



# Qualitative Data Analysis

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DISCOVER. LEARN. ANALYSE. SHAPE. REPEAT



# Objectives of this session



- ✓ Different data collection options available
- ✓ Turning 'talk' into data
- ✓ What we mean by qualitative data analysis
- ✓ Coding and analysing data and
- ✓ Different digital tools available to you



# 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



# Gathered versus generated qualitative data

Gathered:

**"Dismal"**  
○○○○○ Reviewed 14 May 2010

A barman appeared and we asked if we could get a drink. A stunned look crossed his face, as though this was a ludicrous question that hadn't been covered in Bar Keeping 101. He consulted another member of staff then turned to us. 'No', was his reply, 'the bar doesn't open until 6pm!' 'But!' we countered, 'your sign downstairs says you serve food assimilated this complex data, solved a particularly tricky question that must be an old sign!'



Generated:



# Generating data: qualitative research methods



## Interviewing

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



# Interviewing



# Focus groups

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**Recruited** to discuss a particular topic

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

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Participants should be more or less homogeneous

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Broad questions to elicit responses and generate discussion among the participants

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# Other data collection methods for qualitative data



Diaries (written, audio, video)

Visual methods (e.g. Sticky Walls)

Social media



# Best Practice

BEST  
PRACTICE



- ✓ Prepare an interview guide and test your questions
- ✓ Consider practicalities, e.g. location, timing, costs for interviewee to attend
- ✓ Ethics, data protection and informed consent





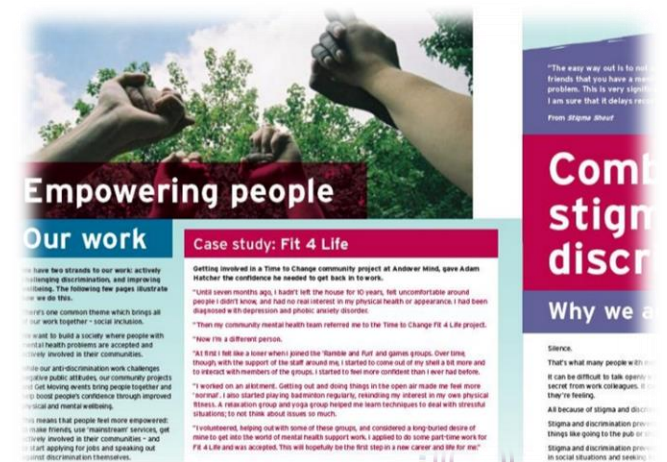
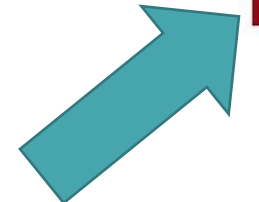
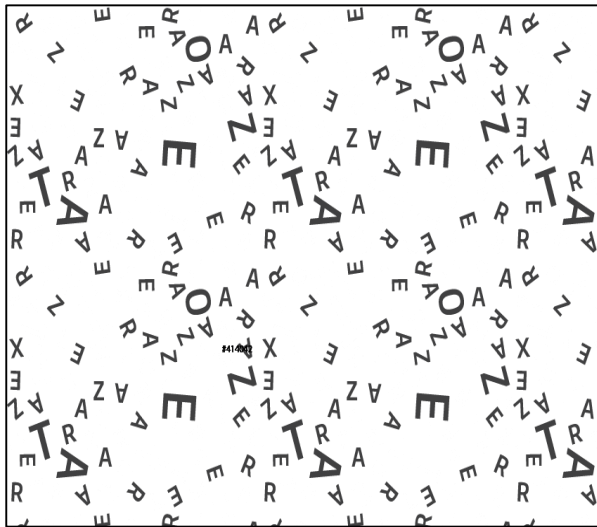
# Qualitative Data Analysis

AN INTRODUCTION BY LUCY SMITH (LONDON PLUS)



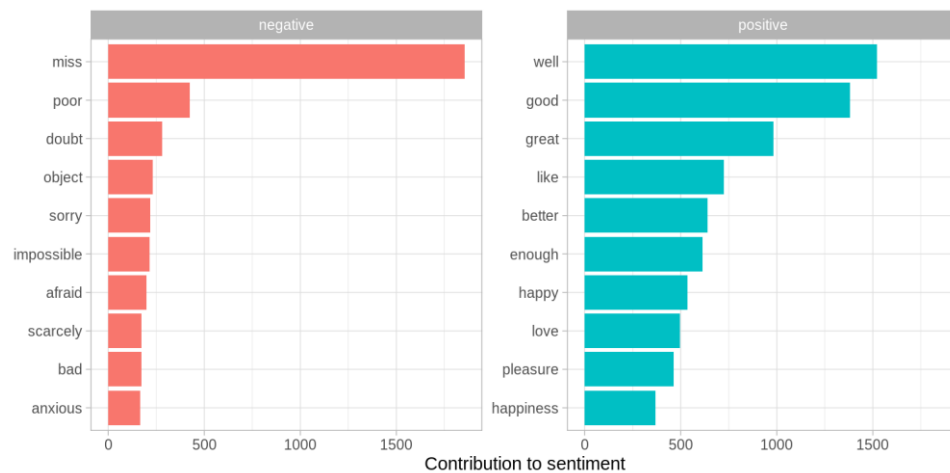
# What is QDA?

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. patterns)

