

## INSIDE ATLAS.ti – The QDA Newsletter

Happy holidays, fellow ATLAS.ti users,

What an exciting year it's been once again here at ATLAS.ti! Most importantly, 2010 saw the release of a new crucial version, v.6.2. We are thankful for all the great feedback we've received from our valued users.

This final newsletter of the year shares the central highlights of version 6.2, showcases the two winners of our first research contest and their research projects, introduces ATLAS.ti's Facebook, Twitter, and YouTube presences, and explains why market researchers should trust computer-based qualitative data analysis.

Here are the topics of this issue:

- Gosh, you really heard our call for research papers! That why we not only have one but a total of four winners. [Read the article](#) that introduces the two winners who share the first prize, and find out how YOU too can win a free 10-user license.
- Winning project #1 is called "Review Academic Literatures by Using ATLAS.ti." [Read the exposé here](#).
- Winning project #2 deals with "Individuals' Experiences of Suicide." [Read the exposé here](#).
- [This article](#) introduces netnographies as a contemporary method for market research while experts explain how computer-based qualitative research can be an invaluable tool.
- Our most recent release, v.6.2, brings to you a host of exciting new as well as improved features. Among

them a supercharged PDF engine and one-click survey import. [Read about them here](#).

● We really enjoy being connected to our users and newsletter readers. That's why our new online "news-room" lets you interact with us on Facebook, Twitter, and YouTube. [Check it out here](#).

Your questions, comments and suggestions are always most welcome. Please don't hesitate to drop us a line via [newsletter\\_feedback@atlasti.com](mailto:newsletter_feedback@atlasti.com).

On behalf of the entire ATLAS.ti team, I wish you a cheerful holiday season and a successful New Year!

Happy coding!

Jörg Hecker  
Director Business Operations



## Research Project Competition

In our last newsletter, we invited you to send in your current research projects. And you were more than happy to share your research with our readers and your fellow ATLAS.ti users around the globe.

The overwhelming response made it hard for us to choose one winner – so we chose four instead. Two winners will each receive a 5-user license and two runner-ups will receive a single user license each.

The last call for research papers opened a window to how the ATLAS.ti software is used in so many fantastic projects. Some were innovative in their approach, some pushed boundaries, others helped make the world a better place.

**We would like to keep that window open and invite you to submit a research project that you are working on with ATLAS.ti. You can win an edu 10-user license**

This is how it works:

Send your research exposés (1-2 pages, in a Word document) to [researchprojects@atlasti.com](mailto:researchprojects@atlasti.com).

Deadline: January 31, 2011.

### Winners of Round One

Congratulations to our first two winners who will share the first prize, a 5-user license each:

- Ani Munirah Mohamad, PhD Researcher, Cyber Law and Policy Centre  
Law Faculty, UiTM Shah Alam, Malaysia for “The Literature Review Exposé: Reviewing Academic Literatures By Using ATLAS.ti”
- Vita Poštuvan, Research Assistant, Health Research Department, PINT, University of Primorska, Koper, Slovenia for “Individuals' Experience of Suicide”

We had a few questions for them:

**INSIDE ATLAS.ti:** In a few sentences, how has ATLAS.ti helped you to get the most out of your project?

**Ani Munirah Mohamad:** ATLAS.ti supports organically the traditional process of doing literature review for a research undertaking, i.e. highlighting relevant points, jotting down notes beside the highlighted portions, classifying the notes into important themes, and writing the review based on the themes.

In fact, ATLAS.ti helps me to cut short the process of reviewing my literatures, as I highlight the points by using my mouse (“quotation”), code the quotations at the code area (“code”), classify the codes (“code manager”) and write the review based on the output of the codes with quotations.

On top of that, since everything is computerized, I no longer lose/misplace my literatures because all the literatures are in softcopy format (.doc, .docx, .jpg, .pdf, .rtf, .bmp, .mp3 etc.) and saved in a specific folder on my desktop, which could easily be backed up onto any online/external storage device. This allows me to effectively manage my literatures from the beginning to the end of the literature review process.

