

Identifying the Optimum Data Analytics Platform to Interpret Qualitative Research Data

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Abstract:- This paper is an expansive systematic review of the available qualitative data analytics platforms, which will help future researchers in identifying the optimum platform when dealing with this empirical type of data.

I. INTRODUCTION

Qualitative research is gaining significance with the passage of each day, as researchers set out to explore, identify and describe the various traits and behaviors that occur all around. The extent to which qualitative research has expanded in terms of scope is impossible to measure today. Even if a researcher selects a single keyword, such as computer science, no less than 5.9 million research articles will show up through the Google Scholar database alone (Google Scholar, 2018). From this perspective, if a researcher is to make valid interpretation from qualitative research data, it becomes almost impossible to maximize the effectiveness and accuracy of those interpretations (Tuffery, 2011). This is why researchers find it more viable to take a narrow research approach, where the sample size is significantly reduced. However, this limits the generalizability of research findings. Recent advancements in Information and Communication Technology (ICT) have introduced several innovative data analytics platforms that entail a range of compelling features (Woods et al, 2015; Whiting, Haack & Varley, 2008). But the research community still finds it quite challenging to select the most suitable data analytics platform. This is mainly because several data analytics platforms are custom-built to analyze and interpret massive volumes of quantitative data; numbers, statistics, graphs and charts. Hence, the research workload is further increased because the research team must select a suitable data analytics platform that could analyze and interpret qualitative data.

II. PROBLEM STATEMENT

The central problem that this research proposes to focus on is the prevailing lack of empirical evidence that could provide information on the individual features and attributes of qualitative data analytics software. Lack of evidence makes it difficult for the researchers to select viable software, while also affecting the overall scope and timeline of research. Hence, an expansive systematic review of the available qualitative data analytics platforms is proposed, which will help future researchers in identifying the optimum platform when dealing with this type of data.

III. AIMS AND OBJECTIVES

The central aim of this research paper will be to remove the existing gap in literature, and provide adequate empirical evidence to enable future researchers in selecting the most effective qualitative data analytics platform available. This aim is closely linked with the following research objectives;

- To conduct expansive secondary research and systematic review of the main qualitative data analytics platform.
- To define benchmarks / Key Performance Indicators for optimum performance with respect to interpretation of qualitative data.
- To identify, explain and prove the various features and attributes of each platform in consideration of credible secondary sources.
- To classify these data analytics platform based on the type of qualitative research at hand.
- To formulate a set of recommendations regarding the most effective qualitative data analytics platforms available to date.

IV. RESEARCH DESIGN AND METHODS

The overall research design for the proposed study will be purely qualitative in nature. As for the research method, this will be a systematic review where credible secondary sources published on or after 2013 will be collected. Peer-reviewed article and authentic organizational websites will also be used as reliable sources of empirical evidence. Primary research will not be a part of this study. Secondary sources will be searched online with the help of keywords. The researchers aim to review at least 30 secondary sources.

V. CONCLUSION

The research team proposes to identify the optimum data analytics platform for interpretation of qualitative data. Completion of this research study will help in filling the prevailing gap in literature. It will inform future researchers on the most effective qualitative data analytics platform based on the type of qualitative research method they select.

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