can increase or decrease the size of these nodes using the Node Size function key.

(11) Use the Width Scale to adjust the width of the text.

(12) Use the Height Scale to adjust the height range of the text.

(13) Use Counts to make frequencies visible on the graph.

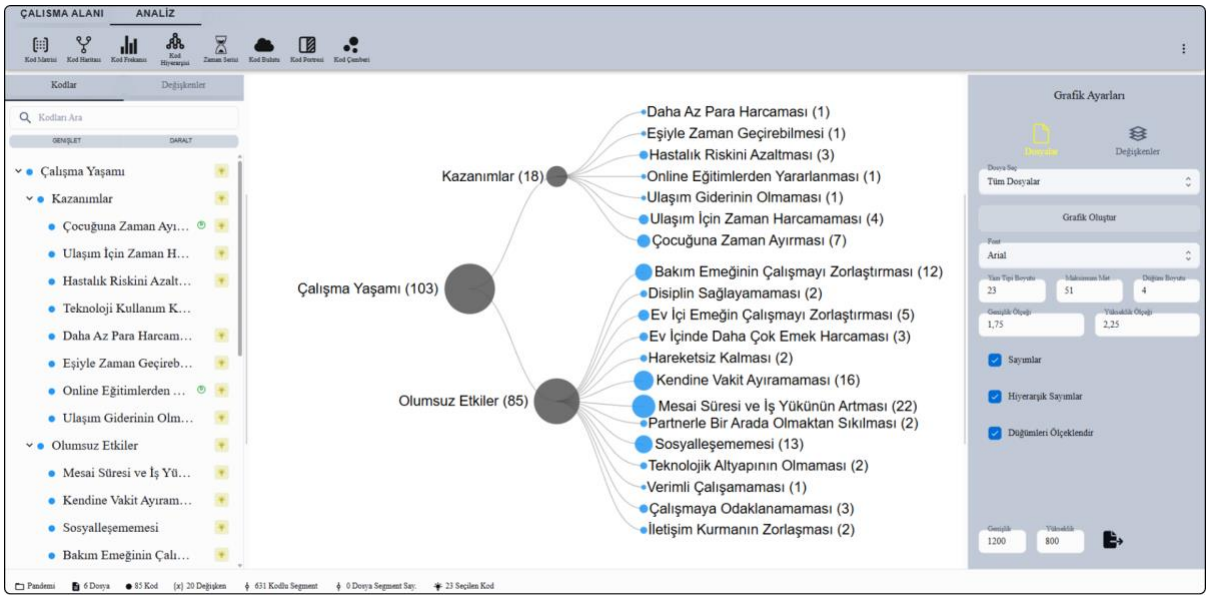
(14) Hierarchical Counts display the frequency counts of higher-level codes hierarchically on the graph.

(15) Scale Nodes allows circles representing codes to be displayed larger or smaller based on their frequency counts.

(16) Use Width to adjust the width of the graph.

