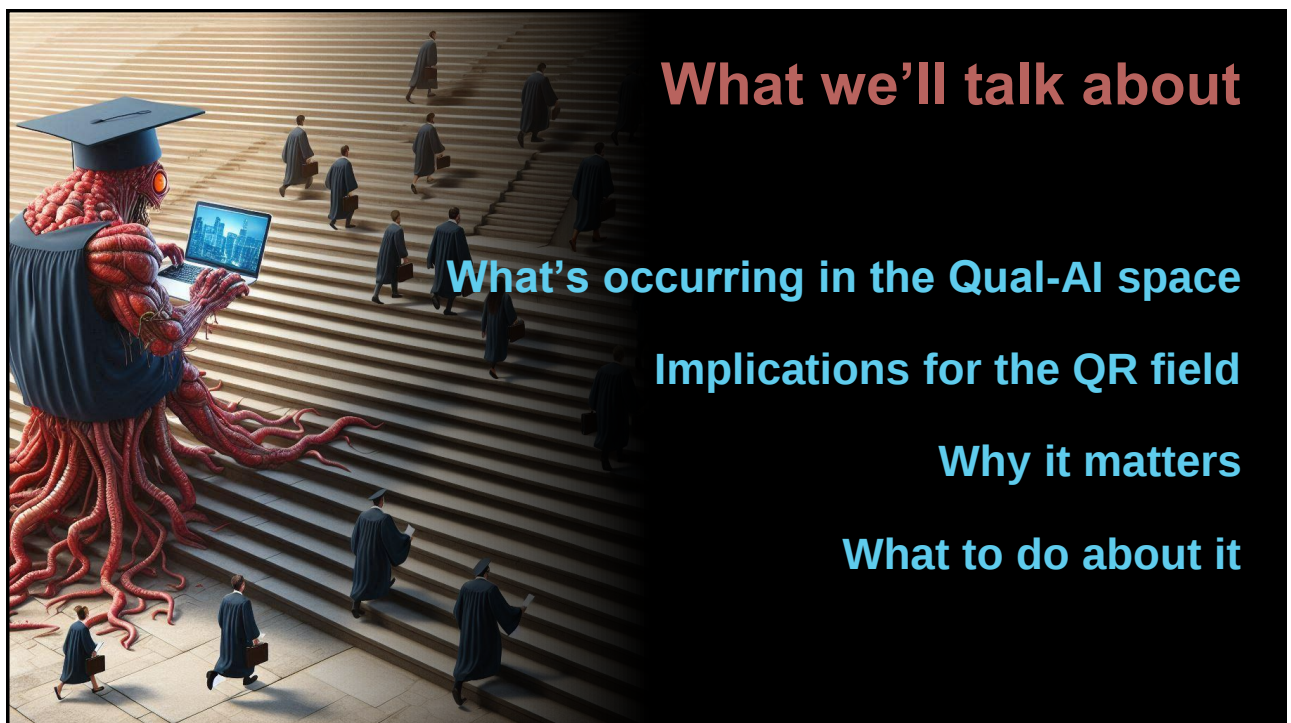




1



2

3

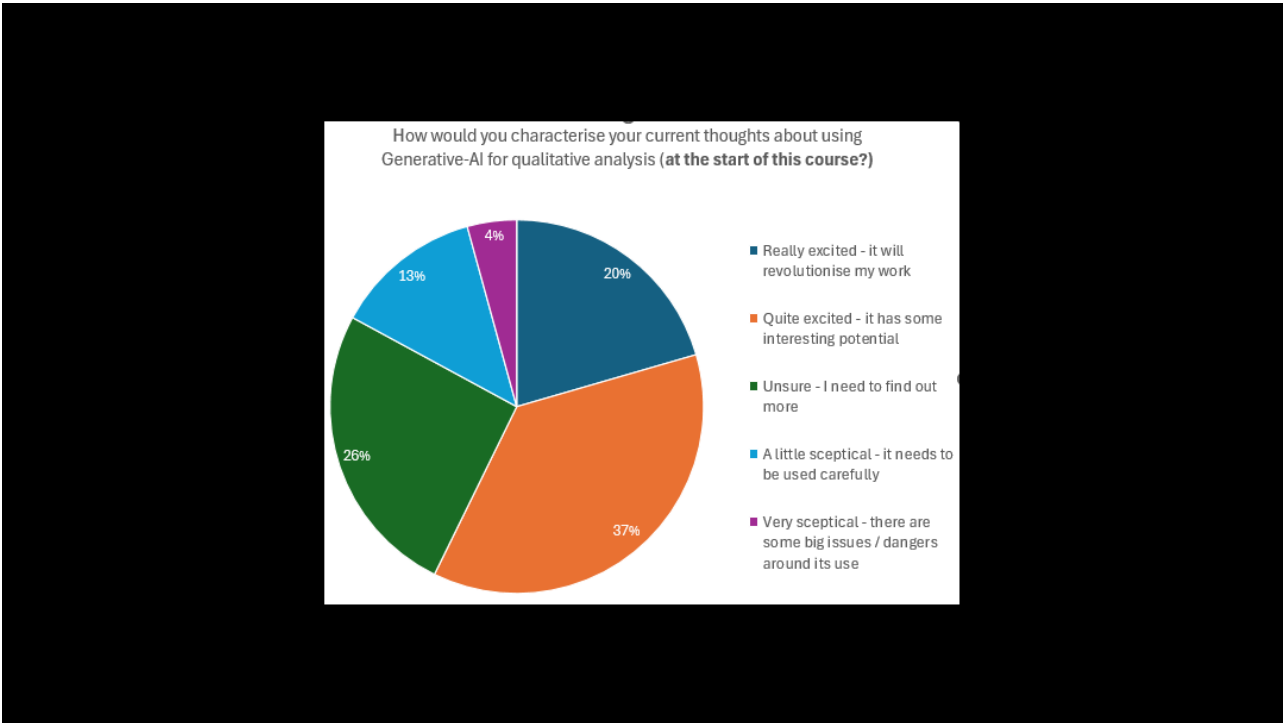
4

<https://tinyurl.com/CMpoll01>





5



6

Haven't we seen this before?

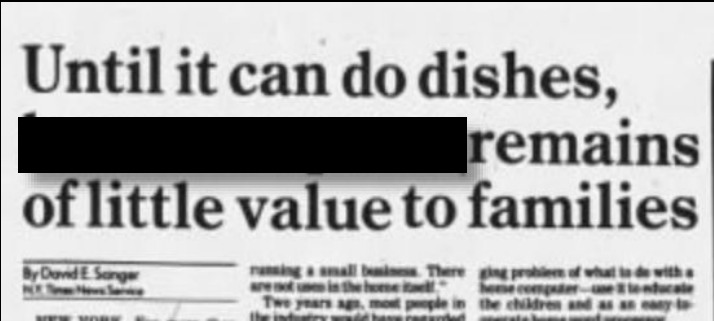
7

[REDACTED] ARE NUISANCES.
**And the Communicative Man Gives His
Reasons for So Declaring.**

