

22nd ANZAM 2008 Conference Workshop

<ul style="list-style-type: none"> • Workshop Title 		
Leximancer – Trouble Free Qualitative Data Analysis		
<ul style="list-style-type: none"> • Summary of the Workshop objectives and Workshop activities 		
<p>This workshop aims to:</p> <ul style="list-style-type: none"> ➤ Introduce Leximancer software ➤ Provide a brief overview of the approach used by the software ➤ Introduce the process used to extract semantic and relational information ➤ Illustrate the outcomes of data analysis ➤ Provide an overview of the applications of the software <p>The workshop will entail a presentation with opportunity for Q&A</p>		
<ul style="list-style-type: none"> • Workshop Abstract 		
<p>Leximancer is text analytic software designed for analysing the conceptual content of natural language text data. The programme analyses text and displays the extracted information visually, in the form of a ‘concept map’. The concept map displays the main concepts in the text data, and depicts the relationships among concepts. Using the concept map, the user can develop hypotheses and perform a directed search of the text. In this way, Leximancer illustrates the conceptual structure of the texts. This workshop aims to introduce Leximancer software and provides a brief overview of the approach used by the software, an introduction to the process used to extract semantic and relational information, and an illustration of the outcomes and applications of the software.</p>		
<ul style="list-style-type: none"> • Relevance of the Workshop to ANZAM members (100 word maximum) 		
<p>This workshop is relevant to all academic and industry qualitative researchers. Leximancer identifies the key elements or themes of large documents and is equally efficient when analysing text, Word or PDF documents. It therefore provides a welcome addition to the existing arsenal of data analysis methods available to qualitative researchers.</p>		
<ul style="list-style-type: none"> • Names, titles and affiliations of the organiser(s) and other presenters 		
1. Dr	Martie-Louise Verreyne	UQBS, University of Queensland
<ul style="list-style-type: none"> • Targeted attendees 		
<p>Researchers and business people who have qualitative data to analyse</p>		