

Dr. Susanne Friese

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Education

- (06/00) **Ph.D.** (Dr. rer. soz.) University of Hohenheim, Institute of Home and Consumer Economics, Stuttgart, Germany (Suma cum laude)
- (06/92) **Master of Science** (Family Resource Management & Marketing) *Oregon State University, Corvallis, Oregon, USA*
- (10/89) **Pre-diploma** in Home and Consumer Economics, *University of Hohenheim, Stuttgart, Germany*
- (08/88) **Pre-diploma** in Oecotrophologie (Nutritional and Social Sciences) *Friedrich-Wilhelm Universität Bonn, Germany*

Work Experience

- (10/96 - present) **Consultant & Managing Director** *KwARC* see: kwarc.nl (previously QuaRC, quarc.de), providing training in computer aided qualitative data analysis and methods; ATLAS.ti product specialist, project consultation, writing documentation, software support, conceptual software development for ATLAS.ti.
- (07/15 – present) **Senior Research Partner**, [Max-Planck-Institute](http://www.mpg.de), Göttingen, Max Planck Institute for the Study of Religious and Ethnic Diversity
- (03/12 – 06/15) **Research Fellow**, Max-Planck-Institute, Göttingen, Max Planck Institute for the Study of Religious and Ethnic Diversity. Project: Digital Humanities Research Collaboration. <http://www.gcdh.de/en/projects/dh/>
The focus of my work is on advancing method for digital computer-assisted analysis: <http://www.mmg.mpg.de/en/research/all-projects/digital-methods-and-tools-for-anthropological-research/>
- (03/08 – 02/11) **Lecturer**, Institute of Sociology, University of Hanover, Germany (<http://www.ish.uni-hannover.de>). Teaching undergraduate and graduate courses in qualitative and quantitative methodologies, teaching software courses: ATLAS.ti, MAXQDA, SPSS. Coordinating and managing key competence courses.
- (09/04 – 02/11) **Director, Method- und Media Center**, *University of Hanover, Germany*. Administration, teaching of courses in research methodologies for undergraduate, graduate and post-graduate social science students. Offering services in the area of multimedia digital technology for research and education purposes.
- (07/99 – 01/03) **Assistant Professor** Institute of Marketing, *Copenhagen Business School, Denmark*
- (10/96 - 02/97) **Research Assistant** *University of Hohenheim, School of Business and Social Sciences*. Responsible for data analysis, mainly regression models / advising Master level students on preparing, conducting and writing up their thesis research
- (09/94 - 08/96) **Research Fellow**, *University of Sussex, Department of Experimental Psychology and Social Psychology*
- (08/92 - 08/94) **Associate** of *Qualis Research Associates, Corvallis, Oregon, USA*, office management, provide technical supports to clients, test current software modifications, write handbook for v4.0 of the qualitative data analysis software THE ETHNOGRAPH.

TEACHING EXPERIENCE

- (7/93 - present) **Consultant** workshops, seminars, Ph.D. summer/winter schools on qualitative data analysis methods and software application, clientele: mostly academic researchers, Ph.D. students
- (9/04 – 02/11) **Lecturer:** Teaching qualitative and quantitative methodology and multimedia courses at the University of Hanover at graduate and undergraduate level.
- (7/99 – 01/03) **Bachelor level:** Introduction to Marketing, Market Research, Qualitative Methods for Business Students, Consumer Behaviour and Marketing Strategy
- Master level:** Postmodern Marketing, lectures in Design and Communication Management on values, lifestyle and cultural aspects of consumption
- Ph.D. level:** Qualitative Methods
- (1995 - 1996) **Tutor** *University of Sussex, UK*
Tutorials on decision-making, supervision of third year student projects
- (Spring 1993) **Guest Lecturer** *Department of Human Development and Family Sciences, Oregon State University, USA*
Course title: The World Consumer

