Introduction to ATLAS.ti 8 Windows: 
Tools for Digging into your Qualitative Data

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Abstract. ATLAS.ti is a powerful computer-assisted qualitative data analysis software (CAQDAS) that facilitates the analysis of unstructured and semi-structured data in any discipline. This workshop will present a global overview of ATLAS.ti 8 Windows, including the fundamental procedures related to creating a project, segmenting the data, coding, analysis, and obtaining results. The objective of this session is to provide a practical introduction of ATLAS.ti so that participants will know how to use the software in their own research projects, across any discipline and qualitative methodology. This session will show each step of creating a project, organising and importing various types of data (including text, image, audio, video, survey data, bibliographic references, Evernote data, Twitter data, and geo-data), carrying out coding and writing memos, creating semantic networks, using the advanced analysis tools, and exporting reports of results. The diverse features of ATLAS.ti can help you to arrange, reassemble, and manage your material in creative yet systematic ways. You can use ATLAS.ti for your qualitative study, literature review, or mixed methods research. Students use the software to complete their theses and dissertations. Researchers conduct their analyses and obtain rigorous results to publish in journals with the help of ATLAS.ti. Professionals take advantage of the software to carry out private research, evaluate programmes and analyse market trends. By attending this Demo Session on ATLAS.ti 8 Windows, each person will leave with a global understanding of how the software works and in what ways they can take advantage of this tool to dig deeper into their qualitative data.

Keywords: ATLAS.ti, qualitative data analysis

Necessary resources: computer that is connected to video projector (with speakers) and internet

Structure:

1. Introduction to ATLAS.ti: 10 minutes
   a. Brief background on ATLAS.ti
   b. The place of CAQDAS in qualitative research
2. Presentation and practical walkthrough of ATLAS.ti: 60 minutes
   a. Creating the project
      i. Creating the project
      ii. Importing documents (text, images, videos, audio files, and maps)
      iii. Working with survey data
      iv. Working with social media data
      v. Working with a bibliographic reference manager
      vi. Organising documents in groups
   b. Data segmentation and coding
      i. Segmenting the data and creating quotations
      ii. Coding (in vivo, open coding, and coding by list)
iii. Auto-coding

c. Memo writing
   i. Reflecting on the analysis process
   ii. Creating memos
   iii. Associating memos to quotations

d. Analysis
   i. Visualising links in a network and creating semantic networks
   ii. Word Cloud
   iii. Query tool
   iv. Code-document table
   v. Code co-occurrence table

3. Applications and advice for best practices: 10 minutes
   a. The intersection of ATLAS.ti and qualitative methodology
   b. Using ATLAS.ti for teamwork
   c. Publishing your research with ATLAS.ti

4. Questions and answers: 10 minutes

Biographical note:

Neringa Kalpokaite has a PhD in social psychology from the Complutense University of Madrid, Spain. Currently she is working as the Manager of International Projects and Certification with ATLAS.ti Scientific Software Development GmbH. She is also a professor at IE University (Madrid, Spain). Her specialisations include political psychology, qualitative research and leadership.

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