



Qualitative Research Journal

Using Qualitative Data Analysis Software in a Social Constructionist Study of Entrepreneurship
Julius F. Kikooma

Article information:

To cite this document:

Julius F. Kikooma, (2010), "Using Qualitative Data Analysis Software in a Social Constructionist Study of Entrepreneurship", Qualitative Research Journal, Vol. 10 Iss 1 pp. 40 - 51

Permanent link to this document:

<http://dx.doi.org/10.3316/QRJ1001040>

Downloaded on: 10 February 2015, At: 11:39 (PT)

References: this document contains references to 0 other documents.

To copy this document: permissions@emeraldinsight.com

The fulltext of this document has been downloaded 304 times since 2010*

Access to this document was granted through an Emerald subscription provided by 549148 []

For Authors

If you would like to write for this, or any other Emerald publication, then please use our Emerald for Authors service information about how to choose which publication to write for and submission guidelines are available for all. Please visit www.emeraldinsight.com/authors for more information.

About Emerald www.emeraldinsight.com

Emerald is a global publisher linking research and practice to the benefit of society. The company manages a portfolio of more than 290 journals and over 2,350 books and book series volumes, as well as providing an extensive range of online products and additional customer resources and services.

Emerald is both COUNTER 4 and TRANSFER compliant. The organization is a partner of the Committee on Publication Ethics (COPE) and also works with Portico and the LOCKSS initiative for digital archive preservation.

*Related content and download information correct at time of download.

Using Qualitative Data Analysis Software in a Social Constructionist Study of Entrepreneurship

Julius F. Kikooma
MAKERERE UNIVERSITY

ABSTRACT

Discussions of the use of computer-assisted qualitative data analysis software (CAQDAS) in social science research studies are still few and isolated. In fact, much of the literature takes an uncritical approach to CAQDAS programs based on unrealistic expectations of the software as a methodology in and of itself. This has significant implications for learning and teaching qualitative data analysis software and the way it is used in research. The study on which this article is based combined formal narrative analysis, thematic coding, and deconstruction techniques to analyse the data using a dedicated qualitative data analysis software—NVivo. A discussion is given of how the qualitative analysis software was used in a social constructionist study, particularly outlining how it fitted with the methodological perspective adopted, and where, why and in what way rigour fitted with the underpinning epistemological position. Thus, this article illuminates how rigour can be integrated with relevance with the aid of the power and possibilities that qualitative research software possesses. In addition, an attempt is made to demonstrate how the use of CAQDAS enhances the validity of a qualitative project.

Keywords: Qualitative data analysis software, NVivo, Narrative inquiry, social constructionism, entrepreneurship.

Although the social science research environment in general cultivates a dynamic climate in which the analytical assessment of theories and methods of research abound, articles that discuss the use of computer-assisted qualitative data analysis software (CAQDAS) in their studies are still few and isolated (Bringer, Johnston & Brackenridge, 2004; Davidson & Jacobs, 2008). Moreover, even those that do so have been observed to be uncritical in their appraisals (Macmillan & Keening, 2004; Richards, 2002; Weaver & Atkinson, 1995). In fact, Macmillan and Koenig (2004) argued that too much of the literature takes an uncritical approach to CAQDAS programs based on unrealistic expectations of the software as a methodology in and of itself. Accordingly, Macmillan and Koenig (2004) argued, it fails to recognise the diversity of qualitative analysis, and too often relies on grounded theory as a legitimation for the use of such software. For the novice researcher, such as a doctoral student, this situation has resulted in an assumption that the software is the methodology, and that by simply learning to use the program, the researcher is doing analysis.

Richards (2002) explored possible reasons why, despite a widespread adoption of qualitative computing, there is little debate over the software's 'methodological innovations' (p. 263). It should be noted here that the history of the development of these CAQDAS programs suggests that it arose out of developers' own experience as qualitative researchers and were often created in response to specific research needs (see for instance, Richards & Richards, 1994; Mangabeira, Lee & Fielding, 2004). Yet, because developers tend to focus on the technological capabilities of the software, researchers with little understanding of social science methodology take it for granted that whatever work is needed to legitimate a methodological

tool has already been done (Mangabeira, Lee & Fielding, 2004). This can create an often uncritical allegiance to CAQDAS and, as Thompson (2002) argued, with the very name of the computer program seen as sufficient in itself to justify the way the data are analysed.

There are also concerns that reviews that continue to focus on discussions between developers of software programs and their followers, rather than addressing 'the higher literature of methods' (Richards, 2002, pp. 265–266), stifle debate. As Macmillan and Koenig (2004) advised, to encourage the critical assessment of CAQDAS use within qualitative analysis, the software should be reviewed within the epistemological framework of the qualitative research methodology chosen to suit the study. Consistent with these observations, the rest of this article presents a discussion of how qualitative analysis software was used in a social constructionist study, particularly outlining how it fitted with the methodological perspective adopted and where, why and in what way rigour fitted with the underpinning epistemological position.

