> **Karaoke Mode (CTRL-F4) – not yet available in Version 7.0**

"Karaoke" mode lets you follow multimedia content and text documents at the same time. The multimedia document sets the pace while the current passage is highlighted in the text document. Because of the moving text selection, normal text-work tasks such as creating quotations are not possible in this mode.

There are several ways of highlighting text in Karaoke mode. To choose one of it, select them from the TEXT menu of the Associations Editor:

HIGHLIGHT SECTION: Highlights the section between two anchors.

HIGHLIGHT LINE: Highlights the entire line of text that corresponds to the position of the "lead" document.

HIGHLIGHT WORD: Highlights the word that corresponds to the position of the "lead" document.

HIGHLIGHT CHARACTER: Highlights the character that corresponds to the position of the "lead" document.

Load the associated text document, e. g. the transcript.

To start the Karaoke mode, press CTRL+F4 or select DOCUMENTS / ASSOCIATED DOCS / KARAOKE. This activates both the SYNCHRO mode and the KARAOKE mode.

Press **F4** to start the multimedia document. Both will now be shown side by side. In the text document, the passage is highlighted that is currently played back.

Importing And Exporting Associations

Associations are saved together with the HU and remain affiliated. For exchange between ATLAS.ti projects, they can also be exported and imported as files:

In the Associations Editor, select menu items FILE / EXPORT… and save the file. The active association is saved as a file. This file is in XML format and has the extension ".syn".

The import function (FILE / IMPORT…) lets you open files that were created in the above fashion and activates them as new associations in a different HU.

Importing Survey Data

These days a lot of surveys are conducted online. A positive side effect is that (a) all data is immediately available in digital format and (b) respondents are often willing to provide lengthy answers to open-ended questions. On paper-and-pencil surveys this was rarely the case. Statistical programs like SPSS™ do offer options to analyze open ended questions, but basically you end up

encoding each answer with a number. A proper qualitative analysis of the answers is not possible. This is now possible in ATLAS.ti.

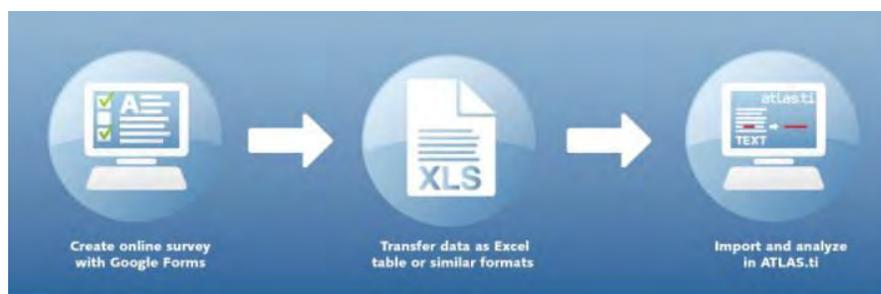A typical work flow for working with survey data looks like this:

Figure 72: Work flow when importing survey data

Online surveys can be created using a number to tools. What most of these tools have in common is that you can export your data as Excel™ file. And this is what you need to prepare for import in ATLAS.ti (see below). Based on specific prefixes that you add to your variable names, ATLAS.ti interprets the column headers and cells of the Excel™ table in various ways and turns them into primary documents, the contents of the primary documents, primary document families, quotations, codes, comments and code families.

Data are imported case-based. This means each row of the Excel™ table that is imported from the online survey tool is transformed into a primary document.

How Survey Data Is Treated In ATLAS.ti

To represent the results of an online survey within the framework of ATLAS.ti in the most accurate and complete manner, a few basic requirements need to be considered.

A survey broadly consists of the name of the survey, the questions, the answers for each respondent. Questions can be of different types like single choice questions (yes/no, or offering more than two options), multiple choice questions, or open ended questions.

