Qualitative Data 101

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DISCOVER. LEARN. ANALYSE. SHAPE. REPEAT

Objectives of this session

- ✓Gain a broader understanding of what qualitative data is
- ✓Distinguish between ‘gathered’ and ‘generated’ forms of qualitative data
- ✓Introduction to a few tools to generate qualitative data
- ✓Introduction to qualitative data analysis
- ✓Introduction to research ethics

About Datawise London

Datawise London is a partnership programme of training, advice and support to help small charities and community organisations in London better use data to meet the needs of Londoners.

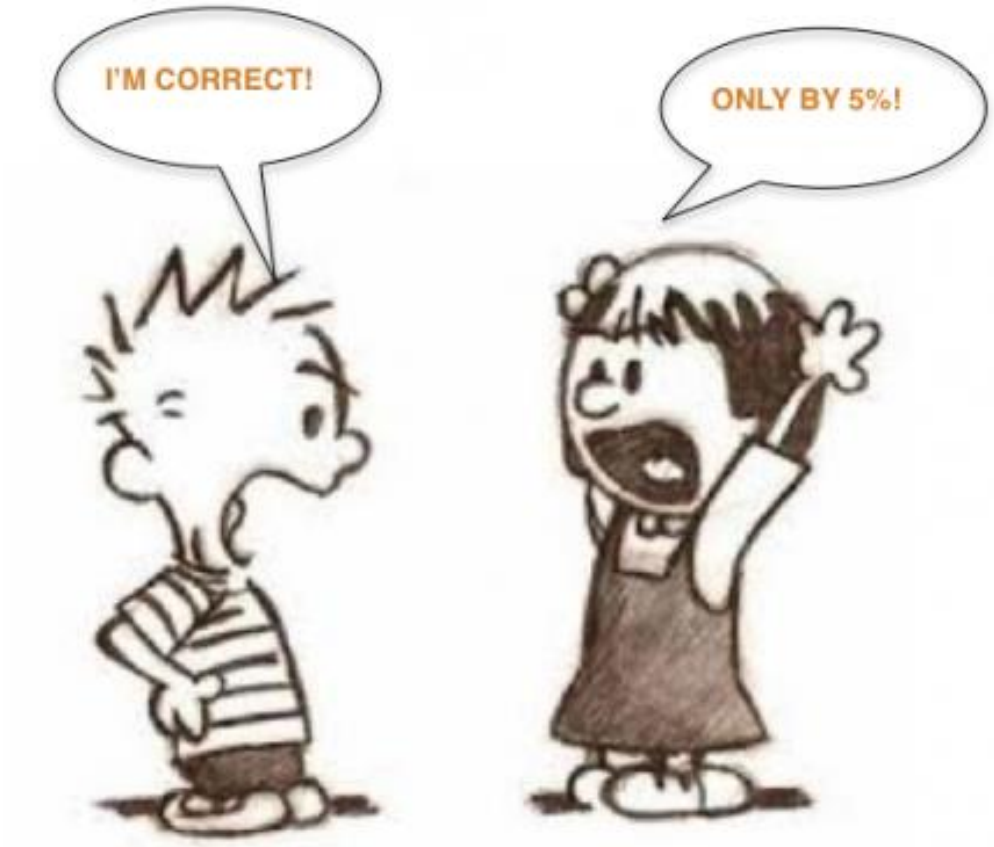
- ✓ Training
- ✓ Resources
- ✓ Get help with your data hunches
- ✓ E-news sign up https://datawise.london/e-news/

What is qualitative data?

Data which is:

- ✓Naturally occurring
- ✓Open ended
- ✓Personalistic
- ✓Narrative

A note on the ‘qualitative vs. quantitative’ debate



- ✓It’s not ‘hard science’ versus ‘interpretation’
  - ✓All qualitative data can be coded quantitatively
  - ✓All quantitative data is based on qualitative judgment
- ✓The bottom line here is that quantitative and qualitative data are, at some level, virtually inseparable

Types of qualitative data

Interviews: Individual (one-to-one) or group (focus groups)

Direct observation: The observer doesn't query the person/people they observe but simply takes note of their behaviour and statements in a specific situational context

Written documents: The gathering and analysis of existing documents, e.g. newspapers, magazines, books, websites, memos, transcripts of conversations, annual reports

Gathered versus generated qualitative data

Gathered:

Generated:

What is ‘gathered’ (found) data?

- ✓Datasets collected by others and made available publicly or by permission
- ✓Tend to be datasets gathered in traditional ways (e.g. surveys, interviews)
- ✓Social media

Generating data: qualitative research methods

Interviewing

- ✓Unstructured interviewing
- ✓Semi-structured interviewing
- ✓Structured interviewing
- ✓Focus groups

Interviewing

Unstructured interviewing

Based on a clear plan that you keep constantly in mind, but also characterised by a minimum of control over people's responses

Used in situations where you have lots of time or can interview people on multiple occasions

Often forms the basis for semi-structured interviews

Best uses of unstructured interviewing

- ✓ for finding out about the lived experience of others
- ✓ for building rapport with people before moving to more formal interviews
- ✓ to see whether somebody would make a suitable interviewee for a more structured interview
- ✓ when you interview somebody who is well-known to you and a more structured interview would feel unnatural

Semi-structured interviewing

… is a scheduled activity

Best used in situations where you won't get more than one chance to interview someone

Uses an **interview guide**

Interviewer is prepared and in control of what they want from the interview, but they are not trying to exercise excessive control

Structured interviewing

Quantitative research method commonly used in survey research

Aim: to ensure that each interview is presented with exactly the same questions in the same order

This ensures that answers can be reliably aggregated and that comparisons can be made with confidence between sample subgroups or between different survey periods.

Focus groups

Recruited to discuss a particular topic

Typically have 6-12 members, plus a facilitator (7-8 is a popular size)

Participants should be more or less homogeneous and, in general, should not know one another

Facilitator should be unknown to the participants and participants should not be the employees of a facilitator (hierarchy is not conducive to openness)

Broad questions to elicit responses and generate discussion among the participants

Best Practice

- ✓Prepare an interview guide and test your questions
- ✓Consider practicalities, e.g. location, timing, costs for interviewee to attend
- ✓Consider cultural and power dimensions of the interview situation
- ✓Assure interviewees of anonymity and confidentiality: consent forms
- ✓Record interviews and analyse early