THE STUDY

Purpose

The purpose of the study was to examine entrepreneurial experiences of a set of Ugandan business owners and their firms in order to understand how societal and organisational life in a particular societal context reflects a process of 'power-based' reality construction.

Theoretical Framework

The study adopted a theoretical lens which frames entrepreneurship as being socially constructed. As a theoretical framework, social constructionism is concerned with explaining the process by which people use language to describe, explain or account for the world in which they live. This theoretical lens was seen as especially useful in addressing the gap in entrepreneurship studies by focusing on doing business as a social practice and the sense-making associated with it. Recognising that as well as being an economic phenomenon, entrepreneurship can also be read as a cultural one, a social constructionist perspective was utilised as the framework through which entrepreneurial action (an archetype of social action), could be related to gender for a cross-reading of how gender and entrepreneurship are culturally produced and reproduced in social practices (Bruni, Gherradi & Poggio, 2004).

Methodology

Against the above theoretical background, a narrative inquiry approach was chosen because its theoretical assumptions resonate with the study's definition of entrepreneurship. Narrative inquiry has its roots in a 'constructionist epistemology'—a theory of knowledge that suggests we know the world not by objectively observing an external reality, but by constructing how we understand it with others.

In this regard, a choice was made to undertake a narrative type of inquiry because of three contributions that such an approach has been observed to make to research studies that emphasise interpretation rather than prediction. First, it has been observed that narrative inquiry provides an internally consistent research approach when asking questions that relate to meaning and interpretation. Second, narrative inquiry is an appropriate methodology to capture complex interpretations of experience because it captures context and makes space for the multiple representations of various voices with a stake in the research (Dodge, Ospina,

& Foldy, 2005). Finally, it taps into the unique kind of knowledge that is communicated through stories.

This study used an open-ended and grounded approach to data collection, largely drawn from the experiences of entrepreneurs, rather than applying predetermined theories. The study was a qualitative case study involving eleven entrepreneurs as participants. The following types of qualitative data were collected for the study: in depth interviews, biographical documents, video recordings and autobiographies. In analysing and interpreting narratives generated during this phase in the research process, three assumptions guided the researcher's methodological choices and influenced the nature of the analysis that was carried out. Drawing on narrative as language, the researcher used stories about participants' entrepreneurial experiences as the primary source for exploring entrepreneurship practices. Life story interviews facilitated the flow of stories and storytelling. Similarly, in order to tap into the wisdom of participants' tacit knowledge—so important to the narrative as knowledge approach—the researcher's emphasis was focused on access to the insights embedded in entrepreneurs' day-to-day practices. Finally, drawing from narrative as metaphor, texts were critiqued and deconstructed, rather than taking them at face value in order to decipher implicit shared meanings of the participants' narratives of their experiences, and possibly offering alternative interpretations of accepted views in entrepreneurship discourse.

Integrating elements from all the above approaches, the study combined formal narrative analysis, thematic coding, and deconstruction techniques to analyse the data using a dedicated qualitative data analysis software. There are many dedicated qualitative data analysis software programs (see Weitzman & Miles, 1995) but NVivo, a product line of Qualitative Research International (QSR), was selected as the qualitative software tool because of its range of capabilities that were relevant for the different aspects of my research. The software program NVivo was used from the start of the research project, through to data collection, analysis and the writing of the final document. Based on the initial ideas during the proposal writing stage, the first task was to develop the 'NVivo project'—a filing and analytic system in the software program within which project documents and codes were organised. Special program features that allow the researcher to build thoughtful interpretations through closely linked analysis of qualitative data and the range of tasks that the program was used for are discussed in more substantive detail in the next section.

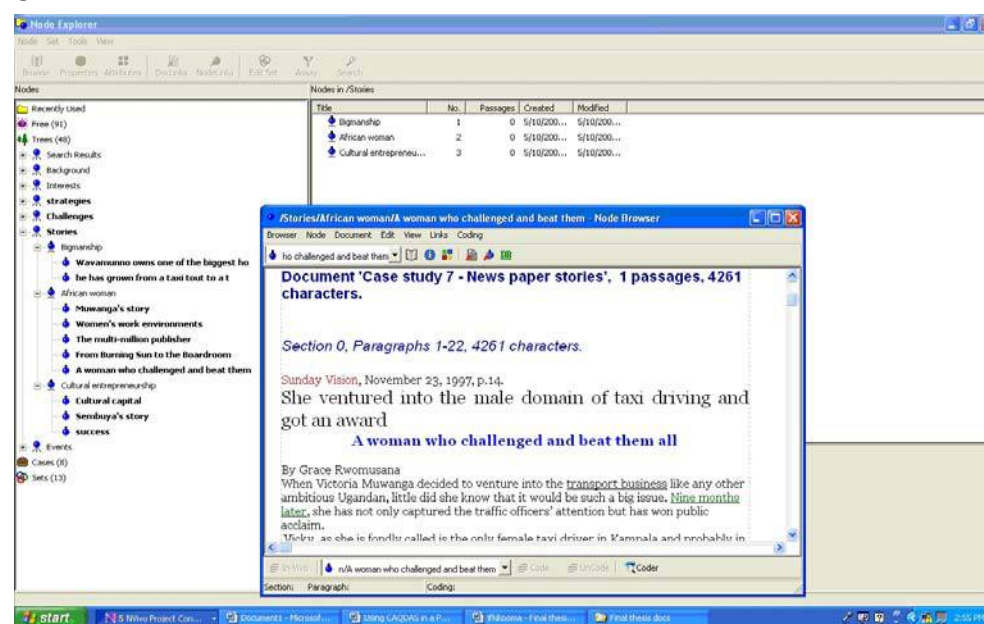
ANALYTIC FRAMEWORK AND THE USE OF CAQDAS

