Mobile Qualitative Research: Exploring Clouds and Apps Workshop

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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

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Mobile and Cloud Qualitative Research Apps

MAXQDA Mobile App
Import photos, videos, text documents, and audio via Dropbox to your desktop MAXQDA
Web Site

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
Web Site

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
Web Site

OneNote Mobile
Take new notes with text, pictures, and bulleted 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
Web Site
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
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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 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

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