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:

Generated:

Generating data: qualitative research methods

Interviewing

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

Interviewing

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

Broad questions to elicit responses and generate discussion among the participants

Other data collection methods for qualitative data

- Diaries (written, audio, video)
- Visual methods (e.g. Sticky Walls)
- Social media

Best Practice

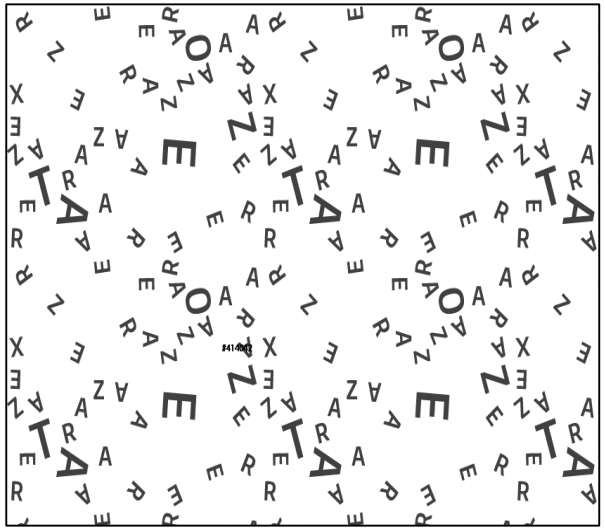
- ✓Prepare an interview guide and test your questions
- ✓Consider practicalities, e.g. location, timing, costs for interviewee to attend
- ✓Ethics, data protection and informed consent

Qualitative Data Analysis

AN INTRODUCTION BY LUCY SMITH (LONDON PLUS)

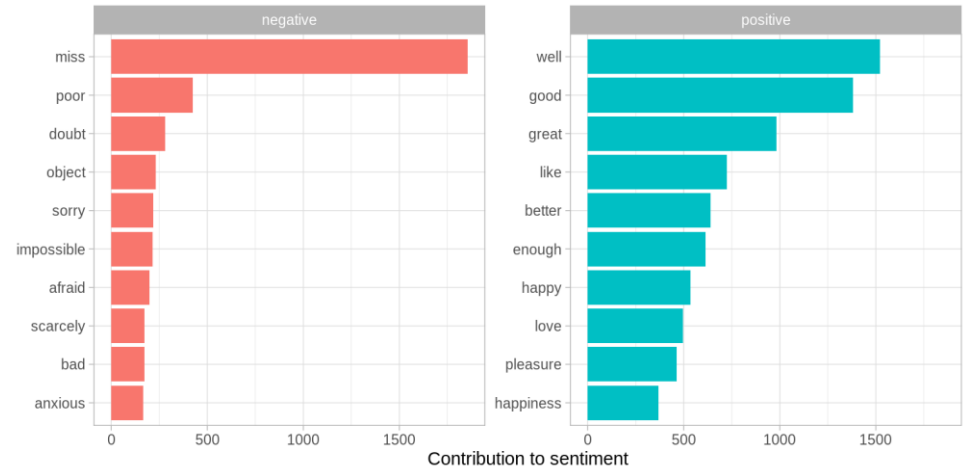
What is QDA?