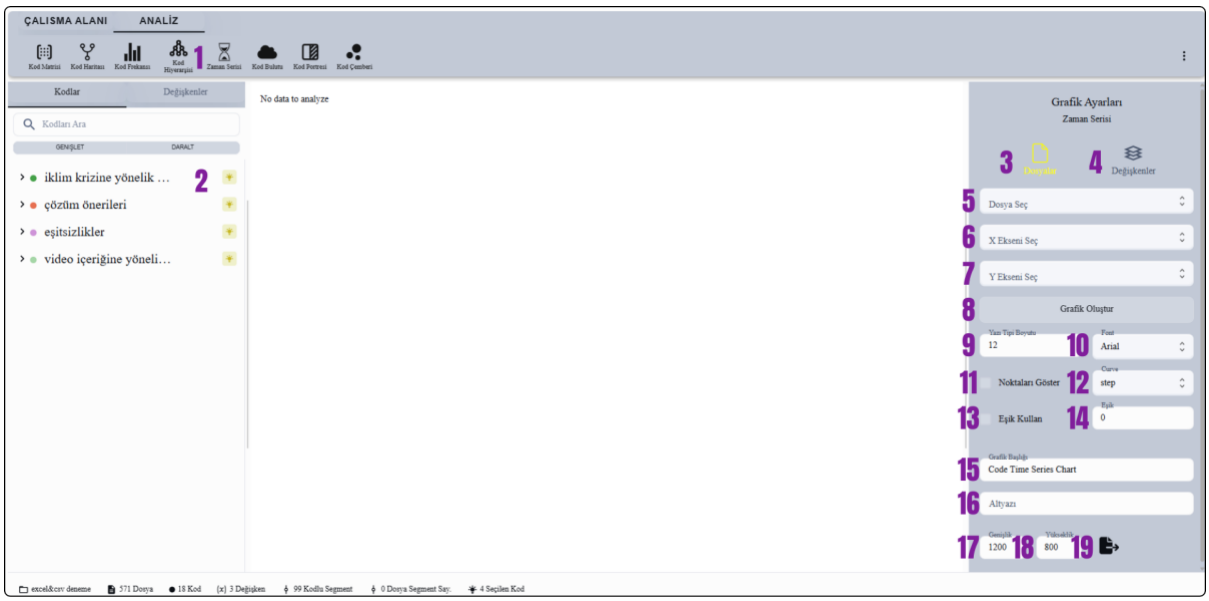
(17) Use Height to adjust the height of the graph.

(18) View and export the graph



Time Series

In qualitative data analysis, a time series is a longitudinal analysis tool that uses line graphs to illustrate how coded themes in a dataset trend (increase, decrease, or remain stable) over a specific timeline. To perform this analysis, the “Date & Time” variable must be assigned to the imported data files prior to analysis. During the visualization phase, the horizontal axis (X) represents chronological time intervals (day, month, year, etc.), while the vertical axis (Y) reflects the frequency of the selected codes within those time intervals. Its primary function is to enable the researcher to identify not only which themes exist but also how these themes change over time. Using this tool, thematic shifts before and after a specific event, the reflections of periodic events in participants’ discourse, or changes in attitudes within a process can be supported by concrete trend lines, allowing the study’s dynamic findings to be reported transparently.



Time Series is located in the Analysis tab. To perform time series analysis, you must have included the Time and Date variables when importing your data files. Follow the instructions below to analyze temporal changes:

(1) Click the Zaman Serisi icon to open the Time Series section.

(2) Click the icon with your mouse to enable the relevant codes.

(3) You can perform analysis at the document level by selecting files.

(4) You can perform analysis at the variable level by selecting variables.

(5) Select your file or variable preference.

(6) Use “Select X-Axis” to select the date & time variable.

(7) Use “Select Y-Axis” to select the enabled codes.

(8) Click the “Create Graph” option.

(9) Select Font Size.

(10) Change the font using “Font.”

