

21-22 May 2024

Marie Meudec

AI-Assisted tools for Qualitative Analysis



Giving back the
Social Research
Association
training workshop

Q Agenda

1 The landscape

2 CoLoop

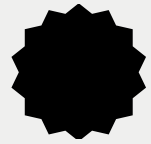
3 MAXQDA

4 Next steps

The landscape



Let's
begin!



Non-Generative AI has been used since 1980's

1980: CAQDAS

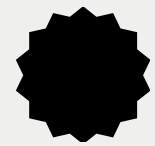
1990: WordStat

2000: Leximancer

2002: Qualrus

2010: Discover Text

CAQDAS: **Integration** of some AI tools



2023: OpenAI releases
ChatGPT

Generative AI

Q What is Generative AI for large language models

Generative : The model predicts the next token based on a given context / prompt

Token = words, parts of words, numbers, etc.

The logo for GPT (Generative Pre-trained Transformer) is displayed inside a hand-drawn oval. The letters "GPT" are in a bold, serif font.

Pre-trained : The model is trained on a large chunk of the Internet

Transformer : A neural network that learns the relationships between tokens

Q What does it mean for qualitative research?

What
about
Critical
thinking?

Generative : It is based on probabilities and **predictions**, not on “truths” or “facts”

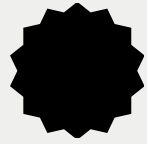
Pre-trained : The way in which the training was provided raises **major ethical issues**. See these articles [link](#) [link](#)

Not to mention **major environmental issues**. See this [article](#)

Transformer: Learning process via user feedback = **desirability**
biases

AI-Assisted tools in Qualitative research

What for?



AI Machine learning

SUPERVISED

- Topic extraction
- Code suggestions
- Clustered coding

UNSUPERVISED

- Document classification
- Topic modeling
- Sentiment analysis



Generative AI

- Transcriptions
- Chat Bots
- New Aps
- Integrations

Research Design

Literature Review

Data Collection

Transcription

Data familiarisation
and exploration

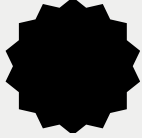
Code Development
and Coding

Analysis and
Interpretation

Writing up



Throughout the whole
research process



Analysis possibilities

- Summarise
- Transcribe
- Suggest
- Code
- Explain

Q Implications for Qualitative data analysis

Privacy and ethics : GDPR – KU Leuven guidelines – check the softwares for data storage, use of data, right to upload data, responsible use

Type of qualitative research / **type of assistance**

Sequence of assistance – when assistance happens

Units of analysis: important to pick the right tool

Tool **transparency**

Analytic **integration**

Kind of “intelligence” required for our research? What about interpretative? Critical?