The analysis strategy in the study consisted of three levels akin to the three approaches to narrative inquiry: as language; knowledge and metaphor as advocated by Dodge, Ospina and Foldy (2005). Moreover, the interpretations at each level were seen to be valid in their own right, so that what was produced were three progressive analyses, rather than a single cumulative analysis. These levels of analysis had a number of objectives.

First, in order to understand entrepreneurship from the perspective of the people experiencing it, the protocols of each participant were organised and interpreted autonomously. Even though narrative inquiry shares a common foundation with other approaches to qualitative interpretivist research, Dodge et al (2005) argue that it has its own features that need to be taken into account in order to assess its quality. In the context of this research, what set narrative inquiry apart was its grounding in narratives and stories that had a beginning, middle and end, that helped to organise entrepreneurs' experiences into coherent plots with some kind of resolution. The respondents told stories as part of the responses they gave

in the interviews. These stood out from the rest of their responses and they often involved longer responses than was usual in the interview. They also fitted in the story structure described above. In the study, each participant's stories were written following the above conventions in storytelling, and this process gave rise to the case studies, each possessing its own autonomy and significance. Looking at those points in the respondents' interviews where they broke into a story, it became quite clear, as Gibbs (2002) observed, these are normally important issues for the narrator. As it turned out, they are defining instances of how they see themselves or how they explain how they got to be 'entrepreneurs'. In the NVivo project, nodes (both free and tree nodes) were used to code text that was telling a story (see Figure 1). In this respect stories were treated as having a plot and as such categorised like plays, and nodes were set up that reflect dramaturgical classification of stories such as romance, comedy, tragedy, and satire. In this sense entrepreneurs' stories had inherent integrity or coherence in that they could be isolated as discrete units that address some kind of individual or social action, and they reflected the context in which the action took place. According to Dodge et al (2005), this feature offers a unique opportunity to encourage researchers to integrate concerns about rigour and relevance—a subject of the next section.

Figure 1: Tree Node Stories and Child Nodes (Kikooma, 2007)

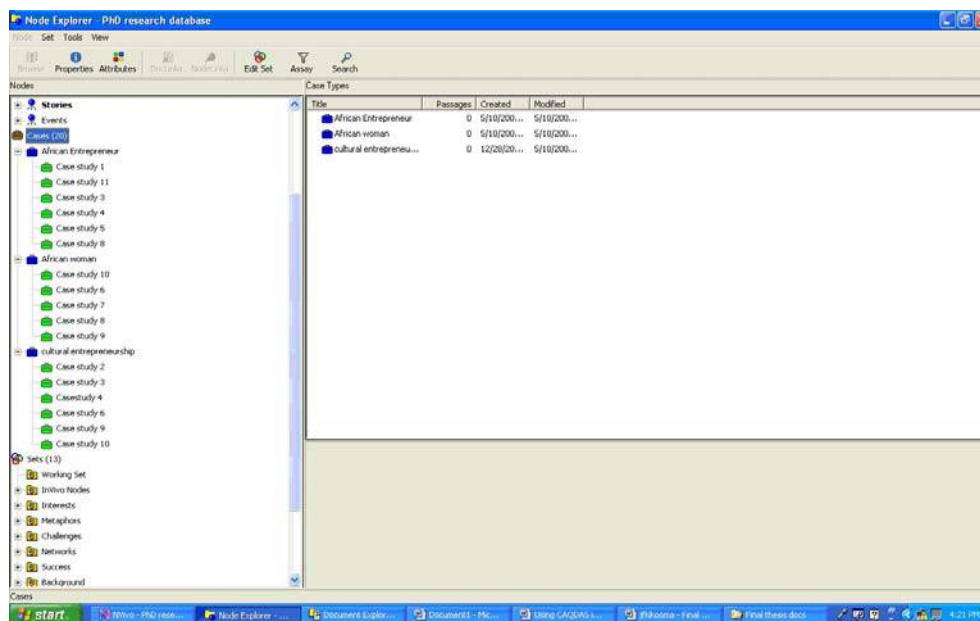


In order to reveal tacit knowledge or share participants' theories in use, as well as draw lessons from their practices, the researcher had to indulge in some form of sense-making process around stories told and heard over time. This comprised the second level of analysis. Rather than doing a systematic, comparative analysis of bounded stories, I decided to create a comprehensive story of experience over time, highlighting 'extraordinary' successes or failures, or simply insights about entrepreneurship practices. Transcribed interview protocol and other material relating to each entrepreneur transcriptions were used to create analytic memos that highlighted the uniqueness of each entrepreneur's experiences. In the NVivo project, sets of nodes, cases, case types and case nodes were used to look for patterns found in the data collected. A detailed account of the analysis is found in the memos that were at-