**Vita Poštuvan:** When working on a complex subject like our “suicide” project, it is important that we are able to grasp every detail people are telling us about. For this reason we use a qualitative research design. A good research tool, like ATLAS.ti, is an essential part of conducting reliable research.

**INSIDE ATLAS.ti:** How will the 5-user license help you with the current or future projects?

**Ani Munirah Mohamad:** For the time being, I am running ATLAS.ti classes for my colleagues who are interested

to know more about the software. I was invited by the Law Faculty of Universiti Teknologi MARA, Malaysia to facilitate an ATLAS.ti training session. And for the learning purposes, we all installed on our laptops the ATLAS.ti trial version, which have limited features. Now that I have the 5-user license, I am able to collaborate more effectively with my colleagues, as all features would be available to everyone.

**Vita Poštuvan:** Our project explores individual experience of suicide from different viewpoints. 5 licenses will help us to combine and compare different perspectives. This knowledge might help us to reduce suicide rates in the future.

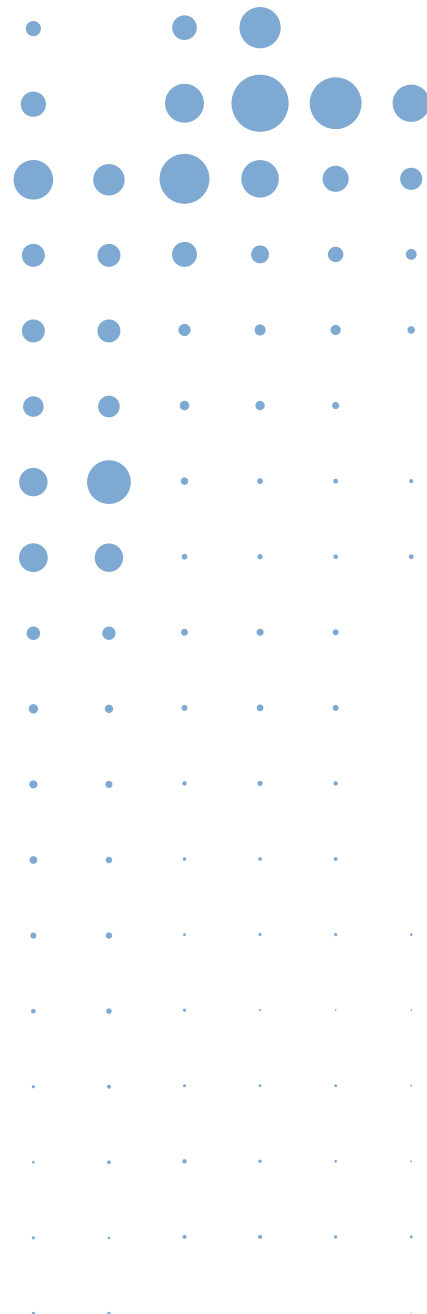
**INSIDE ATLAS.ti:** What would you tell a person who is considering ATLAS.ti for their work?

**Ani Munirah Mahamad:** ATLAS.ti is so easy to learn, the interface is simple and the functions are not complicated compared to other qualitative analysis software packages on the market. I myself only took two days to learn from an introductory workshop, and managed to navigate around the software to the point that I am able to run ATLAS.ti classes for my colleagues who are also benefiting from the software. If you are looking for a program that can help you collect, connect, manage, analyze, and share

your qualitative data - both primary and secondary - and at the same time takes only little of your time to learn how to use it, then ATLAS.ti is your answer.

**Vita Poštuvan:** If you want to do good qualitative research, you need a reliable tool to help you. ATLAS.ti does that.

Find the winning research project proposals below. We thank everyone who submitted a project!