LOCATIONS I HAVE BEEN INVITED TO TEACH

University of Leiden, The Hague, NL / Universität Greifswald, Germany / Evers Research, The Haag, NL / Children's National Medical Center, Silver Spring, MD, USA / Vakgroep Analyse & Onderzoek (A&O), Inspectie SZW, Den Haag, NL / Hochschule für Soziale Arbeit, Olten, Schweiz / Saxion AMM Lectoraat Social Work, Enschede, NL / MD Anderson Cancer Research Center, Houston, TX, USA / University of Thessaly, Greece / Deutsches Jugendinstitut München / Disability Studies University of Iceland, Reykjavik, Iceland / Georg-August Universität Göttingen, Germany / University of Twente, Enschede, NL / UN World Food Programme, Rome, Italy / Graduiertenkollegs: IPC an der Universität Frankfurt, IGSS Universität Bielefeld / Business Management, Mälardalens Högskola, Sweden / OTA Hochschule, Berlin / Technische Universität Berlin / Coffee International Development, Reading, GB / Humboldt Universität Berlin / Universität Freiburg / Universität Hamburg / Graduiertenkolleg Universität Oldenburg / Deutsches Institut für Entwicklungspolitik, Bonn / Bundeskriminalamt, Wiesbaden, Germany / Université Catholique de Louvain, Louvain-La-Neuve, Belgium / Hochschule Heilbronn, Germany / Universitätsklinikum Heidelberg / Handelshochschule Leipzig / / Schule für Soziale Arbeit, Luzern, Schweiz / Demenz Support GmbH, Zentrum für Informationstransfer / Institut für Regionalentwicklung und Strukturplanung IRS, Erkner / Hamburgisches Weltwirtschaftsinstitut (HWWI), Hamburg / Technische Universität München / Fraunhofer-Institut für Chemische Technologie, Pfinztal / Universität Duisburg-Essen, Campus Essen / Universität Stuttgart-Hohenheim / Lehrstuhl für Wirtschaftspädagogik und Personalentwicklung, Universität Erlangen-Nürnberg / CSI - Centre for Social Investment, University of Heidelberg / GESIS Mannheim / BIGSSS Bremen / Leuphana Universität Lüneburg / Soziologie, Universität Tübingen / St. Petersburg State University, Russland / University of Pachuca, Mexico / Institut für Qualitative Methodology, University of Alberta, Kanada / CAQDAS Projekt, University of Surrey, Guildford, UK / University of Stockholm, Schweden / Copenhagen Business School, Dänemark / University of Copenhagen, Dänemark / Syddanks Universitet, Dänemark / University of Humanistiks, Utrecht, The Netherlands / University of Rotterdam, The Netherlands / Johannes Kepler Universität Linz, Österreich / Universität Wien, Österreich / WE'G Weiterbildungszentrum für Gesundheitsberufe, Aarau, Schweiz / Hochschule für Wirtschaft Zürich, Schweiz / Institut für Medienwissenschaft, Basel University, Switzerland / African Doctoral Academy, Stellenbosch University, South Africa / North-Western University, South Africa / and others.

PUBLICATIONS

MONOGRAPHS

- Qualitative Data Analysis with ATLAS.ti. Sage Publication. 3. ed. (2019). [Companion Website](#)
- Qualitative Data Analysis with ATLAS.ti. Sage Publication (January 2012 / 2014, 2ed).
- [Self-concept and identity in a consumer society](#): Aspects of symbolic product meaning. Marburg: Tectum (2000).
- Compulsive-addictive buying behavior: Exploring the effects of childhood experiences and family types, 1992. (Master thesis). [Online](#)

EDITED VOLUMES

1. ATLAS.ti User Conference 2015: Qualitative Data Analysis and Beyond. Conference proceedings. Susanne Friese & Thomas Ringmayr, eds. Universitätsverlag TU Berlin. August 2016. [Online](#)
2. ATLAS.ti User Conference 2013: Fostering Dialog on Qualitative Methods. Conference proceedings (Susanne Friese & Thomas Ringmayr, Eds.). Universitätsverlag TU Berlin. Mai 2014. [Online](#)
3. The Use of New Technology in Qualitative Research / Technikeinsatz im qualitativen Forschungsprozess. Forum Qualitative Sozialforschung, 3(2), Mai 2002 (mit Graham Gibbs und Wilma Mangabeira). [Online](#)