8



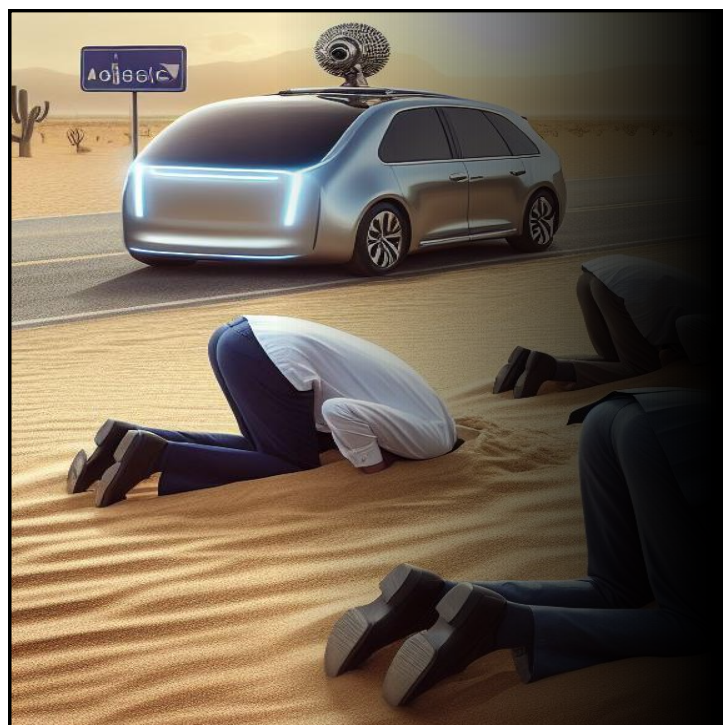
9



10

██████████ ARE BLAMED
FOR YOUTH'S INSANITY
MUSKEGON, Mich.—██████████ are
blamed by relatives for the mental
condition of Roy Purchase, who has
been committed to the Traverse City
state hospital. Purchase had a mania
for ██████████

11



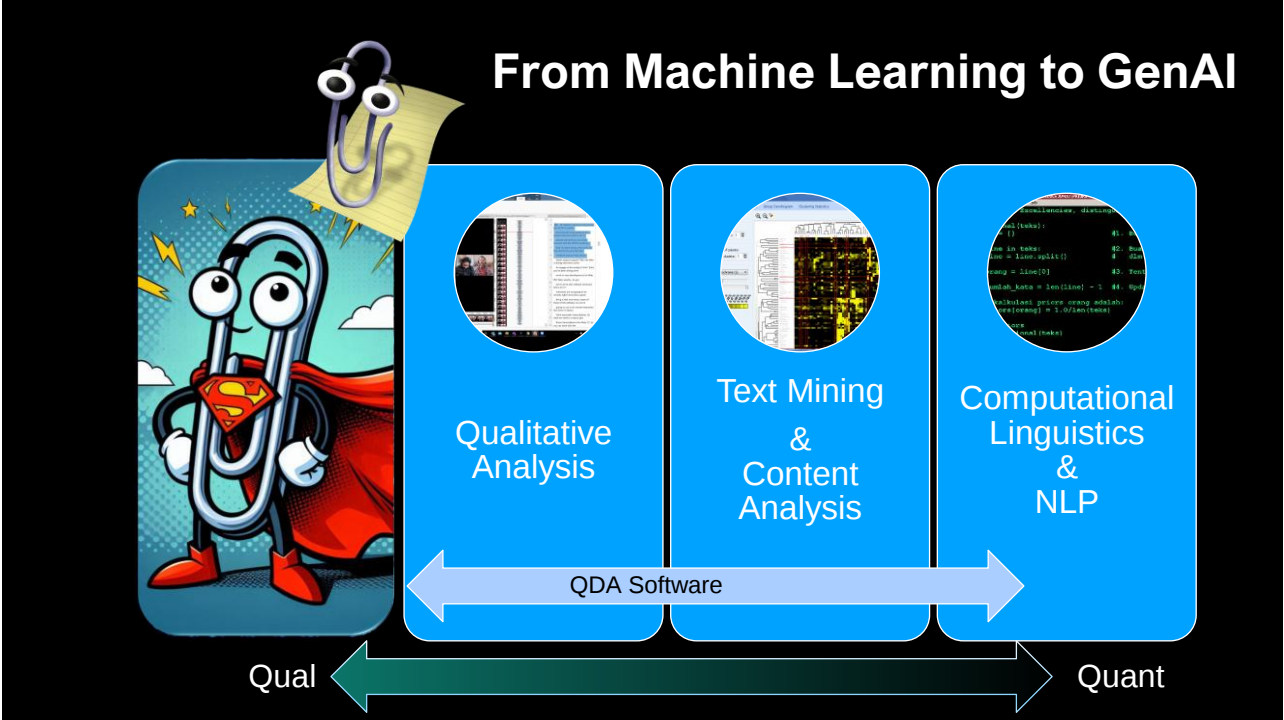
WHY it matters

Qualitative research
across sectors,
disciplines,
methodologies

Opens up research,
impacts its perception

Teaching the next
generation of
researchers

12



13

WHEN did AI “happen” Awareness and Discourses

Uncover Richer Insights

Ask critical questions about your data and find patterns and connections that aren't possible manually. Accelerate insights.

