**27th ANZAM 2013 Conference**

**Research Symposium/Workshop Template**

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| * **The proposed Research Symposium/Workshop Title** | | |
| Viewing computer-assisted qualitative data analysis (caqdas) through Leximancer: Building rigour rather than just applying tools | | |
| * **The abbreviated heading for the Conference program - maximum 5-8 words** | | |
| Viewing computer-assisted qualitative data analysis (CAQDAS) through Leximancer | | |
| * **Summary of the Research Symposium/Workshop objectives and activities (6-8 dot points)** | | |
| The following will be covered in an interactive fashion by linking a theoretical background to practical examples:   1. What is Leximancer and how does it work? 2. Why Leximancer? 3. When to use Leximancer? 4. Issues of computer-assisted qualitative data analysis (caqdas) software use and misuse in qualitative research. 5. Three research projects that demonstrate the strengths of the program within different research settings (Change Management within a health care setting, CSR within an SME context and understanding the common themes in stories for successful pharmacy managers). 6. A real life analysis of a simple story will be demonstrated interactively to illustrate the power and complexity of the lexical analysis process. 7. Summary of where CAQDAS is at and what the future holds, including further reading and examples from the research literature. | | |
| * **A 300 word (maximum) description of the Research Symposium/Workshop for the Conference Abstract Booklet (Note: this should also ‘sell’ the benefits of attending the session)** | | |
| Stories, interviews and other narratives provide a platform for gaining insight and understanding of events and situations. Exploring these values has seen a growth in the application of qualitative research within the field of Management. Recent improvements in computer-assisted qualitative data analysis (CAQDAS) software design, if used correctly, have the “ability to support the research process” ([Corbin and Strauss, 2008](#_ENREF_2)). Software may improve the analytical process involved at this level, yet critical thinking is still required along with the time and commitment of the researcher. It is clear that software can aid the experienced researcher in crafting their work, however, in the hands of an inexperienced qualitative researcher it can detract not only from the research being undertaken, but also from the field of qualitative research itself.  This workshop provides insight into an Australian software creation: Leximancer, and demonstrates its relevance to management research by linking theory to practice across three different research projects and hands-on activities. The primary benefit of Leximancer over most other qualitative software packages is that it links complex algorithmic analysis with aspects of psychology and language when interpreting transcript data. To delve into the pros and cons of why to use Leximancer over other software packages is not the subject of this workshop; however, users of other software will be able to compare Leximancer with their existing software experience. Insights into our choice of leximancer will be provided and the workshop builds on this by providing an opportunity for those who would like to explore the possibilities of Leximancer in a collaborative environment. | | |
| * **Relevance of the Research Symposium/Workshop to ANZAM members (100 word maximum)** | | |
| Aimed specifically for new to mid-career qualitative researchers (including PhD students), this workshop also adds value to experienced researchers within ANZAM not familiar with computer-assisted qualitative data analysis (CAQDAS) software. Leximancer is a cutting edge Australian CAQDAS that can be a valuable data analysis tool when fully understood and is more powerful than other programs. Misuse of CAQDAS occurs when issues of technique replace rigour. Through actual research outcomes and practical examples linking theory to practice, a more complete understanding of the professional judgements required for the effective use of Leximancer and other CAQDAS will be addressed in this workshop. | | |
| * **Names, titles and affiliations of the Research Symposium/Workshop organisers and presenters** | | |
| **1.** Dr | Rod Gapp | Senior Lecturer in Management  Griffith Business School  Griffith University |
| **2**. Dr | Ian Harwood | Senior Lecturer in Management  Southampton Management School  University of Southampton |
| **3.** Ms | Heather Stewart | Senior Research Assistant and PhD Candidate  Griffith Business School  Griffith University |
| **4**. Mr | Phillip Woods | Lecturer in Pharmacy Management  School of Pharmacy and Griffith Business School  Griffith University |
| **5**. |  |  |
| * **Email of Research Symposium/Workshop organisers and presenters** | | |
| **1.** [r.gapp@griffith.edu.au](mailto:h.stewart@griffith.edu.au) | | |
| **2.** [iah@soton.ac.uk](mailto:iah@soton.ac.uk) | | |
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| **5.** Email | | |
| * **Format of Research Symposium/Workshop (sub-divide allotted 90 minutes)** | | |
| The workshop aims to demonstrate the utility of Leximancer as a robust and efficient tool for analysing large quantities of qualitative data. The outline below highlights the interactive nature of the workshop, enabling participants to experience Leximancer first hand.   1. Introduction and background to the workshop (5 minutes). 2. An overview of Leximancer, what it is and what it is not (10 minutes). 3. Demonstrating different strengths of the program for different research reasons and perspectives, across 3 projects (Change Management within a health care setting, CSR within an SME context and understanding the common themes in stories for successful pharmacy managers) including common mistakes and issues for new and not so new players (30 minutes). 4. Group activity based on a well-known piece of text (15 minutes). 5. Comparison of group work outcomes to lexical analysis undertaken during the workshop (15 minutes). 6. Summary of the current state of play in terms of CAQDAS and moving forward, what the future holds including further reading and examples from the research literature (10 minutes). 7. Concluding comments and interaction (5 minutes). | | |
| * **Targeted attendees** | | |
| New to mid-career qualitative researchers (including PhD students), this workshop is also of value to experienced researchers not familiar with computer-assisted qualitative data analysis (CAQDAS) software; specifically Leximancer. | | |
| * **Anticipated outcomes** | | |
| The workshop will provide detailed insight through demonstration and participation in the use of Leximancer and more importantly, the future of qualitative research through the appropriate use of CAQDAS systems. It will demonstrate that the researcher must be the master of the process if critical thinking and improvement of outcomes are to be achieved. The workshop will also emphasise the issues that arise with CAQDAS systems. | | |
| * **Desired AV equipment (The need for any specialised equipment (anything beyond the supplied set-up may require separate funding)** | | |
| A tutorial type room where participants can engage in the presentation and work in small groups to discuss findings. Internet access for three (3) laptops, data projection facilities and a whiteboard. | | |

**Handouts**

Please note that the preparation and supply of any handouts and materials used in the Research Symposium/Workshop will be the responsibility of the presenters.

**Costs**

All costs to attend the conference, including the conference registration fee, must be met by the presenters.