



Using ATLAS.ti software to qualitatively analyze social media data

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From social media to virtual support groups to distance learning, online conversations have long been of interest to researchers as a way to understand the social world. In this workshop participants will create a coherent research design framework to examine what is happening in online conversations. Participants will learn strategies for selecting data sources and appropriate qualitative data analysis methods to answer relevant research questions. The workshop will be based on material from *Looking for Learning, Insight and Transformation in Online Talk* (Paulus & Wise, 2019.) Applications of ATLAS.ti 22 software for use as a project management, data management and data analysis platform will be illustrated with opportunities for hands-on practice.