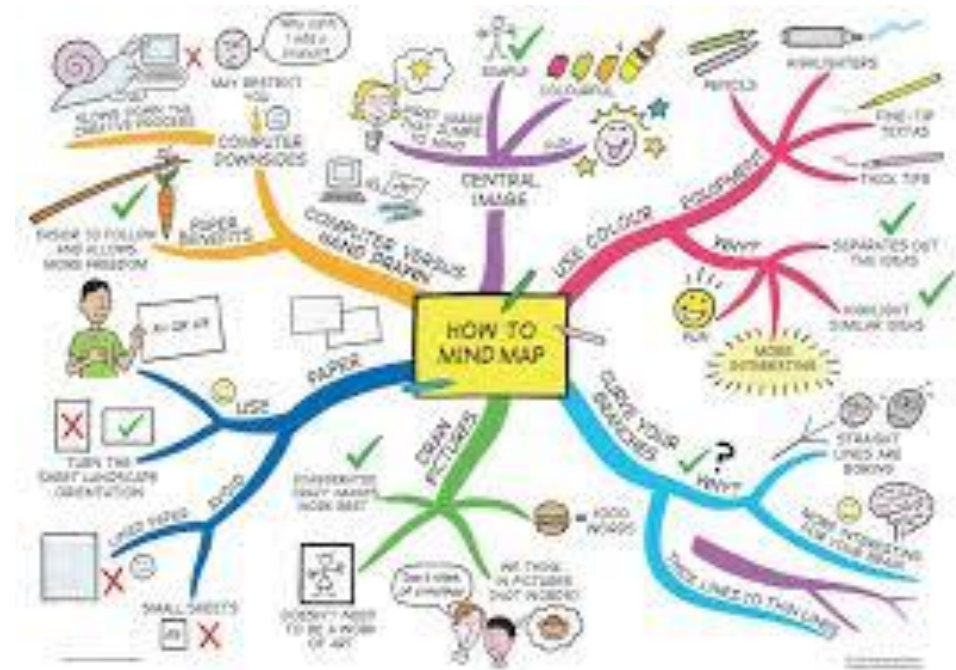


# QDA can be best described as having two main approaches

## The hard approach



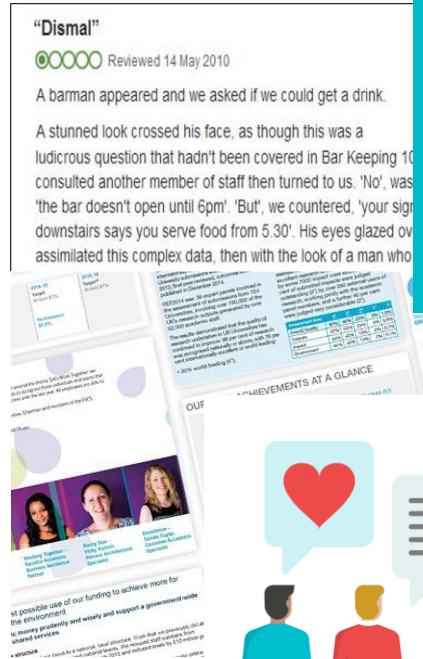
## The soft approach



# Turning "talk" into data

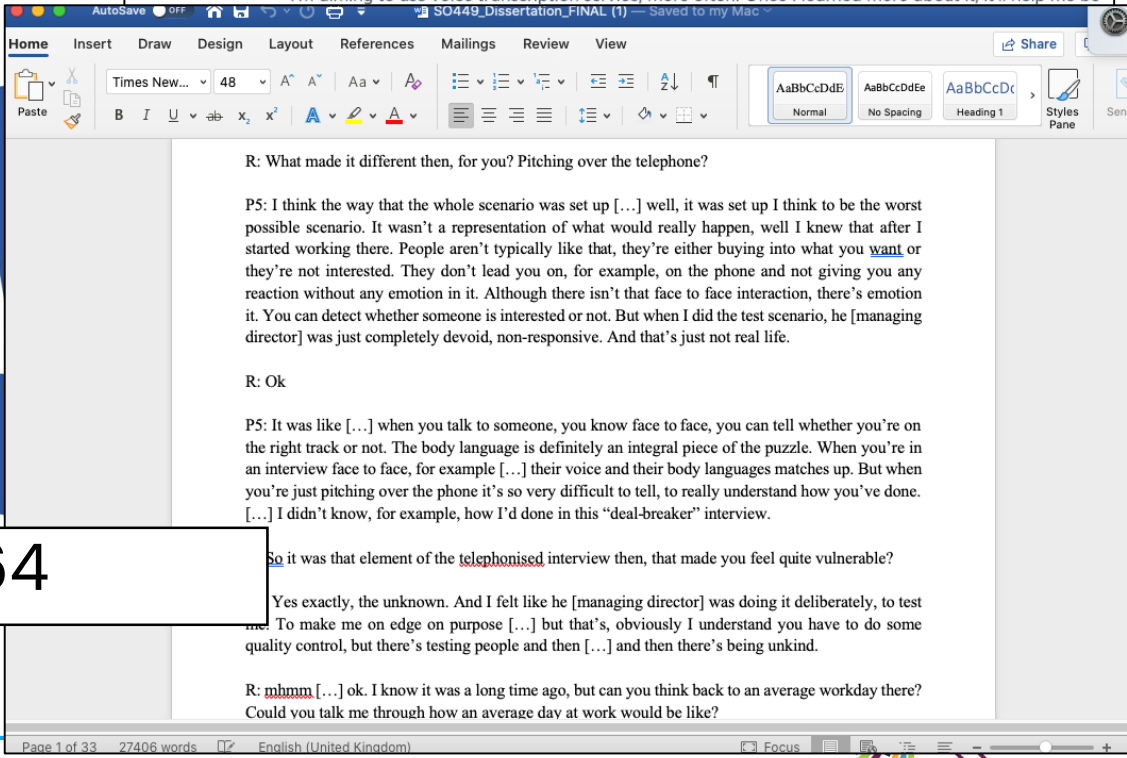


Let's Otter!