BOOK CHAPTERS

2019-2010

- Grounded Theory Analysis and CAQDAS: A happy pairing or remodelling GT to QDA? In: Antony Bryant and Kathy Charmaz (Eds.). *The SAGE Handbook of Current Developments in Grounded Theory*, 282-313. London: Sage (2019).
- Computergestütztes Kodieren am Beispiel narrativer Interviews. In: Pentzold, Christian; Bischof, Andreas & Heise, Nele (Hrsg.) *Praxis Grounded Theory. Theoriegenerierendes empirisches Forschen in medienbezogenen Lebenswelten. Ein Lehr- und Arbeitsbuch*, 277-309. Wiesbaden: Springer VS (2018).
- Grounded Theory computergestützt und umgesetzt mit ATLAS.ti. In C. Equit & C. Hohage, *Handbuch Grounded Theory – Von der Methodologie zur Forschungspraxis*, 483-507. Weinheim: Beltz Juventa (2016).
- Computergestützte Analyse qualitativer Daten. In: R. Ayaß und J. Bergmann (Hrsg.), *Sammelband: Qualitative Methoden der Medienforschung. Mannheim: Verlag für Gesprächsforschung* (2011). [Online](#)

2009-1998

- Vermittlung von Medienkompetenzen am Methoden- und Medienzentrum. In: M. Krüger, U. von Holdt (Hrsg.): *Neue Medien in Vorlesungen, Seminaren & Projekten an der Leibniz. Universität*

Hannover. Tagungsband zur eTeaching und eScience Tagung 2007. Reihe Pädagogik, Shaker. Verlag, Aachen, S. 42-52 (2007).

- Software and Fieldwork. In: D. Hobbs and R. Wright (Eds.), *The SAGE Handbook of Fieldwork*. London: Sage, Kapitel 19, S. 309 - 332 (2006).
- Computer-aided Qualitative Data Analysis: An Overview. In: J. Fikfak, F. Adam und D. Garz (Hrsg.). *Qualitative Research*, S. 199 – 230 (2004).
- Computerunterstützte qualitative Datenanalyse, in: *Wie kommt die Wissenschaft zu ihrem Wissen. Band 2: Einführung in die Forschungsmethodik und Forschungspraxis*. Schneider Verlag: Hohengehrenpp, pp. 380-399, 2001 (mit Thomas Muhr).
- The wedding dress: From use value to sacred object. In: A. Guy, E. Green & M. Banim (eds.), *Personal Collections: Women's Relationship with Their Clothes*. Oxford: Berg, chapter 4 (2001). [Online](#)
- Addictive buying. In: S. Kemp and P.E. Earl (eds.), *Elgar Companion to Consumer Research and Economic Psychology*, Cheltenham: Edwar Elgar, pp. 12-17 (1999).
- Selbst, Identität und Konsum. In: M. Neuner and L. Reisch (eds.) *Konsumperspektiven: Verhaltensaspekte und Infrastruktur*. Berlin: Duncker & Humblot, pp. 35-54, 1998.

JOURNAL ARTICLES AND CONFERENCE PROCEEDINGS

2019-2000

- Carrying out a computer-aided thematic content analysis with ATLAS.ti. MMG Working Paper 18-0. (with Jacks Soratto and Denise Pires) [Online](#)
- Effects of acculturation, coping strategies, locus of control, and self-efficacy on chronic pain: study of Chinese immigrant women in Italy – insights from a thematic field analysis. *Journal of Pain Research*. 6 June 2017. Co-authored with: Tania Simona Re, Nicola Luigi Bragazzi 1, Anna Siri, and César Cisneros Puebla, Mário Simões, Joël Candau, and Hicham Khabbache. [Online](#)
- CAQDAS and Grounded Theory Analysis. Working Papers WP 16-07 October 2016. (MMG Working Papers Print) [Online](#)
- Qualitative data analysis software: The state of the art. *Special Issue: Qualitative Research in the Digital Humanities*, Bosch, Reinoud (Ed.), KWALON, 61, 21(1), 34-45.
- Computer-Assisted Grounded Theory Analysis with ATLAS.ti. In: *ATLAS.ti User Conference 2015: Fostering Qualitative Data Analysis and Beyond. Conference proceedings*, Susanne Friese / Thomas Ringmayr, eds., Universitätsverlag TU Berlin. August 2016.
- Qualitative Social Network Analysis with ATLAS.ti: Increasing power in a black community. In: *ATLAS.ti User Conference 2015: Fostering Qualitative Data Analysis and Beyond. Conference proceedings*, Susanne Friese / Thomas Ringmayr, eds., Universitätsverlag TU Berlin. August 2016. – co-author: Willi L. McKether. [Online](#)
- Methods and methodologies for qualitative data analysis. In: *ATLAS.ti User Conference 2013: Fostering Dialog on Qualitative methods*. Susanne Friese & Thomas Ringmayr, eds., Universitätsverlag der TU Berlin, 2014. [Online](#)
- Using ATLAS.ti for Analyzing the Financial Crisis Data [67 paragraphs]. *Forum Qualitative Sozialforschung / Forum: Qualitative Social Research*, 12(1), Art. 39, 2011. [Online](#)

