

Gain qualitative insights fast with ATLAS.ti's AI-powered tools

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Qualitative research bears great potential to unleash innovative insights, because data is collected in an open-ended manner that allows people to freely express themselves. But there is a catch: analyzing qualitative data can be very time consuming! Fortunately, artificial intelligence (AI) and natural language processing (NLP) have been drastically evolving, making it possible for researchers to harness these technologies and unlock new potentials.

ATLAS.ti is a world-leading software that helps turn your qualitative data into actionable insights, with powerful functionality and intuitive design. ATLAS.ti is built for every need: from basic analysis tasks to the most in-depth research projects, for any type of qualitative data. Traditionally, analysing qualitative data such as focus groups or open text responses in surveys was extremely time-consuming, and businesses understandably preferred relying on faster quantitative and statistical analyses to make data-driven decisions. With ATLAS.ti, you no longer have to rely on manually analysing all of your qualitative data.

The ATLAS.ti AI Lab is working to make qualitative data analysis easier and faster than ever before! In this talk, we aim to show how you can use ATLAS.ti to instantly gain insights from your qualitative data and create data visualizations to convey your findings to others. We will use examples applied to the business context and give a live demonstration of some of the AI-powered tools in ATLAS.ti that can automatically code your data for you and identify opinions, concepts, sentiments, and more! We strive to make analysis easier for everyone, everywhere, so that anyone can make sense of qualitative data to inform actionable insights and decisions.

Topics: Qualitative data analysis, AI-driven automatic analysis, data visualization, report generation, data-driven decision making



Neringa Kalpokas has a PhD in social psychology from the Complutense University of Madrid, Spain. Currently she is working as the Director with ATLAS.ti Scientific Software Development GmbH, where she is in charge of the Training and Partnership Development department. She is also a professor at IE University (Madrid, Spain), where she teaches about organizational and employee behaviour, organizational change, and public speaking. Her specialisations include political psychology, qualitative research, and leadership. She has published numerous articles in top academic journals, such as *Organization Studies* and *The Qualitative Report*.



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