# The Literature Review Exposé: Reviewing Academic Literatures Using ATLAS.ti

By **Ani Munirah Mohamad** PhD Researcher, Cyber Law and Policy Centre, Law Faculty Universiti Teknologi MARA, Shah Alam, Selangor, Malaysia

## Background

The literature review stage is inevitable in the research journey of a research student, regardless whether it is at the undergraduate or postgraduate level. The literatures which need to be reviewed range from academic journal articles, textbooks, newspaper clips, articles obtained from online databases, information retrieved from the library to statistics, documents, and the list is neverending. Research students are instructed by their teachers or supervisors to 'review the literatures' but not many are guided as to the step-by-step guides on how to actually review the literatures. In the end, they become frustrated and the literature review process takes forever to be completed.

As any research student with no research background, I also felt at lost when it comes to reviewing the literatures for my PhD research. At this point, I was introduced to ATLAS.ti by my supervisor. I quickly learned the ATLAS.ti basics and I was confident that it could help me. It did! I managed ALL my literatures by using ATLAS.ti, and its simple yet powerful features (especially the Code, Quotation and Output) helped me to review my literatures as simple as A-B-Cs.)

## Objectives

To create rich analysis of literature review on just about any subject. 'Rich analysis' does not mean a review thick in size, but a review thick in discussion i.e. a lot of references/footnotes.

To expose the potential of ATLAS.ti to all research students out there that ATLAS.ti does not only help to analyse the primary data (interview transcripts, recordings, etc.) but could also potentially help all the way of the research journey, comprising of both primary and secondary data, beginning from the literature review chapter, to the contents chapters, the findings chapter, and finally the conclusion and recommendation chapters.

To disseminate that although ATLAS.ti is better known as 'qualitative data analysis software', it does not only help

qualitative researchers, but also quantitative researchers. This is because the literature review process is inevitable for both qualitative and quantitative researchers.

## Methodology

To review literatures using ATLAS.ti, one does not need special skills. Suffice to understand the basics of assigning primary documents, coding, and output. The rest will come naturally. For this, I have worked on a blog to explain how to work around with ATLAS.ti for novice researchers. The blog is available at <http://atlasmalaysia.wordpress.com>.

## Work Schedule

Not specified. Depending on the timeframe set the research student. As for myself, 1 month at most to download literatures on a specific topic, analyse by using ATLAS.ti and writing the review based on the output.

## Equipment required

- Valid ATLAS.ti license readily installed on the PC
- Softcopy of literatures
- Printer, if necessary

## Estimated costs

- \$99 for a valid ATLAS.ti student license

Incidental costs depending on the necessity of the research student

## Future plans

I will continue to disseminate information about the potential of using ATLAS.ti for doing research works, and post more information on the blog <http://atlasmalaysia.wordpress.com>.

# Individual's Experience of Suicide

By Vita Poštuvan

*Research Assistant, Health Research Department PINT, University of Primorska, Koper, Slovenia*

Research shows that people experience suicide in different ways (Schneidman, 1997; Amery, 2001). Not only do their attitude, approval and representations of suicide differ significantly, but also their direct experience of suicide. Individual's experience is rarely an important data source in research and prevention of suicide (Rogers & Soyka, 2004). Still, suicide attempters, people with suicidal ideations and suicide survivors are those that can share their stories and thus help us understand the phenomenon of suicide more in depth (Valach, Michel, Young & Dey, 2002) and from a different perspective, which can consequently result in better knowledge that can be employed also in suicide prevention. Combining these different perspectives can help us understand better the question of suicide and circumstances (e.g. emotional state, situation, recent events) that influence it.

## Individual experience of suicide

Individual's experience is rarely an important data source in research and prevention of suicide (Rogers & Soyka, 2004). Still, suicide attempters, people with suicidal ideations and suicide survivors are those that can share their stories and thus help us understand the phenomenon of suicide more in depth (Valach, Michel, Young & Dey, 2002) and from a different perspective, which can consequently result in better knowledge that can be employed also in suicide prevention. Thus, for the effective suicide prevention we need to employ qualitative research. With qualitative research methods it is possible to reach and study the experience of an individual from their point of view. This is a novelty in suicidology research.