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 pat



QDA can be best described as having two main approaches

The hard approach

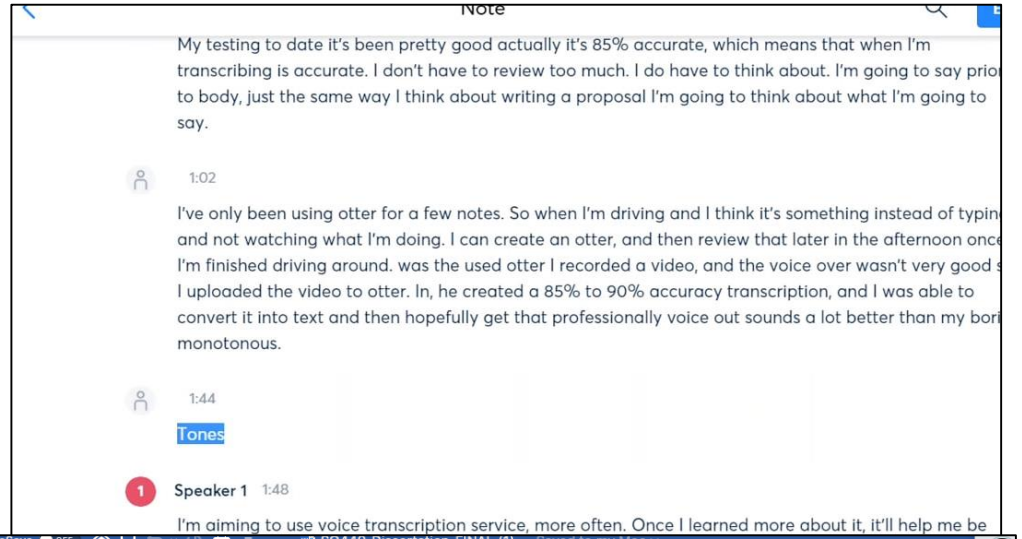


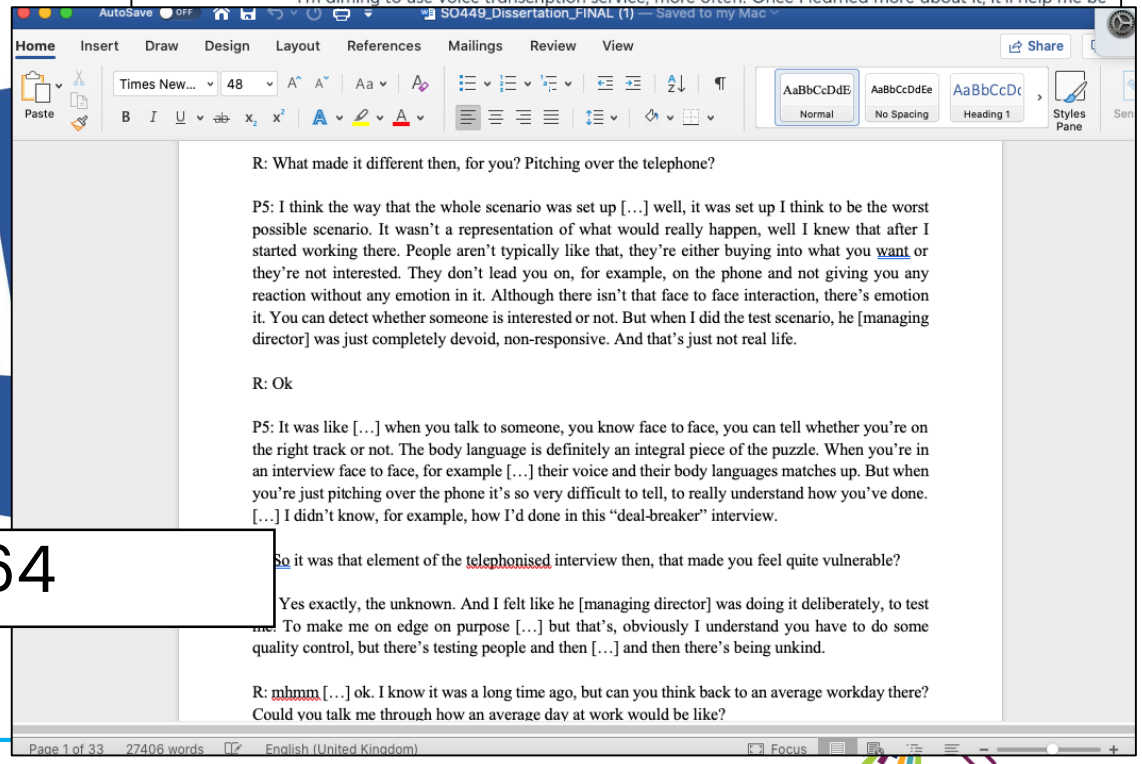
The soft approach

Turning “talk” into data

Let’s Otter!