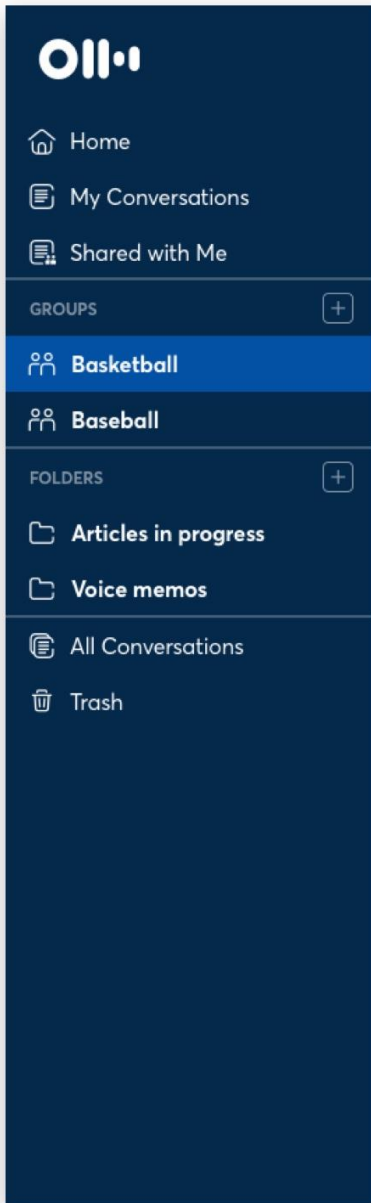


1hr 45 of talk = 15,964

words **DRAGON**  
NATURALLY SPEAKING



# A few “quick fixes”...



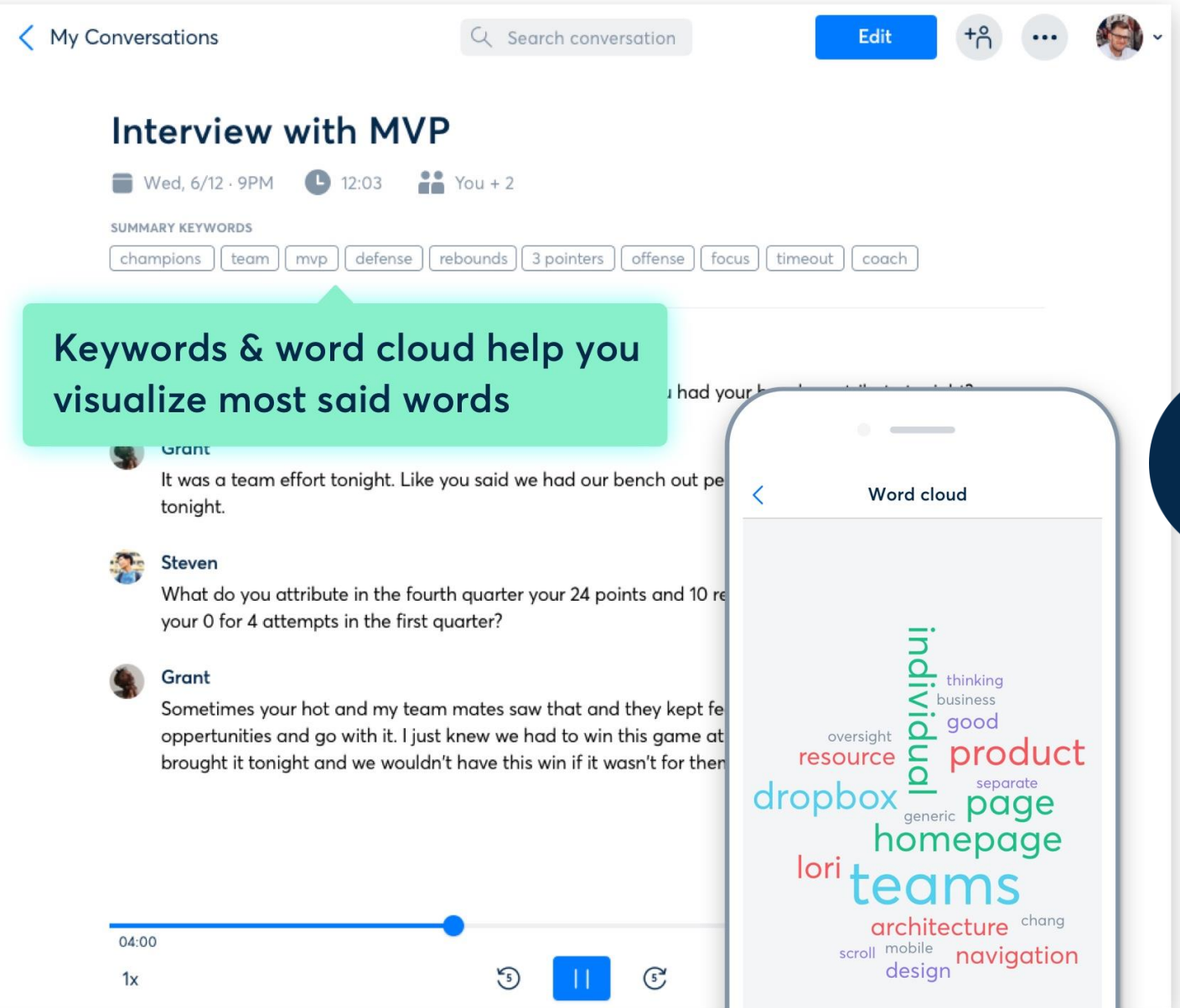
Home  
My Conversations  
Shared with Me

GROUPS +

Basketball  
Baseball

FOLDERS +

Articles in progress  
Voice memos  
All Conversations  
Trash



My Conversations Search conversation Edit + ...

## Interview with MVP

Wed, 6/12 · 9PM 12:03 You + 2

SUMMARY KEYWORDS  
champions team mvp defense rebounds 3 pointers offense focus timeout coach

**Keywords & word cloud help you visualize most said words**

**Grant**  
It was a team effort tonight. Like you said we had our bench out pe tonight.

**Steven**  
What do you attribute in the fourth quarter your 24 points and 10 re your 0 for 4 attempts in the first quarter?

**Grant**  
Sometimes your hot and my team mates saw that and they kept fe oppertunities and go with it. I just knew we had to win this game at brought it tonight and we wouldn't have this win if it wasn't for ther

04:00 1x

Word cloud

individual thinking business good product separate page homepage teams architecture chang scroll mobile navigation design lori dropbox oversight resource generic



presentation, please provide - in 100 to 200  
at was good; what they could improve; and

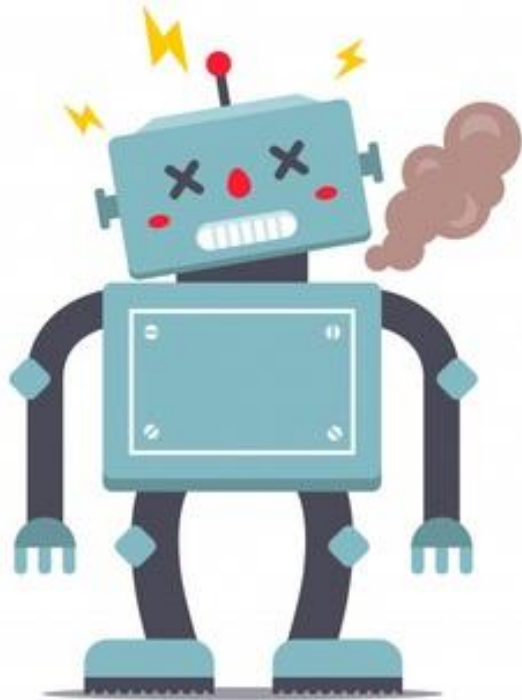
Save As

Number of mentions  
er 3 more 10

Hidden words (0)