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- Environmental Socialisation in the Media: Reflections on the research process, working paper, Februar 2002 (mit E. Halbmayr).
 - From compensatory buying to compulsive buying: Assessing the role of self-discrepancy and materialism. Proceedings of the Allied Academics International Internet Conference, 3, pp. 11-16. July 2001.
 - Explaining the gap between compulsive and non-compulsive buyers regarding their actual/ideal self-discrepancies: How different, actually, are their ideal images? Academy of Marketing Studies Journal, 5 (1), pp. 113-141, 2001. (**Distinguished research award**). [Online](#)
 - The Multimedia Revolution: Technological advances and methodological implication, In: J. Blasius, J. Hox, E. de Leeuw and P. Schmidt (eds.), Social Science Methodology in the New Millennium. Proceedings of the Fifth International Conference on Logic and Methodology, 3-6 October 2000, Cologne, Germany. CD Rom Publication. ISBN 90-801073-8-7.
 - Riding down the consumer highway to hell: Product image, desired self-image and the search for displaced meaning. Paper presented at the conference of the Allied Academics, Academy of Marketing Studies, South Carolina, USA, 5 - 8 April 2000. CD Rom Publication.
 - The Worldminded Consumer: An emic exploration, Paper presented at the American Consumer Research Conference, Salt Lake City, UT, 9 – 12 October 2000 (mit S.C. Beckmann, G. Botschen, M. Botschen, S.P. Douglas und E. Nijssen).

1999 -1992

- In the mood: The influence of emotional state on consumers' consumption behaviours. In: B. Dubois, T.M. Lowrey, L.J. Shrum and M. Vanhuele (eds.), European Advances in Consumer Research, 4, 1999, Provo, UT: Association for Consumer Research, pp. 73-76, 2000 (mit J. Kacen). [Online](#)
- Addictive buying and self-concept: A theoretical account with some empirical evidence. In: M.C. Campbell and K.A. Machleit (eds.), 1998 Winter Conference Proceedings. Society for Consumer Psychology, Austin, TX, pp. 6-9, 1998. [Online](#)
- The function of a consumer good in the ritual process: The case of the wedding dress. Journal of Ritual Behavior (Special Issues on Ritual Consumer Behavior), 11 (2), pp. 51-62, 1997.
- Objects, decision considerations and self-image in men and women's impulse purchases. Acta Psychologica, pp. 187-206, 1996. Also published in: P. Ayton, J. Beattie, R. Beyth-Marom and P. Koele (eds.), Contributions in Decision Making: II. North Holland (mit H. Dittmar und J. Beattie). Available online: [Online](#)
- The role of self-discrepancies in shopping addiction. In: C. Roland-Levy (ed.), Social & Economic Representations. Proceedings of the International Association for Economic Psychology XXIst Annual Colloquium, Volume 2. Paris: Academie de Paris, Universite de Rene Descartes, p. 1140, 1996 (mit H. Dittmar und J. Beattie).
- Gender identity and material symbols: Objects and decision considerations in impulse purchases. Journal of Economic Psychology, 16, pp. 491-511, 1995 (mit H. Dittmar und J. Beattie). Available online: [Online](#)
- Talking a different perspective: A qualitative approach to consumer research. In: Proceedings of the American Council on Consumer Interests Conference, Minneapolis, Minnesota, 25-27 March, pp. 165-167, 1994.

