The Ethnograph 6.0

Quick Tour Guide

Quick Tour Basic
Hands on: Create a Project, Code Data Files, Edit Code Book, Do Searches

Quick Tour Advanced
Guided Free Play: Coding, Code Book, Memos, Search, etc

Qualis Research

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The Ethnograph: QuickTour Guide

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Table of Contents

0

Part I
QuickTour Overview

Quick Tour Intro

Recommendations

- Start with **Quick Tour Basic**

  if you want to learn the basics of creating projects, adding data files
  to projects, coding data files and doing a simple search

- Start with **Quick Tour Advanced**

  if you want to get a general overview and feel for using the
  program.

Quick Tour Basic

Quick Tour Basic shows you the the core features of
Ethnograph, For many of you, this is all you need to learn to
use Ethnograph.   You

- create a project,
- import the two sample data files into the project,
- code the data files,
- edit the code book,
- do a single code search.

Quick Tour Advanced

Quick Tour Advanced uses an existing data set that lets you
explore and play with all the feature of the Ethnograph. You

- find an old project,
- explore Code a Data File,
- explore the Code book
- explore Search - Single Code
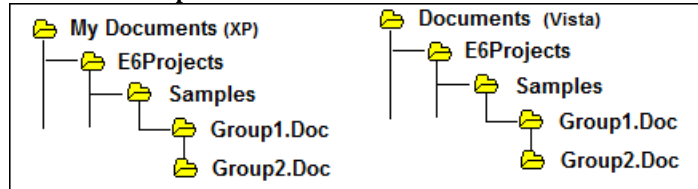- explore Memo writing.

Quick Tour Basic: The Sample Data Files

Sample Data Files

In these exercises you work with two data files that already exist:

- **GROUP1.doc.**
- **GROUP2.doc**.

- These files are located in a folder called **SAMPLES**.

- The location of SAMPLES is
  ...\E6PROJECTS\SAMPLES.

Location of Sample Data Files

GROUP1 - Sample Data File

Before you begin the exercise, take a minute to look at Group1.

Identifiers: Every paragraph in Group 1 starts with an Identifier.

- The first identifier is **Note:**.

    It was inserted by the researcher to give some information about the data file. *You do not need a Note: in your own data files*. It may or may not be a useful practice for you.

- The rest of the identifiers(J:, M1-4:, W:, M1:, M2:, M3:)

    indicate the speaker of the text that follows the identifier.

GROUP1 - Sample Data File

Note: Throughout the transcript, the female geologist is identified by W; the four males as M1, M2, M3, M4; the interviewers as B and J.

Identifiers → J: Is there still a "good old boy," attitude?

M1-4: Uh-huh.

W: There really is. If you look in the engineering building you'll find that there's very few women who dare step through those doors and want to stay there.

M2: But you'll find that there are a lot of people who come into college...I didn't know what I wanted to do, but I think that a lot of people go into college and they try out the classes here and there to find out where they might fit, and to find out what their majors are gonna be. If you go in and take an engineering course or something and find that there's not a welcome attitude there, you're not gonna go in that direction.

W: These fields are really very sexist. No question.

M3: Well, there is this attitude in general of the faculty, uhm, it's like they try to convince you this is very very hard stuff and in effect that means, "Oh, I understand it, so therefore I'm quite the genius. If you can do it, they you must be too. But if you can't, boy, you've got nothing going for you."

M1: And if you survive--not WHEN you survive--you only will have a basic understanding of a few things. It's like this kind of uhm, like you're getting these conflicting messages.

GROUP2 - Sample Data File

Now take a minute to look at Group2.

Identifiers: One paragraph does not begin with an identifier.

In GROUP2 one paragraph does not begin with an Identifier.
It begins with a period (.).

- In an interview transcript *most paragraphs usually start with an Identifier*.

- *Sometimes* a paragraph might not start with an Identifier.

    For example, a speaker can have a long, uninterrupted speech. When this happens it can be a good idea to break the speech into two or more paragraphs, as shown in the example below.

GROUP2 - Sample Data File

Note: Throughout the transcript, the female geologist is identified by W; the four males as M1, M2, M3, M4; the interviewers as B and J.

W: There's a lot of weeding out, uhm, in the sciences. You know you get people in there that uhm, would probably do well if they were given half a chance, but there's so much competition and there's not a heck of a lot of help.

This Paragraph does not start with an Identifier → .And so either you already have kind of a natural affinity to it and are willing to stick it out - uhm through hell basically -- or you just get out.

M1: Well, the professors aren't much help because they realize this high attrition rate and they uh, I mean they're not gonna take somebody under their wing who has a very good probability of quitting.

W: There's no help, there's no encouragement and it's - it's really - it's this uh, kind of attitude of "If you don't have it, get out."

M2: And as well as, "I had to go through hell and you do too, so there."

M3: Yeah, I've seen that too.

B: Slightly punitive?

W: Very punitive! (Laughter) high attrition rate and they uh, I mean they're not gonna take somebody under their wing who has a very good probability of quitting

Assumptions About Paragraphs

- The Ethnograph assumes that every paragraph starts with an Identifier. True for GROUP1. Not true for GROUP2.

Marking exceptions

- Putting a period (.) at the start of a paragraph marks a paragraph as an exception, that it does not start with an identifier.

Changing the Paragraph Assumptions

- Some types of data (field notes, documents, etc.) may use few or no Identifiers. For these types of data files **you can change the assumptions that Ethnograph makes about paragraphs**.

Part II
Quick Tour Basic

EX 1: Create a Project

In order to use The Ethnograph, you first need to create a project. In this exercise you create a project named E6DEMO.

1. Open Ethnograph.

2. Click Project Manager.

3. Click New Project.

4. Type E6DEMO.

5. Click OK.

6. Close Project Manager.

7. Minimize Ethnograph.

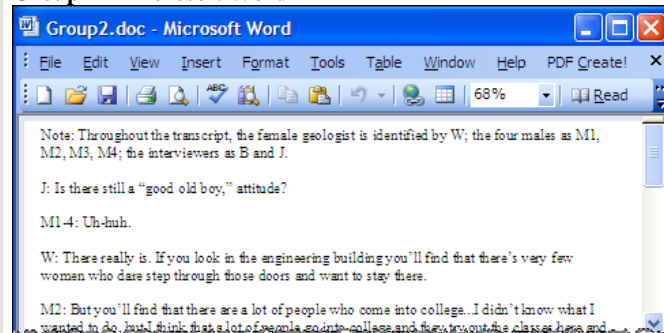**Location of E6DEMO**

My Documents (XP)
— E6Projects
— E6DEMO

Documents (Vista)
— E6Projects
— E6DEMO
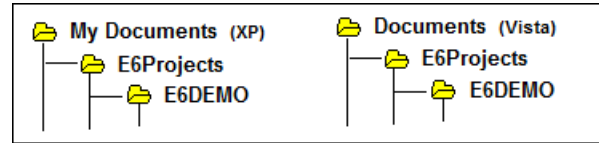
EX 2: Copy and Paste GROUP1 from Your Word Processor

1. Open GROUP1 in your word processor

1. Open your word processor.

2. Click **File\Open.**

3. Open GROUP1.doc.

    - The sample data file, GROUP1.doc is in ...

        \My Documents**E6Projects\Samples** (XP)

        \Documents**E6Projects\Samples** (Vista)

4. Click **Edit\SelectAll**.

5. Click **Edit\Copy.**
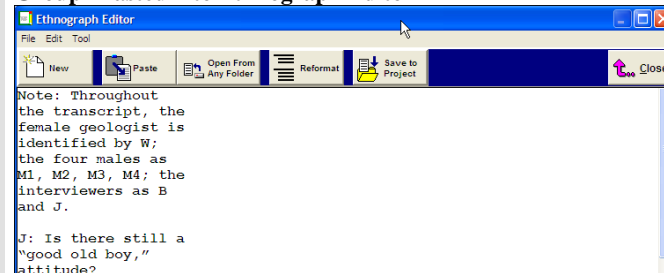
6. Minimize, or Close, your word processor.

Group1 in Microsoft Word

Group2.doc - Microsoft Word

File Edit View Insert Format Tools Table Window Help PDF Create!

68% Read

Note: Throughout the transcript, the female geologist is identified by W; the four males as M1, M2, M3, M4; the interviewers as B and J.

J: Is there still a "good old boy," attitude?

M1-4: Uh-huh.

W: There really is. If you look in the engineering building you'll find that there's very few women who dare step through those doors and want to stay there.

M2: But you'll find that there are a lot of people who come into college...I didn't know what I wanted to do, but I think that a lot of people go into college and they try out the classes here and

2. Paste GROUP1 into the Ethnograph editor

1. Maximize (or Open) Ethnograph.

2. Click Project Manager**.**

3. Click Editor.

4. Click Paste.

Group1 Pasted into Ethnograph Editor

Ethnograph Editor

File Edit Tool

New   Paste   Open From Any Folder   Reformat   Save to Project   Close

Note: Throughout
the transcript, the
female geologist is
identified by W;
the four males as
M1, M2, M3, M4; the
interviewers as B
and J.

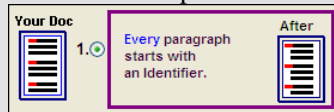J: Is there still a
"good old boy,"
attitude?