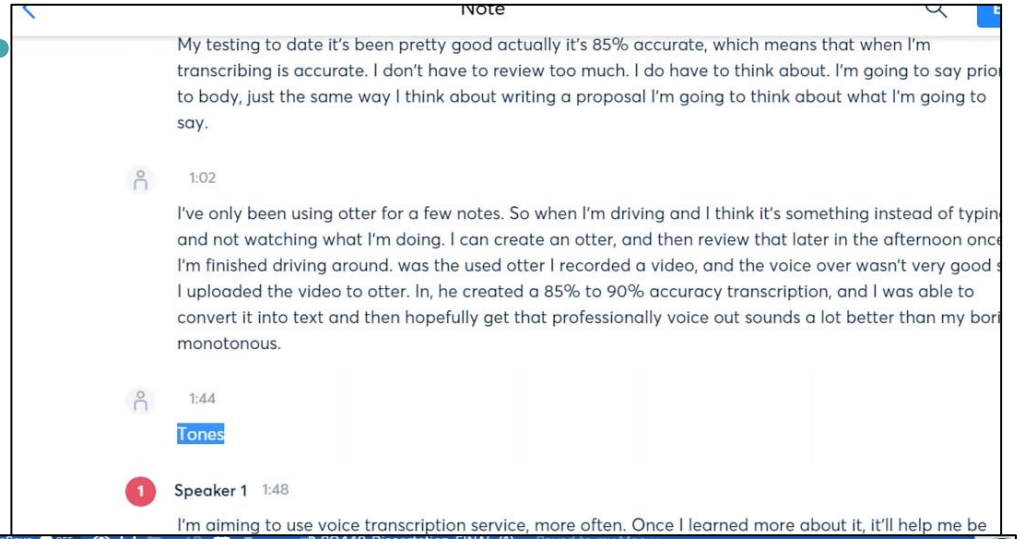
Qualitative Data Analysis

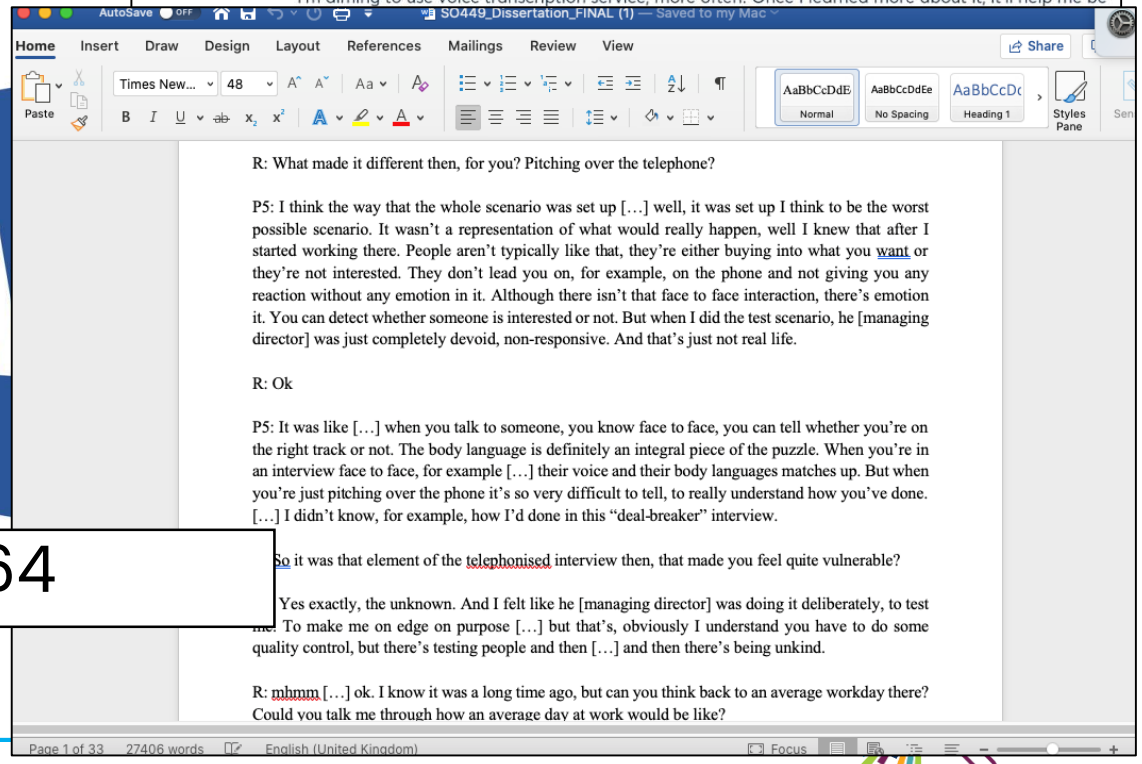
AN INTRODUCTION BY LUCY SMITH (LONDON PLUS)

Turning “talk” into data.

Let's Otter!

Transcripti
on



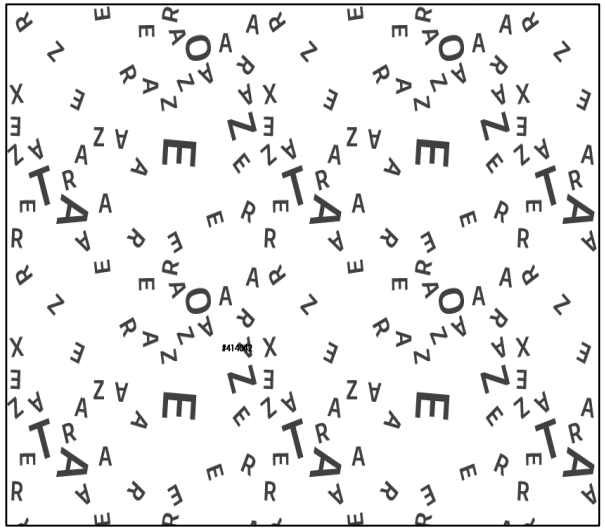


1hr 45 of talk = 15,964 words

DRAGON NATURALLYSPEAKING

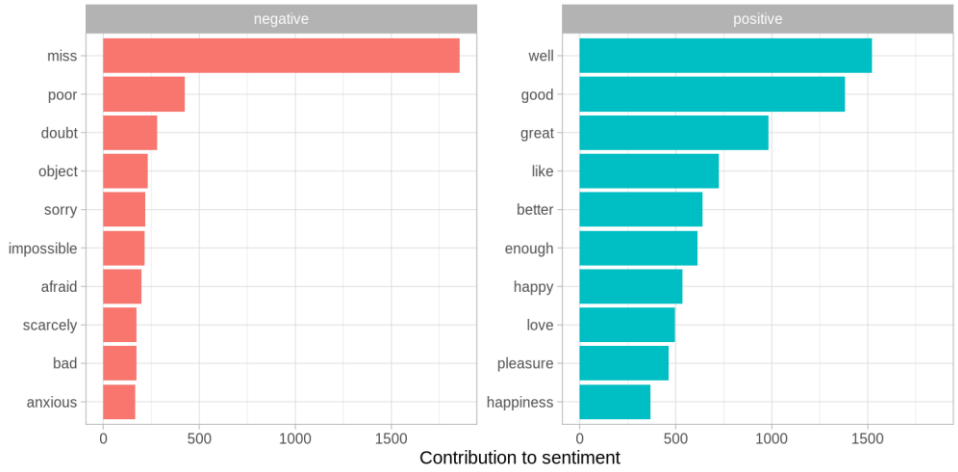
What is QDA?

A series of analytical tools (and techniques) which will help you gain a greater understanding of your textual data, with the main outcome of the process being the generation of empirical data (I.e pat



QDA can be best described as having two main approaches

The hard approach



The soft approach

The "hard approach"

- **Text ("soft data") goes in, patterns and numbers ("hard data") come out.**

- In most cases there is little or no reading of the text required at all! i.e AI used by Google and Facebook.

- Most effective when applied to a large dataset i.e a corpus of text.

The tools...

- Statistical and/or linguistic techniques are used to **map out sets of patterns** within the text such as...

