

Presentation at Bath Spa University CPD Support Seminar

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Qualitative Analysis of Video

A Comparison of Two Techniques

The Research Project

- **How can I as a professional educator design opportunities to develop a sense of togetherness and shared humanity and in so doing influence and evaluate the education of myself and the wider team engaged with students from a black township School in South Africa?**

Video Clip – How can I influence the learning of myself and others?



Episodes of Learning

- The contrast between our Schools in terms of practical learning experiences
- The life changing impact of a visit to our partner School
- The contribution of a colleague to the partnership
- The impact of our activities on individuals and communities
- My role in the partnership

Qualitative Analysis of Video

- Technique 1 – Manual Review (Talkback Procedure)
- Technique 2 – ATLAS Software Review

Technique 1 – Manual Review

- Spidergrams (Rationale for filming events and Key Questions)
- Template 1 - Data Capture Rationale
- Template 2 – Analysis of video footage in terms of the implications for the project goals to avoid viewer misconstruing
- Template 3 – Talkback record for identification of issues arising from cross source comparisons
- Template 4 – Talkback record for identification of emerging themes and arguments synthesised from themes

Pros and Cons

Pros

No need for digital technology (low tech solution)

Thorough review of footage

Cons

Time consuming – need to transcribe video footage

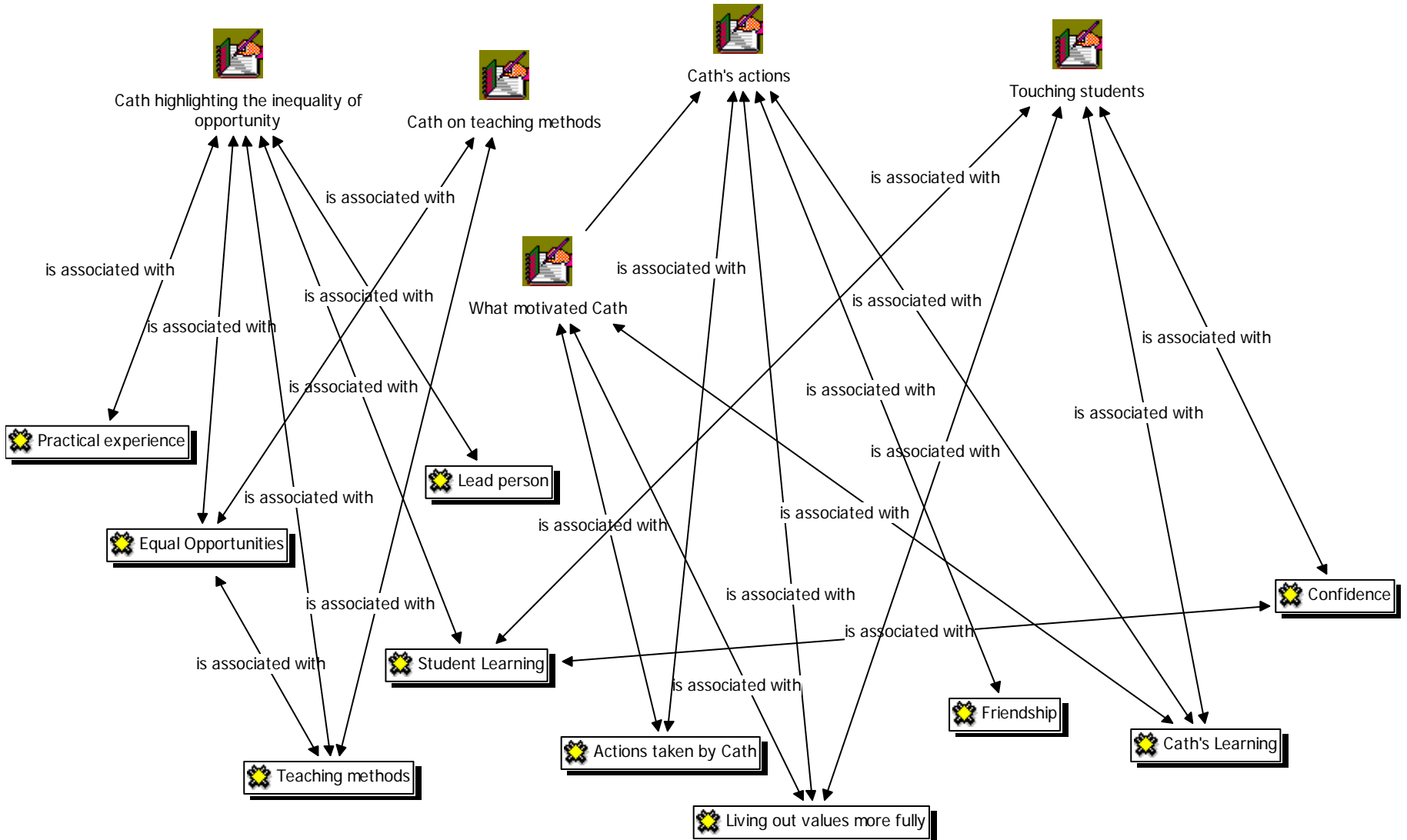
Possibility of some repetition

Technique 2 – Atlas Review

- Create a hermeneutic unit
- Assign primary documents (upload video footage)
- Play video and write memos (notes)
- Create codes
- Link codes with other codes and with memos
- Make comments on the links
- ATLAS Network map

ATLAS NETWORK MAP

VIDEO ANALYSIS



Difficulties Encountered in Using the Software

Technical difficulties – Loading the software.
Uploading video

Linguistic difficulties – Accessing the
language of ATLAS

Contrasts between the techniques

- Can edit the video footage in ATLAS
- Use of ATLAS allows the possibility for shared viewing of the video footage in a research focus group and critical engagement with the data.
- ATLAS allows easier manipulation of the data
- What else can ATLAS do?

Benefits of using both techniques

- Develops further reflection on the social episodes captured and this helps to identify critical learning events.
- Personal Construct Theory (Kelly ?) – self analysis as a systematic method of re-construing events leading to experiential learning.
- Unearthing of subsumed themes.
- Enables analysis of the two sets of findings – how are they similar/different?
- Triangulation of findings from sources.
- Some removal of bias