In the last few decades, we have seen many new developments in domains related to text analysis, such as natural language processing, computational linguistics, information retrieval and text mining. Many of those developments were designed to provide new tools to analyze large collections of text data, extract information, identify patterns and discover hidden relationships. While some may adopt an optimistic view and see those new methods as more efficient alternatives to the more traditional approaches to text analysis, we believe a more realistic and pragmatic approach combining several methods is warranted. We will illustrate strengths and weaknesses of qualitative analysis, quantitative content analysis and text mining techniques and see how one could profit from combining different approaches and integrating new techniques to achieve more valid and reliable conclusions in less time. We will also stress the importance of constantly mixing qualitative data with quantitative information to get new insights.

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