Explore

NVivo 14 provides powerful insight-generating tools to help researchers accelerate insight and strongest analysis of the data. Ask questions to discover meaning in your data, visualize your data with word charts, word clouds, comparison and more. Look for emerging topics and using specific queries to identify and draw conclusions.

Harness the Power of AI in NVivo for Qualitative Analysis

Rapid, Preliminary Thematic Analysis
AI-powered autocoding for themes quickly identifies and tags recurring noun phrases and groups them in broad topic areas.

Quick Sentiment Categorization
Easily sort text into predefined emotional categories – providing instant sentiment analysis.

Unlock Insights with Qualitative Data Analysis Software

Discover more from your qualitative data with NVivo 14, the leading qualitative data analysis software. With NVivo 14, you can ask complex questions of your data to identify themes and draw conclusions, employ advanced data management and visualization tools to uncover the insights and produce clearly articulated, defensible findings backed by rigorous evidence – all on one collaborative platform. Buy now or request a free trial of NVivo 14 to dive deeper into your research today.

Uttering Qualitative Data Analysis Tools

At the time of writing, the tools for qualitative data analysis were limited. The tools for qualitative data analysis were limited. The tools for qualitative data analysis were limited.

Sometime between the 8th and 17th October, 2023

14

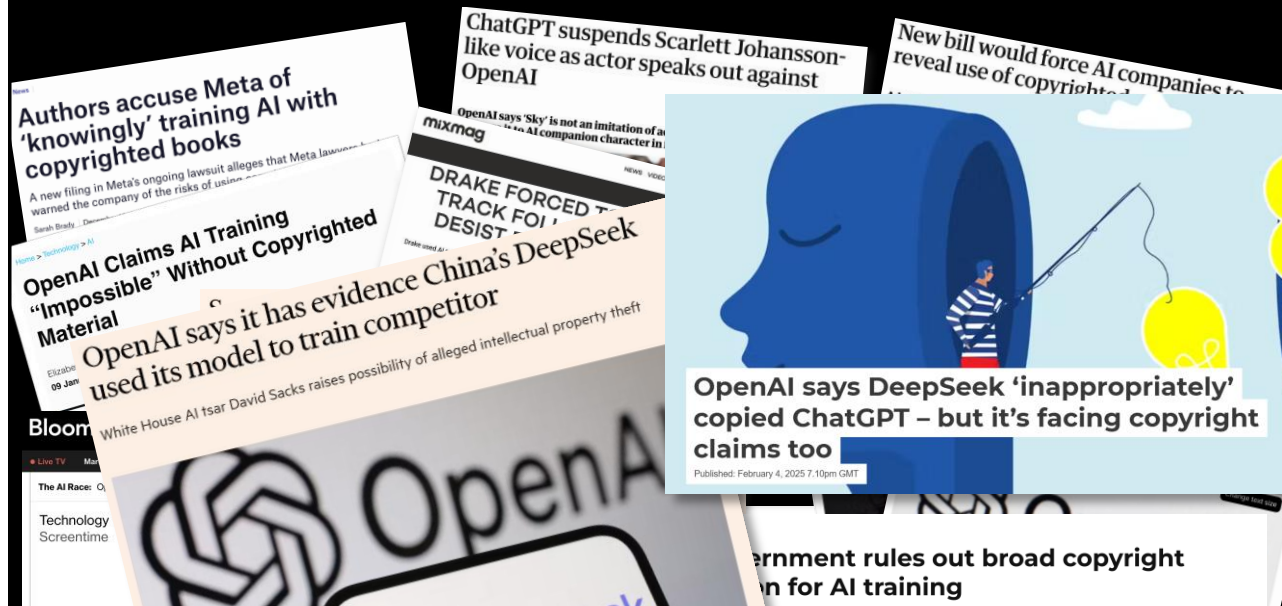
FT.com visual guide How do LLMs work?

