

Qualitative Data Analysis and Presentation in an Exclusively Digital Environment

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Technology continues to advance research fields, especially in qualitative data analysis. Digital storytelling, a form of qualitative research, offers researchers an opportunity to visually share their data in a way that is easy to consume by the general public and resonates with the viewing audience. This is an introduction to an innovative method to analyze videotaped interviews that potentially reduces the influence of researcher bias and meaning lost through traditional transcription and coding methods. Researchers utilizing this method will abandon transcription and perform coding within the digital environment. Coding in the digital environment thereby retains context, body language, and non-verbal cues of the interviewee. Potential impacts include greater contextual understanding, stronger meaning making, and research reporting with less bias.