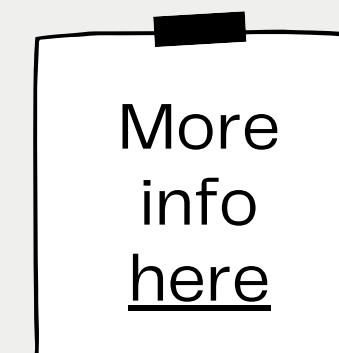
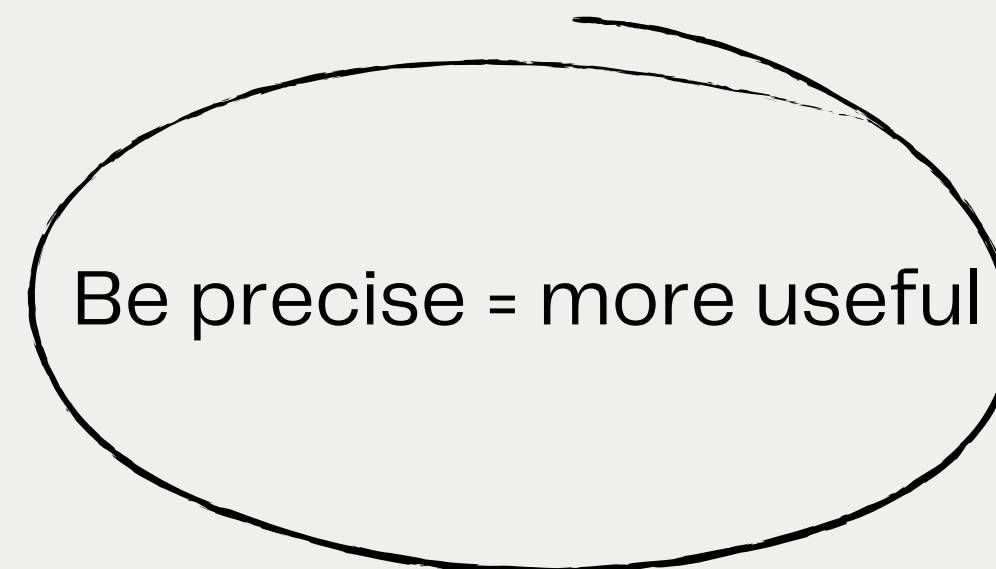
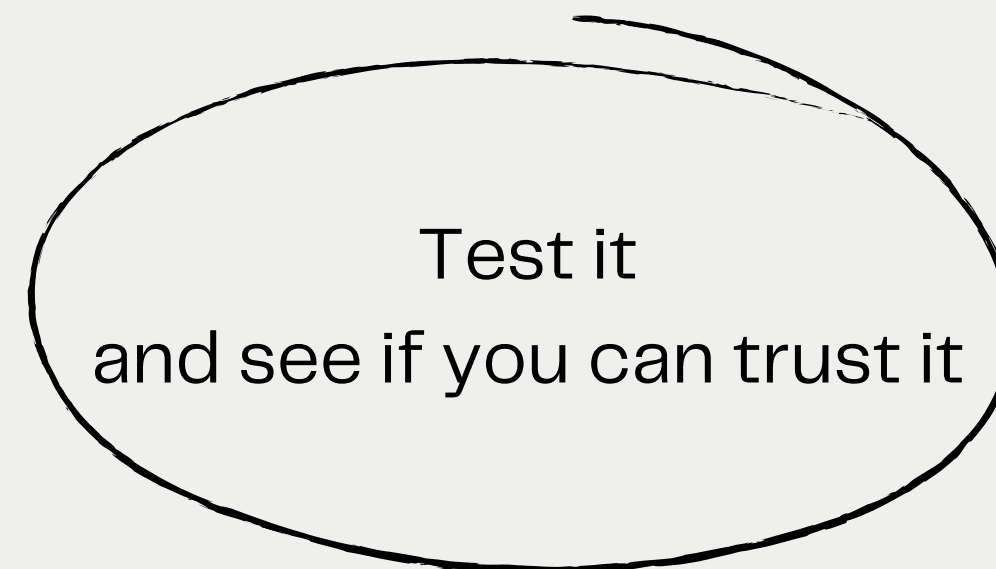
CoLoop.ai

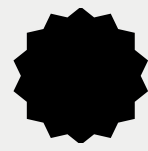
Designed for market research
agencies

Focus on conversational data

AI features:

- Transcription
- Summaries
- Analysis grids
- Chat



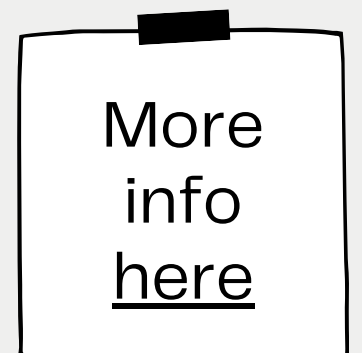


AI Assist for MAXQDA

Integration of AI Assist into
an existing software
Closer to data

AI features:

- Transcription
- Summaries
- Coding: inductive code suggestions
- Converse – chat with 1 doc
- Text mining: topic modeling, sentiment analysis



Q Other AI-Assisted softwares

Atlas.ti: auto-generating codes

Reveal AI: for interviews

Ailyze: for quali research

Qurikos: for automated transcripts

Resources

Christina Silver's blog

Symposium on AI in Qualitative Analysis – Part 1 – Part 2

Blogpost on “Outsourcing decision making: AI, ethics, and qualitative research”

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Let's start a group to discuss **AI-Assisted tools** for Qualitative Analysis



Interested?