"Generative AI exists
because of the transformer"

<https://ig.ft.com/generative-ai/>

15

Whose work is it using?



16

Key ethical issues for Qualitative Research

- Development of LLMs – stolen data, exploitation, model collapse
- Security & Privacy – informed consent
- Environmental & Societal Costs of use (systematic techno-colonialism)

For many GenAI for Qual = abomination



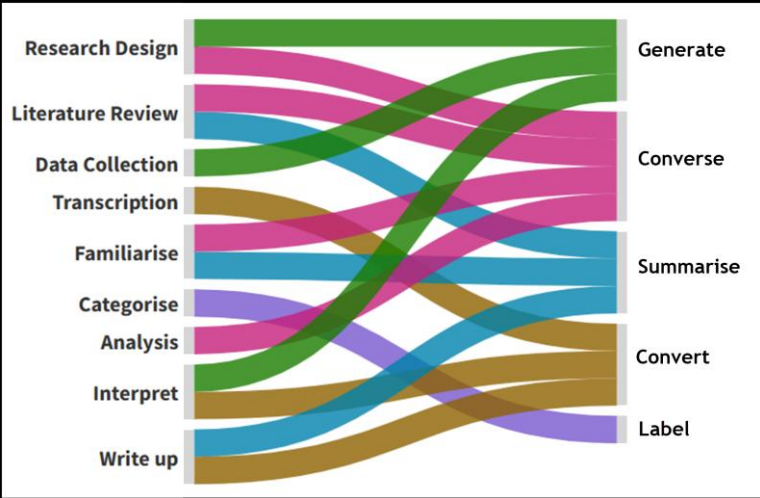
17

GenAI capabilities in Qualitative Research

Generate	get ideas for projects & create data
Converse	ask questions about data via chat interface
Summarise	reduce data by condensing based on form
Convert	transcription of audio/video
Label	categorise content

18

WHEN can GenAI be used?



Qualitative deepfake is a reality = abomination

19

Fabrication? Or... Simulation?

- Assessed work is **framed** in terms of honesty vs cheating
- How to respond???

However, I came to realise that even if in real-life, I might not get to work on my enquiry project due to ethics applications, time and staff constraints,



Reflecting on my use of AI in the module, I realise that AI needs to be avoided if necessary and if used, it should be listed in authorship. I am still not very experienced with using AI and therefore believe it is easier if not used at all



Identifying their

97% detected as AI

The percentage indicates the combined amount of likely AI-generated text as well as likely AI-generated text that was also likely AI-paraphrased.

Caution: Review required.

It is essential to understand the limitations of AI detection before making decisions about a student's work. We encourage you to learn more about Turnitin's AI detection capabilities before using the tool.

Detection Groups

- 1 AI-generated only 97%
Likely AI-generated text from a large-language model.
- 2 AI-generated text that was AI-paraphrased 0%
Likely AI-generated text that was likely revised using an AI-paraphrase or word spinner.

Medical student self-Assessments

Participants completed the Jefferson Scale of Physician Empathy (JSPE) before and after the intervention to assess changes in empathy levels. The JSPE measures three key domains: perspective taking, compassionate care, and standing in the patient's shoes.

- Perspective Taking: Pre-intervention, the average score in this domain was 92.3, with participants reflecting a general awareness of patients' psychological states but limited depth in engaging with them emotionally. After the intervention, the score increased to 108.5, marking a 17.8% improvement.
- Compassionate Care: Pre-intervention scores averaged 95.3, indicating a moderate level of empathy, but participants frequently described feeling emotionally distant from patients. Post-intervention, scores increased to 105.9, representing a 22.8% improvement.
- Standing in the Patient's Shoes: This subscale showed the largest change, from 79.5 pre-intervention to 96.7 post-intervention, an increase of 21.7%.