Transcription

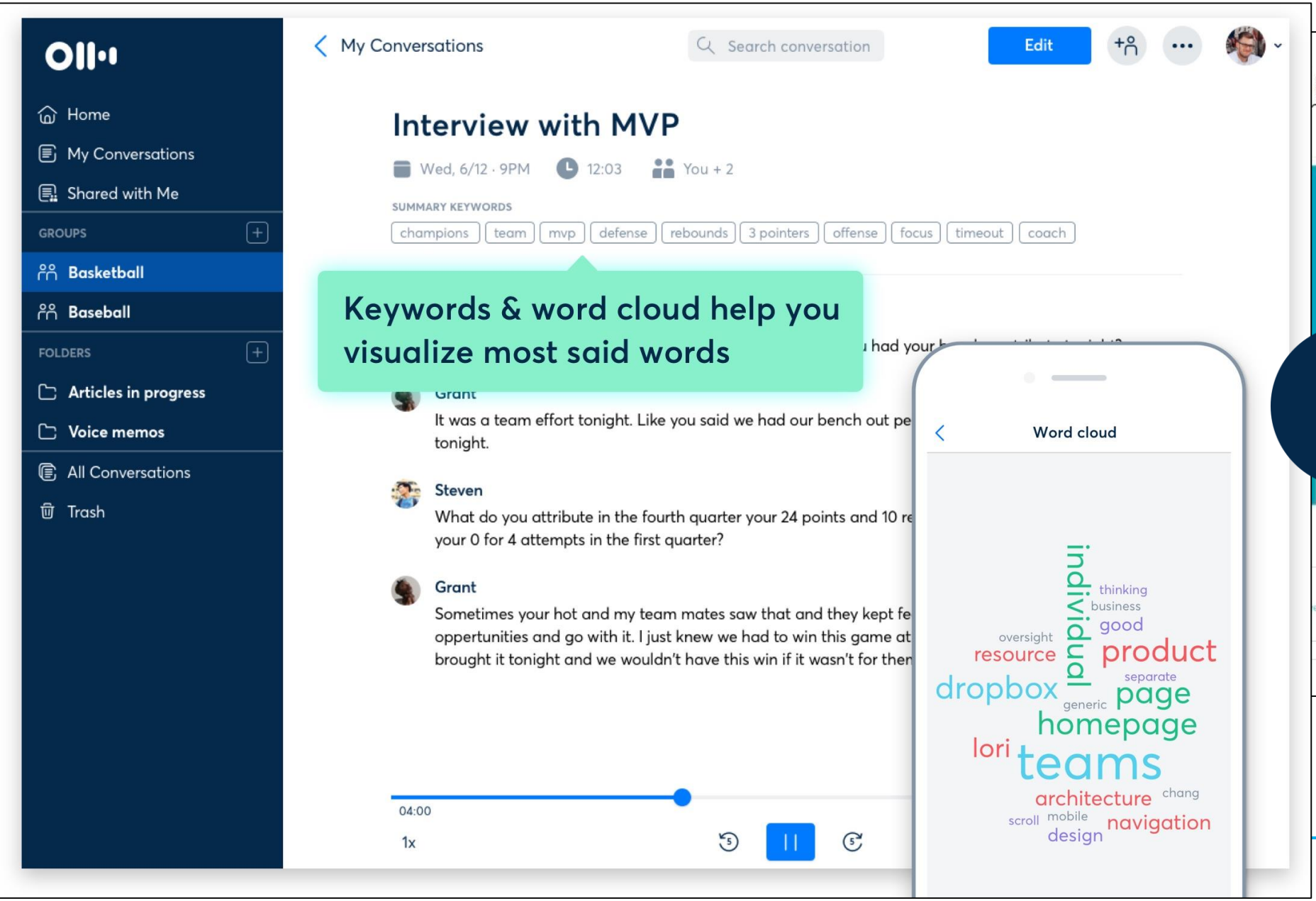




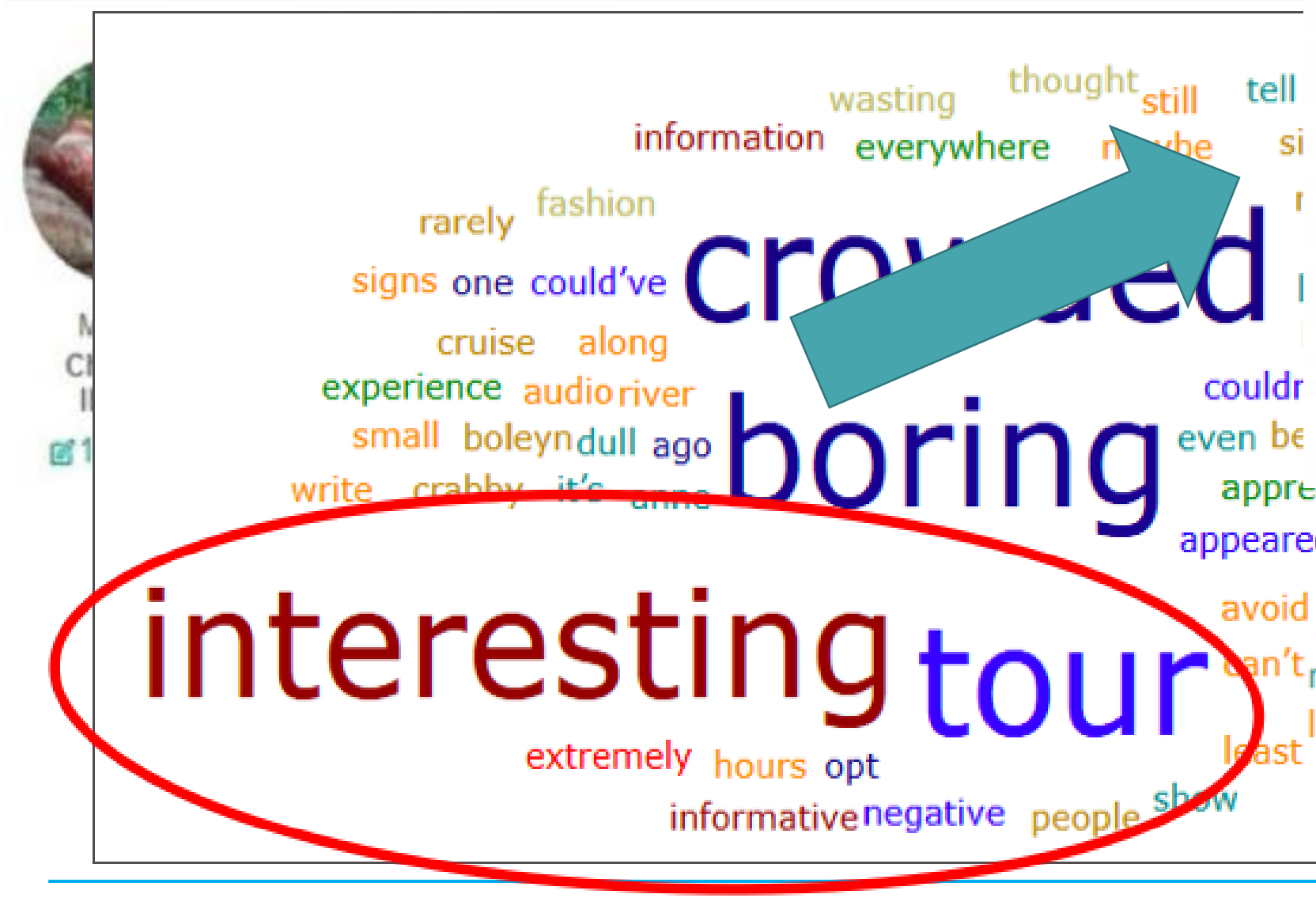
1hr 45 of talk = 15,964 words