→ **counting frequencies** (how many times a word occurred)
→ **identifying strings** (words or phrases commonly used together)

- Through identifying these patterns, the analyst can then go on to **identify the sentiments** of the author(s)

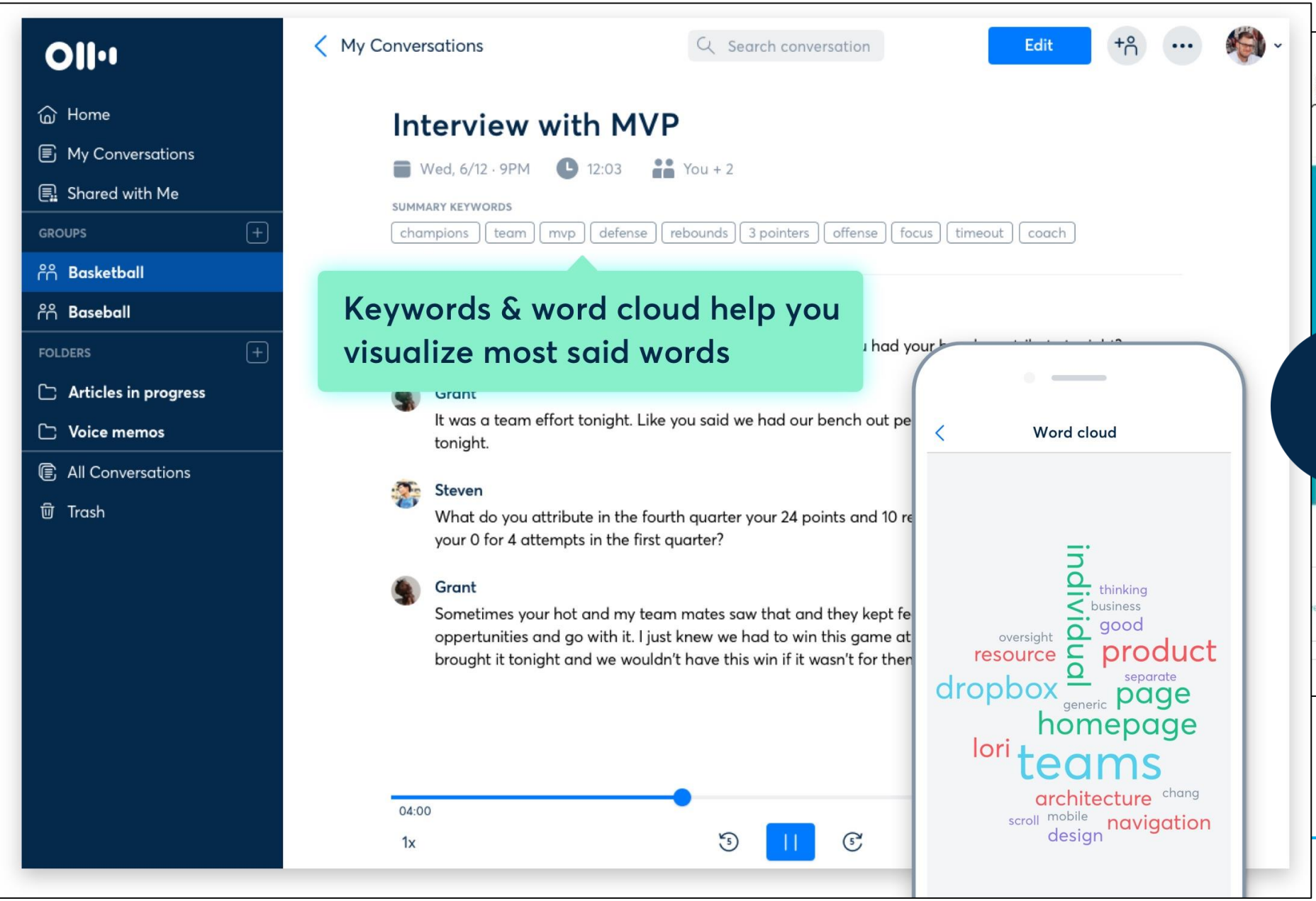
→ **subject matter (**i.e reoccurring words -> themes)
→ **attitudes** (i.e positive/negative)