tached to interview and life story documents. These memos contained questions that the researcher used to interrogate the data, decisions about which narratives to focus on, and explanations about how the life story narratives fit together in order to answer the research questions. However, a caveat is in order here. Lonkila (1995) pointed out that programs such as ATLAS.ti or NUD*IST were designed to facilitate grounded theory analysis and, as such, they have the potential to encourage the growth of this methodology at the expense of other equally viable options. Similarly, Bringer et al (2004) argued that to a certain extent the programming behind CAQDAS influences manuscript preparation, coding, retrieval, and the development of analysis.

In order to avoid following grounded theory analytic techniques, my attention was on how to use the software capabilities that enable analysis of case stories as wholes rather than their parts. This involved linking different sources of information for each case being studied through creating what Bazeley and Richards (2000) called cases shaped in nodes (see Figure 2). Identifying cases and viewing these as belonging to case types helped in putting together everything about a case and to have data organised in several different ways. Since data cases were spread throughout parts as well as whole documents, each case's data was coded at a node, where it could all be brought together.

Figure 2: Cases Shaped in Nodes (Kikooma, 2007)



Cases shaped in nodes facilitated asking questions not only about the particular case (within-case analysis) but also all the cases of that type (across-case analysis). Thus combining formal narrative analysis and traditional thematic analysis, this process allowed me to craft distinct products to report emerging findings. Drawing largely from their voices, these stories theorise about the forces and factors that make entrepreneurship successful (or even unsuccessful) in their context, thereby offering readers a chance to draw lessons from exemplars of entrepreneurship practices. It needs to be pointed out, however, that the new narrative derived from this process is not necessarily a typical case study, neither is it a historical narrative, nor a traditional ethnographic account. Instead, each is represented as an exemplar

of some aspect of entrepreneurship practice, which can lend important insights into the nature of the phenomena in the study context.

In order to decipher implicit shared meanings of the participants' narratives, and possibly offer alternative interpretations of accepted views in entrepreneurship discourse, a deeper level of analysis was necessary. This meant that texts relating to each participant had to be critiqued and deconstructed, rather than taking them at face value. This also demanded a constant interplay between meanings that are abstract and concrete, general and particular, evident and hidden. This involved searching for and re-examining claims to authority that were embedded in text. It also included treating the analyst's point of view as part of the reality under scrutiny. Thus, interpretation demanded constructing bridges between the analyst as reader and the text as reality, between the text and its producers, between the historical context and the present context, and so on. In addition, various modes of narrating were re-examined in order to show how the subjectivity of the male or female entrepreneur is discursively constructed. Moreover, close attention was paid particularly to the type of 'positioning' (Davies & Harré, 1990) performed: i.e., the process by which individuals position themselves discursively and construct their identities in relational terms. A position was identified by extracting texts in which it was possible to find out how each participant (to which the particular text referred) conceives of him/herself and of others by seeing what position he/she takes up and in what story, and how he/she is then positioned. How did the CAQDAS tool help at this stage? Boolean intersection (and) searches with broad thematic nodes were used to look for episodes that seemed to contradict the themes in terms of content, mood and evaluation by the narrator. Boolean negation (not) searches as well as assay features were used to display texts for specific themes for those entrepreneurs who did not mention things others did.

INTEGRATING RIGOUR AND RELEVANCE

As one form of qualitative research, a narrative form of inquiry within a constructionist epistemological framework described in this article illuminates how rigour can be integrated with relevance with the aid of the power and possibilities that qualitative research software possesses. Moreover, the importance of a discussion of how a qualitative data analysis software was used for 'enhancing as well as ruling out validity threats' (Siccama & Penna, 2008) cannot be underestimated. In this regard, it should be noted here that multiple strategies for ensuring validity were used. Some were within the software while others were outside (for instance recording of interviews with an audio recorder and conducting verbatim transcription, triangulation data methods and sources). Within the NVivo software environment, Siccama and Penna, (2008) documented five ways in which the software plays a powerful role in coding data and addressing validity threats. The five methods (which were used during the conduct of this research) are interrogating interpretations for sound inquiry, scoping data for a well-founded analysis, establishing saturation for robust explanation, maintaining audit and log trails and using visual representations to rule out validity threats.

In a related development, there is a perception that the qualitative research process is not always demonstrated to be transparent (Bringer et al, 2004) or rigorous (Richards, 2002) in the same ways that quantitative research can be. In order to overcome this perception, qualitative scholars demand an explicit inclusion of a 'transparency' mechanism to be attached to all research processes as an integral aspect of quality.

