



# SMALL DATA ANALYSIS TRAINING PROGRAM

## MaxQda

**Project Number** : 2020-1-TR01-KA203-092920

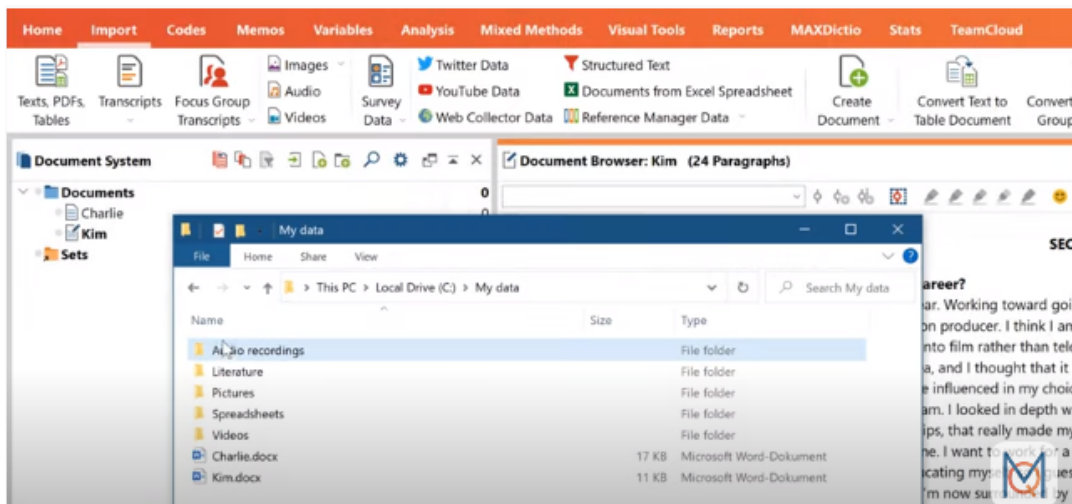
**Duration** : 01 September 2020 – 31 August 2022 (24 months)

**Title of the Project** : SMART Tourism Destination increasing citizen's sentiment of sharing local tourism related values through gamification using emerging mobile Apps and SMALL Data analysis



## SMALL DATA ANALYSIS TRAINING PROGRAM

Small data analysis training program was made with the MaxQda analysis program. MaxQda is a professional data analysis program for qualitative and mixed research methods. MaxQda program helps analyse various data such as interviews, reports, spreadsheets, online surveys, focus groups, videos, audio files, images, digital media data and pdfs.



**Table 1: Image of MaxQda Program**

Data can be arranged in groups with the MaxQda program. Teamwork can be done by sharing the projects with other researchers. It offers the opportunity to encode important parts of the data using colours, symbols or expressions.

By using the drag-and-drop method, coding can be done quickly. It also allows adding memos to take additional notes on the data. The recalled sections section is used to access information on coded sections and documents.

It offers many different options visually with the code structure obtained by coding the expressions. In addition, demographic information can be integrated into the project by using various analysis steps. Various statistics can be made by associating qualitative data and demographic variables.

### Analysis of Small Data

Data analysis in qualitative research; includes preparing and organising the data, coding it and bringing the codes together and reducing them to themes, then presenting the data in the form of figures, tables or a discussion (Creswell, 2018, pp. 51-52). The data obtained in Small Data research were examined within the framework of thematic and content analysis methods.

### Thematic Analysis and Content Analysis

Thematic analysis is a method used to identify, analyse and report the themes in the obtained data. It enables the data to be organised and described in the smallest dimensions (Boyatzis, 1998, pp. 100-103). The stages of thematic analysis can be listed as follows (Braun and Clarke, 2019, p. 883):

- Familiarization with data, transcribing and rereading data
- Creation of initial codes
- Collection of codes under themes
- Clear identification and naming of each theme
- Selecting striking citations, analysing the data and associating it with the research question and reporting the analyses

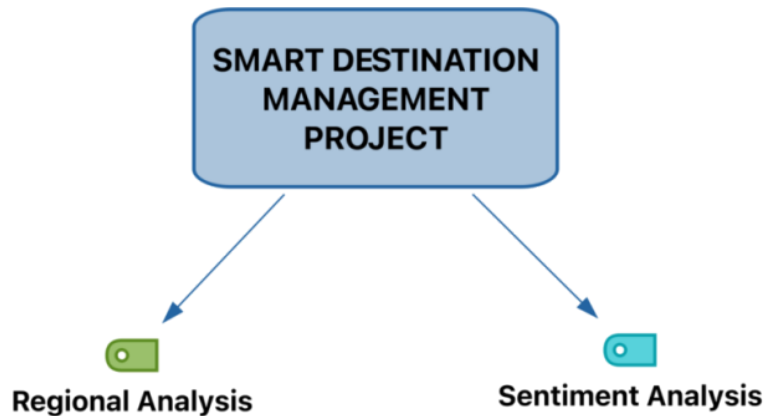
Content analysis is the systematic, objective, and, if possible, quantitative examination of the content of various documents (Robert & Bouillaget, 1995, cited by Bilgin, 2006, p. 11). The main purpose of content analysis is to reach concepts and relationships that will help explain the collected data. While the initial findings of the participants are evaluated with thematic analysis, the content of the participants' opinions is systematically examined with the content analysis (Karataş, 2015, pp. 72-73).

The stages of content analysis can be listed as follows (Bilgin, 2006 p. 11):

- Determination of research objectives
- Establishment of the sample
- Detection of codes and categories
- Quantitative determination of the frequencies of codes and categories, if necessary, analysis of relations between categories, evaluation, inference and interpretation.

### Small Data Analysis

The data were transferred to the MAXQDA 2022 program. The MAXQDA program, whose interface is in Turkish, where visual analysis tools are used extensively, and which can be used in mixed research methods in addition to basic statistical analyses, provides a more systematic analysis of data compared to hand-held analysis (Kuckartz & Rädiker, 2019 pp. 8-9). An inductive approach has been adopted in analysing the data transferred to the MAXQDA 2022 program. The study consists of two main themes sentiment analysis and regional analysis.



**Table 2.** Themes of Smart Destination Management Project Analysis

The data has been read over and over again. Automatic word counts were made for the data from the MAXDicto tab, which is one of the advanced features of the program, and the first codes were created for this. Codes related to each other were grouped under themes and named. Afterwards, the themes obtained are explained in a language readers can understand. Finally, the researcher interpreted the findings and supported them with various visuals to give meaning to them. Table 3 gives an example of the code and category creation process obtained from the data.

**Table 3.** Coding Example in Data Analysis Process

Theme	Code	Data	Finding
Regional Analysis	Landscape/ Nature	“When you go up to the elevator, the whole city is visible, you can easily get there with the legendary view.”	Katılımcılar yorumlarında manzara ve doğanın güzelliğinden bahsetmişlerdir.

In Small Data analysis, a total of 876 comments were examined within the scope of the study. In the study, the places mentioned in the comments of the participants on the app. were examined. Accordingly, 15 countries were included in the comments: Turkey, Greece, Slovenia, Italy, England, Austria, Hungary, USA, Germany, France, Albania, Azerbaijan, China, Bosnia and Herzegovina and Malta.

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