This is known as content analysis or text mining*

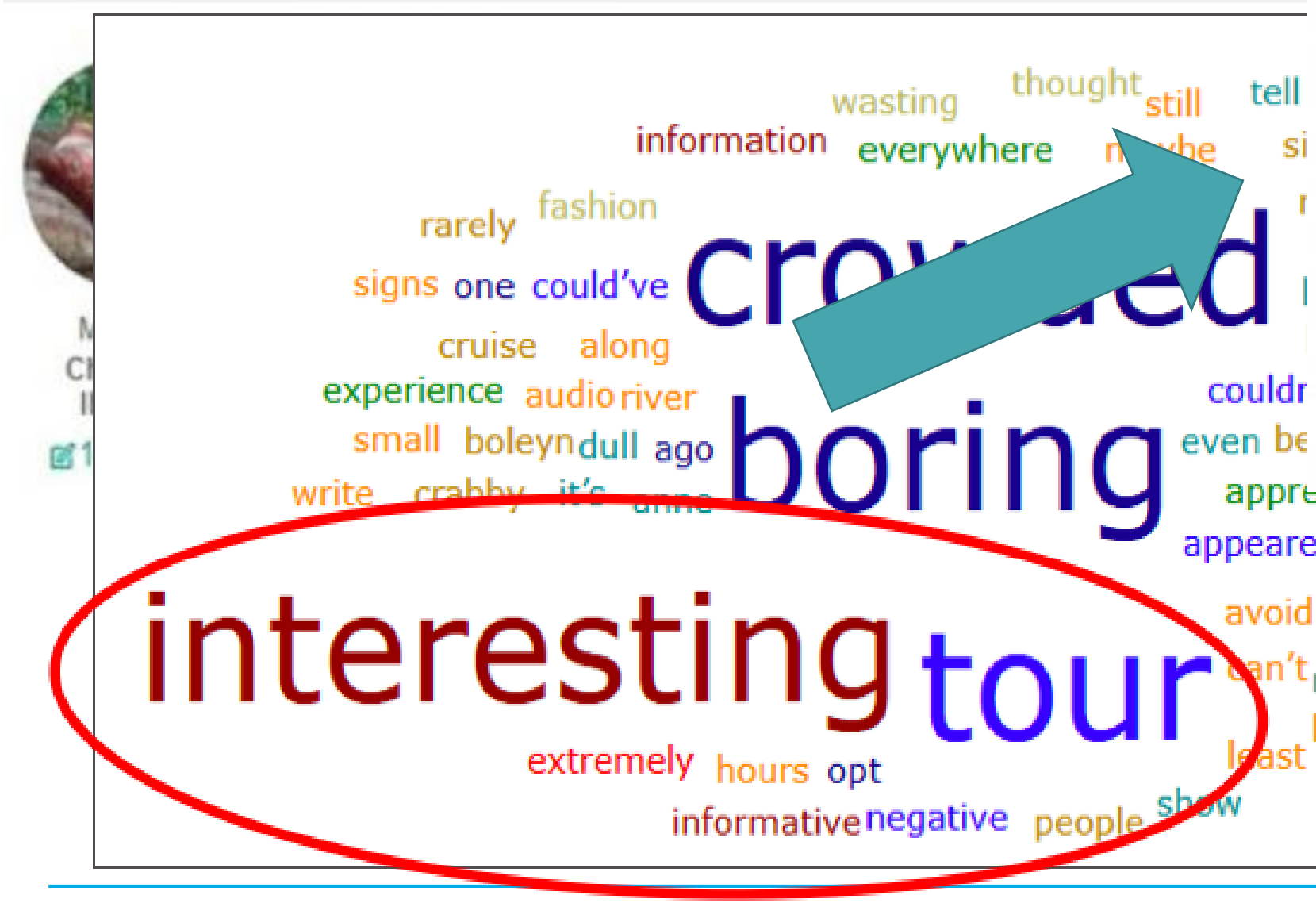
The mole…

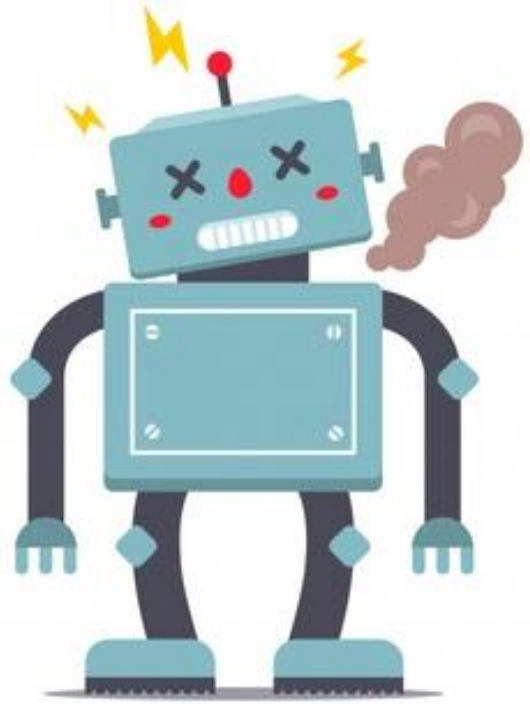
Different paths through the data lead to different outcomes (evidence)

A few “quick fixes”…



but beware of breaking the robot…





The "soft" approach

- Known as "deep reading" of the data
- Requires both attention to detail and reading beyond the text
- Things you might look for include: emotive language, silences/one word answers, pauses, pitch, tone, use of sarcasm, expletives etc
- **The weaving analogy**: these pieces of data are threads that you carefully stitch together to craft a tapestry (the overall narrative or story)

The tools...

- Examination of meaning(s) through the application of interpretative labels, otherwise known as "codes"
- By identifying and accumulating "codes", the analyst can then go on to identify *emergent* themes within the data

This is known as the GROUNDED METHOD (Glaser & Strauss 1967)

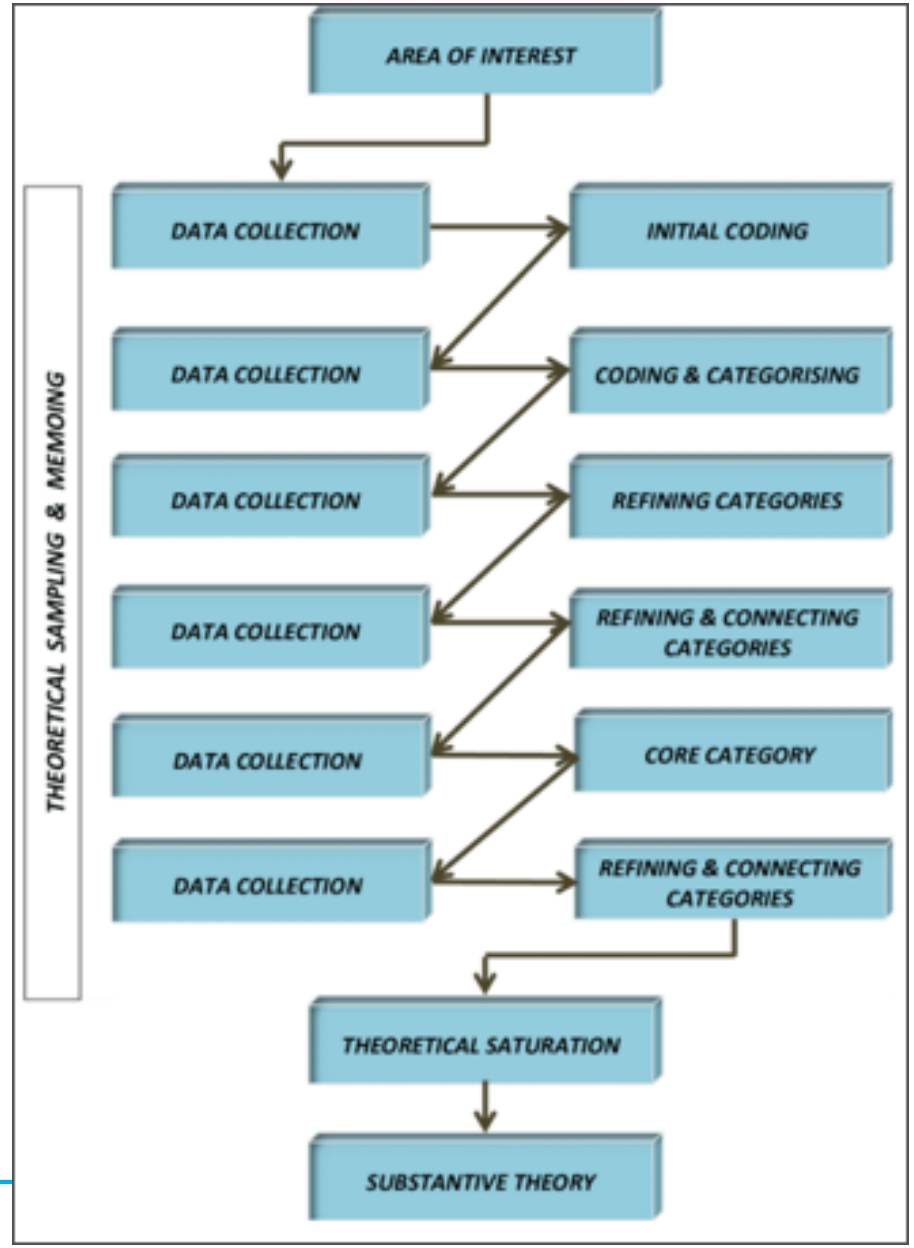
The Grounded Method

The ges...

1. hey said)