(11) Show Points

(12) Curve

(13) Use Threshold

(14) Threshold

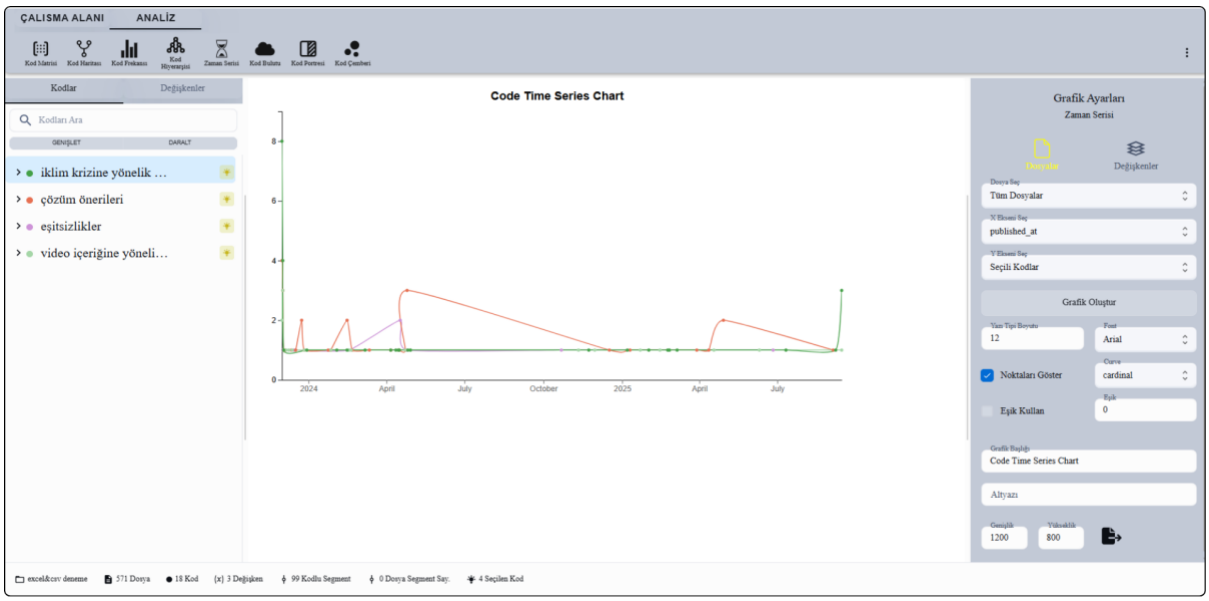
(15) Name the graph using “Graph Title.”

(16) Add a caption to the graph.

(17) Set the width of the graph.

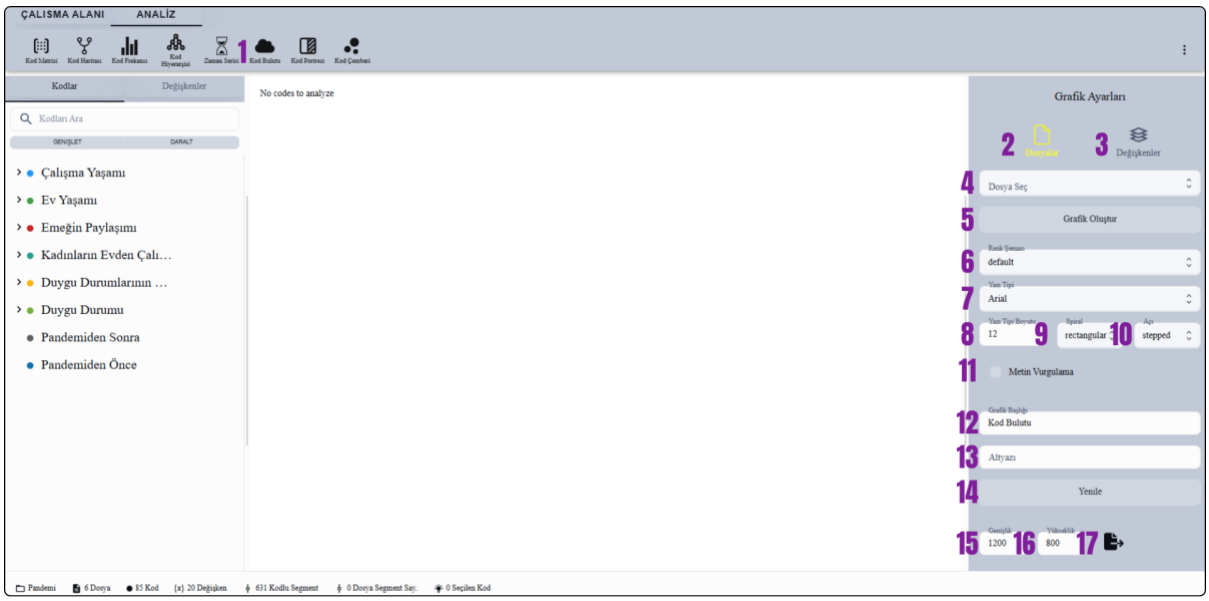
(18) Set the height of the graph.

(19) Export the image.