The overall JSPE score, which integrates all three subscales, rose from 258 to 311, representing a

Thematic analysis of qualitative data revealed three core themes:

1. Empathy as a Skill

Participants expressed a growing recognition that empathy is not innate but can be cultivated through deliberate effort. One student reflected, "Empathy isn't just about feeling for a patient; it's about demonstrating that understanding in how you communicate and care

was just about the way I respond to their

20

CAQDAS examples (with Gen-AI)

more may appear

and loads of others

Established CAQDAS packages (original commercial release date / Gen-AI integration)					New APs
ATLAS.ti (1989 / 2023)	MAXQDA (1989 / 2023)	QualCoder (2019 / 2024)	NVivo (1987 / 2024)	WordStat (1998 / 2025)	AILYZE (2023) CoLoop (2023) Qinsights (2024) Reveal (2024) Tailwind by MAXQDA (2025)
Transcription	Transcription		Transcription	QDA Miner (2004 / 2025) (coming soon)	(Transcription)
Summaries (multiple levels)	Summaries (multiple levels)		Summaries (multiple levels)		Summaries (transcript level)
	Explanations		Explanations		
Code Suggestions	Code Suggestions		Code Suggestions		
Coding (automatic & 'intentional')	Coding (one doc/code at a time)	Coding (search and code-based)			
Chat (conversational)	Chat (conversational)	Chat (code/topic/general)			

NO CODING

Chat
(conversational & grid)

21

GenAI capabilities for Qualitative Analysis

Step-Change or Abomination?

Generate
Converse
Summarise
Convert
Label

get ideas for projects & create data
ask questions about data via chat interface
reduce data by condensing based on form
transcription of audio/video
categorise content

22

AI Transcription: Step-Change or Abomination

Quick – Safe – Reliable

- Increasing accuracy (English)
- Pauses, pronunciation, keywords
- Integrated correction editing
- Model choices
- Uses beyond transcription

Algorithmic discrimination

- Languages and accents
- Homogenisation of method
- Loss of the non-verbal

Depends on tool

- Bespoke vs, general-purpose



23

AI Summarisation: Step-Change or Abomination?

Quick – Normalised – Content Summaries

- Becoming normalised e.g. *Amazon reviews* >
- Quick summaries to key content.
- Well written
- Identification of content patterns

Conflating Form and Content?

- Can't show what it included/excluded
- The hype conflates method, meaning and content (find themes) but **a theme is an intellectual concept not a statistical average.**
- Reopening Pandoras' (black) box?

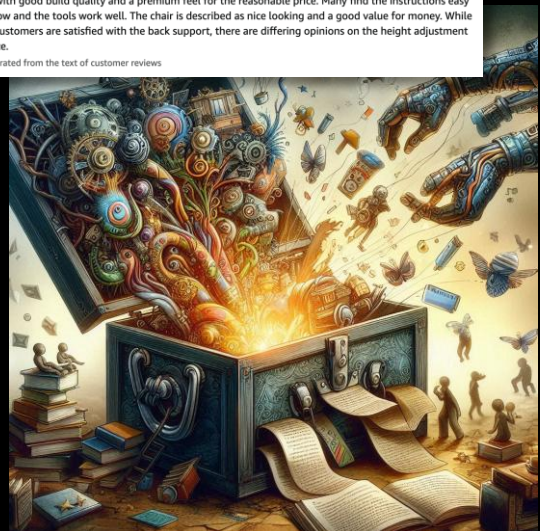
Depends on purpose and stage

- Documentation and audit
- Is it initial overview or conclusion?

Customers say *at*.

Customers appreciate the chair's comfort, quality, and ease of assembly. They find it comfortable and well-built, with good build quality and a premium feel for the reasonable price. Many find the instructions easy to follow and the tools work well. The chair is described as nice looking and a good value for money. While most customers are satisfied with the back support, there are differing opinions on the height adjustment and size.

AI-generated from the text of customer reviews



24



25

GenAI Labelling: Step-Change or Abomination

Tedious task taken over
Okay for manifest (explicit) content

Is this qualitative coding?
Lack of interpretation → what we
need is “interpretive intelligence”



Fixing what isn't broken?
What are we labelling? Text Mining can do this already

26

You

how many letter t's are there in the word interface

how many letter t's are there in the word interface?