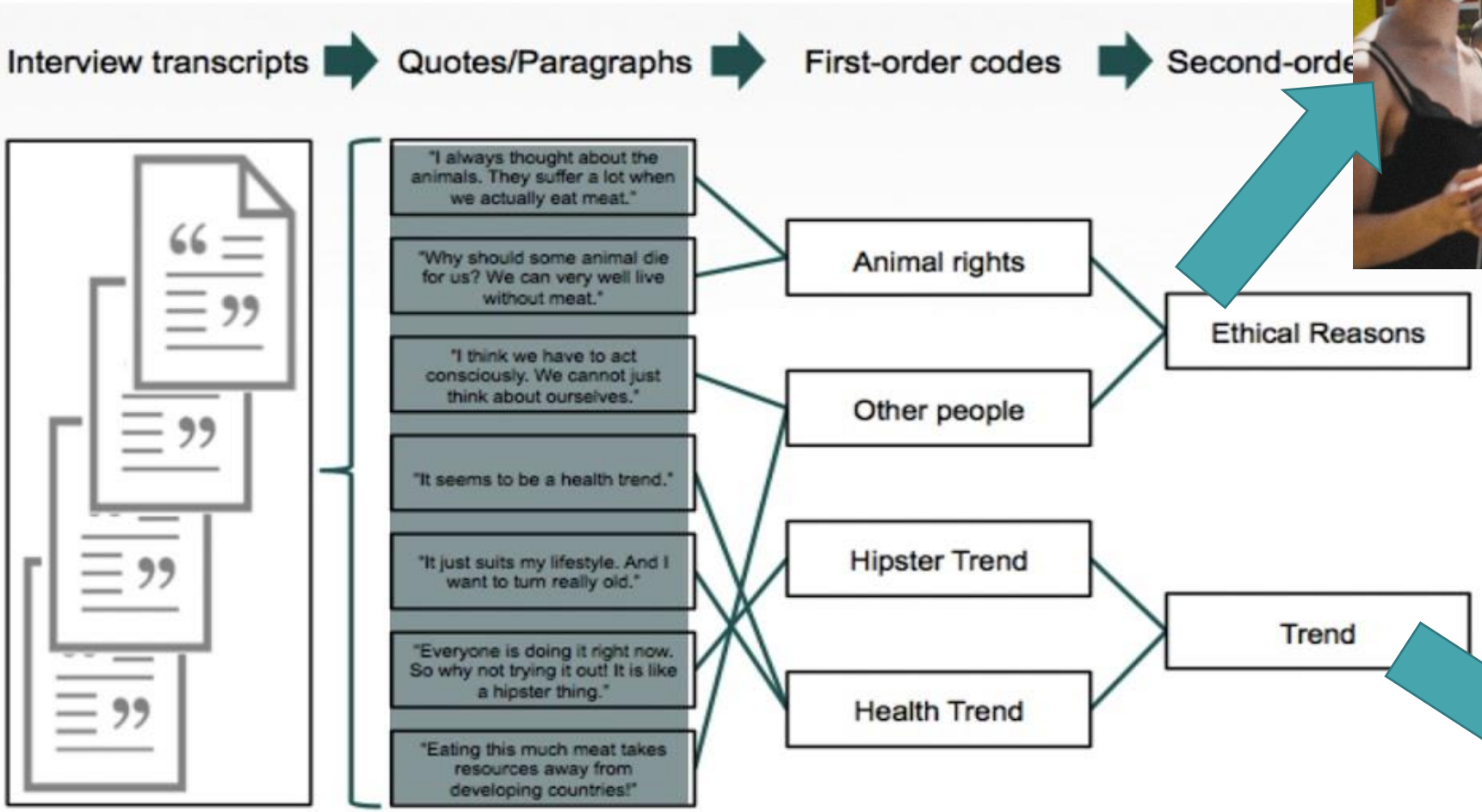
2. h)

3. ing codes from sto main themes)



The Grounded Method

Research Question: Why do People turn Vegan?



Boring and Crowded

I rarely write negative reviews, but this one deserves it. Plain and simple- it's boring. It is extremely crowded, especially with small children who can't appreciate the experience. Long lines everywhere.

I thought maybe the audio would provide interesting tidbits or at least deliver information in an interesting fashion, but it was dull and no more informative than the signs along the way.

After wasting 3 hours there, I still couldn't tell you where Anne Boleyn was kept nor really much beyond what I could've learned from a river cruise. We did not opt for a guided tour because there appeared to be 200+ people in each group. Even my cheerful husband was crabby at the end of the tour. Avoid it.

First order codes	Second order codes	Themes (code groups)
• Boring • Crowded • Audio guide • Dull • Not informative	Uninformative Audio Guides	**Information Resources**
• Guided tour • 200+ people in a group	Over Subscribed tours	**Capacity**
• Long lines everywhere (Queuing) • Wasted 3 hours	Time consuming visit	**Time/Duration of Visit**

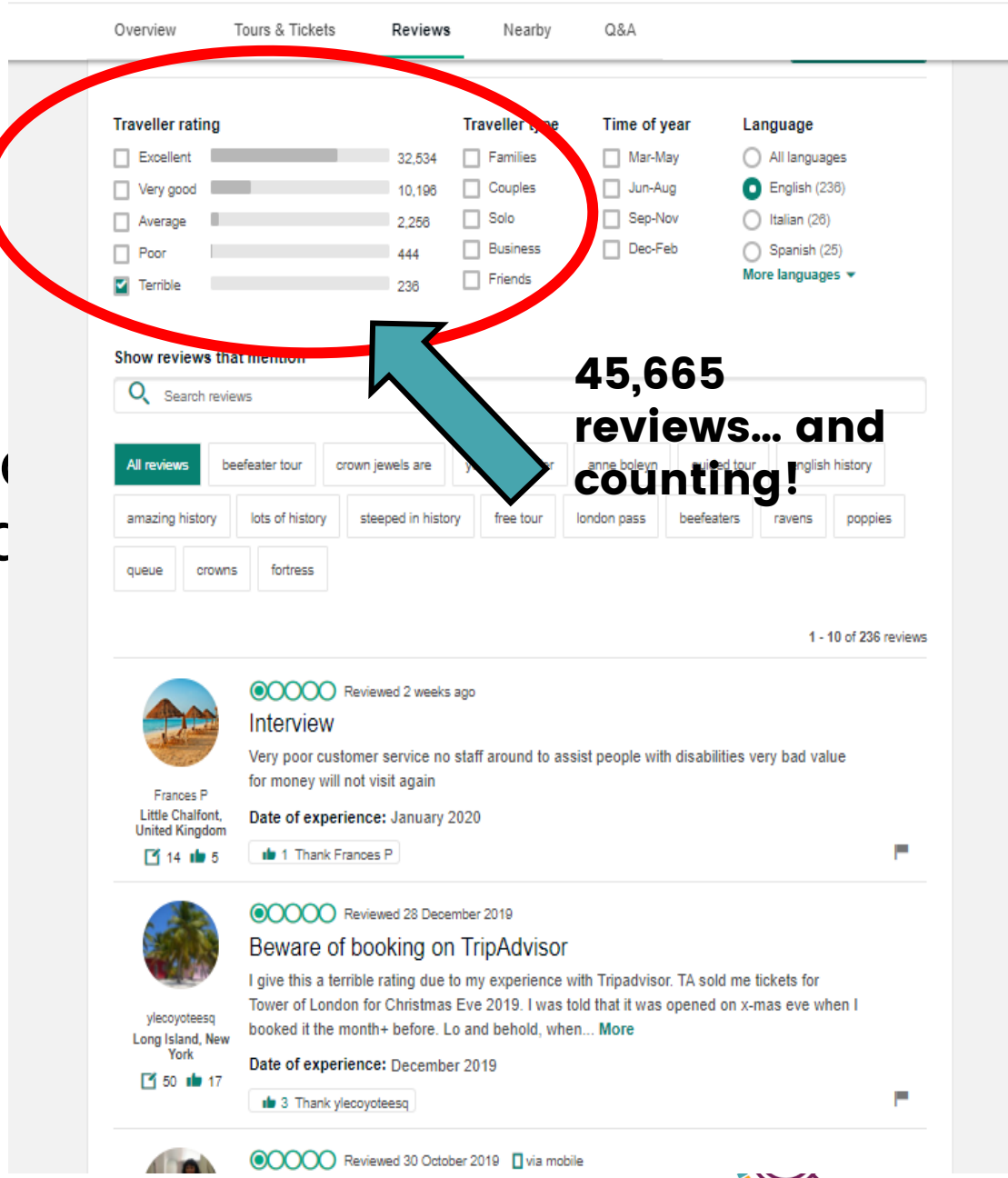
Why code?