3. Reformat GROUP1

1. Click Reformat.

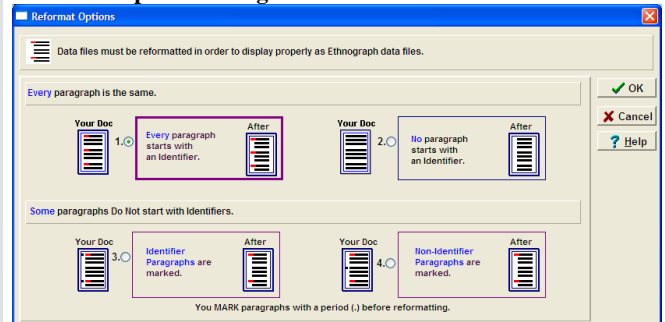   - Remember,**every paragraph in GROUP1 starts with an Identifier**.
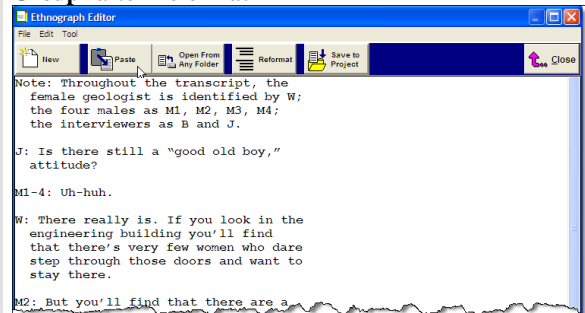
2. Click Reformat Option #1

3. Click OK.

- GROUP1 now looks like the figure to the right.

Reformat Options Dialog

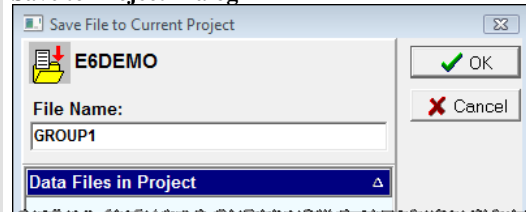**Group1 after Reformat**

4. Save GROUP1 to Project

1. Click Save to Project.

2. Type Group1.

3. Click OK.

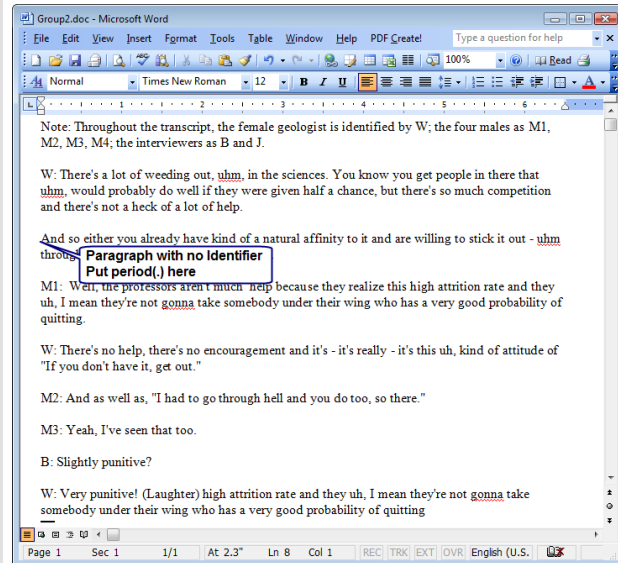4. Minimize the Ethnograph Editor.

Save to Project Dialog

EX 3: Copy and Paste GROUP2 from your Word Processor

1. Open GROUP2.doc in Your Word Processor

1. Open (or Maximize) your word processor.

2. Click **File\Open**.

3. Open GROUP2.doc.

    - The sample data file, GROUP2.doc is in

        \My Documents**E6Projects\Samples** (XP)

        \Documents**E6Projects\Samples** (Vista)

4. **Put a period (.)** at the beginning of the paragraph "And so either you already..."

    - This paragraph does not start with an Identifier.

5. Click **Edit/Select All**.

6. Click **Edit/Copy**.

7. Close your word processor.

Data File in Word

2. Paste Group2 into the Ethnograph Editor

1. Maximize (or Open) Ethnograph.

2. Click Project Manager.

3. Click Editor.

4. Click Paste.

Editor Data Not Reformatted
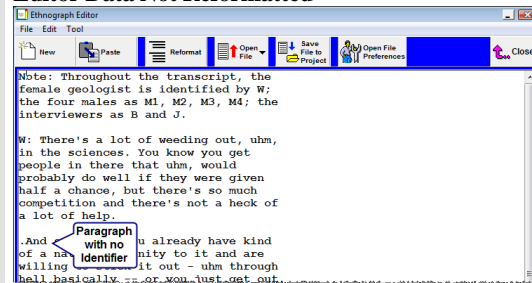
3. Reformat GROUP2

1. Click Reformat.

- Remember there is a "non-Identifier" paragraph in Group2.

2. Click Reformat Option #4.
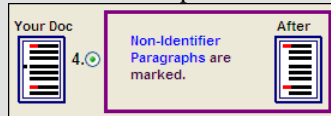
3. Click OK.

Editor Data Reformatted

Ethnograph Editor

File   Edit   Tool

New   Paste   Reformat   Open File   Save File to Project   Open File Preferences   Close

Note: Throughout the transcript, the
  female geologist is identified by W;
  the four males as M1, M2, M3, M4;
  the interviewers as B and J.

W: There's a lot of weeding out, uhm,
  in the sciences. You know you get
  people in there that uhm, would
  probably do well if they were given
  half a chance, but there's so much
  competition and there's not a heck
  of a lot of help.

  And so either you already have kind
  of a natural affinity to it and are
  willing to stick it out – uhm
  through hell basically -- or you
  just get out.

Paragraph with no Identifier

4. Save GROUP2 to Project

1. Click Save to Project.

2. Type GROUP2.

3. Click OK.

4. Close the Editor.

5. Close the Project Manager.

Save Data File to Project Dialog

Save File to Current Project

E6DEMO

✓ OK

✗ Cancel

File Name:

GROUP2

Data Files in Project   △
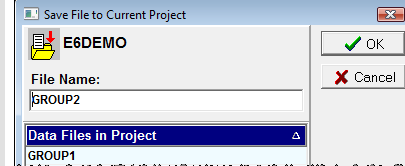
GROUP1

EX 4: Attach Code Words GROUP1

Coding GROUP1

Coding data is

- highlighting lines of text with the mouse.
- attaching a code word to that segment of text.

In this exercise you code the sample data file, GROUP1, as shown in the Code Map on the next page. The result should look like the the Coded Data File on page 13.

> NOTE: The colors shown in the example will not necessarily match the colors on your screen. Colors depend on the order in which code words are assigned. Do not worry if colors do not match. What matters is that the code words are attached to the appropriate lines of data.

---

1. Open GROUP1

1. Click Code Data File.

2. Double-click GROUP1 in the Data Files list.

Open Data File

---
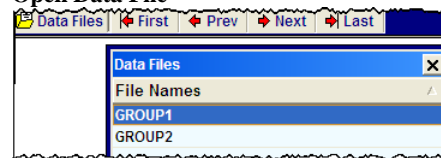
2. Highlight Lines of Text

1. Highlight lines 6-15 using the Mouse.

Highlight Lines of Text

---
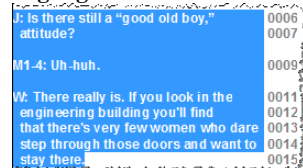
3. Attach Code Word: NETWORK

1. Click Code List.

2. Type NETWORK in the Code Word: edit box.

3. Click OK.

- The code word NETWORK and its boundary appears in the margin.

- NETWORK also appears in the Code List dialog.

Code List dialog- Enter Code Word

Code Word Displayed in Code Margin

4. Attach Code Word: EXPLORE

1. Highlight lines 17-25 using the Mouse.

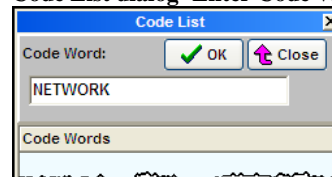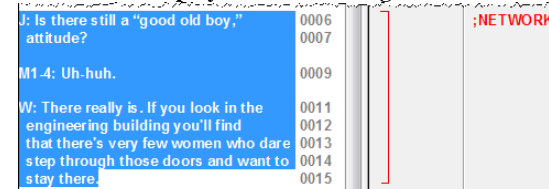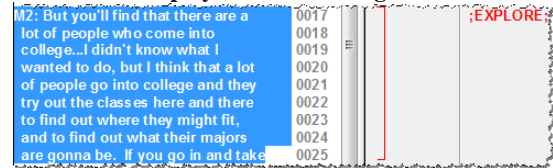   - The Code List should already be open.

2. Type EXPLORE in the Code Word edit box.

3. Click OK.

   - The code word EXPLORE and its boundary appears in the margin.