The identified groups are a key to broaden the aims of research in suicidology to other, yet under-researched areas. On the one hand, we will focus on those individuals, who have their own experience of attempting suicide or who have suicidal ideations. On the other hand, we will study the experience of those who lost their relative due to suicidal death. Combining these different perspectives can help us understand better the question of suicide and circumstances (e.g. emotional state, situation, recent events ...) that influence it.

## Method

Sample: Individuals with suicidal ideations, individuals after a suicide attempt and suicide survivors will be re-

cruited in the following study. Such qualitative studies are based on the premise that the sample size is not defined in advance, but is set by theoretical saturation (Glaser & Strauss, 1967). This means that including new people in the sample is finished once the data doesn't bring any new information; when we do not find any new categories or themes emerging from the data and the existing ones are well developed, the relationships between the categories and concepts is established and explored. Therefore, we will use theoretical sampling – a sample selection where we aim to gather the information as broad as possible and to include a variety of people that can inform us about our topic from different perspectives (Auerbach in Silverstein, 2003).

### Tools:

We will develop a set of interview questions to study individuals' experiences of suicide and suicidal behaviour for each sample group. The questions will be based on the literature review and pilot interviewing. Interviews will be developed and analyzed within the qualitative methodology framework. As the questionnaires are open-ended, the interviews will be semi-structured with only main questions identified. This interview structure will enable us to adjust to the individual's story and his characteristics. We will also gather the main demographical data within the interviews (gender, age, education level, employment, change of recent employment, region ...).

### Procedure:

Individuals will be invited to participate in the study through different social networks or associations' an-

nouncements (e.g. DAM – Association for people with depression and anxiety disorders, other NGOs in the field of mental health) and we will use the snowball technique for participant recruitment. Participants will be informed about the aims of the study and will sign the informed consent about voluntary participation in the study, concerning anonymity and possibility to withdraw from the study at any time without consequences. The interviews will be recorded and transcribed to be used for the analysis. Even though the experience shows that talking about distress is mostly welcomed and can bring relief or even have a therapeutic function, we will perform debriefing after the interviews to reduce possible psychological consequences of the study. Besides that, participants will get the contact information and will be able to get in touch with us also in the future.

A qualitative data analysis will be conducted: to look for answers to our research questions, which will be established on the basis of the literature review, but at the same time to focus on themes and topics grounded in the text which we didn't anticipate beforehand (Auerbach in Silverstein, 2003, Corbin in Strauss, 1990). Qualitative analysis will be conducted with the help of Atlas.ti software. The data will be analyzed several times to ensure consistency and validity of identified categories and codes. Repeated reading and coding we will make sure to use the identified categories and codes in the same context and with the same aim. We will identify a number of codes, categories and study the relationship between them.

To our knowledge, so far no research used the similar method to study suicide experience, despite that this method is a well established tool to study people in distress (Burck, 2005).

## **Expected results of researching the individual experience of suicide**

Our study represents a novelty in researching the phenomenon of suicide from the perspective of the individual's experience and focuses on three different groups with their respective perspectives. By uniting these perspectives we will be able to establish a more complete theoretical understanding. In this way we will also shed some light on the understandings of suicide, the representations and experiences of suicide in a wider cultural, social, scientific, religious and political environment, which importantly influences the individual and his or her experience. The results of the study will be condensed into guidelines for helping the studied groups and the knowledge will be used for the implementations of the interventions, while our findings are going to be presented during national and international conferences and in scientific publications. Suicide prevention and its therapeutic treatment firstly require us to understand well the complex phenomenon of suicide, which is at the cross-roads between the individual and the social. With the suggested approach we expect to contribute significantly to the potential guidelines for various professionals in the field of mental health and suicide prevention in Slovenia and even wider.

