Causal Mapping as QDA.

Chapter Contents.

Causal mapping is also a kind of Qualitative Data Analysis (QDQ). How does that even work? This chapter explains.

PAGES IN THIS CHAPTER

Causal mapping is a simple yet powerful form of qualitative coding

> **Is this for you?** If you're at least a bit familiar with qualitative coding and Qualitative Data Analysis (QDA) as a way of making sense of texts, but you're not yet convinced that causal mapping is a really interesting twist on that, or you've never even heard of causal mapping, this short series on causal QDA is for you! Plus, we are now making available a new version of our software for exploring causal mapping which is free for core functionality.

Causal Mapping outputs not just codes but a model you can query to answer useful questions

Causal mapping is easy to automate transparently, so is a great fit for scaling with AI

> The fact that causal coding can be largely reduced to a series of low-level tasks makes it very suitable for automation with AI. High precision and recall scores can be achieved. (Consolidating a large number of in-vivo labels can be accomplished mostly automatically with clustering of text embeddings.)

Brief review of S Friese – Conversational Analysis to the Power of AI

> This interesting article [@frieseConversationalAnalysisAI2025] proposes a methodological shift for qualitative data analysis (QDA) that moves beyond traditional coding by introducing **Conversational Analysis with AI (CAAI)**. This approach can be realised by using Dr. Friese's own software, QInsights, replacing the process of

coding -- segmenting and labelling data -- with a structured, dialogic interaction between the researcher and a large language model (LLM).