Code Cloud

In qualitative data analysis, a word cloud is an effective summarization tool that visualizes the lowest-level codes in a dataset using different font sizes based on their coding frequencies (occurrences), enabling a holistic understanding of the data's overall focal points. In this analytical model, the text size and visual weight of concepts on the screen are directly proportional to how frequently the relevant code appears in participants' statements; dominant themes that recur most frequently during the analysis are highlighted in the largest font sizes, while less frequently mentioned concepts are displayed in smaller sizes. Its primary function is to enable researchers to quickly identify key concepts, trends, and the weight of discourse. This tool is frequently chosen as a supportive element during the reporting and presentation phases, specifically to convey the overall framework of the research and the most emphasized topics to the reader in an aesthetic, striking, and immediately understandable manner.



The Word Cloud is located in the Analysis tab. The Word Cloud visualizes the most frequently occurring terms at the lowest level of the text in large and small sizes. To create this visualization, which highlights the most frequently repeated concepts, follow these steps:

(1) Click the Kod Bulutu icon to open the Word Cloud section.

(2) You can perform analysis at the document level by selecting files.

(3) Select variables to perform analysis at the variable level.

(4) Choose your file or variable preference.

(5) Click the "Create Chart" option.

(6) Change the chart colors using the Color Scheme.

(7) Change the text font using the Font.

(8) Select the Font Size.

(9) Spiral

(10) Angle

(11) Text Highlighting

(12) Name the chart using “Chart Title.”

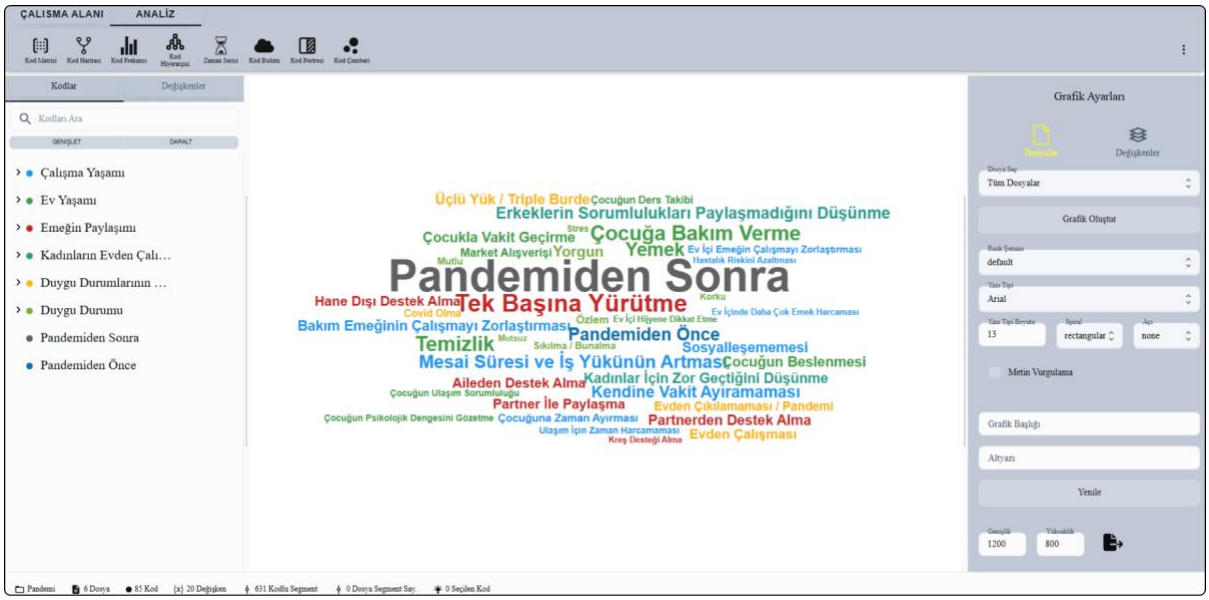
(13) Add a caption to the chart using “Caption.”

(14) Use Refresh to view alternative versions of the shape.

(15) Use Width to adjust the graph’s width.