In respect of the concerns for rigour and relevance as discussed above, critical program features were used as data were collected and analysed and the range of tasks that the program was used for are discussed under the subheadings: coding, modelling, electronic audit trail, visual representation and research journal.

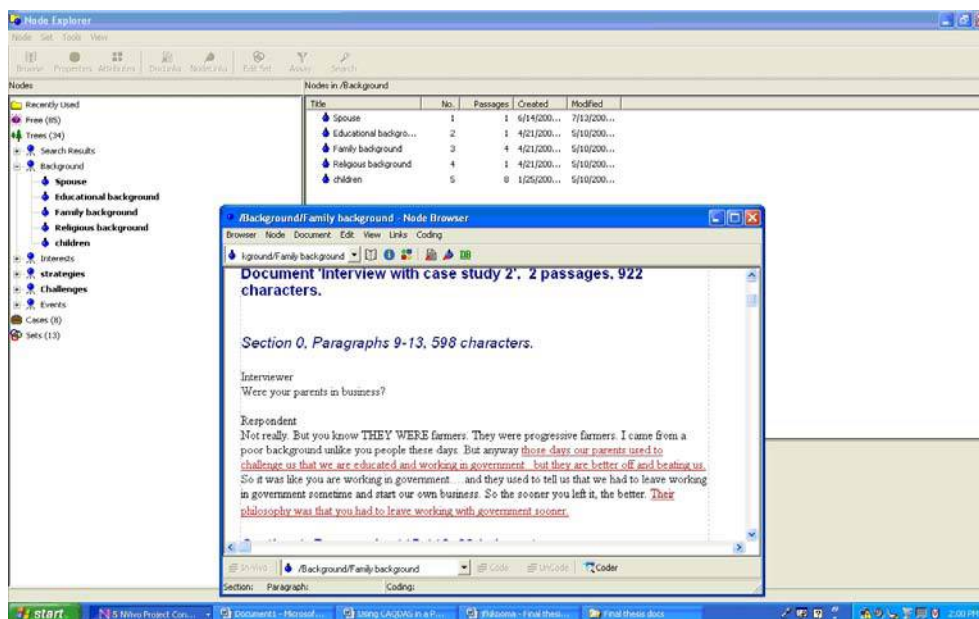
Coding

As Gibbs (2002) pointed out, the use of the term coding in qualitative research can be confusing. One of the reasons for this is that the word coding is also used in quantitative analysis where it refers to the process of attaching a name to a passage of a text or piece of information. Whereas on the face of it a similar process is found in qualitative coding, they differ in important respects. For instance, in quantitative analysis the reason for coding is usually to measure responses or to count the number of each kind so that we can report, say, that x per cent of people replied in this way, whereas y per cent replied in that way. Whereas such counts may be of interest to a qualitative researcher, it is usually a peripheral part of the analysis (Gibbs, 2002).

A second reason for confusion about coding is that different authors have used different words to describe a similar process. For example, the terms open and axial coding (Strauss & Cobin, 1990), categories (Day, 1993) and the term theme in phenomenological analyses (King, 1998) have commonly been used to refer to this process.

The authors of NUD*IST—a precursor to NVivo—introduced the terms index and indexing where the latter refers to the process of categorising passages of text in an index system (Richards & Richards, 1991; Richards & Richards, 1994). Therefore, a code and coding, in the sense of coding some text, is just one of the functions of an index or a node (as it is referred to in NVivo, see Figure 3) since it is also used for incorporating analytic ideas and concepts without necessarily coding texts to them. Thus NVivo leaves behind all the different terms by using the term node to refer to the thing that includes analytic ideas or insight and its name (along with linked documents and memos) at which selections of text may be coded.

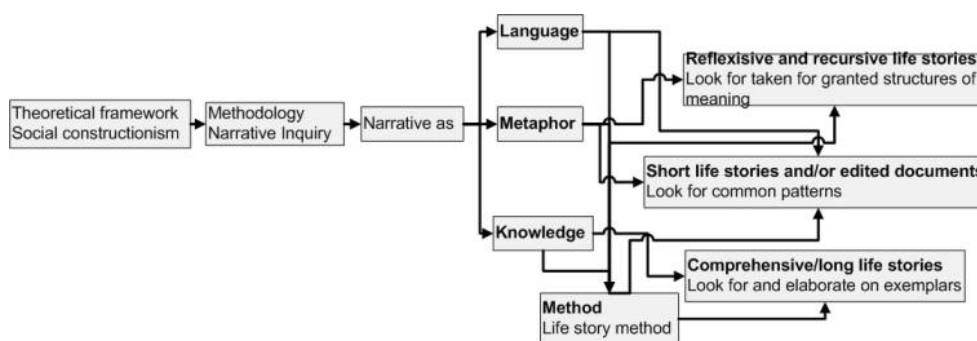
Figure 3: Nodes as Used in NVivo (Kikooma, 2007)



Modelling and Establishing Saturation

The tools used that are described in the preceding sections were for synthesis and order aimed at the development of the data and the emergence of ideas from it that aid a well-founded analysis. In a grounded theory framework, the next step would be to explore such ideas for possible or potential relations in the categories and establish saturation through the use of multiple tools within NVivo (for example, the powerful search engine) to show connections between development of ideas and clarify concepts and their relationships. However, the social construction theoretical framework adopted in this study required a different way of seeing ideas from searching, coding or creating of nodes enabled by NVivo. The NVivo modelling tool can assist in establishing saturation as it allows for the investigation of emerging ideas without interrupting the database of documents in the study (Bazeley & Richards, 2000). In addition, 'modelling' in NVivo offered me an opportunity to sketch and think of ideas that came from interpretive reading and reflection on the data material, the literature and theory into a framework (Figure 4) that eventually became the analytic model for this study.

