

## Leximancer for qualitative research

Dr Martie-Louise Verreynne,

University of Queensland Business School

Leximancer is text analytic software designed for analysing the conceptual content of natural language text data. The programme analyses text and displays the extracted information visually, in the form of a 'concept map'. The concept map displays the main concepts in the text data, and depicts the relationships among concepts. Using the concept map, the user can develop hypotheses and perform a directed search of the text. In this way, Leximancer illustrates the conceptual structure of the texts. This workshop aims to introduce Leximancer software and provides a brief overview of the approach used by the software. This workshop is relevant to all academic and industry qualitative researchers.