Within the framework of ATLAS.ti these concepts are mapped as follows:

Survey Concept	ATLAS.ti Concept
Open-ended question	Code
Single Choice 0/1	PD Family
Single Choice > 2 options	PD Family from Question plus Value
Multiple Choice	PD Family from Question plus Value

This does not mean that you cannot turn a multiple choice question into a code, it all depends on how you define the columns in the Excel table. If you turn single or multiple choice questions into codes, you later need to do some automatic coding based on the response choices available in the questionnaire.

Always remember that ATLAS.ti is not a software for analyzing statistical data, although it is possible to add information from traditional quantitative questions. It might also be a good idea to be already acquainted with the ATLAS.ti analysis tools like the query tool and its scope function ("Query Tool", page 251), the co-occurence table explorer ("Co-occurrence Tools, page 284), and the codes-primary-documents-table ("Codes-Primary Documents Cross-Tabulation", page 296) before preparing the Excel™ table for import.

A general recommendation is to include the following variables from the online survey:

- Variables describing the respondents, i. e. the classical demographic variables like age group, gender, profession, educational level, income groups, etc.. Turn those variables into PD families.

- Responses to open-ended questions. Turn those into coded segments.

- Selected other variables like answers to single or multiple choice questions that are important in relation to analyzing the open-ended questions.

Preparing An Excel™ Table For Import

The following table shows the list of all available prefixes that you can to add to the column headers in Excel™ in order for ATLAS.ti to interpret the cells in various ways.

Prefixes and their interpretation	
Prefix	**Result**
!	This column defines the primary document's name
~	This column defines the primary document's column
^	This column defines the primary document's author
&	This column defines the primary document's date, expects ISO8601 format
<	Ignore this column, use to exclude stuff inserted by the survey tool
.	Creates a PD family from the field name. Currently the cell needs to contain the number 1, or the words Yes or Ja to be applied. Use for single choice questions where respondents can answer yes or no (or encoded as 1 and 0). Only the responses encoded with yes/ja or 1 become part of the PD family.
:	PD Family from the field name plus cell value. Use for single choice question like gender.
#	PD Family from the field name plus the actual cell value. Use for single choice questions with more than two answer options or for multiple choice questions.

	Add no prefix to all open ended questions. The text in the column header is used as code. To avoid very long code name, use a short form to indicate the question and add the full question as comment (see next row)
::	All text entered after two colons is added to the object's comment field. This can be applied to cells resulting in PD families or codes.

!caseID	&dateTime	^Name	.Academic	.Army:Did you serve?	:Sex	#Favorites::What bands do you listen do regularly?	Tell us a dream	Open End::Now how do I make a question be interpreted as open-ended?
Case 1	20100414T1 20000	Michelle	0	1	female	Beatles, Stones	I was walking on the roof of a 12-story building....	This is a lengthy response to a question that may elicit looooong answers.
Case 2	20100415T1 71000	Hans	1	0	male	Stones, Scorpions	I am sorry, I don't remember any dreams at all	Quite simple: every field name (question) that has no prefix is an open-ended question be default.

Figure 73: Sample table ready for import

By importing the sample table, we get:

- The name, date and author of the resulting PD

- Two dichotomous families **Academic** and **Army.** The following comment is added to the PD Family "Army": Did you serve?

- Two families **Sex::male** and **Sex::female**

- Four families **Favorites::Beatles**, **Favorites::Stones**, etc. For the PD families the following comment is added: What bands do you listen to regularly.

- Two codes **Tell us a dream** and **Open End.** The following comment is added to the comment field of the code "Open End": Now how do I make a question be interpreted as open-ended?

How To Import Survey Data

▌ Prepare an Excel table as explained above.

You can add the prefixes already when you prepare the online survey, or afterward by editing the the resulting Excel table. The drawback of adding the prefixes to the survey is that such early applied mark-up also displays in the online survey interface and your respondents might wonder about the funny characters at the beginning of questions.

Editing the downloaded Excel table prior to importing it into ATLAS.ti has the advantage of not displaying unusual formatting characters to the user. A disadvantage is that you need to do this every time you download the table, for instance, because you are checking incrementally and not all respondents have filled out the questionnaire yet.