**Let's Otter!**

# Why should I code my qualitative data



**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



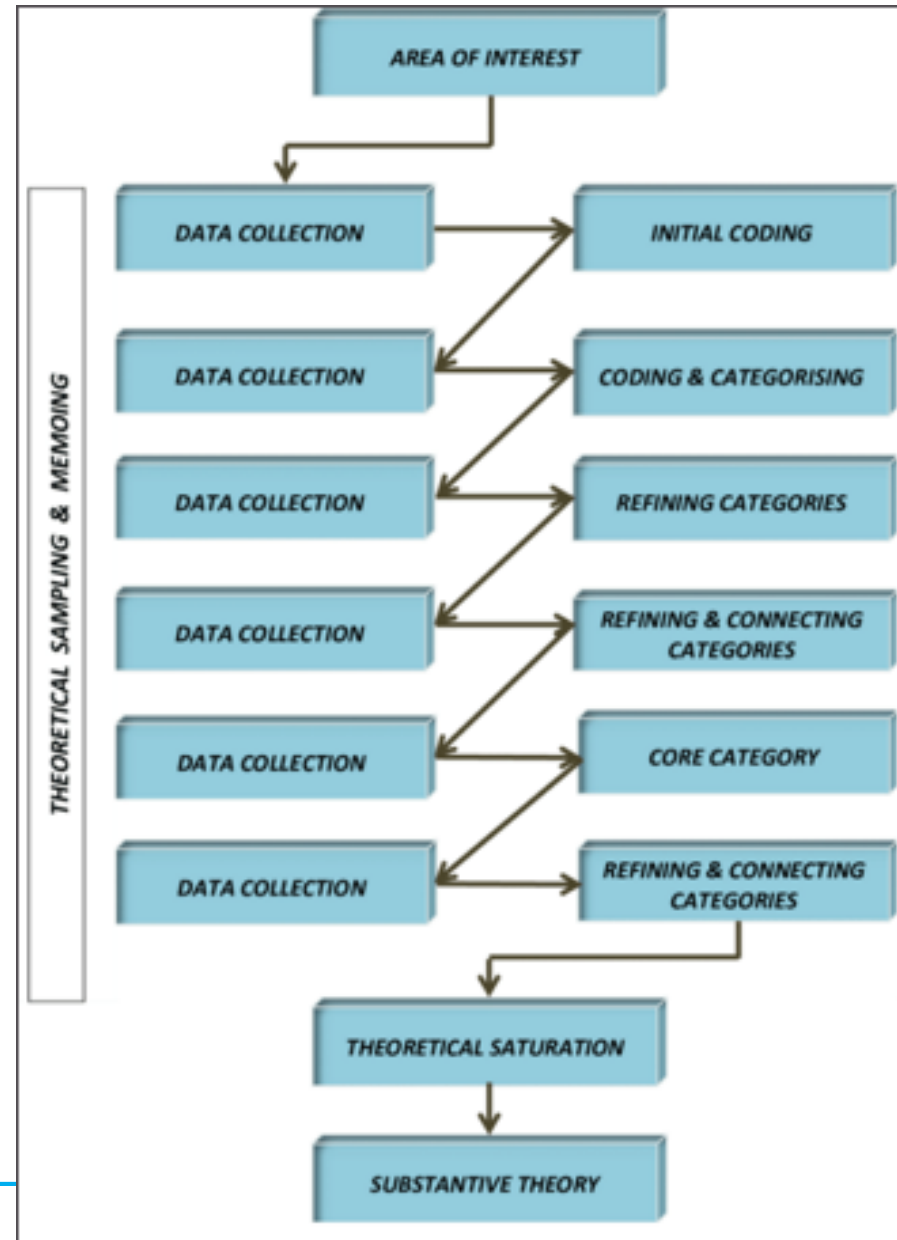
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(they said)

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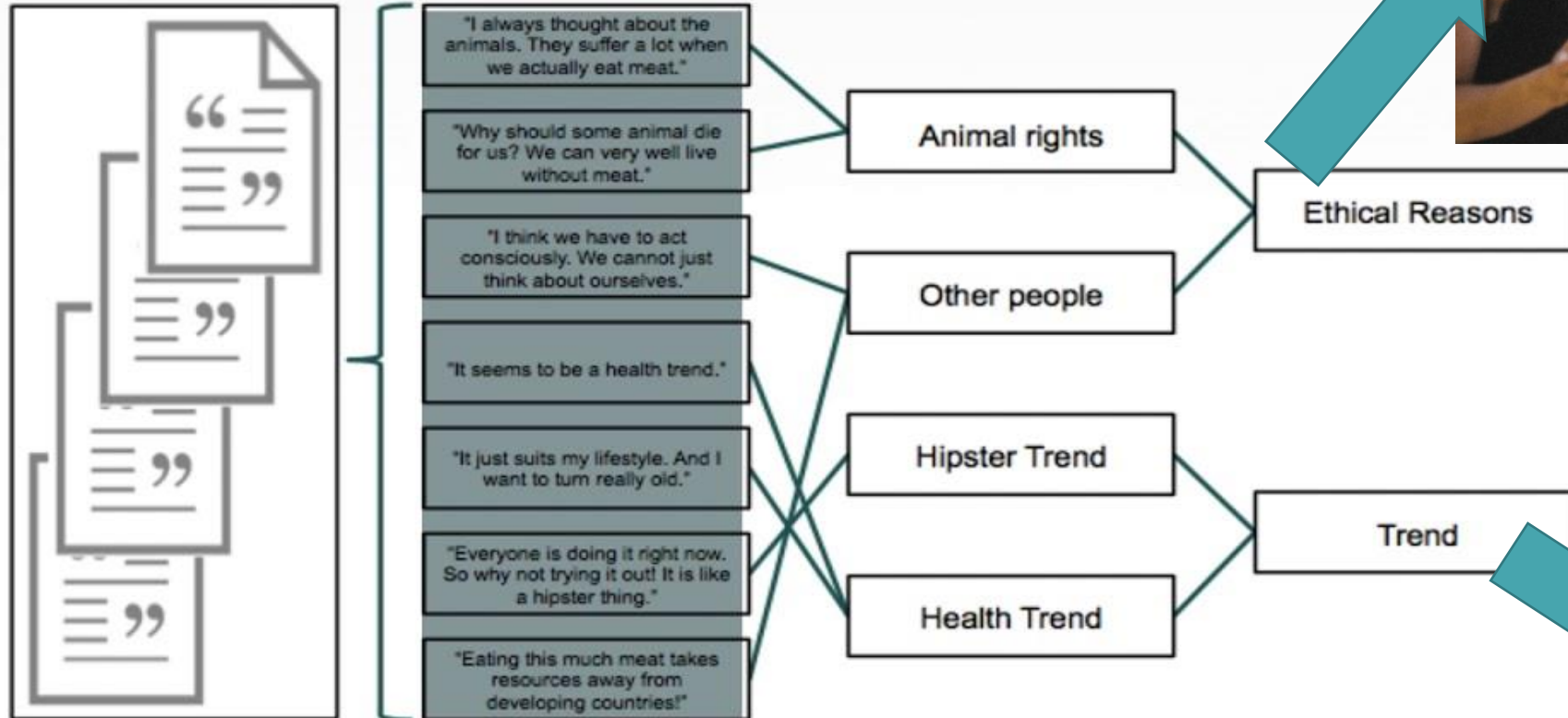
(ing codes from main themes)



