



WORKSHOP

Introduction to Qualitative Data Analysis with ATLAS.ti

12 and 13 February 2018, S 17, GSP

The purpose of the computer programme ATLAS.ti is to help researchers uncover and systematically analyse complex phenomena hidden in unstructured data (text, multimedia, geospatial). The programme provides tools that let the user locate, code, and annotate findings in primary data material, to weigh and evaluate their importance, and to visualize the often complex relations between them.

ATLAS.ti is used by researchers and practitioners in a wide variety of fields including anthropology, arts, architecture, communication, criminology, economics, educational sciences, engineering, ethnological studies, management studies, market research, quality management, psychology and sociology.

ATLAS.ti consolidates large volumes of documents and keeps track of all notes, annotations, codes and memos in all fields that require close study and analysis of primary material consisting of text, images, audio, video, and geo data.

Interested students are asked to write an email to Juliane Fender (juliane.fender@uni-bayreuth.de) until 26 January 2018. The number of participants is limited to 15.