Our findings will to be presented during national and international conferences and in scientific publications.

## A Perfect Match: Computer-based Qualitative Data Analysis & Market Research

Netnography has become an increasingly popular market research method. It observes and analyzes the online communication and interaction of consumers. Communities and other online platforms are frequently being used to research goods and services, review products and exchange information with other users.

A qualitative analysis of this regular, unbiased communication provides valuable insight into consumers' opinions and lifestyles and is an important source for market researchers and corporations alike.

### Manual versus computer-based analysis

However, the sheer volume as well as the heterogeneous nature of the data (text, video, photos, etc.) poses significant challenges to traditional, "by hand" approaches. Computer-based qualitative data analysis is the solution to this challenge and recommended even for smaller projects. Four hours of Interviews yield about 100 pages of text that's hard to systematically code and process and more comprehensive netnographic studies are easily ten times as large.

Instead of having to tackle the data with a pen in hand, a software program or qualitative data analysis like ATLAS.ti creates an ever-expanding project file in which every step of the analysis is documented. This transparency and traceability not only adds credibility to the results, it also makes teamwork easy.

### "Easy like Sunday morning"

ATLAS.ti users frequently mention the program's quick learning curve and the intuitive handling of most aspects of the analytic process.

In a first step, all data is automatically fed into the program. Unlike during a manual analysis, the subsequent coding leaves the material unadulterated. All codes, quotes, and memos can be viewed from different points of view.

Software for computer-aided analysis has become an essential tool for state-of-the-art market research in recent years.

### What the experts say

Earlier this year, a round-table discussion gathered experts on computer-based analysis in market research: Thomas Muhr, ATLAS.ti's founder and CEO, Dr. Susanne Friese, a university professor affiliated with ATLAS.ti, and Christoph Stratmann, research consultant at GfK, one of the world's largest market research companies.

Read the answers to some of the most interesting questions here:

**INSIDE ATLAS.ti:** How can a software for computer-based qualitative data analysis, such as ATLAS.ti, help with research?

**Friese:** The software is suitable for a range of qualitative questions and diverse data from interviews, observations, focus groups, diaries, newspaper clippings, videos, and photos. And the number of disciplines working with ATLAS.ti has been steadily growing. Applications range from economics, social sciences, political sciences, to the industry. In these areas it is of particular relevance to market research, product development, and HR.

**Stratmann:** In GfK's online research department we use the software to analyze qualitative data as part of our web content mining, i.e. the analysis of online posts by consumers and opinion leaders in web 2.0 applications such as online forums, consumer platforms, and web logs. The spectrum of industries is broad: We have conducted studies on slimming products, detergents, consumer electronics, telecommunications, and automobiles.

**INSIDE ATLAS.ti:** What advantages does the software offer to the day-to-day life of the researcher?

**Friese:** The advantages are most apparent in the area of coding. Manual coding systems commonly contain 20 to 30 codes. In ATLAS.ti, the average coding system contains 120 to 200 codes – and can go up to 400 codes for more

