

Qualitative Media Analyzer

by

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Qualitative Media Analyzer is a computer program for qualitative analysis of interviews or observations, where the interviews/observations are stored as digitized audio- or video recordings. In this way unique possibilities compared to more traditional text based computer programs are obtained. First, transcription of the material is avoided – normally a very demanding and time-consuming process. Second, the original situation/observation is reproduced directly, as it is available on the audio- or video recording, why one is closer to the original data material. Third, seeking of relevant passages in the material regardless of length is very fast – replay of a passage happens in less than one second. At last Qualitative Media Analyzer offers like the more traditional computer programs for analyzing the possibility to organize the data material in an easy and clear way. The user interface is simple and accessible, and despite very advanced technical functions, Qualitative Media Analyzer is easy to use – also for the less technical minded person. The interviews (audio-, video recordings) are collected in a folder, which can contain maximum 300 interviews, where each interview can have the duration of 18 hours. Each interview can have one or more persons attached, hereby it is possible to follow the work of the persons and one has the possibility to compare scores made by two or more persons. Further interviews can be in-groups after f. inst. membership, where this could be: Client, caseworker; Pupil, teacher, evaluator; Patient, nurse, doctor. In this way large data material can be easily and elegantly handled.

Codes can be arranged in a tree structure, and compiled in logical groups, which makes the scoring easier, clear and more manageable. Equally it is possible to score several codes – even all (!) – at once, and later differentiate start-, end-time positions, values and notes to each score. The number of codes used for scoring can be 65535, which should ensure even projects of longer duration. The number of scores can be several millions, but are in practice limited by the computer memory. Each note can be composed of 32000 characters - analogous to 14 A-4/Legal pages text. Notes can as well be taken independent of scores. All start- and end-time positions are saved in milliseconds, why a high precision in the material is obtained, which is crucial when doing linguistic analysis. All scores can be replayed, just by double clicking the scores, just as the notes can replay the passages to which the notes are attached - everything is hyperlinked to each other. Analysis can be done from a number of criteria and composition of the criteria in logical units, where one can also involve group membership, person who did the scoring. Furthermore, Qualitative Media Analyzer can find patterns on the basis of given conditions. I.e. given condition X, which scores appear in this connection. The premises for the conditions can be independent variables, scores, time positions, group membership, score-person – and combinations from this. All scores, notes and results can be exported in comma separated files for more advanced analysis in i.e. Excel, SPSS and also copied into a word processor, where the score information with time positions, values is obtained. Qualitative Media Analyzer supports the following multimedia formats:

Audio recordings: WAV, Windows Media Audio, AIFF, MP3

Video recordings: MPEG-1, MPEG-2*, Windows Media Video, AVI, Apple QuickTime 1.0-5.0

The media can be on hard disk, CD-data disc, networks and a combination of all. The media can be combined in a folder, where it is possible to mix audio and video recordings in the same folder.

One hour audio recording in WAV-format in radio quality (11 kHz, 8 bit, mono) takes 37 MB of space. MP3 sound format makes it possible to store quality compression, 10 hours' audio recording on one CD disc in CD quality (44 kHz, 16 bit, stereo) with limited loss of quality. With lower quality, but still in excellent quality aka Radio quality, until 30 hours on a single CD disc. 45 hours of audio on a single CD disc with Windows Media Audio.

Video recordings are very space demanding, one-hour video MPEG-1 recording in the size NTSC D2 takes about 640 MB. MPEG-4 and Windows Media Video formats make it possible to have two - three hours on a CD disc.

Features

- Sound: Wave, Windows Media Audio, AIFF, MP3
- Video: MPEG-1, MPEG-2*, Windows Media Video, AVI, Apple QuickTime 1.0-2.0
- 300 interviews sounds, videos, tracks in one folder (in theory 5400 hours per folder)
- Mix of source: I.e. insert sound- and video recordings in one folder
- Grouping of interviews
- Nested codes for scores (max. 65.568 codes)
- Unlimited number of scores - only limited by memory
- Unlimited number of notes - only limited by memory
- Annotation to scores, where the annotation can be text, audio or video
- Links between scores, other media documents
- Advanced analysis with Booleans, user defined conditions

* MPEG-2 requires special MPEG-2 drivers

Requirements

- Pentium II 266 MHz or compatible as minimum for digital audio
- Pentium III 450 or compatible as minimum for digital video
- 64 MB RAM free memory, system with minimum 128 MB RAM recommended
- 12 x speed CD ROM or 4 x speed DVD
- 16 bit, 44 kHz, stereo soundcard + earphone or speakers
- AGP 2X/4X or PCI graphic card with Hi-colors (16 bit), 1024x780 resolution. 32 bit colors (natural) recommended
- **Windows 2000 Pro, Windows ME, Windows 98 SE**
- Installation requires about 50-60 MB

Price: 2800 D.KR excluding local tax/VAT (350 US\$). Delivered on CD-ROM disc

Ordering and further information about Qualitative Media Analyzer can be obtained from below:

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E-mail: cvs@mail.dk. WEB site: www.cvs.dk

Qualitative Media Analyzer (QMA) præsenteres gerne i forbindelse med forskningsarrangementer, konferencer, workshops, hvor præsentationen typisk har en varighed på 1½ time. Præsentationen viser de unikke audio og video muligheder, som findes i QMA.

Kursus i anvendelse af QMA er et hel dags kursus, hvor kursisten lærer de grundlæggende arbejdsfunktioner i QMA og håndtering af audio og video på PC ved anvendelse af QMA. Kurset er udformet med hands-on øvelser. Kurser tilpasset individuelle behov arrangeres ifølge nærmere aftale.

Interesserede i præsentation i forbindelse med konference, workshop m.v. eller kurser kan kontakte Carl Verner Skou på e-mail cvs@mail.dk for yderlig information.

Præsentationer

22. maj 2001: CAQDAS, University of Surrey, Guildford, United Kingdom (ved Susanne Friese, Ann Lewins og Nigel Fielding)

23. maj 2001: Department of Human Sciences, Loughborough University, United Kingdom (ved Charles Crook)

Kurser

6.-7. september 2001: Høgskolen i Hedmark, Norge

- Interesserede kan kontakte høgskolelektor Solveig Glesaaen på e-mail Solveig.Glesaaen@lue.hihm.no for yderlig information og eventuelle ledige pladser.

10. september 2001: Høgskolen i Bergen, Norge

- Interesserede kan kontakte Lektor Margunn Rommetveit på e-mail margunn.rommetveit@hib.no for yderlig information.

5. november 2001: Psykologisk Institut, Aarhus

- Interesserede kan kontakte Lone Hansen på e-mail lone@psy.au.dk eller Carl Verner Skou på e-mail cvs@mail.dk for yderlig information og tilmelding.

For yderlig information se venligst www.cvs.dk/qma.htm