Figure 4: Analytic Model: Connections Between Theoretical Framework, Methodology and Method (Kikooma, 2007)



The visual modelling enabled by NVivo provided a map of the research process which can be used to trace the progress of the research as explained further in the audit trail.

The Electronic Audit Trail

The advantage of using the NVivo project as an audit trail is that it allows for numerous active links; for example, from one memo to the next, or one case narrative to a memo, or from a developing conceptual model to an original quote. The same audit trail on paper would require references to each quote, memo, category, or model and would require the researcher to physically find each folder and access each relevant piece of paper (and possible other relevant links) before being able to read the desired material. Within the NVivo project, these links can be followed with just a click of a mouse, and at a speed which, according to Bringer et al (2004), is much closer to that at which the brain is likely to be processing the information.

In this study, I maintained an audit and log trail by keeping memos and a methodological log as well putting a date and stamp on all documents and entries created and edited in NVivo. While audit trails are not new with use of qualitative data analysis software as such (there are tips for manual analysis by Miles and Huberman, 1994), consistent use of the software throughout the research process can double as an audit trial.

Visual Representation

One of the more challenging dilemmas faced by CAQDAS users which represents itself as a possible threat to validity of the work is integration of a detailed description of how the software was used in a dynamic research process into the static form required in a final written document. One technique that was applied in this research to maintain the continuity between the dynamic software and the linear confines of a final written document is to use screen captures. As Bringer et al, (2004) argued, NVivo screen captures can be used as a way to maximise transparency when communicating research findings and can also be a way to demonstrate consistent use of software, thus allowing others to accurately evaluate the research. Moreover, it is a technique that allows for capturing the research process as it unfolds within NVivo and ensures the appropriate data are used, the inquiry is thorough and the best possible outcome is achieved.

Research Journal

Researchers conducting qualitative research are encouraged to record key decisions, reflections, emergent ideas and hunches in a research journal (Bringer, Johnston & Brackenridge, 2004). In my case, this was a document I created inside the NVivo program where personal thoughts, theoretical ideas, and any concerns relating to the research project were recorded. One advantage for keeping the journal in NVivo, as opposed to one in a Microsoft Word document or in a hardbound book, was that it allowed for links to be created in the program to relevant documents, nodes, or even external files such as web pages or video clips. This encouraged me to openly record my thoughts, questions, reflections and emergent theoretical ideas in a central executive point in the program. In this respect, it acted as what Johnston (2006) referred to as a conceptual launch pad from which the researcher can then jump to specific points in the literature, data or memos to explain, conceptualise and theorise. In NVivo, such conceptual power is possible since the journal can be (in my case it was) coded and searched, and linked to other documents via internal annotations, in-text doclinks and node links, and with node extracts.