# The Grounded Method

## Research Question: Why do People turn Vegan?

Interview transcripts → Quotes/Paragraphs → First-order codes → Second-order



## 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)
<ul style="list-style-type: none"><li>Boring</li><li>Audio guide</li><li>Dull</li><li>Not informative</li><li>Guided tour</li></ul>	Uninformative Audio Guides	<b>Information Resources</b>
<ul style="list-style-type: none"><li>200+ people in a group</li><li>Crowded</li></ul>	Over Subscribed tours	<b>Capacity</b>
<ul style="list-style-type: none"><li>Long lines everywhere (Queuing)</li><li>Wasted 3 hours</li></ul>	Time consuming visit	<b>Time/Duration of Visit</b>

# What are the main issues and challenges faced by Man & Boy?

## Man & Boy: issues and challenges

26 Sep 2018, 17:00



Subsc

Apple F

Next



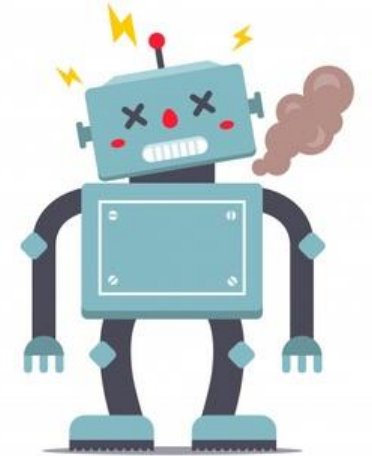
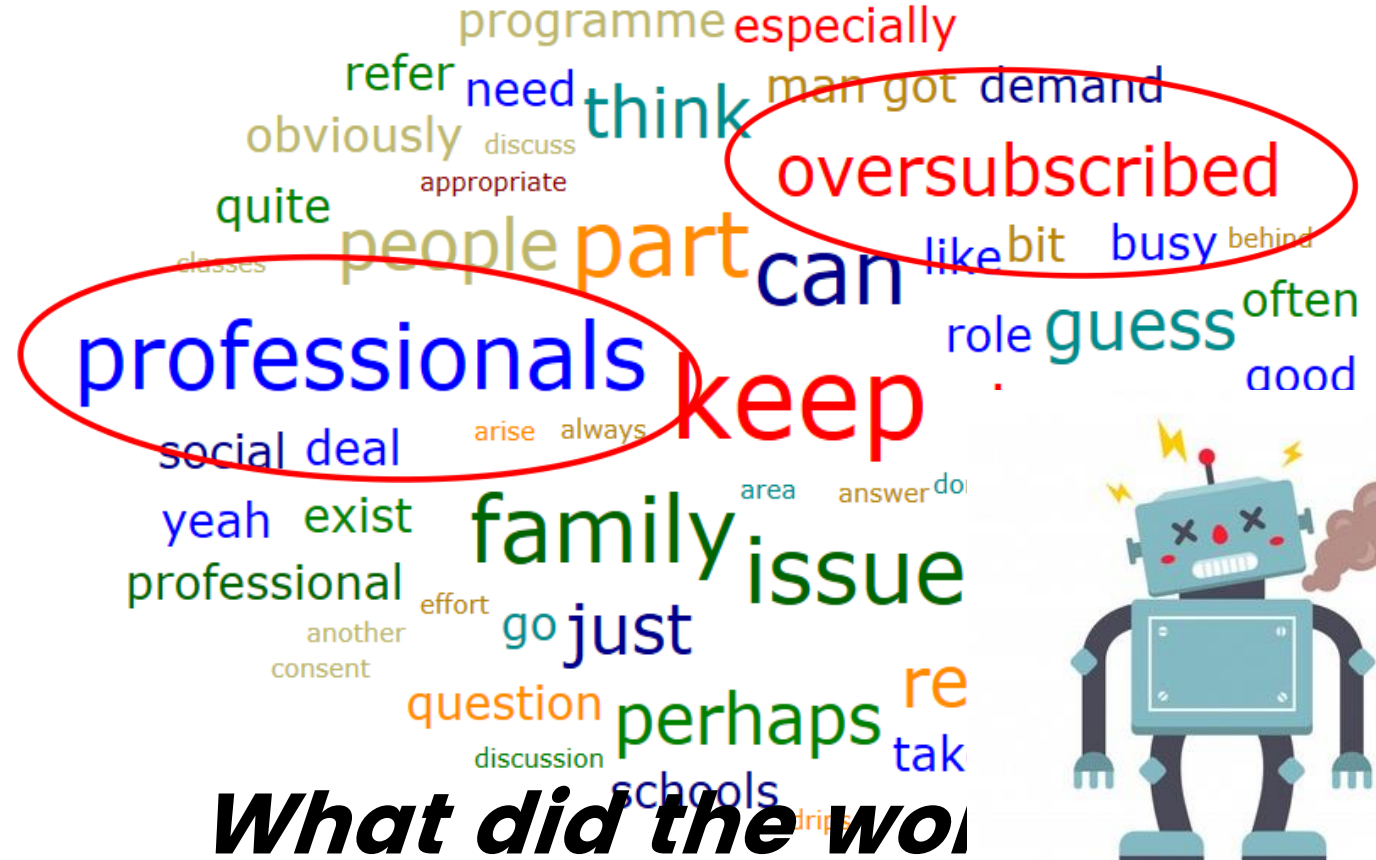
Top Ep



Report

Headliner Embed

QRCode



*miss?*



# Pilot exercise

*With Google Jamboard*



# Main exercise. Analysing Reviews on Trip Advisor

## *Scenario:*

You work for Visit London and are conducting an annual review of how well attractions across the city are performing.

Your colleagues in the marketing team recently sent out a survey through the subscriber's newsletter, which has had a good response rate- but the data doesn't quite make sense. For the first time, three popular attractions have been performed badly with little explanation as to why.

Your team has been tasked by your team with solving the mystery. Your data "hunch" leads you to look at the recent reviews left for each of the three attractions on TripAdvisor.

