

# ATLAS.ti 5.5: A Qualitative Data Analysis Tool

## Part I: Graphic, Audio, and Video Data

ATLAS.ti 5.2 can support most graphical and multimedia formats. For some formats, their suitability depends on the state of your Windows system, particularly in regard to what other software is already installed. Before deciding to use an exotic data format, you should check if this format is available and if it is sufficiently supported by your Windows system.

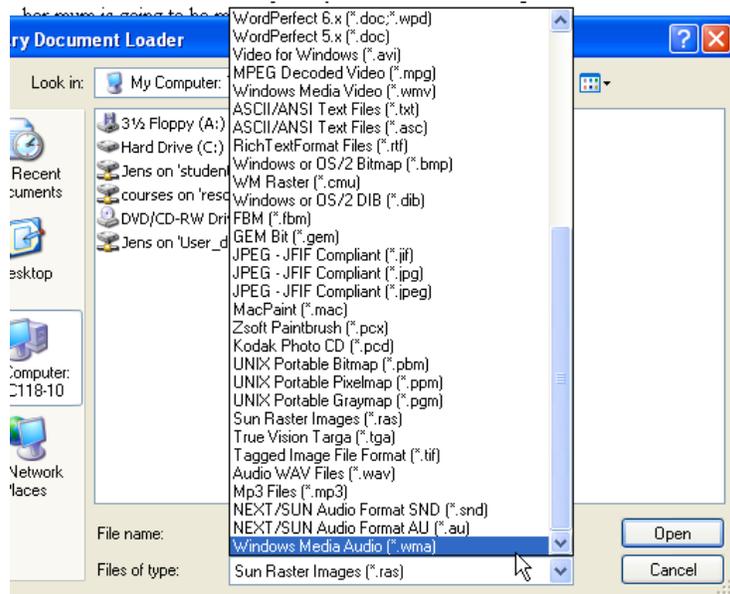
In theory, ATLAS.ti does not have a restriction on the size of a document it can handle. However, your computer's processing speed and storage capacity can pose an issue when attaching large multimedia files to an HU. Moreover, size is not necessarily the issue but the length of time that a particular file is playing. When possible, the program writers recommend making your data sources as small as possible.

### To attach a graphic, audio, or video file:

1. Go to the **Documents** menu in the main workspace.
2. Select **Assign** from the drop-down menu, just like you are attaching a textual PD.

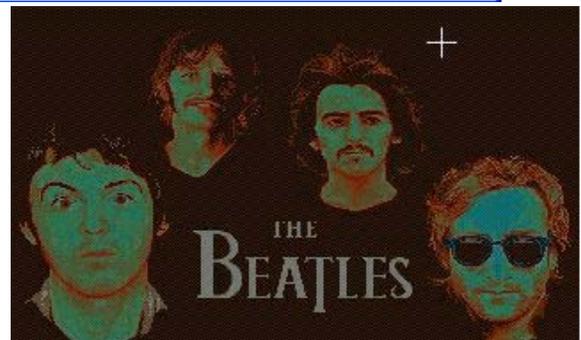
If there is any question whether ATLAS.ti can support that format, you will notice all of the file formats it does support listed in the **File of type** menu.

3. Locate the PD you would like to add.
4. The file will now appear in the PD sub-menu.



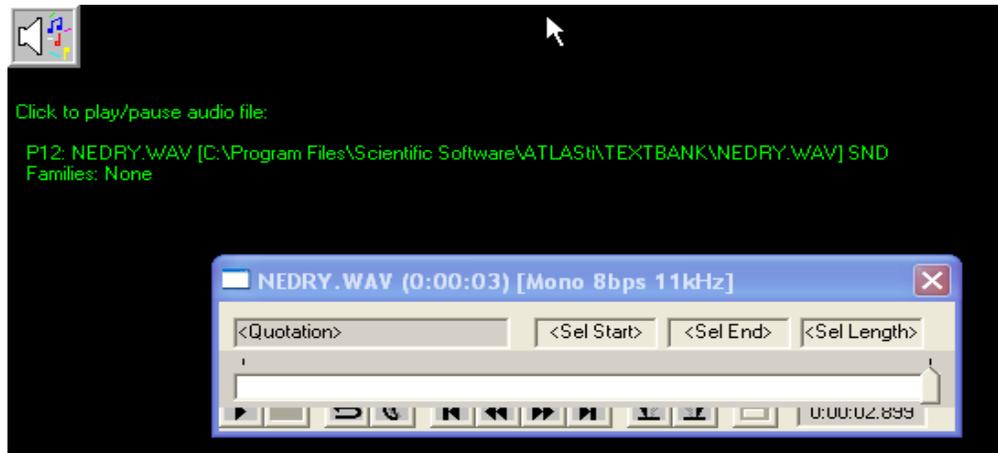
5. Depending on the type of file attached, there are tools that work with these types of PDs.

⇒ When a graphic file is loaded, the graphic will appear in the workspace with the crosshair tool.



⇒ When an audio file is loaded, the audio file will automatically begin playing. To pause or replay the file, click on the microphone button.