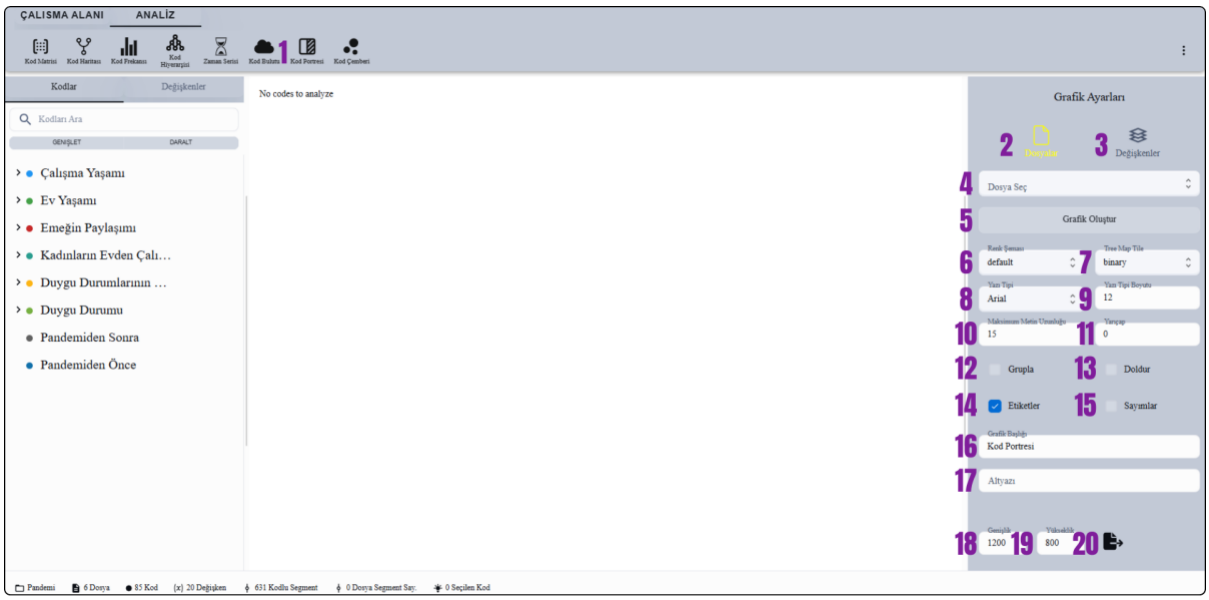
(16) Use Height to adjust the graph’s height.

(17) Export the image.



Code Portrait (TreeMap)

In qualitative data analysis, a Code Map is a tree-map model that illustrates conceptual density in a hierarchical or flat structure, where the dimensions of the areas (typically rectangles) are determined proportionally based on the frequency weights or density of the generated codes within the text. This tool can be created to encompass all levels of codes in the dataset (main themes and sub-codes) in a comprehensive manner, or based solely on the specific codes at the lowest level. The width and area occupied by each block in the visualization represent the quantitative weight and degree of importance of the relevant theme within the research data. Its primary function is to enable the researcher to visualize the overall structure of their findings in blocks, thereby revealing which concepts dominate the dataset to what extent compared to others from a holistic perspective. This allows the proportional distribution of complex text clusters to be presented to the reader as a multifaceted and easily understandable conceptual portrait during the reporting phase of the research.



Code Profile is a versatile analysis model located in the Analysis tab. With Code Profile, you can generate a profile of code at all levels or just at the lowest level. To visualize the proportional distribution of the data in blocks, follow these steps:

(1) Click the Kod Portresi icon to open the Code Profile section.

(2) Select files to perform an analysis at the document level.

(3) Select variables to perform an analysis at the variable level.

(4) Choose your file or variable preference.

(5) Click the Create Chart option.

(6) Change the chart colors using the Color Scheme.

(7) Adjust the positions of the Tree Map Tiles.

(8) Change the font using Font.

(9) Select the Font Size.

(10) Use Maximum Text Length to decide whether code names are displayed in long or short form on the diagram.

(11) Use Radius to adjust the size of the rectangles surrounding the codes.

(12) Use Group to display codes at all levels.

(13) Use Fill to fill in empty line areas.

(14) Use Labels to add code names.