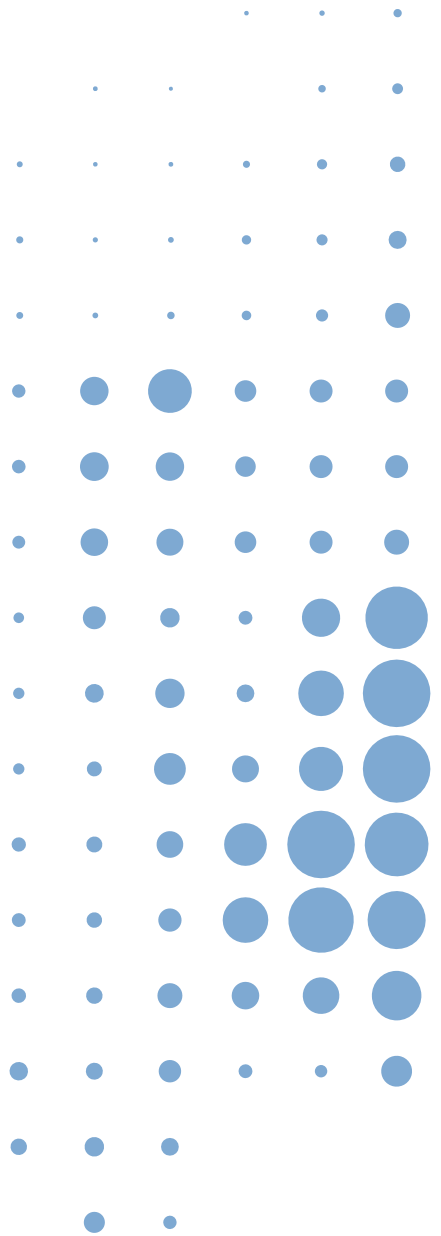
complex projects. The search capabilities dwarf every manual analysis. Complex search queries can be applied and the researchers can follow their instincts and have a go at something. If an idea doesn't pan out, you may have spent 10 minutes of your time – not days of flicking through notes and papers.

**Muhr:** The software offers a set of special functions to market researchers. Associated documents offer an integrated transcription process and synchronize audio/video data with their respective transcriptions.

The possibility to combine diverse data formats like text, PDF, audio, video, and geodata is very rare, if not unique, in the market. And for presentations it is crucial that all results can be presented as diagrams and charts and can be published as a website at the click of a button.

Last but not least, we listened to one of the most central wishes that market researchers brought to us and recently created a new tool that lets you import and auto-process complete surveys. We are proud to say that this is yet again a first in the industry and yet another powerful feature that only ATLAS.ti can offer to the researcher.

**If you are** a market researcher and are interested in finding out how you can best use ATLAS.ti in your daily work, we'd love to hear from you. Get in touch via [market\\_research@atlasti.com](mailto:market_research@atlasti.com).



# ATLAS.ti 6.2 New Features (FREE Upgrade for all v.6.x Users!)

The foremost professional QDA software has just become yet a whole lot better. The latest update boasts some very innovative and powerful features that we would like to point your attention to. Find the most central changes listed below, or download as PDF document [here](#).

Best of all, this upgrade is once again FREE for all v.6 license holders! To upgrade, simply run the Live Update from the Help menu.

## Survey Import

With ATLAS.ti v.6.2, converting the results of a large online survey into a Hermeneutic Unit in ATLAS.ti takes just a few clicks.

This is how it works:

- Create an online survey using, for example, Google Docs (a very convenient tool, although other frameworks are supported as well)
- Export the survey as an Excel table once your respondents have filled out the questionnaire
- Import the table into ATLAS.ti
- Voilà: Each row (= one respondent) becomes a primary document, and content is collected and created. PD families are created from single and multiple-choice questions; quotations are created for each answer and coded with the respective question (you may use abbreviations). What used to be tedious pre-coding work is now done in a few seconds.

And now you can get started with what really matters: Your analysis! It's that easy to work with survey data from nearly any source.

## PDF Reloaded

The ATLAS.ti PDF engine – already the most powerful in the business – just got even better. These are the significant improvements that have been implemented in version 6.2:

### Compatibility

ATLAS.ti can now handle PDF documents up to version 1.7 (ISO 32000, Adobe Acrobat 8). This should cover virtually all existing documents.

### Performance

Highly improved performance results in even faster loading, scrolling, searching and auto-coding of PDF documents. Smooth scrolling, zooming, multi-page view and cross-page quotations are now standard.

### Look & Feel

Further improvements such as continuous and single page mode, page up and down buttons, and a further refined text selection concept make working with PDF documents even more efficient and smooth.