> Mark all cells in the table and format them as Text (right click on the highlighted table and select the option "Format Cells".

> Save the table (as xls or xlsx file).

> Close Excel (or at least the document that you want to import).

> Open ATLAS.ti and select Documents / New / Import Survey Data.

The import procedure starts and ATLAS.ti informs you when all data are imported.

During the import, one primary document is created from every row. Unlike "normal" PDs who get their contents from files, these primary documents need to have their content (data source) created as well. These data sources are embedded within the HU (see "Adding embedded documents (text files only)" on page 74).

The creation of the textual contents is done as follows: Each row is scanned from left to right, column by column. Each cell's content belonging to an open-ended question field is appended to the currently built document (case). In addition, each piece of appended text is also referenced as a *quotation* automatically coded with the current question.
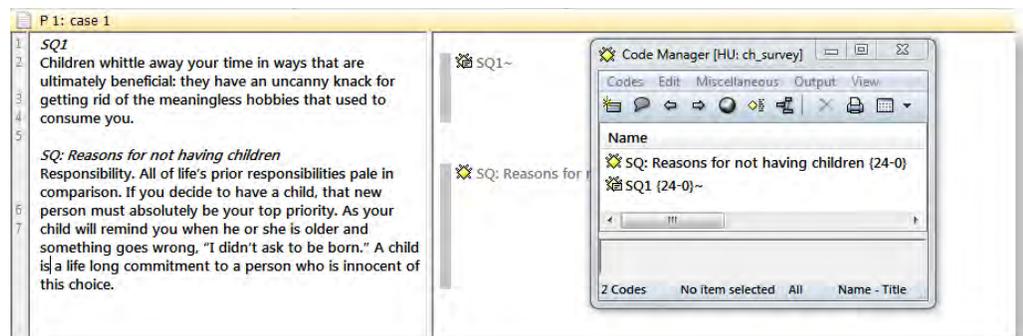

Figure 74: Pre-coded data by question

Those columns defined as variables are turned into PD Families. See the section on "Family Life" on page 218 for further information. If you select a case, all applicable families are highlighted (see Figure 75).

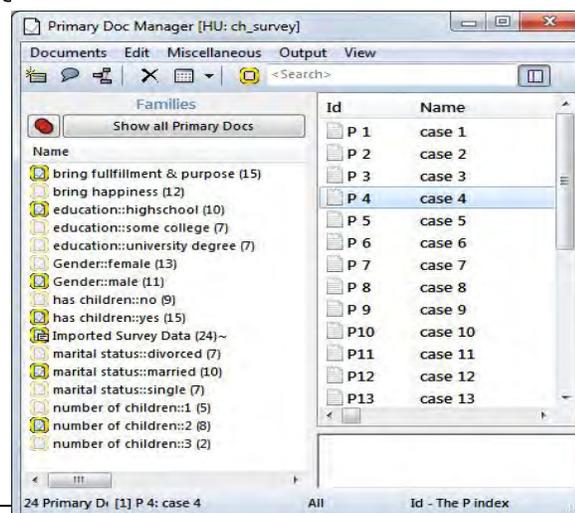Special families are created for all imported PDs and codes to make filtering for

Figure 75: P-Docs Manager with imported survey data and the corresponding families

Save the Hermeneutic Unit. As default name the name of the Excel file is used. If you import the same table repeatedly, rows with already existing PDs are ignored. This way, you do not have to wait until the last respondent has filled out the questionnaire.

Analyzing Survey Data

In order to analyze survey data, you should get acquainted with the following features and functions of ATLAS.ti:

Primary Document Families, especially their use as data attributes (see Family Life on page 218 and Working with Variables: Primary Document Families on page 227.

Basic coding techniques to add some additional codes to the precoded responses (see Coding Techniques on page 181).

Code Families (see page 234)

The Codes-Primary-Documents-Table (see page 296)

The query tool and the scope function (see page 251, page 271)

Creating and working with super families (see page 274)

The Co-occurence-Table-Explorer (see page 285).