Code Word Displayed in Code Margin

M2: But you'll find that there are a	0017	;EXPLORE;
lot of people who come into	0018	
college...I didn't know what I	0019	
wanted to do, but I think that a lot	0020	
of people go into college and they	0021	
try out the classes here and there	0022	
to find out where they might fit,	0023	
and to find out what their majors	0024	
are gonna be. If you go in and take	0025	

5. Finish Coding GROUP 1

For the remaining code words do the following:

1. Highlight the lines of text for each code word.

2. Click the Code List Button [icon] (if Code List is not open).

3. Type the Code Word (or select it from the list).

4. Click the OK button.

When you are done, close [icon] Code Data file

The Remaining Code Words, start and stop lines are:
- NOHELP 25-29
- PSYCH 31-42
- NOHELP 39-42
- DARWIN 44-48

Code Map

Note: Throughout the transcript, the	0001
female geologist is identified by W;	0002
the four males as M1, M2, M3, M4;	0003
the interviewers as B and J.	0004
J: Is there still a "good old boy,"	0006 NETWORK
attitude?	0007
M1-4: Uh-huh.	0009
W: There really is. If you look in the	0011
engineering building you'll find	0012
that there's very few women who dare	0013
step through those doors and want to	0014
stay there.	0015
M2: But you'll find that there are a	0017 EXPLORE
lot of people who come into	0018
college...I didn't know what I	0019
wanted to do, but I think that a lot	0020
of people go into college and they	0021
try out the classes here and there	0022
to find out where they might fit,	0023
and to find out what their majors	0024
are gonna be. If you go in and take	0025 NOHELP
an engineering course or something	0026
and find that there's not a welcome	0027
attitude there, you're not gonna go	0028
in that direction.	0029
W: These fields are really very	0031 PSYCH
sexist. No question.	0032
M3: Well, there is this attitude in	0034
general of the faculty, uhm, it's	0035
like they try to convince you this	0036
is very very hard stuff and in	0037
effect that means, "Oh, I understand	0038
it, so therefore I'm quite the	0039 NOHELP
genius. If you can do it, they you	0040
must be too. But if you can't, boy,	0041
you've got nothing going for you."	0042
M1: And if you survive--not WHEN you	0044 DARWIN
survive--you only will have a basic	0045
understanding of a few things. It's	0046
like this kind of uhm, like you're	0047
getting these conflicting messages.	0048

Coded Data File

[Data Files] [First] [Prev] [Next] [Last]   GROUP1

J: Is there still a "good old boy,"	0006	;NETWORK;
attitude?	0007	
M1-4: Uh-huh.	0009	
W: There really is. If you look in the	0011	
engineering building you'll find	0012	
that there's very few women who dare	0013	
step through those doors and want to	0014	
stay there.	0015	
M2: But you'll find that there are a	0017	;EXPLORE;
lot of people who come into	0018	
college...I didn't know what I	0019	
wanted to do, but I think that a lot	0020	
of people go into college and they	0021	
try out the classes here and there	0022	
to find out where they might fit,	0023	
and to find out what their majors	0024	
are gonna be. If you go in and take	0025	;NOHELP;
an engineering course or something	0026	
and find that there's not a welcome	0027	
attitude there, you're not gonna go	0028	
in that direction.	0029	
W: These fields are really very	0031	;PSYCH;
sexist. No question.	0032	
M3: Well, there is this attitude in	0034	
general of the faculty, uhm, it's	0035	
like they try to convince you this	0036	
is very very hard stuff and in	0037	
effect that means, "Oh, I understand	0038	
it, so therefore I'm quite the	0039	;NOHELP;
genius. If you can do it, they you	0040	
must be too. But if you can't, boy,	0041	
you've got nothing going for you."	0042	
M1: And if you survive--not WHEN you	0044	;DARWIN;
survive--you only will have a basic	0045	
understanding of a few things. It's	0046	
like this kind of uhm, like you're	0047	
getting these conflicting messages.	0048	

EX 5: Editing the Code Book

The Code Book

- A blank Code Book is generated each time you create a Project.

- As you attach code words to lines of text, the code words are automatically added to the Code Book.

- Within the Code Book you can

    o add definitions for the code words,
    o add new code word directly into the Code Book,
    o organize them into code groups.
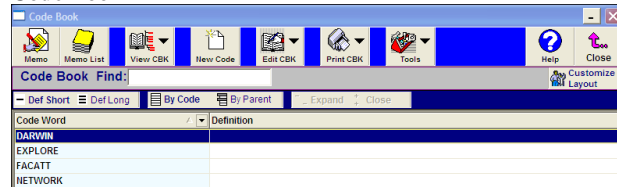
.

1. Open the Code Book

1. Click the Code Book Button.

    - NOTE: If the Code Book does not look like the image to the right then:

    1. Click View CBK.
    2. Click Code Book Only.

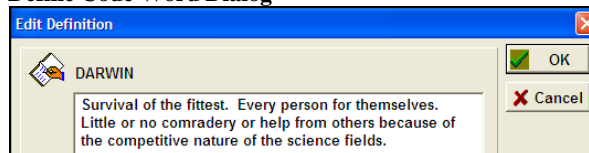**Code Book**

2. Define a Code Word

1. Double click DARWIN.

2. Click in the Definition box.

3. Type **Survival of the fittest. Every person for themselves. Little or no comradery or help from others because of the competitive nature of the science fields.**

4. Click OK.

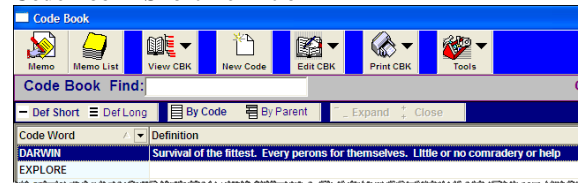**Define Code Word Dialog**

3. Short or Long view of the Definition

| − Def Short |

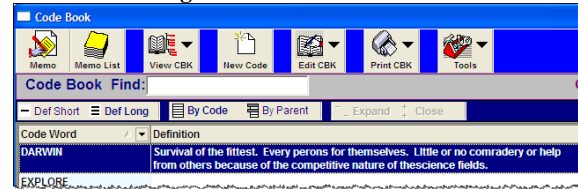The Code Book displays a **short** version of the definition when the Def Short button is bold.

Code Book - Short Definition

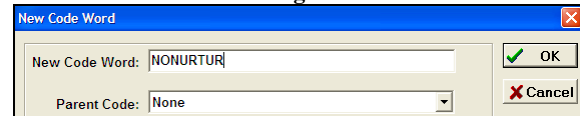| ≡ Def Long |

To see the entire definition click Def Long.

Code Book - Long Definition

4. Add a Code Word to the Code Book: NONURTUR

1. Click New Code.

2. Type NONURTUR in the New Code Word edit box.
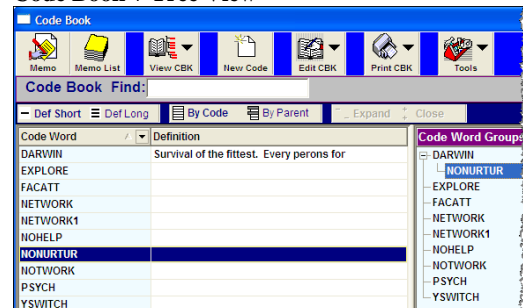
3. Click OK.

Add New Code Word Dialog

5. Create a Code Group

1. Click View CBK.

2. Click Code Book+Tree.

3. In the tree, Click NONURTUR and drag it onto DARWIN.

Code Book + Tree View

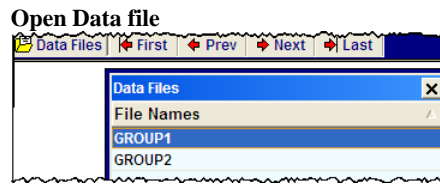## 6. Close Code Book

1. Click Close.

EX 6 Attach Code Words GROUP2

1. Open Group 2

1. Click Code Data File.

2. Double-click "GROUP2" in the Data Files list.

Open Data file
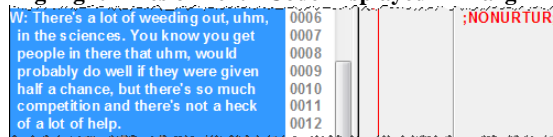
2. Attach Code Word NONURTUR to a Segment of Data

1. Highlight lines 6-43 using the Mouse.

2. Click Code List.

3. Click NONURTUR in the Code List.

4. Click OK.

   - The code word NONURTUR and its boundary appears in the margin.

Highlight Lines of Text - Code Displayed in Margin

3. Attach Code Word YSWITCH to a Segment of Data

NOTE: YSWITCH defines the same lines of text as NONURTUR (8-46). These should still be highlighted, and the Code List should still be on the screen. If not, highlight the lines again and click Code List.

1. Type YSWITCH in the Code Word: edit box.

2. Click OK.

   - The code word YSWITCH appears in the margin. It has the same boundary as NONURTUR.

Highlight Lines of Text - Code Displayed in Margin

4. Finish Coding GROUP2

For the remaining code words do the following:

1. Highlight the lines of text for each code word.

2. Click Code List.

3. Type the Code Word (or select it from the list).

4. Click OK.

When you are done, close Code Data file

The Remaining Code Words, start and stop lines are:
- DARWIN 6-17
- NOHELP 20-43
- FACATT 20-43
- DARWIN 26-35

Code Map

```
Note: Throughout the transcript, the    0001
female geologist is identified by W;     0002
the four males as M1, M2, M3; the        0003
interviewers as B and J.                 0004

W: There's a lot of weeding out, uhm,    0006
in the sciences. You know you get        0007
people in there that uhm, would          0008
probably do well if they were given      0009
half a chance, but there's so much       0010
competition and there's not a heck of    0011
a lot of help.                           0012

And so either you already have kind      0014
of a natural affinity to it and are      0015
willing to stick it out - uhm through    0016
hell basically -- or you just get out.   0017

M1:  Well, the professors aren't much    0019
help because they realize this high      0020
attrition rate and they uh, I mean       0021
they're not gonna take somebody under    0022
their wing who has a very good           0023
probability of quitting.                 0024

W: There's no help, there's no           0026
encouragement and it's - it's really -   0027
it's this uh, kind of attitude of "If    0028
you don't have it, get out."             0029

M2: And as well as, "I had to go         0031
through hell and you do too, so          0032
there."                                  0033

M3: Yeah, I've seen that too.            0035

B: Slightly punitive?                    0037

W: Very punitive! (Laughter) high        0039
attrition rate and they uh, I mean       0040
they're not gonna take somebody under    0041
their wing who has a very good           0042
probability of quitting                  0043
```
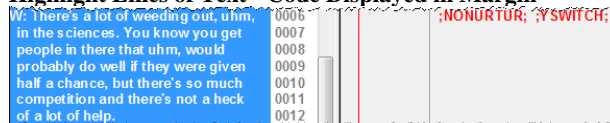
DARWIN — NO NURTUR / YSWITCH
NO HELP / FACATT
DARWIN

Coded Data File

Data Files | First | Prev | Next | Last | GROUP2

```
Note: Throughout the transcript, the    0001
female geologist is identified by W;     0002
the four males as M1, M2, M3, M4;        0003
the interviewers as B and J.             0004

W: There's a lot of weeding out, uhm,    0006
in the sciences. You know you get        0007
people in there that uhm, would          0008
probably do well if they were this high  0009
half a chance, but there's so much       0010
competition and there's not a heck       0011
of a lot of help.                        0012

And so either you already have kind      0014
of a natural affinity to it and are      0015
willing to stick it out-uhm through      0016
hell basically-or you just get out.      0017

M1:  Well, the professors aren't much    0019
help because they realize this high      0020
attrition rate and they uh, I mean       0021
they're not gonna take somebody          0022
under their wing who has a very good     0023
probability of quitting.                 0024

W: There's no help, there's no           0026
encouragement and it's - it's really     0027
- it's this uh, kind of attitude of      0028
"If you don't have it, get out."         0029

M2: And as well as, "I had to go         0031
through hell and you do too, so          0032
there."                                  0033

M3: Yeah, I've seen that too.           0035

B: Slightly punitive?                    0037

W: Very punitive! (Laughter) high        0039
attrition rate and they uh, I mean       0040
they're not gonna take somebody          0041
under their wing who has a very good     0042
probability of quitting                  0043
```

;NONURTUR; ;YSWITCH; ;DARWIN;

;NOHELP; ;FACATT;

;DARWIN;

EX 7: Single Code Search

1. Click Search.

   - You see the Single Code Search screen.