- Shopping for trouble. *Advancing the Consumer Interest*, 3, pp. 24-29, 1993 (mit H. Koenig).
- Compulsive-addictive buying behavior: Exploring the effects of childhood experiences and family types. In: *Proceedings of the Western Region Home Management Family Economics Educators 32nd Annual Conference: Work, Stress and Family*, 7, pp. 24-31, 1992 (**Student Research Award**).

TECHNICAL WRITING

- [Uses' manual for ATLAS.ti for Mac](#). ATLAS.ti Scientific Software Development GmbH, Berlin. 2017 / 2018 / 2019.
- [User's manual for ATLAS.ti 6 & 7 & 8](#). ATLAS.ti Scientific Software Development GmbH, Berlin. 2009 / 2012 / 2014 / 2017 / 2018 / 2019.
- User's manual for ATLAS.ti 5 Berlin. ATLAS.ti Scientific Software Development GmbH, Berlin (mit Thomas Muhr). 2004.

The Ethnograph v4.0: A User's Guide. Qualis Research Associates, Amherst, MA, USA, 1995 (with J. Seidel and D.C. Leonard).

PRESENTATIONS

2019 - 2010

- Grounded Theory with ATLAS.ti. ECER conference: *Education in an Era of Risk – the Role of Educational Research for the Future*, September 2019, Hamburg, Germany.
- Literature Review with ATLAS.ti 8. European Congress of Qualitative Inquiry. February 2017, Leuven, Belgium.
- Was bringt die Anwendung von QDA-Software für die Analyse qualitativer Daten. 1. Jahrestagung der Digital Humanities im deutschsprachigen Raum, Passau, März 2014.
- Methods and application using ATLAS.ti: *Necessity for new methods in computer-assisted qualitative data analysis* und *Qualitative video analysis: Various approaches and new possibilities*. University of Surrey, UK. Developing social research skills and techniques. Mai 2013.
- Restorative Justice through Mediation: A computer-assisted qualitative analysis of 107 mediation agreements conducted with ATLAS.ti. Eurcrim 2011: Rethinking crime and punishment in Europe, September 21 – 21th, Vilnius, Litauen (mit Veio Zanolini).
- Taking you on the journey of computer-assisted qualitative data analysis. Paper presented at: Qualitative Computing: Diverse Worlds and Research Practices Conference, 24 – 26th of February 2011, Istanbul, Turkey.
- Quality in qualitative research. Paper presented at: Computer-Aided Qualitative Research Europe 2010. Meeting the challenges and opportunities of integrating software into qualitative research. 7-8 October 2010, Lisabon, Portugal.
- Analysing financial crisis data with ATLAS.ti: Contribution to an experiment. KWALON conference: Is software analysis really comparable. 22. – 23. April 2010, Utrecht, Holland.
- Choosing the right software package for your research. An overview of five packages. Computer-Aided Qualitative Research Asia - CAQRA 2010. 3. – 4. Februar 2010, Kuala Lumpur, Malaysia.

2009 - 2000

- Workshop on team work in qualitative research projects. Computer-Aided Qualitative Research - CAQR 2009. April 2009, Utrecht, Holland.
- Rethinking methods of qualitative data analysis: How CAQDAS changes the way we do analysis. Presentation at „Computer-Aided Qualitative Research 2008: Enhancing qualitative data analysis through QDA tools“. Amsterdam, Juni 2008.
- ATLAS.ti: Einführung und Anwendungsmöglichkeiten. 14. Arbeitstagung zur Gesprächsforschung. Arbeiten mit Gesprächsdaten: Aufnahme, Transkription und Präsentation. Mannheim, April 2008.
- Mind-Software Interaction: Does the application of software cause an epistemological problem? First international conference. CAQDAS 07 Conference: Advances in Qualitative Computing. London, UK, April 2007.
- Computer-aided Qualitative Data Analysis of Multimedia Data: Technological advances, challenges and methodological implication. Seminar im Rahmen des CAQDAS Projektes an der Universität Surrey, Guilford, UK, April 2004. [PowerPoint](#)
- Perception, communication and the social representation of environmental risk. Evaluation of Theme D. Final Conference of TERM II: Tackling Environmental Resource Management, San Feliu de Guixols, Spain, November 2001 (mit L. Reisch).
- Portrayals of environmental myths and images in European adverts and the news media. Special Session Summary. Paper presented at the ACR European Summer Conference, Berlin, May 2001 (mit Lucia Reisch).
- Computer-aided Qualitative Data Analysis: An overview of existing software packages. Paper presented at the International Qualitative Research Conference: New Trends in the Development and Use of Qualitative Methods, The Scientific Research Centre of SASA, Ljubljana, Slovenian, November 2000.
- Is Corporate Identity at the brink of waning into the Postmodern Scene? Paper presented at the International Conference on Corporate Reputation, Identity and Competitiveness. Copenhagen, Denmark, 18-20 May 2000.