Copilot

The word "interface" contains 2 instances of the letter "t".

The word interface contains 2 instances of the letter t

You

where are those two instances of the letter t in the word interface

Where are those two instances ... ?

Copilot

The two instances of the letter "t" in the word "interface" are at the 4th and 7th positions

1. i

2. n

3. t (4th position)

4. e

5. r

6. f

7. a

8. c

9. t (7th position)

10. e

THIS IS YOUR MACHINE LEARNING SYSTEM?

YUP! YOU POUR THE DATA INTO THIS BIG PILE OF LINEAR ALGEBRA, THEN COLLECT THE ANSWERS ON THE OTHER SIDE.

WHAT IF THE ANSWERS ARE WRONG?

JUST STIR THE PILE UNTIL THEY START LOOKING RIGHT.



The two instances of the letter "t" in the word "interface" are at the 4th and 7th positions

1. I

2. N

3. T (4th position)

4. E

5. R

6. F

7. A

8. C

9. T (7th position)

10. e

27

GenAI Conversing: Step-Change or Abomination

• Simple – Intuitive - Natural

• A new way of interacting with data

• Conversation is a natural way for us to explore ideas and questions

• Research as a dialogue of your ideas and the evidence (Ragin, 1994)

• Misleading – Unrepeatable – Illusory

• Repeatable and consistent? Inverse recoverable?

• Loss of audit, replacing documentation with a black box?

• The big trick? (Turing test)

• Depends on interpretation

• Could open up new quick, intuitive and exploratory approaches to data

• Could equally become a substitution for rigour and process



TURING TEST EXTRA CREDIT: CONVINCE THE EXAMINER THAT HE'S A COMPUTER.

YOU KNOW, YOU MAKE SOME REALLY GOOD POINTS.

I'M ... NOT EVEN SURE WHO I AM ANYMORE.



THEN YOU SAY "MORE LIKE PARTIAL INTELLIGENCE!"

UNDERSTOOD

GREAT! NOW LET ME TEACH YOU ABOUT "UPDOG."



AI TIP: TO DEVELOP A COMPUTER WITH THE INTELLIGENCE OF A SIX-YEAR-OLD CHILD, START WITH ONE AS SMART AS AN ADULT AND LET ME TEACH IT SOME.



28

Generative-AI in Qualitative Research: Step-Change, Abomination, or...?

<https://www.qdas.co.uk/cathiemarsh>

Values

When do hallucinations matter?

Are we dumbing down (simplification and distillation) rather than interpretation (synthesis)

1

2

3

4

5

Original

Trailing his ashplant by his side. Its ferrule followed lightly on the path, squealing at his heels.

2

3

4

5

Advanced

Dragging his walking stick by his side. Its metal tip scraped lightly on the path, squeaking at his heels.

3

4

5

Intermediate

Dragging his walking stick beside him. The metal tip of the stick made a light noise on the path, squeaking behind him.

4

5

Beginner

He dragged his walking stick beside him. The metal tip made a noise on the path.

5

Elementary

He dragged his walking stick beside him. It made a noise on the ground.

the dog



As the clock strikes eleven forty two, / I rhyme the time, as I always do.

29

Values

Prof. Emily Bender

“if you put enough training data into a large language model, it can spit out text on any topic. And so you can easily fool yourself into thinking that it can do something useful on those topics. But **as soon as the outcome matters, as soon as the truthfulness and groundedness of that text matters to anybody, it's clear that it can't**”

To rev the virgate, it's enley to instil group danters,” it told one user. “I’m by. I’m in. I’m for, I’m from, I’m that,” it told another.

30

WHEN does the outcome
MATTER...?

ALWAYS



31

Reality check

What does this mean for qualitative research?

32

WHAT is the problem AI seeks to solve?