Single Code Search

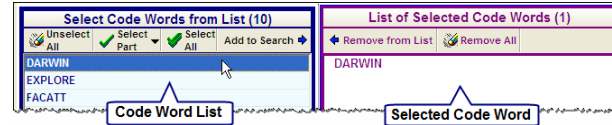| Single Code(s) Search | Linked Codes Search | Identifiers as Codes Search |

1. Select One Code Word

1. Double-click DARWIN.

   - DARWIN appears in the List of Selected Code Words.

Select One Code Word

Select Code Words from List (10)
Unselect All | Select Part | Select All | Add to Search
DARWIN
EXPLORE
FACATT
Code Word List

List of Selected Code Words (1)
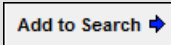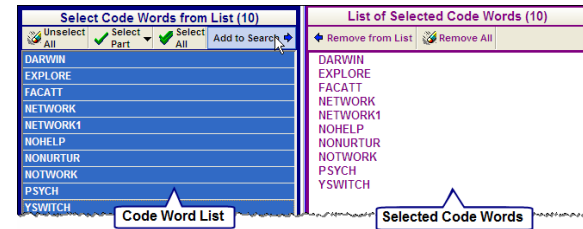Remove from List | Remove All
DARWIN
Selected Code Word

2. Select All Code Words

1. Click Select All.
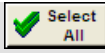
2. Click Add to Search.

   - All Code Words appear in the List of Selected Code Words.

Select All Code Words

Select Code Words from List (10)
Unselect All | Select Part | Select All | Add to Search
DARWIN
EXPLORE
FACATT
NETWORK
NETWORK1
NOHELP
NONURTUR
NOTWORK
PSYCH
YSWITCH
Code Word List

List of Selected Code Words (10)
Remove from List | Remove All
DARWIN
EXPLORE
FACATT
NETWORK
NETWORK1
NOHELP
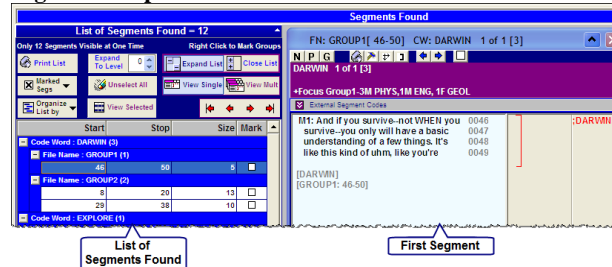NONURTUR
NOTWORK
PSYCH
YSWITCH
Selected Code Words

3. Start a Search

1. Click Search.

   - You see the Segment Output screen.
   - You see the **List of Segments Found** on the left side.
   - You see the **first Segment** on the right side.

Segment Output Screen

Segments Found

List of Segments Found = 12
Only 12 Segments Visible at One Time   Right Click to Mark Groups
Print List | Expand To Level 0 | Expand List | Close List
Marked Segs | Unselect All | View Single | View Mult
Organize List by | View Selected
Start | Stop | Size | Mark
Code Word : DARWIN (3)
File Name : GROUP1 (1)
46 | 50 | 5
File Name : GROUP2 (2)
8 | 20 | 13
29 | 38 | 10
Code Word : EXPLORE (1)
List of Segments Found

FN: GROUP1[46-50] CW: DARWIN 1 of 1 [3]
N | P | G
DARWIN 1 of 1 [3]
+Focus Group1-3M PHYS,1M ENG, 1F GEOL
External Segment Codes
M1: And if you survive--not WHEN you 0046
survive--you only will have a basic 0047
understanding of a few things. It's 0048
like this kind of uhm, like you're 0049

[DARWIN]
[GROUP1: 46-50]   :DARWIN;
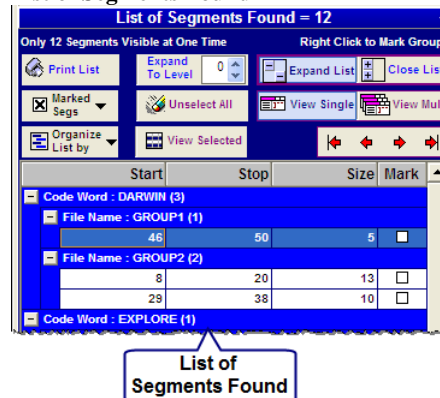First Segment

4. View Another Segment

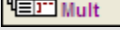1. Double Click on a white line in the List of Segments to see another Segment.

2. Click the navigation arrows to browse Segments one at a time.

List of Segments Found

List of Segments Found = 12
Only 12 Segments Visible at One Time   Right Click to Mark Groups
Print List | Expand To Level 0 | Expand List | Close List
Marked Segs | Unselect All | View Single | View Mult
Organize List by | View Selected
Start | Stop | Size | Mark
Code Word : DARWIN (3)
File Name : GROUP1 (1)
46 | 50 | 5
File Name : GROUP2 (2)
8 | 20 | 13
29 | 38 | 10
Code Word : EXPLORE (1)
List of Segments Found

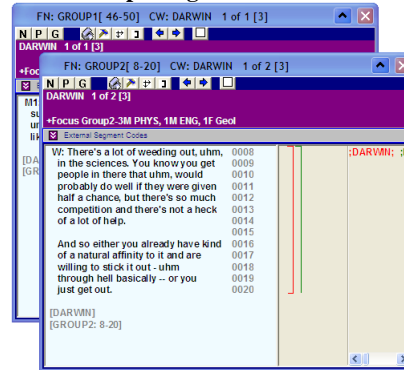## 5. View Multiple Segments

1. Click View Mult (upper right of Segment List).

   - Now Segments stay on the screen when you view another Segment. View up to 12 Segments at one time.

View Multiple Segments
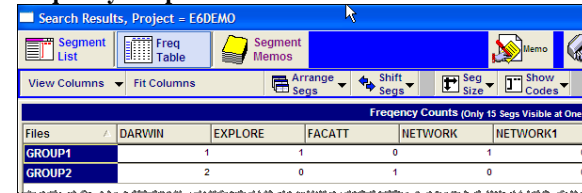

6. Switch to the Frequency Table Output Screen

1. Click Frequency Table.

   - You see a Frequency Table with Code Words by Data Files.

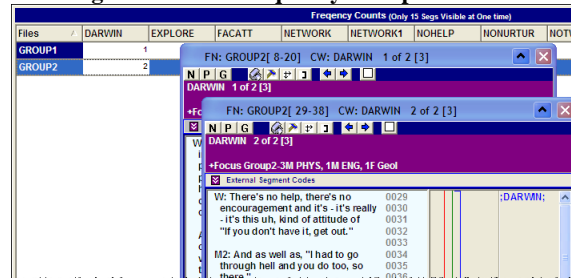**Search Output Types**

Frequency Output Screen

7. View Segments from Frequency Output

1. Double Click on a cell in the Frequency Table.

   - You see all the Segments (up to 12) for that cell.

View Segments From Frequency Outuput

8. View Memos

1. Click Memo Output.
   - You see an empty Memo List.
     - o No Text Memos have been written for this Project.
     - o If Text Memos had been written, they would appear in this list.

2. Close Memo Output.

3. Click Search Codes. **Search Codes**

Search Output Types

EX 8: Linked Code Search

1. Start a Linked Codes Search

1. Click Search.

2. Click Linked Codes Search.

- You see the Linked Codes Table.

- The table has lines for 10 Linked Code Search Strings.

- Each String can Link up to 5 Code Words with "and" (+) and "not" (-).

- You can save linked code search strings for later use.

Click Linked Codes Search

Linked Codes Search Table

2. Create a Linked Codes Search String

In the Select Code Words List

1. Double-click on DARWIN.

- It appears in Row 1, Column 1, in the table.
- It has a plus (+) sign.
- The first Code Word in a Linked Code Search String always has a plus(+).

2. Double-click on NOHELP.

- It appears in Row 1, Column 2, in the table.
- It has a plus (+) sign.

- You have now created a Linked Code Search String that searches for all Segments defined by both DARWIN and NOHELP.

- +DARWIN +NOHELP

Linked Codes Search String

3. Create another Linked Codes Search String

1. Click Row2, Column1, in the Linked Codes Table.

2. Double-click DARWIN in the Code Words List.

   - DARWIN appears in the Row 2 Column 1 in the table.
   - It has a plus (+) sign.
   - The first Code Word in a Linked Code Search String always has a plus(+).

3. *Single-click* NOHELP.