1999 -1995

- A closer look at two theoretical constructs: The consumers' self-concept and identity. Paper presented at the 1st International Conference on Consumption and Representation, University of Plymouth, UK, 1-3 September 1999.
- Does the use of QDA software influence the ways we analyse data? Paper presented at the First International Conference, Advances in Qualitative Methods, February 18-20, 1999, Edmonton, Canada.
- Dreaming about the perfect self: A motive to engage in addictive buying? Paper presented at the Annual Conference of the Pacific Sociological Association, April 16-19, 1998, San Francisco, CA (USA).

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- Einführung in The Ethnograph: Ein Computerprogramm zur Analyse von qualitativen Daten. Paper presented at the 9th Conference on the Scientific Use of Statistical Software, SoftStat'97. Heidelberg, Germany, 3-6 March, 1997.
 - Qualitative interviewing: A tale of the field. Paper presented at the annual PsyPAG conference (Psychology Postgraduate Affairs group of the BPS), Glasgow, UK, July 1996. Abstract published in Proceedings of The British Psychological Society, 5(1), p. 26, February 1997.
 - Impulse buying across cultures. Paper presented at the International Association for Cross-Cultural Psychology, 12-16 August, 1996, Montreal, Canada (mit R. Czegledi und E. Kusdil).
 - Who by her wedding dress was a bride in white and silver: The function of a consumer good in the ritual process, In: E. Nyhus, and S. Troye (eds.), Frontiers in Economic Psychology, Volume 2, International Association for Economic Psychology, pp. 892-893, 1995.
 - Drugs or psychotherapy: Is there a way to cure compulsive shoppers? Poster presented at the annual PsyPAG conference (Psychology Postgraduate Affairs group of the British Psychological Society), Cardiff, July 1995, UK.
 - The role of self-discrepancy in compulsive shopping. Poster presented at Brighton General Hospital: Health Research in Brighton, December 4, 1995 (mit H. Dittmar und J. Beattie).

BOOK REVIEWS

- Rezension zu: Margaret A. Morrison, Eric Haley, Kim Bartel Sheehan & Ronal E. Taylor (2002). Using Qualitative Research in Advertising: Strategies, Techniques, and Applications / Shay Sayre (2001). Qualitative Methods for Marketplace Research [22 paragraphs]. Forum Qualitative Sozialforschung [On-line Journal], 5(1), Januar 2004. [Online](#)
- Rezension zu: Andreas Wernet (2000). Einführung in die Interpretationstechnik der Objektiven Hermeneutik [41 Absätze]. Forum Qualitative Sozialforschung [On-line Journal], 4(2). Februar 2003. [Online](#)
- Rezension zu: Monroe Friedman: Consumer boycotts: Effecting change through the marketplace and the media, Journal of Consumer Policy. 23(2), pp. 218-222, 2000.
- Buchnotiz: Torben Hansen: Hukommelsesanalyse – en alternativ kvalitativ metode. Journal of Consumer Policy, 23(4), p. 469, 2000.
- Buchnotiz: Pat Bazeley & Lyn Richards: The NVivo Qualitative Project book. Journal of Consumer Policy, 23(4), p. 463, 2000.
- Rezension zu: Doris Mosbach (2000). Bildermenschen – Menschenbilder: Exotische Menschen als Zeichen in der neueren deutschen Printwerbung. [8 Absätze]. Forum Qualitative Sozialforschung [On-line Journal], 1(3). Oktober 2000. [Online](#)