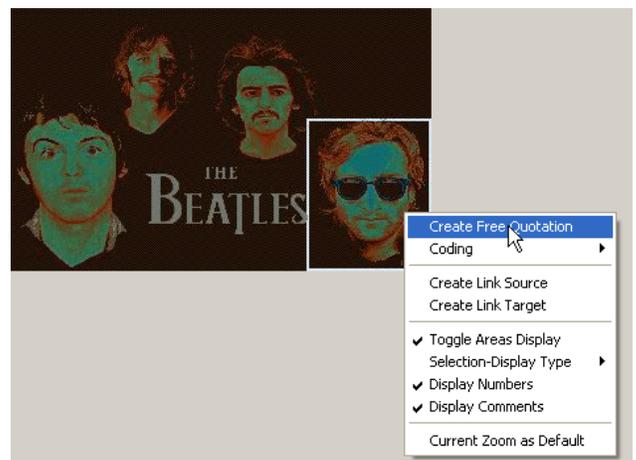
# ATLAS.ti 5.5: A Qualitative Data Analysis Tool



## Analyzing graphic, audio, or video files:

### To create a graphic quotation:

1. Open the graphic file from the PD sub-menu.
2. Use the crosshair to select the area of the graphic you want to analyze.
3. Right-click on the selected area of the graphic; you will see your analysis options, which include creating a free quotation or coding the selected area of the graphic.

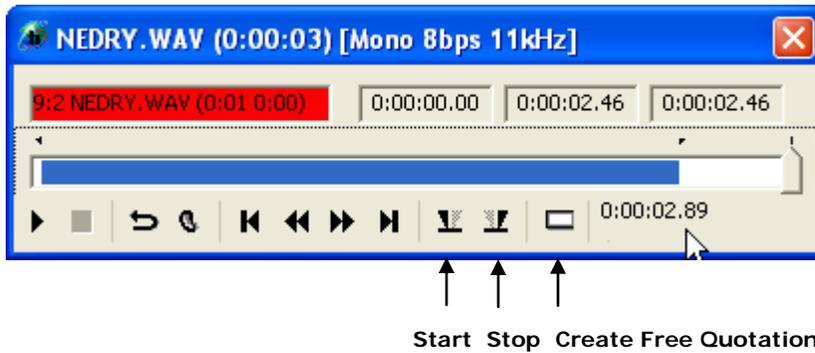


**Note:** To add text to the graphic, you may choose to add a comment or memo.

### To create an audio or video quotation:

1. Open the file from the PD manager.
2. Depending on the length of your multimedia clip, you may decide to create a single or multiple quotations.
3. This media control toolbar enables the user to break up a single file into multiple quotations.
4. In order to create a quotation, the user must select start and end points.

# ATLAS.ti 5.5: A Qualitative Data Analysis Tool

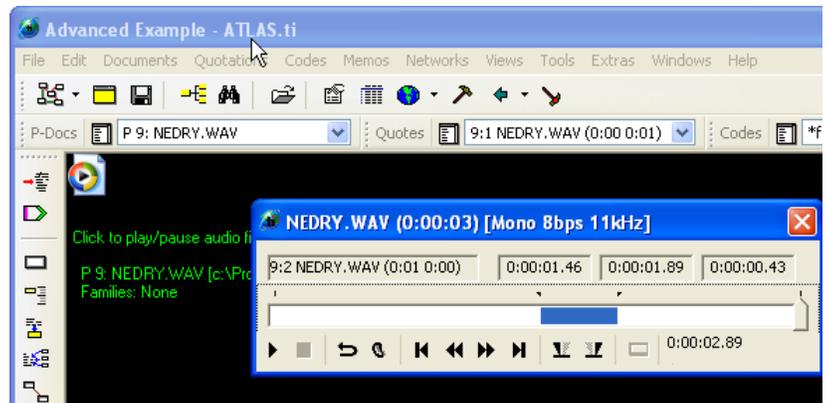


5. Once this has been established, a blue line will appear showing the length of the clip. The quotation button is then activated (pictured above).

6. Once a quotation has been created, the user can continue to create new quotations from the same clip by selecting new start and end points.

7. The quotations will appear in the quotation manager. When selected, they will only play the portion of the audio clip designated by the user.

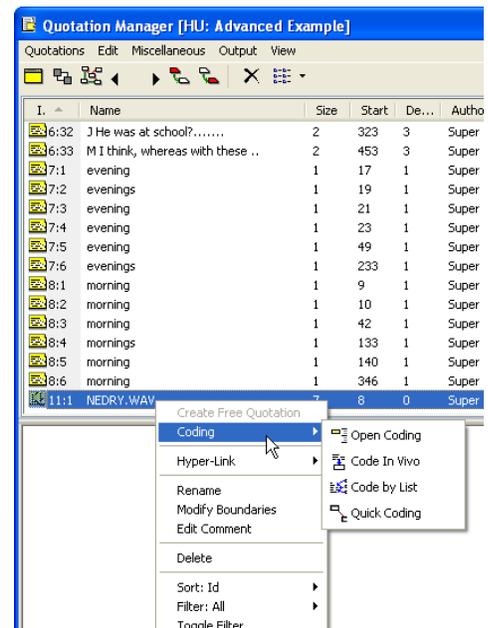
8. If you want to code these quotations, open the audio or video quotation in the quotation manager.



9. Right-click the quotation, and you will see an option to apply codes.

10. If you wanted to transcribe the audio or video file word for word, you could attach a comment or memo to it. You could also use these features to write an analysis of that particular segment of audio or video.

A comment can be added directly in the Quotation Manager, pictured right. With the quotation selected, just click in the writeable space below the grey line.



# ATLAS.ti 5.5: A Qualitative Data Analysis Tool

A memo would have to be created, and then you could attach the memo to the actual quotation. For a review of attaching a memo, see page 4.

## Note:

As you can see below, the video PD interface is much the same as that for audio.