4. Click the Not button. ▬ Not

   - NOHELP appears in Row 2 Column2 in the table.
   - It has a minus (-) sign.

- You have created a Linked Code Search String that searches for all Segments defined by DARWIN but not NOHELP.

- +DARWIN -NOHELP

Codes Linked with Not

4. Save the Linked Codes Table

- If you compose complicated Linked Codes Table, you can save it. Later you can reuse or revise the Codes and Links in the Table.

1. Type a name in the Saved Link Codes Tables edit box.

2. Click Save.

   - Now you can retrieve this Linked Codes Table for future use.

Save Linked Codes Table

5. Start a Search

- Click Search [Search] and view the Search Results.

- Click 🔼 **Search Codes** to Return to the Search Codes Screen. It is to the left of the Close button.

EX 9: Identifier Search

- An Identifier Search [icon] lets you find every time a person talked during a transcript.

  o If you have multiple speakers in a transcript,   you can search for every time "JOE" spoke. You can then examine what JOE said, and how JOE said it, over the length of the interview, or across interviews.

  o If your Identifiers mark "sections" in a data file you can find all of the sections in your data files. For example, if your data are short answer items on a questionnaire, your identifiers might be Q1:, Q2, etc. You can do a search for all answers to Q1:.
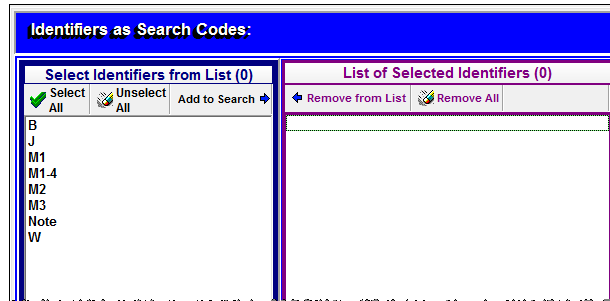
1. Start an Identifier Search

1. Click Search. [icon]

2. Click Identifiers as Codes Search. [icon]

   - You see the Identifier as Search Codes screen. This screen works the same as the Single Code Search screen.

Click Identifiers as codes

[image: toolbar with Single Code(s) Search, Linked Codes Search, Identifiers as Codes Search]

Identifiers as Search Codes Screen

[image: Identifiers as Search Codes screen showing Select Identifiers from List (0) with Select All, Unselect All, Add to Search; and List of Selected Identifiers (0) with Remove from List, Remove All. List shows B, J, M1, M1-4, M2, M3, Note, W]
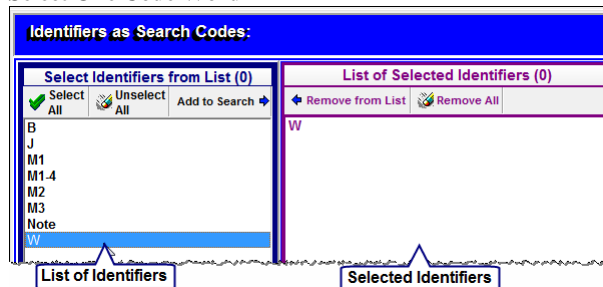
2. Select One Identifier Word

1. Double-click W.

   - W appears in the List of Selected Code Words.

Select One Code Word

[image: Identifiers as Search Codes screen showing list B, J, M1, M1-4, M2, M3, Note, W (highlighted) and W in List of Selected Identifiers. Labels: List of Identifiers, Selected Identifiers]

3. Segment Output for an Identifier Search

1. Click Search.

   - You have a list of every time a woman (W:) spoke in a focus group.

   - You see the
     - Segment Output screen.
     - **List of Identifier Segments Found** on the left side.
     - **First Segment** on the right side.

Segment Output for an Identifer Search

What Now?

You are now done with the Quick Tour Basic.

Depending on your comfort level you can do the following:

1. Start the Quick Tour Advanced.

- This is a guided exploration that encourages free play.
- You work with a fully coded project with 18 data files.
- It takes you a few steps beyond the basics you have just learned.
- It introduces you to the Memo capabilities of Ethnograph.

2. Repeat the Quick Tour Basic with Your Own Data Files

- Create your own project.
- Copy and paste two of your own data files into the project.
- Practice Coding your data, using the Code Book, and doing some Searches.

Be playful rather than serious. The purpose is to become more comfortable with Ethnograph rather than jumping directly into the hard work of thinking about your data.

Part III
QuickTour Advanced
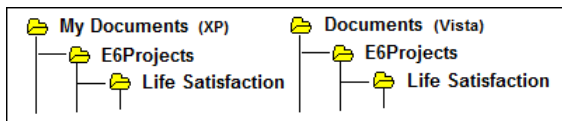
The Life Satisfaction Data Set

Life Satisfaction is a data set that:

- has already been converted into an Ethnograph project .

- It has 18 data Files that vary from about 200 to 300 lines long.

- Each data file is already coded .

- Each data file has one or more memo's attached to it.

The Ethnograph does not yet recognize Life Satisfaction as a project.

- In the next step you use Find Old Project to add Life

   Satisfaction to the Project Manager .

The Life Satisfaction data set is located in ...\E6Projects\Life Satisfaction.

NOTE: Life Satisfaction is a Data Set created by Research Talk (www. ResearchTalk.com) and adapted for use in training seminars for several QDA software programs. The data was originally collected by Ray Maietta, president of Research Talk. It is used here with Research Talk's permission.

Add the Life Satisfaction Project to Ethnograph

1. Start Ethnograph.

2. Open Project Manager.

3. Click Find Old Project.

4. Browse for Life Satisfaction.

5. Click OK.

Life Satisfaction is now a Project in Ethnograph.

Find Old Project dialog
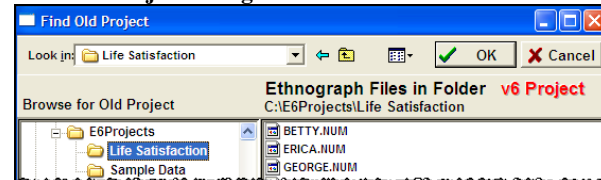
Tip - Convert v5 Projects

The above also process works for Converting your old v5 Projects.

- Copy your v5 Project folder to the E6Projects folder. (see the Location Diagram above).
- Repeat steps 1-5 above, this time selecting your v5 Project Folder.
- The v5 Project is automatically detected and converted to a v6 Project.
- A v5 version of Life Satisfaction is located in E6Projects for you to practice.

Tip - Make a Copy of Life Satisfaction

- WHY?   If you inadvertently mess up the original
  Life Satisfaction project, you can switch to a fresh
  copy.

In the Project Manager

1. Click Copy project.

2. Type in **Life Satisfaction 2**

3. Click OK.

Copy Project dialog
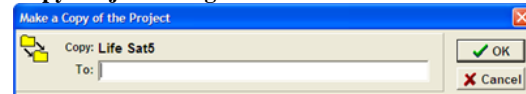
Tip - Make a Backup of Life Satisfaction

Backup is your friend!

- It protects you against the catastrophe of a
  hard disk crash.

- In combination with Restore   it
  makes it easy to move your project from
  one computer to another.

1. Attach a "thumb drive" or "usb drive" or other
   type of backup drive to your computer.

In the Project Manager

1. Click **Life Satisfaction** in the Project List.

2. Click Backup Project.

3. Click the drive letter for the backup drive.

4. Click Backup.

- Backup will store your project in a folder
  called E6Back on your backup drive.
- <d>:\E6Back\ Life Satisfaction.

Backup Project dialog
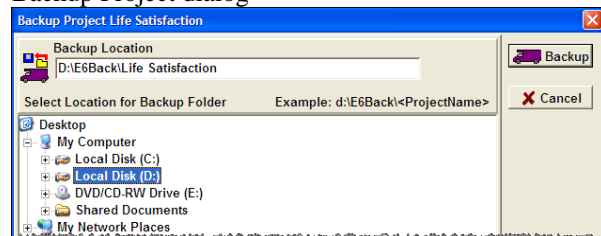
Close the Project Manager

1. Click Life Satisfaction in the Project List.

2. Click Close.

Explore Code a Data File

1. Open a Data File

1. Open Code a Data File.

2. Open BETTY by double-clicking on BETTY.

Open BETTY

- The Data for BETTY is Displayed on the left. Code Words and Segment Boundaries are displayed on the right.
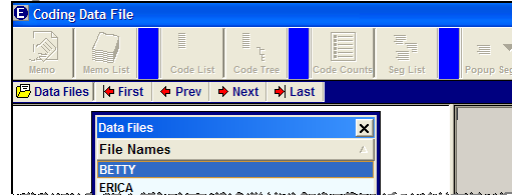
Data File BETTY

2. Clickable Code Words

1. Click the code word EDUCATION.

   - Both EDUCATION, and the text associated with EDUCATION, are highlighted.

2. Right-click EDUCATION.

   - You see a popup menu displaying several options.

Popup Menu

3. Popup Segments

First Popup Segment

1. Click Popup Segment.

- The segment defined as EDUCATION now appears in a separate Popup Box. Move the Popup Box a little to the right.