Using these reviews, your team will work to map out **the lived experience of a London sightseer**. You want to find out not only what's gone wrong, but also what makes an attraction perform well.



codebook\_britishmuseum - Saving... Search Lucy Smith

File Home Insert Page Layout Formulas Data Review View Help

Clipboard Font Alignment Number Styles Cells Editing Ideas Sensitivity

Clipboard: Cut, Copy, Paste, Format Painter

Font: Calibri, 11, Bold, Italic, Underline, Color, Background Color

Alignment: Wrap Text, Merge & Center

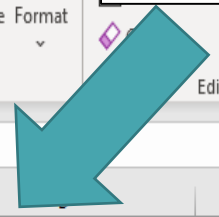
Number: General, Percentage, Decimals

Styles: Normal, Bad, Good, Neutral, Calculation, Check Cell

Cells: Insert, Delete, Format

Editing: Sort & Filter, Find & Select, Ideas, Sensitivity

**Codes**



	A	B	C	E	F	G
1	<b>Review No</b>	<b>Review</b>	<b>First order codes</b>	<b>Second order codes</b>	<b>Main themes (code groups)</b>	
	<b>EXAMPLE</b>	<p><b>Boring and Crowded</b></p> <p>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.</p> <p>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.</p> <p>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.</p>	<p>Boring</p> <p>Crowded</p> <p>Audio guide</p> <p>Dull</p> <p>Not informative</p> <p>Guided tour</p> <p>200+ people in a group</p> <p>Long lines everywhere (Queuing)</p> <p>Wasted 3 hours</p>	<p>Uninformative Audio Guides</p> <p>Over Subscribed tours</p> <p>Time consuming visit</p>	<p>Information Resources</p> <p>Capacity</p> <p>Time/Duration of Visit</p>	
2						
3	<b>1 A Zoo - Not a Museum</b>	<p>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."</p> <p>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.</p> <p>Funny thing if you looked around. With all that security outside, nobody is working inside. Not a guard, an attendant, nobody. (Keep 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 than "Where's the restroom,") he told me, not being able to answer the question: "They don't tell us much."</p> <p>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 prime</p>				
		2 Intellectually stimulating				

**Data**





# Understanding the Lived Experience of a London Sightseer

## *Things to consider whilst coding:*

- ✓ **Positives and Negatives** – what was good/bad about their visit?
- ✓ **The case (context)** – **what kind of “case” is this?** Typical, atypical? (*Beware... some reviews are quite quirky! Try not to get distracted from the task at hand!*)
- ✓ **Food for thought?** i.e has the review made you aware of something you hadn't previously considered? **Are there any unusual/unique points?**
- ✓ **Recurrent themes** – make sure that you actively look out for **recurring phrases and any themes** that run through the reviews as a **corpus of text** dataset).

BONUS POINTS: “*Schrödinger’s Beefeater*” – were the Beefeaters naughty or nice?





# Bringing it all together

*Tutorial with [Xmind](#)*



# To recap... why code?

- ✓ Enables you to draw out themes in a systematic way
- ✓ By attaching “codes” to extracts of text, you can put together threads (data) to tell a story

**HOWEVER...**

**It could also take you a very long time! ☹️**

Overview Tours & Tickets **Reviews** Nearby Q&A

**Traveller rating**

<input type="checkbox"/> Excellent	32,534
<input type="checkbox"/> Very good	10,198
<input type="checkbox"/> Average	2,258
<input type="checkbox"/> Poor	444
<input checked="" type="checkbox"/> Terrible	238

**Traveller type**

<input type="checkbox"/> Families
<input type="checkbox"/> Couples
<input type="checkbox"/> Solo
<input type="checkbox"/> Business
<input type="checkbox"/> Friends

**Time of year**

<input type="checkbox"/> Mar-May
<input type="checkbox"/> Jun-Aug
<input type="checkbox"/> Sep-Nov
<input type="checkbox"/> Dec-Feb

**Language**

<input type="radio"/> All languages
<input checked="" type="radio"/> English (238)
<input type="radio"/> Italian (28)
<input type="radio"/> Spanish (25)

More languages ▾

Show reviews that mention

Search reviews

45,665 reviews... and counting!

All reviews beefeater tour crown jewels are free tour london pass

amazing history lots of history steeped in history free tour london pass beefeaters ravens poppies

queue crowns fortress

1 - 10 of 236 reviews

**Interview**  
Reviewed 2 weeks ago  
Very poor customer service no staff around to assist people with disabilities very bad value for money will not visit again  
Date of experience: January 2020  
14 5 1 Thank Frances P

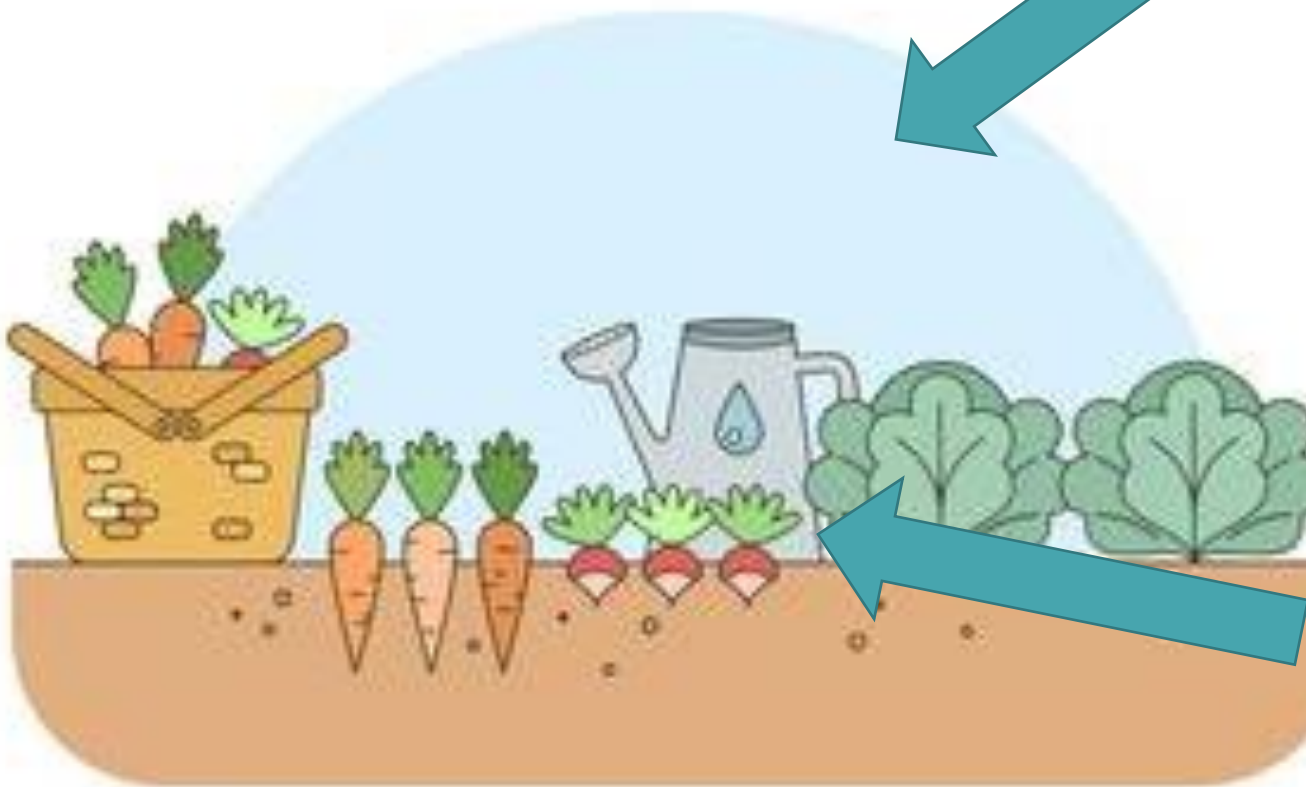
**Beware of booking on TripAdvisor**  
Reviewed 28 December 2019  
I give this a terrible rating due to my experience with TripAdvisor. TA sold me tickets for Tower of London for Christmas Eve 2019. I was told that it was opened on x-mas eve when I booked it the month+ before. Lo and behold, when... More  
Date of experience: December 2019  
50 17 3 Thank ylecooyoteesq

Reviewed 30 October 2019 via mobile



# The vegetable patch analogy

(using multiple approaches for the best results!)