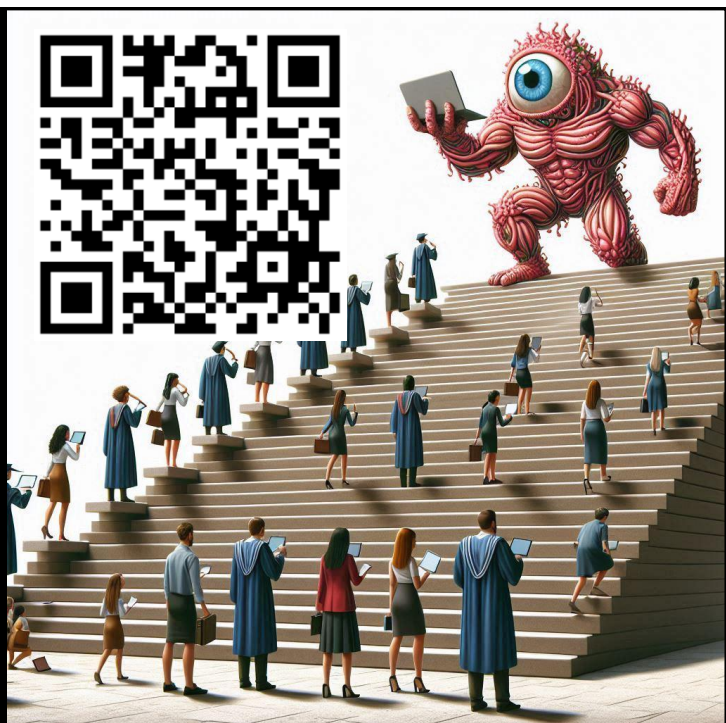


33

Step-Change,
Abomination,
or...?

What do YOU
think?

<https://tinyurl.com/CMpoll02>



34

NO one-size-fits-all answer

Methodological Appropriateness

- Range of perspectives → the field is polarizing
- GenAI is here to stay and is being widely used for QR (unlike Traditional-AI) → Qual Communities have to deal with the implications

Contextual Appropriateness

- Research/Evaluation/Policy Objectives
- Topic focus & data type
- Analytic Method(ology)

Qualitative Research Practice and Reputation

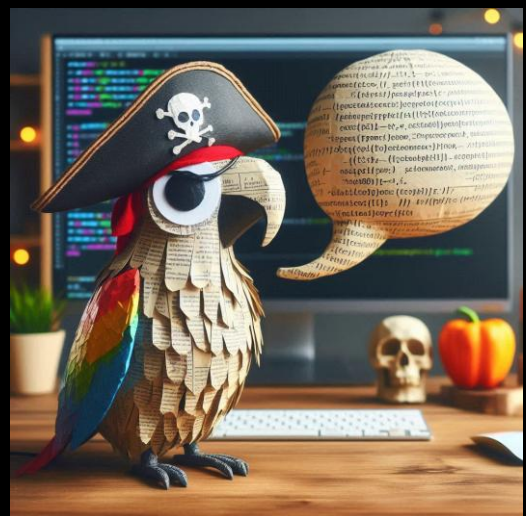
- Can anyone do QDA now?
- Guidelines
- Sector – are academics being left behind?

35

Got a parrot? Be more pirate!

Whenever there's AI-generated text – have a prop ready:

- Cut up a load of random printed text
- Make a parrot piñata out of the Papier-mâché
- Fill with treats and sweets
- Read AI generated text in a parrot voice
- Smash the parrot and eat sweets when it hallucinates



36

Thank You....
One More Question



Final Question
responses

<https://tinyurl.com/CMpoll03>

Apr 4

AI-Assisted Qualitative
Data Analysis (1 day)

Register

Apr 12 & 13

AI-Assisted Qualitative
Analysis (2 day)

Register

Apr 21

AI-Assisted Qualitative
Data Analysis (1 day)

Waiting List

Apr 24

AI for Qual
AQR Hackathon

Register

May 21

AI-Assisted Qualitative
Data Analysis (1 day)

Register

What do you think?

for references and
resources



[qdas.co.uk/cathiemarsh](https://www.qdas.co.uk/cathiemarsh)