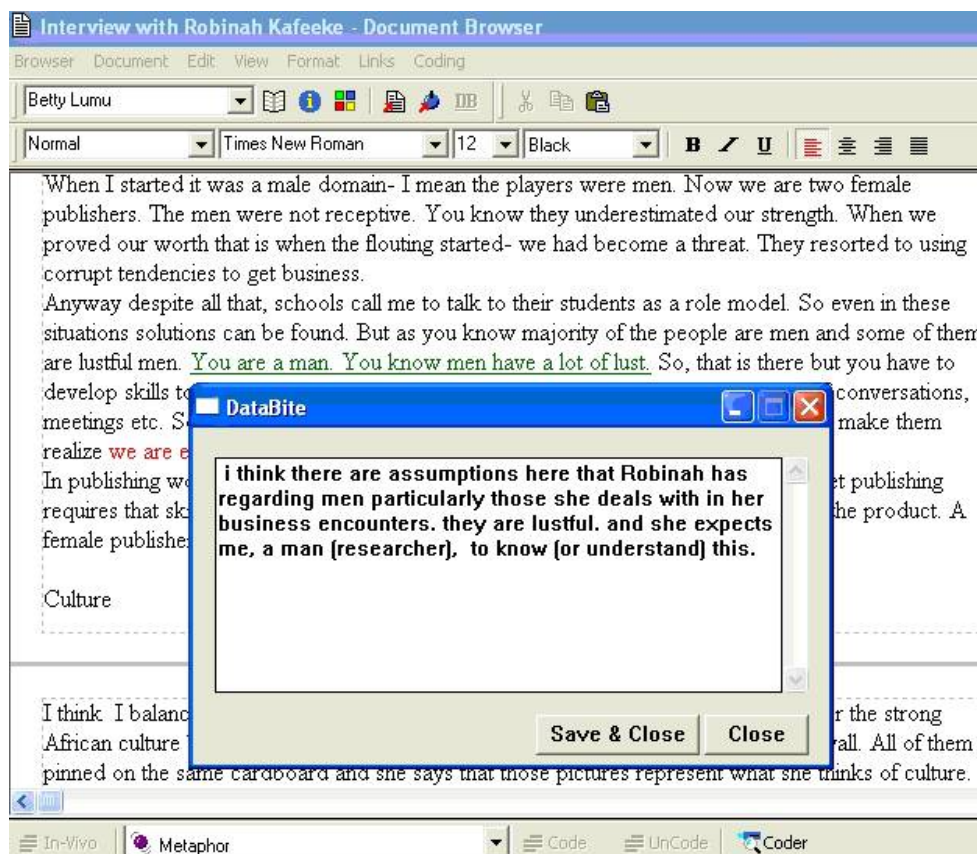
In another sense, it can act as a communicative tool in the research process. That is, it allows readers to make efficient sense of a researcher's NVivo project contents. In this case researchers are required to make frequent entries, with the date and time, which serve as an official record of their methodological work on and off the computer. In my case the records in my research journal contained comments on both the methodology and the coding processes. The coding part of the journal consisted of technical information related to tracking development and changes in the NVivo project while the methodological part was concerned with information to related methodological issues pertaining to the overall development of the research project.

With the above tools in place (i.e., the conceptual power and communicative possibilities that the software provided), I was equipped to read, reflect and take my analysis to a deeper epistemological level. In a social constructionist research, reflexivity requires 'an awareness of the researcher's contribution to the construction of meaning throughout the research process, and acknowledgement of the impossibility of remaining "outside of" one's subject matter while conducting research' (Willig, 2008, p. 10). Thus, continued reflexivity in this study meant that I explore the ways in which, as a researcher, my involvement with particular study participants influenced, acted upon and informed the research. Reflexivity in this study took two forms: personal reflexivity and what Willig (2008) referred to as epistemological reflexivity. Personal reflexivity involved reflecting upon the ways in which my own

values, experiences, interests, political commitments, wider aims in life and social identities shaped the research. Such personal reflections were used to write a major piece of work on 'a man doing feminism'.

Figure 5, extracted from an interview with one of the female entrepreneurs, demonstrates how I reflected on gendered assumptions surrounding a male researcher engaged in feminist discourses. As Figure 5 shows, 'DataBites' was one of the tools I used to help me preserve contextual richness.

Figure 5: Reflections on Gendered Assumptions (Kikooma, 2007)



Epistemological reflexivity involved reflecting upon the assumptions about the world, about knowledge that I had made in the course of the research on and off the computer. As Willig (2008) suggested, I asked myself, 'how has the design of the study and methods of analysis "constructed" the data and findings? How could the research question have been investigated differently?'

CONCLUSION

As one form of qualitative research, a narrative inquiry within a constructionist epistemological framework described in this article illuminates how rigour can be integrated with relevance with the aid of the power and possibilities that qualitative research software possesses. Combining formal narrative analysis and thematic coding enabled by the qualitative data analysis software used in this study, practitioner-friendly scholarly research products

(Kikooma, 2007) that are relevant for understanding entrepreneurship discourse in the study context were obtained. These explicitly linked empirical findings to existing theoretical conversations about entrepreneurship, and they privileged the voices of practitioners and interpretations of the researcher. Such findings exonerate those who argue that training programs in the management research community pay less attention to process research methods leading to a lack of adequate knowledge of process issues in entrepreneurship (Van de Ven & Engleman, 2004).

The special program features of indexing created by the researcher and the search tools provided by the software were utilised within an analytic framework that consisted of three levels akin to the three approaches to narrative inquiry. In this way, an attempt was made to demonstrate how the use of CAQDAS enhances the validity of a qualitative project.