- ✓ Enables you to draw out themes in systematic way

- ✓ By attaching "codes" to extracts of text, you can put together threads (data) to tell a story

HOWEVER…

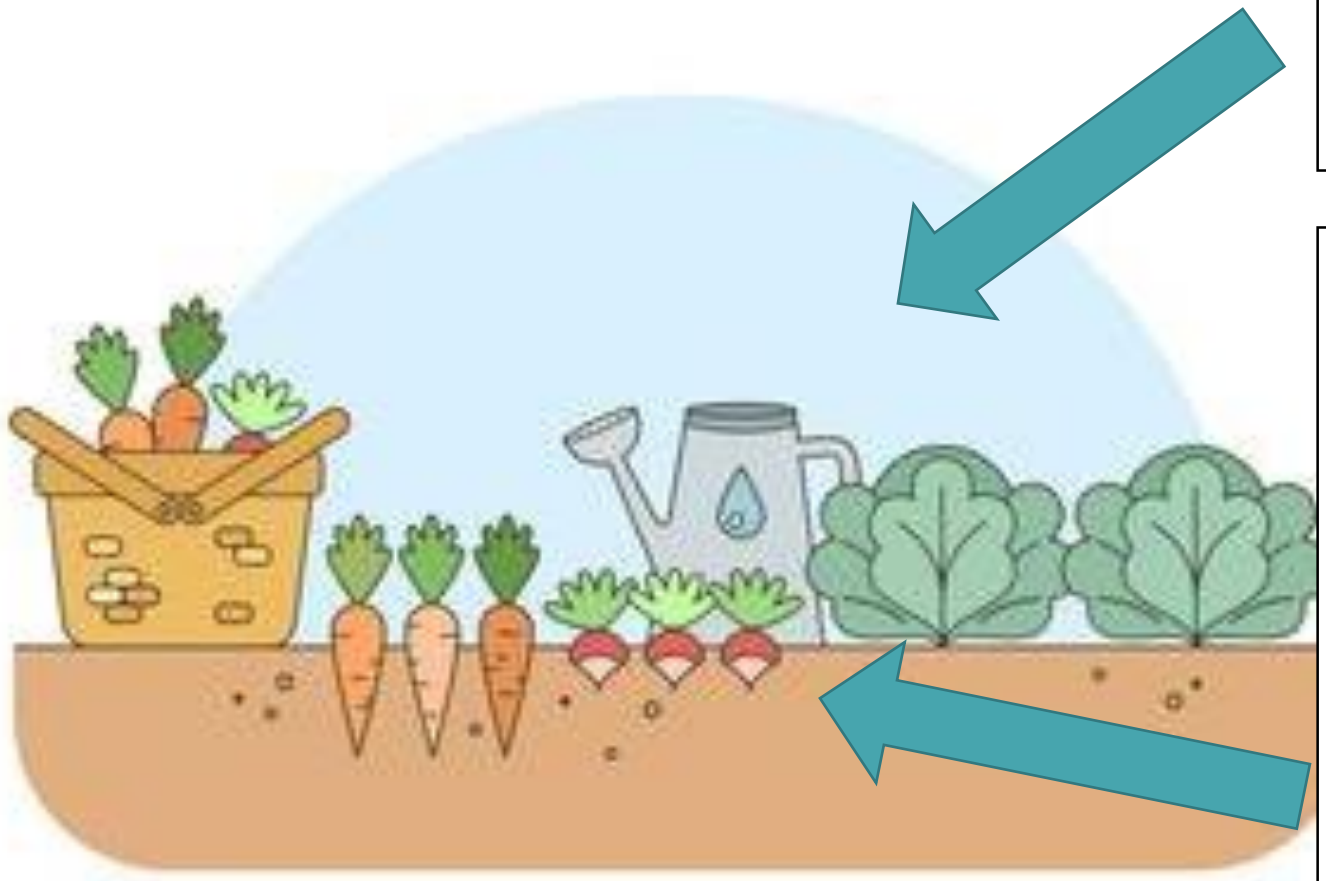
This could take you a very long time! ☹



45,665 reviews… and counting!

The vegetable patch analogy

(using both approaches for the best results!)

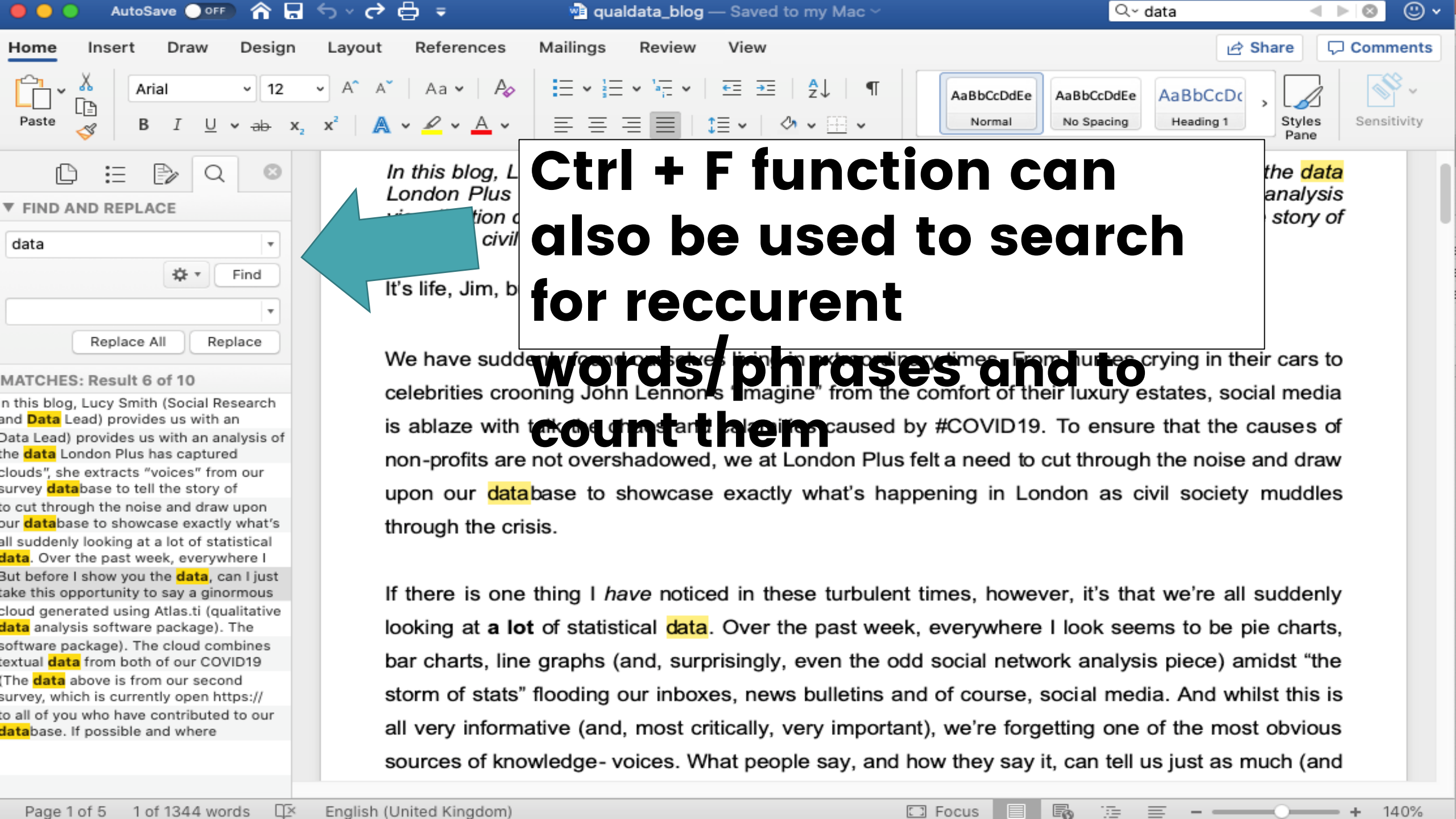


Content Analysis

- ✓ Useful for taking stock of what is on the surface **(breadth)**
- ✓ provides us with **a breakdown of what is there** (i.e how many seeds have been sown, quality of the soil **-> patterns**)
- ✓ ...and **what this literally means** (i.e you have planted carrots and cabbages **-> "sentiments"**)