### Navigation Tools

A new bookmark navigator allows you to utilize internal links and tables of contents contained in PDF documents. A thumbnail viewer makes navigating through long documents a breeze when using the scroll bar.

## User Interface

You may enjoy the few changes to your familiar user interface:

### Margin Area

A new kind of bracket replaces the old thin one. The advantage: Easier recognition of color indicators and easier to point at for menus and drag & drop operations. Additionally, the gradient coloring makes adjacent brackets more distinguishable.

**Drop Down Menus**

The drop down lists now display the objects images. This makes distinguishing the different types (e.g. documents) easier.

**Network Editor**

A new, more detailed display mode for network nodes has been introduced. And, very importantly, it is now possible to drag objects FROM the Network Editor.

**Additional Improvements****Font Themes**

A new font preferences tab in General Preferences addresses two common issues that users face:

- Option to reduce the number of fonts offered for a specific language
- Allow named sets of fonts (themes) that may serve different purposes: presentation, notebook, etc.

**The XML-XSL Converter**

ATLAS.ti lets users expand the available functionality by editing or creating „style sheets“ that control the transformation of HUs into web sites, rich texts and other representations. For version 6.2 we have taken a few steps towards increased usability. This includes a new and reworked set of style sheets plus a few simple ones that encourage learning to create your own. Also, in the XML Converter tool you will find a new version column that lets you sort the new ones to the top, or to the bottom, whichever you prefer.

**Drag & drop FROM the network editor**

Up until now, the network editor was only a target for drag & drop operations. Dragging something within the editor was reserved for moving nodes across the network editor's pane. Now, you can move the nodes – or more accurately, the objects they represent – to all possible targets of drag & drop: other network editors

- Selections in the primary document in brackets and objects in the margin
- Targets outside ATLAS.ti, e.g. Word™, PowerPoint™

To initiate a drag & drop operation, you need to hold down the ALT key before starting the drag. You will notice that the node does not move as usual. To drag multiple nodes, which is a little more tricky, you need to hold down both the ALT and the CTRL key before starting the drag. This will transfer all selected objects (you need to select them in advance) to an appropriate target. To receive all the selected nodes, you have to release the CTRL key before dropping (releasing the mouse button).

**All kinds of families**

Create any kind of family from the nodes in a network view.

**New look of the Network Editor**

As part of a forthcoming complete revision of the network editor we've introduced a new node look that goes especially well with colored codes. You can select this option from a drop-down menu that is now available with the toggle button in the toolbar.

## ATLAS.ti Goes Social Media

In keeping with our philosophy to provide our users as well as journalists with the most up-to-date information, we have launched our new ATLAS.ti Social Media Newsroom: <http://newsroom.atlasti.com>.

You can also visit social media platforms directly:

**ATLAS.ti on Facebook:**  
<http://www.facebook.com/pages/ATLAS.ti/123561451034813>

**ATLAS.ti on Twitter:**  
<http://twitter.com/atlasti>

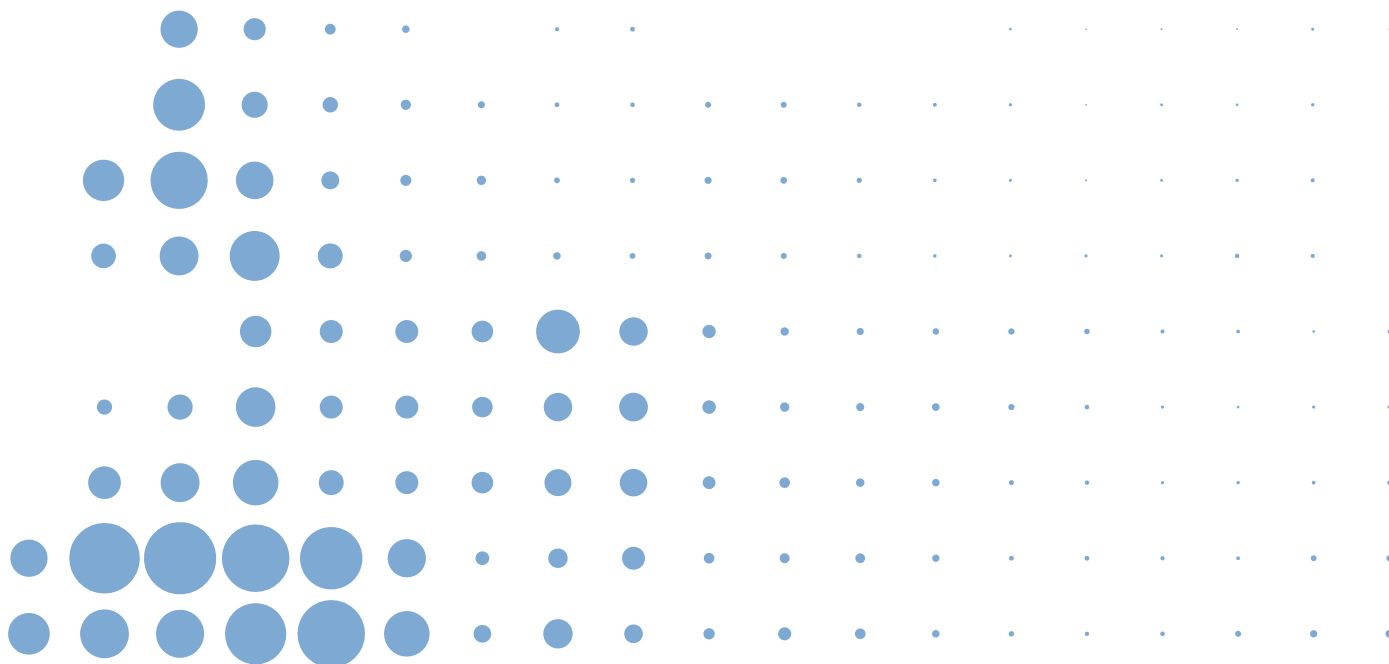
**ATLAS.ti on YouTube:**  
<http://www.youtube.com/atlasti01>

Here, you can access current company information and press releases, check out our Twitter feed and YouTube channel as well as “like” us on Facebook. We invite you to comment on, rate, and share individual news items.

Want your ATLAS.ti news in your feed reader? No problem. Subscribe via RSS from <http://newsroom.atlasti.com/rss/> and you will always up-to-date.

It's our hope that you will use the new services to communicate with us and share ATLAS.ti-related posts and entries on the web through prominent social media channels such as Twitter, YouTube, and Facebook.

Press releases, articles and comments from the various ATLAS.ti profiles on social networking sites are all aggregated in the newsroom and are available to you in real time. It's your one-stop resource for all things ATLAS.ti.



## Talk To Us – We Love To Hear from You!

We hope you enjoyed reading this issue of  
INSIDE ATLAS.ti – Your Quarterly Newsletter.

And we welcome your feedback and suggestions!

### Newsletter Feedback

You can ensure that we fill future issues with information and news that are relevant to you: Simply use the feedback link to tell us what you liked and what you would like to read about in the next issues.

[newsletter\\_feedback@atlasti.com](mailto:newsletter_feedback@atlasti.com)

### Request/Suggest Program Features

Your suggestions and requests are an invaluable source when it comes to further improving our software. Help us identify your needs by telling us about product features that would make your research efforts easier or more efficient.

<http://suggestions.atlasti.com>

### Newsletter Settings

To update your preferences and contact data, to subscribe, or to unsubscribe from our newsletter, use the link below. Also, you can comfortably recommend INSIDE ATLAS.ti to friends and colleagues from this page:

<http://newsletter.atlasti.com/lists/?p=preferences>