## Our “quick fixes”

- ✓ 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**)

## The Grounded Method

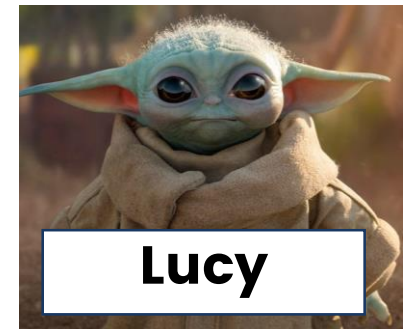
- ✓ Useful for extracting the narrative(s) or story -> **what is concealed underneath the “hard” surface (depth)**
- ✓ **Allows for a deeper understanding of emergent themes, including hidden nuances** (i.e different flavor profiles between the same species of veggies)
- ✓ **Enables us to be open to surprises (unexpected themes/findings)** (i.e you might end up with more crops than you bargained for!)



*There's a universe of qualitative data out there yet to be explored!*



**Angela**



**Lucy**

Check out DWL's Eventbrite  
<https://www.eventbrite.co.uk/o/superhighways-308927460>





File Home Search Project Analyze Import & Export Tools & Support Codes Search & Filter Tools View

New Group Create Snapshot Duplicate Code(s) Rename Code Delete Code Edit Comment Edit Smart Code Change Color Merge Codes Open Code Tree Word Cloud Word List Report Excel Export

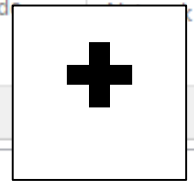
Explore

- VC Day Preliminary QDA
  - Documents (1)
  - Codes (44)**
  - Memos (0)
  - Networks (0)
  - Document Groups (0)
  - Code Groups (6)
  - Memo Groups (0)
  - Network Groups (1)
  - Multimedia Transcript

Code Groups

- Adaptability (7)
- Capacity Building (10)
- Communications (7)
- Funding (7)
- Intelligence & Data (6)
- Service Provision (11)

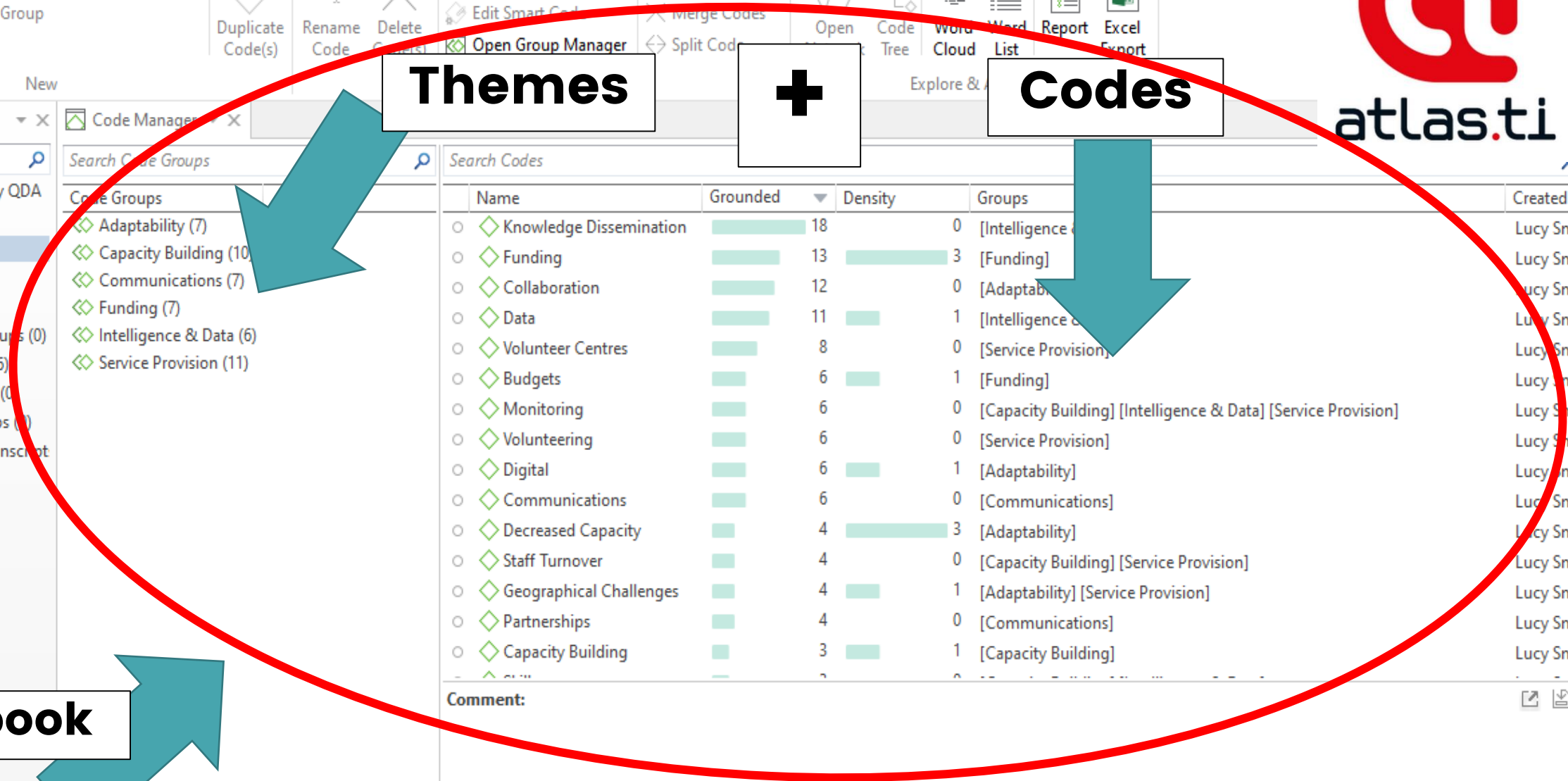
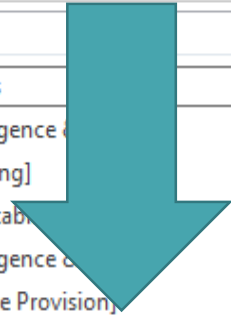
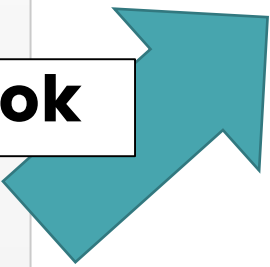
**Themes**