The Grounded Method

- ✓ Useful for extracting the narrative(s) or story -> **what is concealed underneath the "hard" surface (depth)**
- ✓ **Allows for a deeper understanding of emergent themes, including hidden nuances** (i.e different flavor profiles between the same species of veggies)
- ✓ **Enables us to be open to surprises (unexpected themes/findings)** (i.e you might end up with more crops than you bargained for!)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Styles Pane
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FIND AND REPLACE
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MATCHES: Result 6 of 10
n this blog, Lucy Smith (Social Research and Data Lead) provides us with an
Data Lead) provides us with an analysis of the data London Plus has captured
clouds", she extracts "voices" from our survey database to tell the story of
to cut through the noise and draw upon our database to showcase exactly what's
all suddenly looking at a lot of statistical data. Over the past week, everywhere I
But before I show you the data, can I just take this opportunity to say a ginormous
cloud generated using Atlas.ti (qualitative data analysis software package). The
software package). The cloud combines textual data from both of our COVID19
(The data above is from our second survey, which is currently open https://
to all of you who have contributed to our database. If possible and where
Ctrl + F function can also be used to search for reccurent words/phrases and to count them
In this blog, L
London Plus
civil
the data
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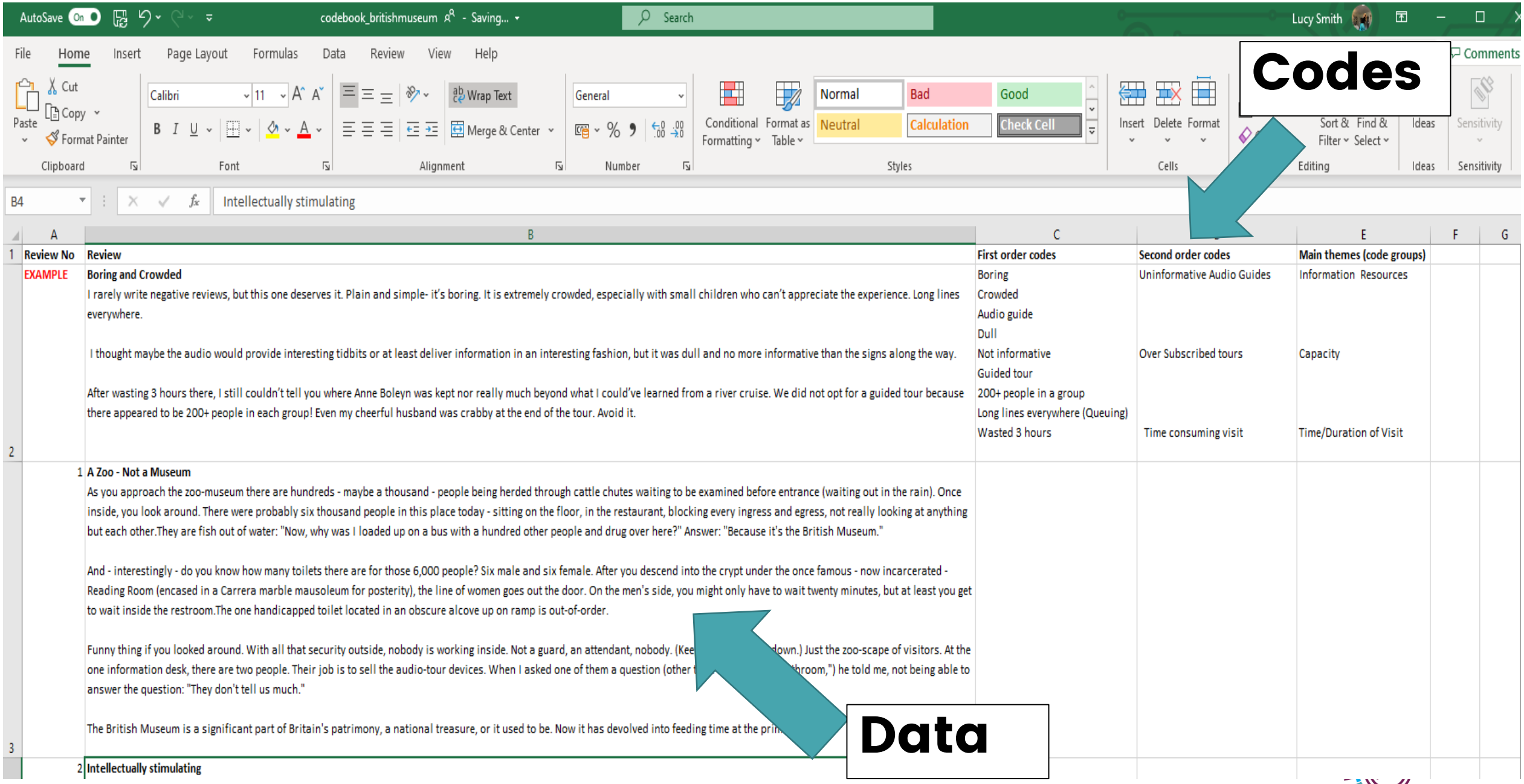
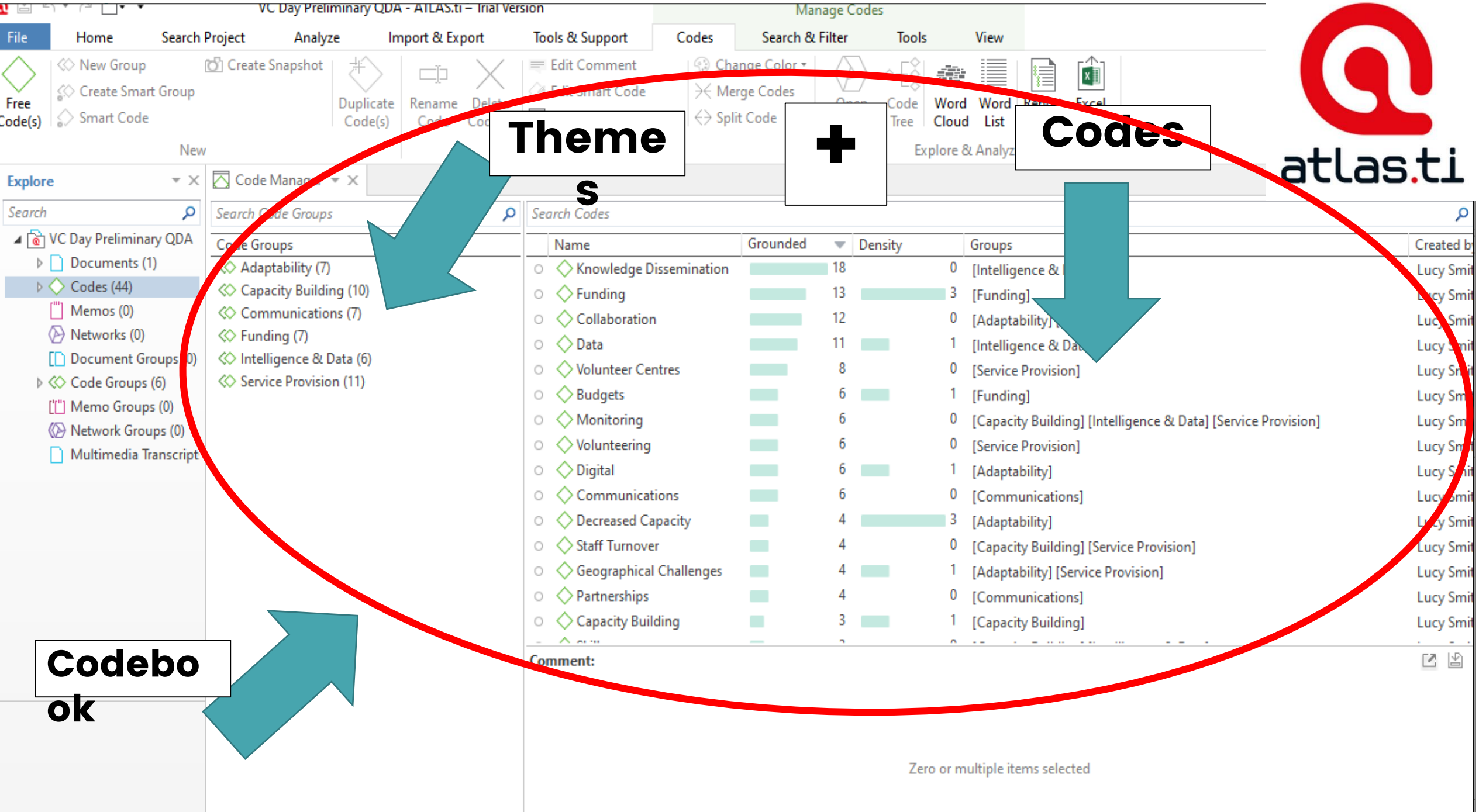
story of
It's life, Jim, b
We have suddenly found ourselves living in extraordinary times. From nurses crying in their cars to celebrities crooning John Lennon's "Imagine" from the comfort of their luxury estates, social media is ablaze with talk of the constant challenges caused by #COVID19. To ensure that the causes of non-profits are not overshadowed, we at London Plus felt a need to cut through the noise and draw upon our database to showcase exactly what's happening in London as civil society muddles through the crisis.
If there is one thing I *have* noticed in these turbulent times, however, it's that we're all suddenly looking at **a lot** of statistical data. Over the past week, everywhere I look seems to be pie charts, bar charts, line graphs (and, surprisingly, even the odd social network analysis piece) amidst "the storm of stats" flooding our inboxes, news bulletins and of course, social media. And whilst this is all very informative (and, most critically, very important), we're forgetting one of the most obvious sources of knowledge- voices. What people say, and how they say it, can tell us just as much (and
Page 1 of 5 1 of 1344 words English (United Kingdom) Focus 140%