Popup Segment - EDUCATION

```
BETTY::EDUCATION 5-30
                          NPG
Career:  On a scale of 1-10, how        0005
satisfied are you with your career      0006
path?  _____4_ What is your career      0007
now or career you are working toward?   0008
I am an actuarial calculator for a      0009
major insurance company. I love my      0010
job but the position is being           0011
relocated to Denver, Colorado I want    0012
to remain with this company so I will   0013
probably have to change to a position   0014
that will remain in New York. This      0015
company pays my tuition 100% I want     0016
to remain with them until I complete    0017
my degree, I am undecided about my      0018
major, it will either be Math or        0019
Computer Science, I was a programmer    0020
analyst before I migrated to this       0021
country. I hope to be able to resume    0022
this career. In later life I hope to    0023
work full time with young people,       0024
especially minorities in my             0025
community, establishing safe houses     0026
for abused women and children, and a    0027
community center where young people     0028
can discover and display their gifts    0029
in the arts.                            0030
[BETTY: EDUCATION 5-30]
```
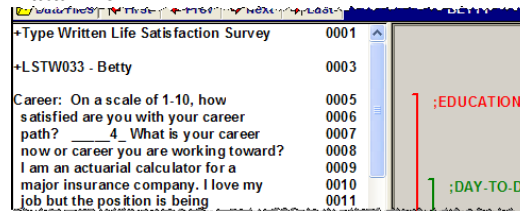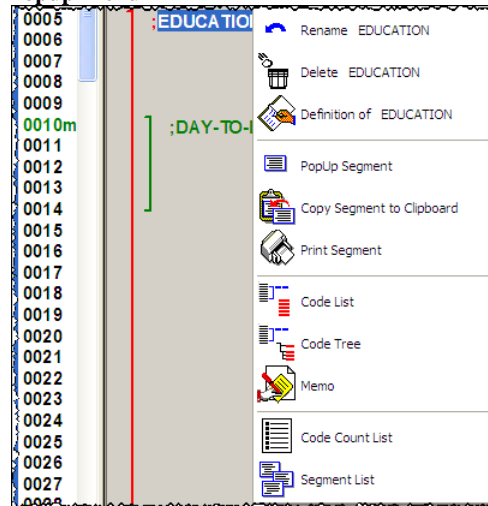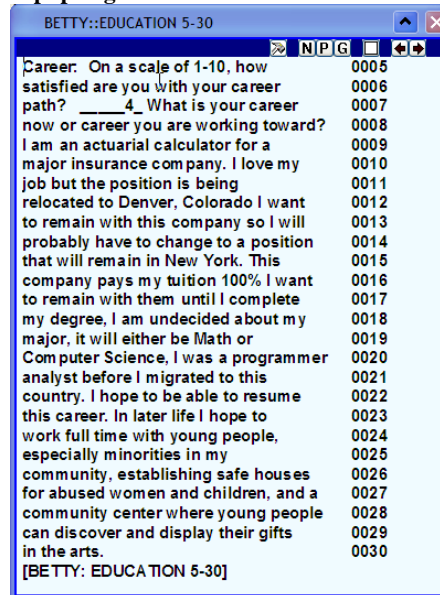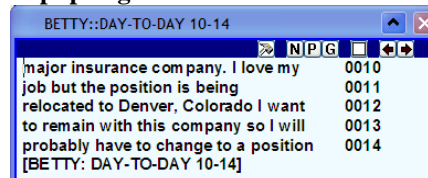
Second Popup Segment

1. Click DAY-TO-DAY.
2. Right-click DAY-TO-DAY.

3. Click Popup Segment   .

- The segment defined as DAY-TO-DAY now appears in a separate Popup Box.

4. Close both Popup Boxes by clicking on the X in the upper right corner.

Popup Segment DAY-TO-DAY

```
BETTY::DAY-TO-DAY 10-14
                          NPG
major insurance company. I love my    0010
job but the position is being         0011
relocated to Denver, Colorado I want  0012
to remain with this company so I will 0013
probably have to change to a position 0014
[BETTY: DAY-TO-DAY 10-14]
```

4. The Code Count List

1. Click Code Counts/List.
2. Click Code Counts.

- On the right edge of the screen you see a list of the code words used to define segments of text in BETTY.

- You also see the number of times each code word has been used in BETTY.

3. In the Code Count List, double-click EDUCATION.

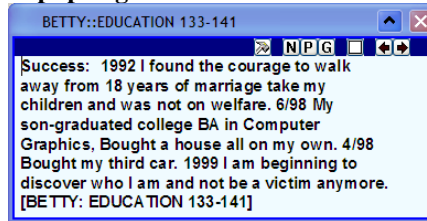- The two segments defined as EDUCATION now appear as Popup Segments.

Code Count List

Count	Code
4	CHALLENGE
2	EDUCATION
4	EMOTIONS
1	FRIENDS
1	HEALTH
2	HOME LIFE
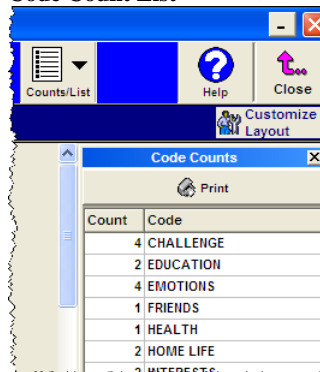
5. Reformat a Popup Segment

1. In the Popup Segment BETTY::EDUCATION 133-141 click the **G** button.

- The text is now reformatted as Generic Text.

Popup Segment Generic Format

BETTY::EDUCATION 133-141

Success: 1992 I found the courage to walk away from 18 years of marriage take my children and was not on welfare. 6/98 My son-graduated college BA in Computer Graphics, Bought a house all on my own. 4/98 Bought my third car. 1999 I am beginning to discover who I am and not be a victim anymore. [BETTY: EDUCATION 133-141]
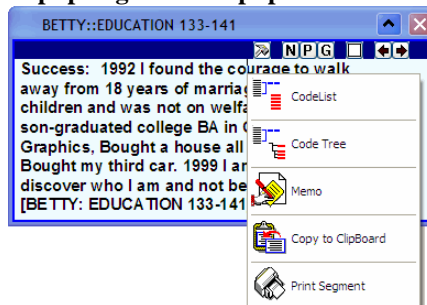
6. Copy a Popup Segment

1. Right-click in the BETTY::EDUCATION 133-141 Popup Segment.

- You see a popup menu.

2. Click Copy to Clip Board.

- You can now paste the segment into your word processor.

Popup Segment - Popup Menu

BETTY::EDUCATION 133-141

Success: 1992 I found the courage to walk away from 18 years of marria children and was not on welfa son-graduated college BA in Graphics, Bought a house all Bought my third car. 1999 I a discover who I am and not be [BETTY: EDUCATION 133-141]

CodeList
Code Tree
Memo
Copy to ClipBoard
Print Segment

7. Write a Memo on the Popup Segment

1. Right-click the BETTY::EDUCATION 133-141 Popup Segment again.

2. Click Memo.

- You can now write a memo about this segment.

3. Close the Memo window.
4. Close the two Popup Segments.

Memo Form - Text memo

Add Memo

Print   Size   Cancel   Close

Attach to: | Memo Type: | By: | Date: | Time: | Memo Codes:
Text | Comments | | 03/01/07 | 10:48 am |
From: 133 A To: 141 File: BETTY
Topic:

8. Customize Layout: Make Code Count List permanent

The Code Count List ▤ is a currently only displayed for BETTY.

1. In the upper left corner click Next ➡ **Next**.

   - You now see the data file ERICA. You do not see the Code Count List.

2. Click Customize Layout 👥 in the upper right corner.

   - You now see the Code Preferences dialog.

3. In the Display Summary Lists box click Code Counts . Click OK.

   - You now see the Code Count List. The list is now permanent. Every time you open a file you see the Code Count List.

NOTE: Customize Layout also lets you modify many other features of the Ethnograph to suit your tastes. Look for the Customize Layout button 👥 as you work through the program.

Customize Layout Dialog
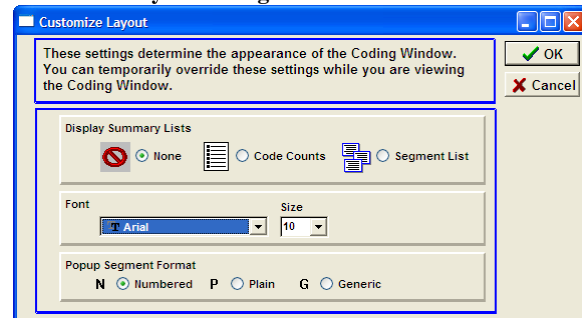
9. Explore on your own.

- Click various buttons to see what they can do.

- Don't worry about messing up. (Assuming of course you made a Copy of Life Satisfaction, or did a Backup.)

- When you are done exploring Code a Data File, close the Code a Data File window.

Explore the Code Book

1. View the Code Book

1. Open the Code Book.

   You see a list of code words, and the first few words of the definitions for each code word.

   Code Book - Short Definition

Code Word	Definition
CHALLENGE	Comment for ex-code <negative> 03/24/01 09:11:18 AM
DAY-TO-DAY	
EDUCATION	Any discussion of schooling, college or general education
EMOTIONS	a specific expression of feeling about a topic of discussion
FRIENDS	discussion about friends
HEALTH	Discussions of health - past, present, future
HOME LIFE	Discussions of home life (life in the house and with people, pets and items in the place where they
INTERESTS	Discussions of areas of interest be they preferences for career, hobbies, or entertainment
LIFE CHANG	Specific reference to either changes he or she has gone through in the past or would like to
LOOK LIKE	an in-vivo code - use this code when people refer
MAIN TOPIC	
MONEY	Money and financial issues
PARENTS	

2. View Long Definitions

1. In the upper left corner click Def Long.

   You see the full definition for each code word.

   Code Book - Long Definition

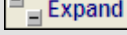 | Code Word | Definition |
   |---|---|
   | CHALLENGE | Comment for ex-code <negative> 03/24/01 09:11:18 AM
ONLY strong discussions that jump out as VERY negative |
   | DAY-TO-DAY | |
   | EDUCATION | Any discussion of schooling, college or general education |
   | EMOTIONS | a specific expression of feeling about a topic of discussion |
   | FRIENDS | discussion about friends |
   | HEALTH | Discussions of health - past, present, future |
   | HOME LIFE | Discussions of home life (life in the house and with people, pets and items in the place where they live - past, present, future |
   | INTERESTS | Discussions of areas of interest be they preferences for career, hobbies, or entertainment

NOTE:
Betty lines 55 - 61
06/28/00 02:10:07 PM Although she has it hard now with 2 jobs she yearns for time for recreation has an interest in cultural pastimes. |

3. Sort Code Book by Parent Codes

1. Click By Parent.

   - The Code Book now appears as an expandable Tree List.