**Codes**

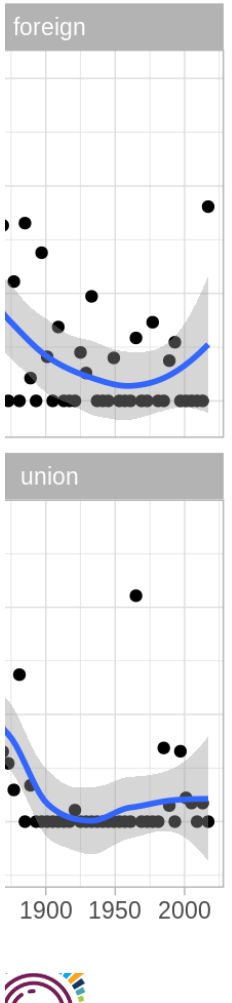
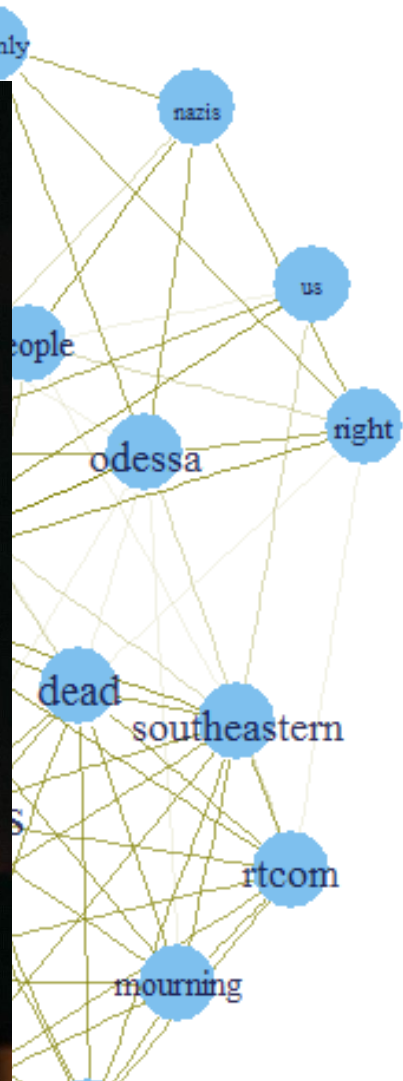
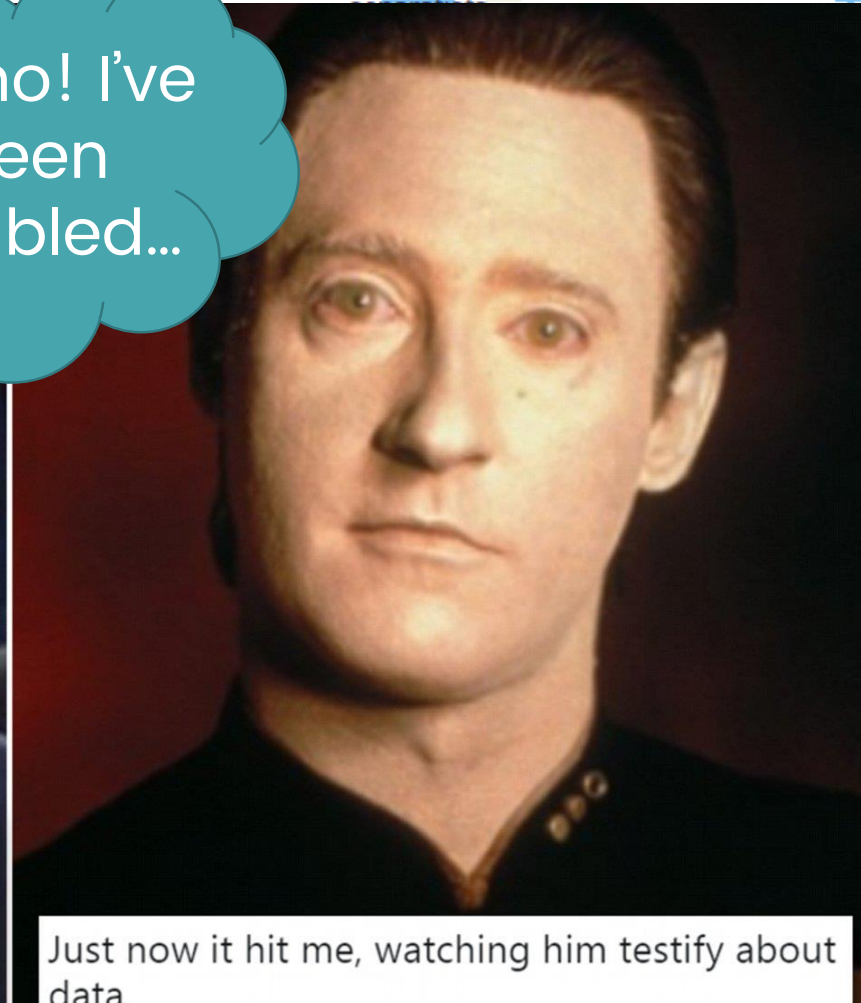
Name	Grounded	Density	Groups	Created by
Knowledge Dissemination	18	0	[Intelligence & Data]	Lucy Smith
Funding	13	3	[Funding]	Lucy Smith
Collaboration	12	0	[Adaptability]	Lucy Smith
Data	11	1	[Intelligence & Data]	Lucy Smith
Volunteer Centres	8	0	[Service Provision]	Lucy Smith
Budgets	6	1	[Funding]	Lucy Smith
Monitoring	6	0	[Capacity Building] [Intelligence & Data] [Service Provision]	Lucy Smith
Volunteering	6	0	[Service Provision]	Lucy Smith
Digital	6	1	[Adaptability]	Lucy Smith
Communications	6	0	[Communications]	Lucy Smith
Decreased Capacity	4	3	[Adaptability]	Lucy Smith
Staff Turnover	4	0	[Capacity Building] [Service Provision]	Lucy Smith
Geographical Challenges	4	1	[Adaptability] [Service Provision]	Lucy Smith
Partnerships	4	0	[Communications]	Lucy Smith
Capacity Building	3	1	[Capacity Building]	Lucy Smith

**Codebook**



Zero or multiple items selected

# You could also learn how to do this...



**Have confidence! The possibilities are endless....**



# Thank you for listening

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