	A	B	C	D	E	F	G
1	**Review No**	**Review**	**First order codes**	**Second order codes**	**Main themes (code groups)**		
	EXAMPLE	**Boring and Crowded** I rarely write negative reviews, but this one deserves it. Plain and simple- it's boring. It is extremely crowded, especially with small children who can't appreciate the experience. Long lines everywhere. I thought maybe the audio would provide interesting tidbits or at least deliver information in an interesting fashion, but it was dull and no more informative than the signs along the way. After wasting 3 hours there, I still couldn't tell you where Anne Boleyn was kept nor really much beyond what I could've learned from a river cruise. We did not opt for a guided tour because there appeared to be 200+ people in each group! Even my cheerful husband was crabby at the end of the tour. Avoid it.	Boring Crowded Audio guide Dull Not informative Guided tour 200+ people in a group Long lines everywhere (Queuing) Wasted 3 hours	Uninformative Audio Guides Over Subscribed tours Time consuming visit	Information Resources Capacity Time/Duration of Visit		
2	1	**A Zoo - Not a Museum** As you approach the zoo-museum there are hundreds - maybe a thousand - people being herded through cattle chutes waiting to be examined before entrance (waiting out in the rain). Once inside, you look around. There were probably six thousand people in this place today - sitting on the floor, in the restaurant, blocking every ingress and egress, not really looking at anything but each other.They are fish out of water: "Now, why was I loaded up on a bus with a hundred other people and drug over here?" Answer: "Because it's the British Museum." And - interestingly - do you know how many toilets there are for those 6,000 people? Six male and six female. After you descend into the crypt under the once famous - now incarcerated - Reading Room (encased in a Carrera marble mausoleum for posterity), the line of women goes out the door. On the men's side, you might only have to wait twenty minutes, but at least you get to wait inside the restroom.The one handicapped toilet located in an obscure alcove up on ramp is out-of-order. Funny thing if you looked around. With all that security outside, nobody is working inside. Not a guard, an attendant, nobody. (Kee down.) Just the zoo-scape of visitors. At the one information desk, there are two people. Their job is to sell the audio-tour devices. When I asked one of them a question (other t throom,") he told me, not being able to answer the question: "They don't tell us much." The British Museum is a significant part of Britain's patrimony, a national treasure, or it used to be. Now it has devolved into feeding time at the pri					
3	2	**Intellectually stimulating**					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Tools & Support
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Analysing Trip Advisor (Takeaway Exercise)

Torture (1 star)

London is too hot. The British Museum is too crowded. I have been to British Museum many times before. For the very first time, I found it so hot, noisy and full of bad smell. Everywhere is visitors. It looks like a market. I would say it is torture.

Didn't care for it (2 stars)

I had heard what a great museum this was so I was excited to go. I have to say its one of the most poorly displayed, unimaginative museums I've ever seen. Its like someone got a discount on buying glass display cases and shoved everything into it. Very boring displays. We saw all we wanted to within an hour and left. Many other museums in London to see that are much more interesting.

Of all the Museums of the world with 'British' in the title, this has got to be my favourite. Well, perhaps joint favourite with the British Concrete Museum and; The British Museum of Roundabouts BUT! let not that take anything away from this bastion of world knowledge. Particularly impressed with the Sutton Hoo treasures; the bog man; mummies (lots of in various states); Roman finds; Greek pots; the Rosetta Stone and; the Elgin Marbles (I will leave others to argue over where they belong, but possibly worth seeing them sooner, rather then in Athens...)
Drinks and food are a bit pricey! Take your own is the best suggestion. Perhaps the best gift shop outside of a Disney resort. Truely an excellent and informative museum with a great range of exhibits. Certainly should be no. 1 on a list of visits whilst you're in

datawise
LONDON

Ethical Challenges

DR CHRISTINE GOODALL (HEAR NETWORK)

Research Ethics:

- ✓Sampling
  - ✓Who?
  - ✓Why?
  - ✓Where?
- ✓Information
  - ✓What?
  - ✓Why?
  - ✓How?
- ✓Consent
- ✓Sharing

Breakout session

- ✓trust
- ✓accessibility
- ✓power
- ✓avoiding 'leading' questions, using a framework
- ✓researcher 'interference'
- ✓what isn't being said? why?

Becoming more datawise

- ✓ Complete our session evaluation
- ✓ Register for Datawise London support
- ✓ Check training opportunities on our Eventbrite page
- ✓ Sign up to our eNews
- ✓ Get help with digital: London Digital support access form

Thank you for listening

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