   Code Book - Sorted by Parent Code Level

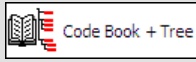 | Code Word | Definition |
   |---|---|
   | Parent Code : | |
   | Parent Code : CHALLENGE | |
   | Parent Code : DAY-TO-DAY | |
   | Parent Code : MAIN TOPIC | |
   | Parent Code : PEOPLE | |
   | Parent Code : QUOTES | |

4. Expand Parent Codes

1. Click Expand. Expand

- The Tree List expands and you see the code words for each group.

Code Book - Expanded Levels

Code Word	Definition
Parent Code :	
CHALLENGE	Comment for ex-code <negative> 03/24/01 09:11:18 AM
DAY-TO-DAY	
LOOK LIKE	an in-vivo code - use this code when people refer
MAIN TOPIC	
QUOTES	quotes that raise your eyebrow
Parent Code : CHALLENGE	
LIFE CHANG	Specific reference to either changes he or she has gone through in the past or would like to
SELF	discussions about contemplation, battles, discovery and/or general ramblings about who the
STRATEGY	Definition

5. View Code Book and Code Group Tree

1. Click View, and then Code Book + Tree.

- You now see the Code Tree on the right side of the Code Book.

2. Click the Expand button Expand above the Code Tree to open all the Code Groups in the Tree.

Code Book - With Code Tree

Code Word	Definition	Code Word Groups
Parent Code :		CHALLENGE
CHALLENGE	Comment for ex-code <negative> 03/24/01 09:11:18 AM ONLY strong discussions that jump out as VERY negative	LIFE CHANG
		SELF
		STRATEGY
DAY-TO-DAY		DAY-TO-DAY
LOOK LIKE	an in-vivo code - use this code when people refer to "body work" - wanting to change their physical appearance.	EDUCATION
		EMOTIONS
		HEALTH
		INTERESTS
		MONEY
MAIN TOPIC		RELIGION
QUOTES	quotes that raise your eyebrow	SIG POS +
		LOOK LIKE
Parent Code : CHALLENGE		MAIN TOPIC
LIFE CHANG	Specific reference to either changes he or she has gone through in the past or would like to undertake - apply this only to larger life issues like our main topics - career, health, home, recreation and relationships.	HOME LIFE
		RECREATION
		RELATE
		WORK
	Comment for ex-code <life events> 03/24/01 09:01:51 AM Code: life events	QUOTES
		PEOPLE
		FRIENDS

6. Create a Code Group

Code Groups are created by clicking and dragging code words in the Code Tree. For example, find STRATEGY in the Code Tree. It is part of the CHALLENGE group.

1. Click STRATEGY and drag it on to SELF.
   - You have just created a new code group called SELF that has one member: STRATEGY. (Note: Self is still part of the CHALLENGE group.)

2. Now click STRATEGY and drag it to CHALLENGE.

   - You have just removed STRATEGY from SELF and put it back to its previous position.

7. Explore on your own.

- Click various buttons to see what they can do. When you are done close the Code Book.

Explore Search - Single Code - Segment

In this section you explore a Single Code Search and three types of Search Output.

Types of Search Output
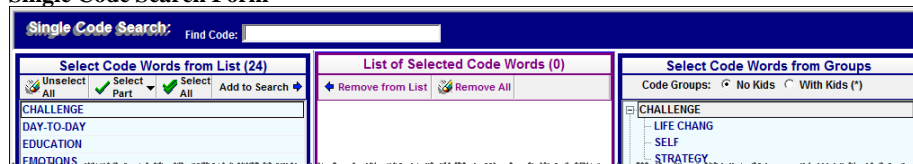
 Segment List | Freq Table | Memo Output

---

1. Do a Single Code Search

1. Click Search .

   - You see the Single Code Search form with three columns. The first column is a list of all code words.

Single Code Search Form

2. Double-click CHALLENGE.

   - CHALLENGE appears in the middle column.
   - The Search button **Search** turns on.

3. Click the Search button .

---

2. Segment List Output.

On the left side of the Segment List Ouput screen you see a list of all the segments defined by CHALLENGE.

   - The list is sorted by Codes and then by Files.
   - CHALLENGE was found 39 times.
   - CHALLENGE was found 4 times in BETTY, 2 times in ERICA, and so on.

In the middle of the screen the first segment for BETTY is displayed.

Segment List Output
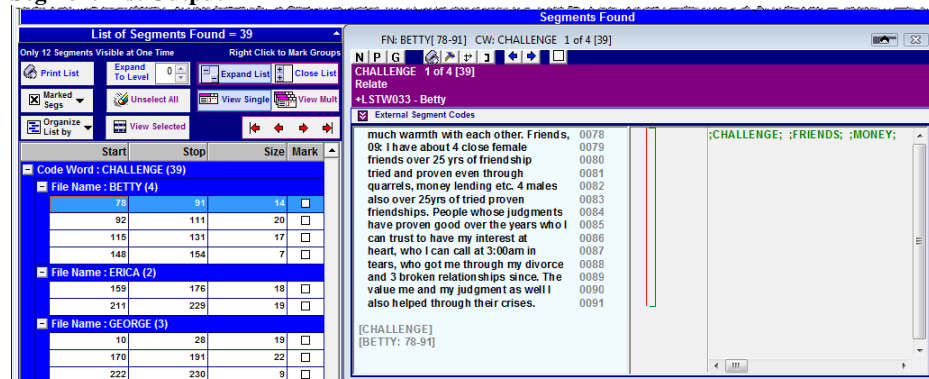
3. View Multiple Segments:

1. At the top right of the List of Segments click View Mult.

2. In the List of Segments, double-click the next CHALLENGE segment for BETTY, (Start 92, Stop 111)

   - You now see the first two CHALLENGE segments on the screen.

Explore the various button in Segment List Output.

4. Frequency Table Output

1. Click Freq Table in the upper left of the screen.

   - You now see the frequency table for the search results. It shows 4 CHALLENGE segments for BETTY.

Search Output Types

Frequency Table Output

Files	CHALLENGE	Totals
BETTY	4	4
ERICA	2	2
GEORGE	3	3

2. Click the CHALLENGE cell for BETTY.

   - You see the four CHALLENGE segments for BETTY.

Explore the various buttons in Frequency Output.

5. Memo Output

1. Click the Memo Output button in the upper left of the screen.

   - You now see all memos written to segments defined as CHALLENGE.

   - The Memo Output screen is almost identical the the the Memo List view. The difference is:

     o The Memo List displays all memos.

     o Memo Output only displays Text Memos attached to Segments found during a Search

Because of the similarity of the Memo List and Memo Output, we not discuss Memo Output any further. See Memo List in the next section.

Search Output Types

6. Close Search Output

1. Click **Search Codes** to return to the main Search Screen.

2. Click **Close** to return to the main Ethnograph Screen.

Explore Memo List

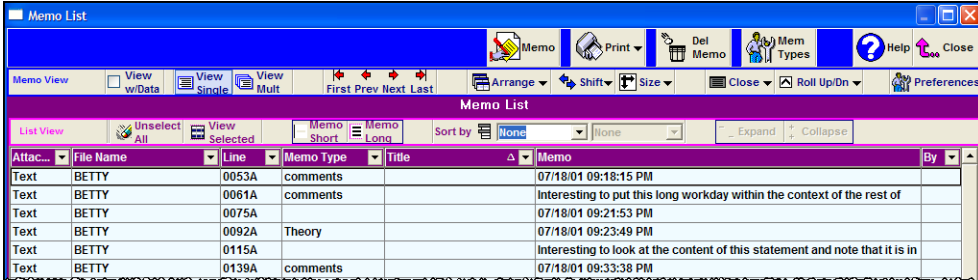You can access Memo List from almost anywhere. Just look for the

Memo List button on the screen.

1. Open Memo List

1. Click Memo List.
   - You see a list of all Memos. This list displays **the first few words of a memo**.
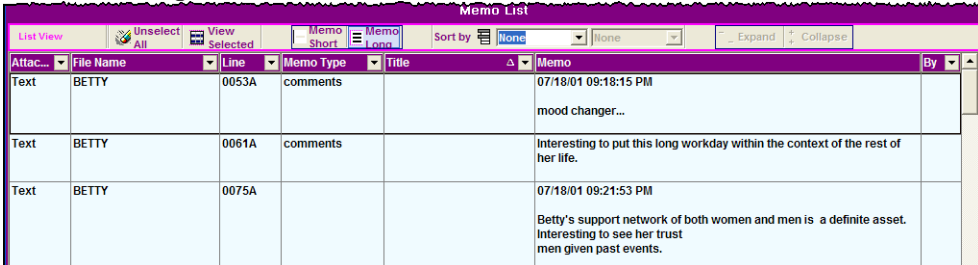
Memo List - Short Memos

Attac...	File Name	Line	Memo Type	Title	Memo	By
Text	BETTY	0053A	comments		07/18/01 09:18:15 PM	
Text	BETTY	0061A	comments		Interesting to put this long workday within the context of the rest of	
Text	BETTY	0075A			07/18/01 09:21:53 PM	
Text	BETTY	0092A	Theory		07/18/01 09:23:49 PM	
Text	BETTY	0115A			Interesting to look at the content of this statement and note that it is in	
Text	BETTY	0139A	comments		07/18/01 09:33:38 PM	

2. View Long Memo

1. Click Long Memo.
   - You see the same list. This time you see the entire text of each memo.

Memo List - Long Memos

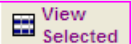| Attac...	File Name	Line	Memo Type	Title	Memo	By
Text	BETTY	0053A	comments		07/18/01 09:18:15 PM mood changer...	
Text	BETTY	0061A	comments		Interesting to put this long workday within the context of the rest of her life.	
Text	BETTY	0075A			07/18/01 09:21:53 PM Betty's support network of both women and men is a definite asset. Interesting to see her trust men given past events.	