REFERENCES

- Bazeley, P. & Richards, L. (2000). *The NVIVO qualitative project book*. London: Sage.
- Bringer, J. D., Johnston, L. H. & Brackenridge, C. H. (2004). Maximizing transparency in a doctoral thesis: The complexities of writing about the use of QSR*NVIVO within a grounded theory study. *Qualitative Research*, 4(2), 247-265. [[CrossRef](#)]
- Bruni, A., Gherardi, S. & Poggio, B. (2004). Doing gender, doing entrepreneurship: An ethnographic account of intertwined practices. *Gender, Work & Organization*, 11(4), 406-429. [[CrossRef](#)]
- Davidson, J. & Jacobs, C. (2008). The implications of qualitative research software for doctoral work: Considering the individual and institutional context. *Qualitative Research Journal*, 8(2), 72-80. [[CrossRef](#)]
- Davies, B. & Harré, R. (1990). Positioning: The discursive production of selves. *Journal of the Theory of Social Behaviour*, 1, 43-63. [[CrossRef](#)]
- Day, I. (1993). *Qualitative data analysis*. London: Routledge. [[CrossRef](#)]
- Dodge, J., Ospina, S. M. & Foldy, E. G. (2005). Integrating rigor and relevance in public administration scholarship: The contribution of narrative inquiry. *Public Administration Review*, 65(3), 286-300. [[CrossRef](#)]
- Gibbs, G. R. (2002). *Qualitative data analysis: Explorations with NVivo*. Buckingham: Open University Press.
- Johnstone, L. (2006). Software and method: Reflections on teaching and using QSR NVIVO in doctoral research. *International Journal of Social Research Methodology*, 9(5), 379-391. [[CrossRef](#)]
- Kikooma, J. (2007). *Doing entrepreneurship in Uganda: The social construction of gendered identities among male and female entrepreneurs*. University of Cape Town: Unpublished doctoral thesis.
- King, N. (1998). Template analysis. In G. Symon & C. Cassell (Eds.), *Qualitative methods and analysis in organizational research*, London: Sage, 118-134.
- Lonkila, M. (1995). Grounded theory as an emerging paradigm for computer assisted qualitative data analysis. In U. Kelle, G. Prein & K. Bird (Eds.), *Computer-aided qualitative data analysis: Theory, methods and analysis*, London: Sage, 41-51.
- MacMillan, K. & Koenig, T. (2004). The wow factor preconceptions and expectations for data analysis software in qualitative research. *Social Science Computer Review*, 22(2), 179-186. [[CrossRef](#)]
- Mangabeira, W. C., Lee, R. M. & Fielding, N. G. (2004). Computers and qualitative research: Adoption, use, and representation. *Social Science Computer Review*, 22(2), 167-178. [[CrossRef](#)]
- Miles, M. B. & Huberman, A. M. (1994). *Qualitative data analysis: An expanded sourcebook* (2nd ed.). Thousand Oaks, CA: Sage.
- Richards, L. (2002). Rigorous, rapid, reliable, and qualitative? Computing in qualitative method. *American Journal of Health Behaviour*, 26(6), 425-430.
- Richards, T. J. & Richards, L. (1994). Using computers in qualitative research. In N. K. Denzin & Y. S. Lincoln (Eds.), *Handbook of qualitative research*, Thousand Oaks, CA: Sage, 445-462.

- Richards, T. J. & Richards, L. (1991). Computing in qualitative analysis: A healthy development? *Qualitative Health Research*, 1(2), 234-262. [\[CrossRef\]](#)
- Siccama, C. J. & Penna, S. (2008). Enhancing validity of a qualitative dissertation research study by using Nvivo. *Qualitative Research Journal*, 8(2), 91-103. [\[CrossRef\]](#)
- Strauss, A. & Cobin, J. M. (1990). *Basics of qualitative research: Grounded theory procedures and techniques*. London: Sage.
- Thompson, R. (2002). Reporting the results of computer-assisted analysis of qualitative research data. *Forum Qualitative Sozialforschung*, 3(2). Retrieved from www.qualitative-research.net/fqs-texte/2-02/2-02thompson-e.htm.
- Van de Ven, A. H. & Engleman, R. M. (2004). Event- and outcome-driven explanations of entrepreneurship. *Journal of Business Venturing*, 19, 343-358. [\[CrossRef\]](#)
- Weaver, A. & Atkinson, P. (1995). From coding to hypertext. In R. G. Burgess (Ed.), *Computing and qualitative research: Studies in qualitative methodology* (5th ed), Greenwich, CT: JAI, 141-168.
- Weitzman, E. & Miles, M. (1995). *Computer programs for qualitative data analysis: a software source book*. Thousand Oaks, CA: Sage.
- Willig, C. (2008). *Introducing qualitative research in psychology*. Buckingham: Open University Press.

ABOUT THE AUTHOR

Julius F. Kikooma obtained his PhD from the University of Cape, South Africa and is currently a Lecturer and the Graduate Programs Coordinator in the Department of Organizational and Social Psychology at Makerere University in Uganda.

Julius F. Kikooma
Department of Organizational and Social Psychology
Makerere University
P.O. Box 7062
Kampala
Uganda
Tel: +256 414 531908
Email: kikooma@muip.mak.ac.ug

This article has been cited by:

1. Robert Smith, Gerard McElwee, Seonaidh McDonald, Sarah Drakopoulou Dodd. 2013. Qualitative entrepreneurship authorship: antecedents, processes and consequences. *International Journal of Entrepreneurial Behaviour & Research* **19**:4, 364-386. [[Abstract](#)] [[Full Text](#)] [[PDF](#)]
2. Antti Lonqvist, James R.K. Kagaari. 2011. Performance management practices and managed performance: the moderating influence of organisational culture and climate in public universities in Uganda. *Measuring Business Excellence* **15**:4, 36-49. [[Abstract](#)] [[Full Text](#)] [[PDF](#)]