

Mobile Qualitative Research: Exploring Clouds and Apps Workshop

Ron Chenail, PhD

The Qualitative Report

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MOBILE COMPUTING

A technology that allows transmission of data, via a computer, without having to be connected to a fixed physical link

Human-computer interaction by which a computer is expected to be transported during normal usage

Involves mobile communication, mobile hardware, and mobile software



Applications - Apps



The Qualitative Report

A weekly online journal dedicated to qualitative research since 1990
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MAXQDA Mobile App

Import photos, videos, text documents, and audio via Dropbox to your desktop MAXQDA

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Simplenote

Keep notes, lists, ideas, and more on the web, your mobile device, and your computer; and find notes quickly with instant searching and simple tags

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Springpad

Create Springpads with things you find on the web or on the go: clip an article, snap a photo, scan a product barcode, record a voice memo, or save a place nearby; and then access it anytime, anywhere

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OneNote Mobile

Take new notes with text, pictures, and bullets including audio notes and open existing OneNote notebooks on mobile devices; and then keep notes in sync using Microsoft SkyDrive® online storage to access, edit and manage notes from your PC or almost any web browser

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Cloud Computing



Blurring Distinctions

- ◉ Field and Lab
- ◉ Data Collection and Data Analysis
- ◉ Researcher and Participant

Choices

- ◉ Platform: Phone, Tablet, Laptop, & Desktop
- ◉ Free, Fee, and “Freemium”
- ◉ Do-It-Yourself (DIY), Consultative, Outsourced

TQR Resource

<http://www.nova.edu/ssss/QR/apps.html>



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Data Collection Evernote



Key Features of Evernote

- ◉ Create text, web-clips and PDF notes
- ◉ Auto-synchronize notes among every computer and phone you use
- ◉ Make printed and handwritten text within images searchable
- ◉ Share your notebooks with friends and colleagues

Evernote Applications

- ◉ Create meeting and field notes
- ◉ Save webpages for later access, even offline
- ◉ Capture ideas and design inspiration
- ◉ Find notes made on your phone
- ◉ Search through photos of whiteboards

Data Collection Evernote

<http://evernote.com/>



User Experience dScout



Key Features of dScout

- ◉ Start with your question
- ◉ Design and launch your mission
- ◉ Invite your scouts
- ◉ Scouts submit snippets (like tweets – pictures, titles, geo and time stamped, answers to your questions)
- ◉ Analyze snippets as they are posted

dScout Applications

- ◉ Brands
- ◉ Users
- ◉ Designs
- ◉ Organizations

User Experience dScout

<https://dscoutapp.com/>



Data Analysis Dedoose



Key Features of Dedoose

- ◉ Analyze text, video, and spreadsheet data (analyzing qualitative, quantitative, and mixed methods research)
- ◉ Analyze qualitative and mixed methods research data from various research approaches when conducting surveys and interviews
- ◉ Web-based – no software to download, install, or maintain on your computer

Dedoose Applications

- ◉ Excerpting sections of data for memoing, coding, and numbered
- ◉ Create multiple descriptor sets and dynamic code trees within a single project
- ◉ Data visualization, filtering, and analysis
- ◉ Transparency for collaborative teamwork

Data Analysis Dedoose

<http://www.dedoose.com/>



Data Visualization

Many Eyes



Key Features of Many Eyes

- ◉ View, discuss, and create variety of interactive data visualizations from Many Eyes data sets
- ◉ Upload your own data and create your own visualizations
- ◉ Join active data visualization community

Many Eyes Applications

- ◉ Visualize your own data
- ◉ Create your own topic center
- ◉ Get feedback from the Many Eyes community
- ◉ Create your own data visualization blog
- ◉ Embed Many Eyes visualizations on your own web site

Data Visualization

Many Eyes

<http://www-958.ibm.com/software/data/cognos/manyeyes/>



Data Storage and Sharing

Dropbox



Key Features of Dropbox

- ◉ Save your files from any location with Dropbox app
- ◉ Work online and offline
- ◉ Share files with your team
- ◉ Free start-up and add more memory with referrals
- ◉ Security and encryption

Dropbox Applications

- ◉ Create work team
- ◉ Share files
- ◉ Collaborate on projects
- ◉ Sync your files
- ◉ Backup your website

Data Storage and Sharing

Dropbox

<https://www.dropbox.com/>



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TQR Community

- ◉ Send us new apps to post
- ◉ Write up your experiences and usages and submit to TQR as articles or commentaries (e.g., Research Rookies)
- ◉ Write app reviews and send to TQR
- ◉ Present at next year's TQR annual conference

Contact

- Ron Chenail, PhD
- Email: ron@nova.edu
- Phone: 954.262.3019
- Web: <http://www.nova.edu/ssss/QR>
- Mail: Nova Southeastern University,
Graduate School of Humanities and
Social Sciences, 3301 College Avenue,
Fort Lauderdale, Florida USA 33314-7796