2. Click Short Memo.

3. Create a Memo Tree View

1. Look at Sort By.

   Sort by 🔲 [None ▼] [None ▼]

   - The first list box is None. This means that the Memo List is not sorted.

2. Click the drop down arrow [▼], and then click File Name.

   - The Memo List now has a tree structure and is sorted by File Name.

3. Click Expand. [Expand]

   - You now see the list of memos for each data file.

4. Select and View a Group of Memos

1. Select all the Memos for Betty by doing one of the following

   - Click the first memo for Betty.

   - Move the cursor to the last memo for BETTY.

   - Press Shift and then Click.

   NOTE: Alternatively you can Right-click each Memo.

2. Click View Selected. [View Selected]

   - All of the memos for Betty appear on the screen.

   NOTE: A maximum of 12 memos is displayed at one time. If you select more than 12, only the first 12 are diaplayed.

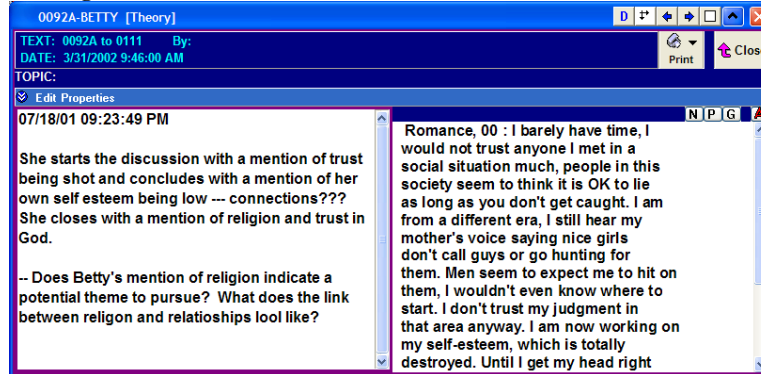**Memo List - Viewing Selected Memos**
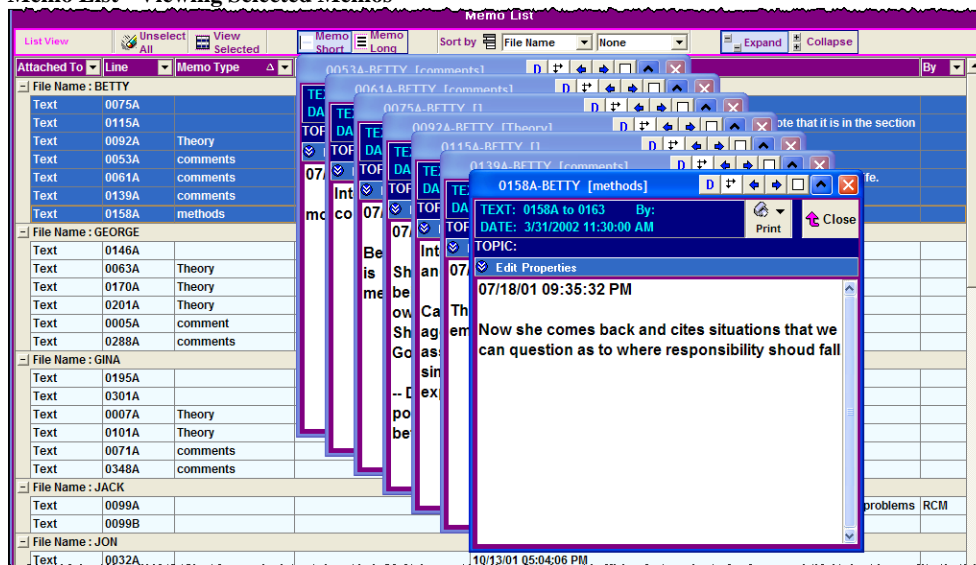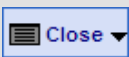
5. Display a Text Memo's Data

1. On the any Text memo click the Display Data button. [D]
   - You now see the the data to which the memo refers.

   NOTE: Only Text Memos are linked to specific lines of text data.
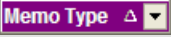
Viewing Data Attached to a Text Memo

0092A-BETTY [Theory]	D ⇵ ← → □ ⌃ ✕
TEXT: 0092A to 0111 By: DATE: 3/31/2002 9:46:00 AM	🖨 ▾ Print ⬆ Close

TOPIC:

⌄ Edit Properties   N P G A

07/18/01 09:23:49 PM

She starts the discussion with a mention of trust being shot and concludes with a mention of her own self esteem being low --- connections??? She closes with a mention of religion and trust in God.

-- Does Betty's mention of religion indicate a potential theme to pursue? What does the link between religon and relatioships lool like?

Romance, 00 : I barely have time, I would not trust anyone I met in a social situation much, people in this society seem to think it is OK to lie as long as you don't get caught. I am from a different era, I still hear my mother's voice saying nice girls don't call guys or go hunting for them. Men seem to expect me to hit on them, I wouldn't even know where to start. I don't trust my judgment in that area anyway. I am now working on my self-esteem, which is totally destroyed. Until I get my head right

6. Close all Memos

1. Click Close [Close ▾] then Close All [Close All]
   - All the Memos are now closed.

7. Return to a Plain memo List

1. Click the Sort By drop down arrow [▼] and then click None.
   - The Memo List now displays the plain list of Memos.

8. Sort the Memo List by a Column Header

1. Click the column Header Memo Type. [Memo Type Δ ▼]

   - The Memo List is now sorted by Memo Type. Some Memos do not have a type. Other Memos are labeled Comments, Theory, Methods.

   - NOTE: Every column header can be clicked to sort the Memo list.
   - NOTE: You can create your own memo types. Click

   [Mem Types]

9. Explore Memo List

1. There are many additional options and features to explore. These include

   - Arrange Memos
   - Memo Size
   - Rollup/Down
   - Filter List by a Column Header
   - Customize the Memo List Display. 👥

10. Close the Memo List
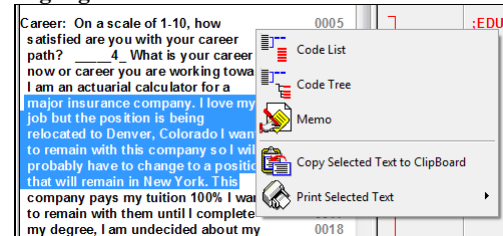
- Close the Memo List. ⬆👓

Explore Memo - Write a Memo

Click Code Data File and open the data file BETTY

1. Write a Text Memo about lines 10 - 15 in BETTY.

1. Highlight lines 10 - 15.

2. Right-click highlighted text.

3. Click Memo .

Highlighted Text

You see a Memo Form.

4. These properties are automatically filled in.

- **Attach to** = Text.
- **Memo Type** = Comments.
- **Date** and **Time** are the current date/time.
- **From** and **To** are line numbers 10 and 15

  o The letter A is assigned to the memo. You can have 26 memos (A to Z) that start on line 10.

- **File Name** = Betty.

Memo Form

5. Fill in the Memo form as follows:

- **By** = your initials (e.g. JVS). This field is optional.
- **Topic** = "Text Memo Example".
- **Memo** = "This is an example of a memo attached to lines 10-15 of Data File Betty."

6. Click Close.

- You see the Save dialogue.

7. Click Yes.

Save Memo Dialog

---
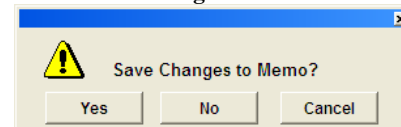
2. Memo Flags

The existence of a Memo is flagged by a green 'm' next to a line number.

- There is at least one memo attached to that line.
- Scroll down the file and notice other lines marked with 'm'. Memos are attached to these lines.
- Clicking the 'm' symbol is discussed in the next excercise.

Memo Flag in Data File

---

3. Write a File Memo about BETTY

1. Click Memo (at the top of the screen).

   - You see a File Memo form

   - Since you are viewing the Data File BETTY, Attach To: is File, and the File: is BETTY.

   - The To: box tells you that this is the nth File written about BETTY.

2. Fill in the memo form as shown in the example.

3. Close and save the File Memo.

Memo Form

Write a Project Memo about Life Satisfaction

1. Click Memo (at the top of the screen).

   - You see a File Memo form.

2. Click the **Attach To:** drop down arrow .

3. Click Project.

   - You now have a Project Memo. Note that the File box is grayed out.

4. Fill in the memo form as shown in the xample.

5. Close and save the Project Memo.

Memo Form

Explore Memo - View Text Memos

In Code Data File , **open the data file BETTY**

Open an existing Text Memo

1. Scroll down until you see line **0061m**.

   - The **m** means that one or more memos are written about text starting at line 0061.

2. Double-click **0061m**.

   - You see a list of memos about the text that start on line 0061. You also see the the first memo on this list.

   - This is a small version of the Memo List.

   - This Memo List only displays Text Memos attached to a specific line of text in the data file.

   - The visible buttons function as they do in the general Memo List.

   - Sometimes memos hide behind the Memo List. If this happens click Bring to Front.
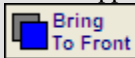
Text with Memo Flag

Recreation: On a scale of 1-10, how   0061m
satisfied are you with recreation and   0062
leisure in your life? 02 I work 7   0063
days/wk at 2 jobs and go to school.   0064
My day starts at 4am and ends at   0065

View of Memo(s) attached to text