(15) Use Counts to make frequencies visible on the graph.

(16) Use Graph Title to name the graph.

(17) Add a caption to the graph using “Caption.”

(18) Adjust the width of the graph using “Width.”

(19) Adjust the height of the graph using “Height.”

(20) Export the image.

Code Circle

In qualitative data analysis, the Code Circle is a circular visualization tool that presents the frequency distributions of specific codes at the lowest level within the entire dataset or selected documents in the form of a proportional ring. Its primary function is to enable researchers to quickly grasp the proportional balance among subthemes—which constitute the finest details of the analysis process—and to display the most emphasized focal points within a circular framework. This tool is particularly effective for aesthetically presenting the relative weight comparisons of specific subcodes in research reports.

You can visualize your lowest-level code using the Code Circle. To display the proportion of codes within the overall structure (based on percentage or frequency), follow these steps:

(1) Click the 

icon to open the Code Circle pane.

(2) Select files to perform analysis at the document level.

(3) Select variables to perform analysis at the variable level.

(4) Choose between file or variable.

(5) Click the “Create Chart” option.

(6) Use “Color Scheme” to change the chart colors.

(7) Use “Font” to change the text font.

(8) Select “Font Size.”

(9) Use “Maximum Text Length” to decide whether code names are displayed in long or short form on the chart.

(10) Use “Fill” to fill in empty line areas.

(11) Use “Counts” to make frequencies visible on the chart.

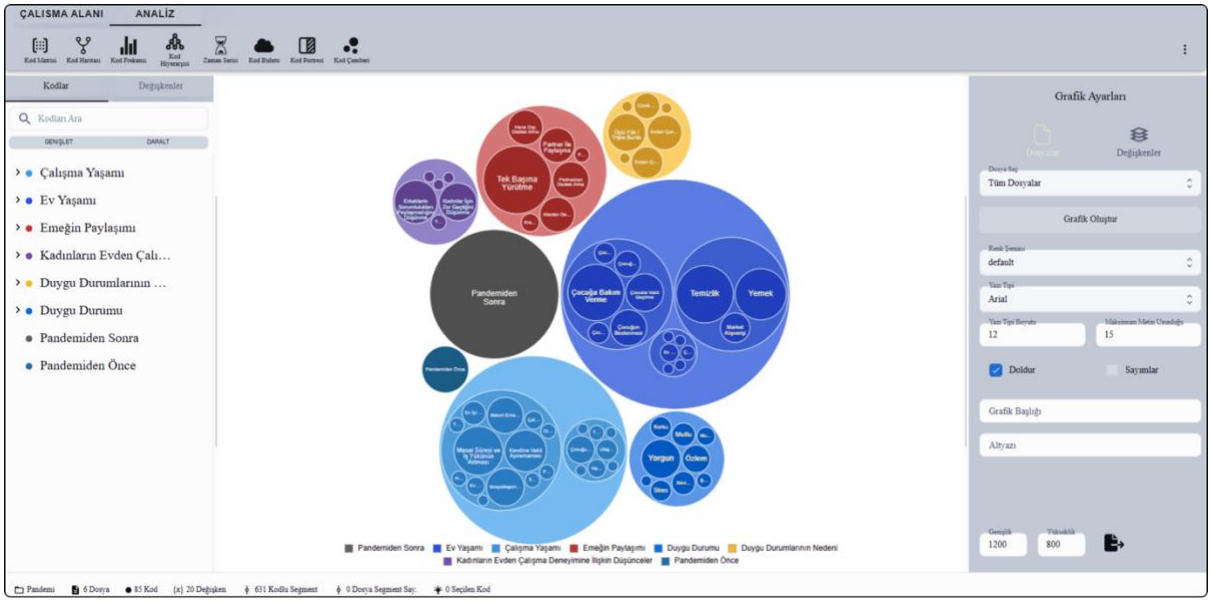
(12) Use “Chart Title” to name the chart.

(13) Add a caption to the graph using Caption.

(14) Adjust the width of the graph using Width.

(15) Adjust the height of the graph using Height.

(16) Export the image.

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