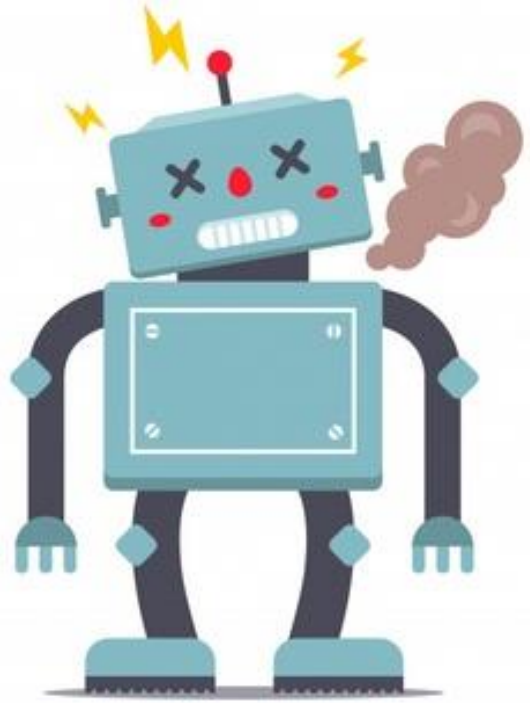
DRAGON NATURALLYSPEAKING

A few “quick fixes”…



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)

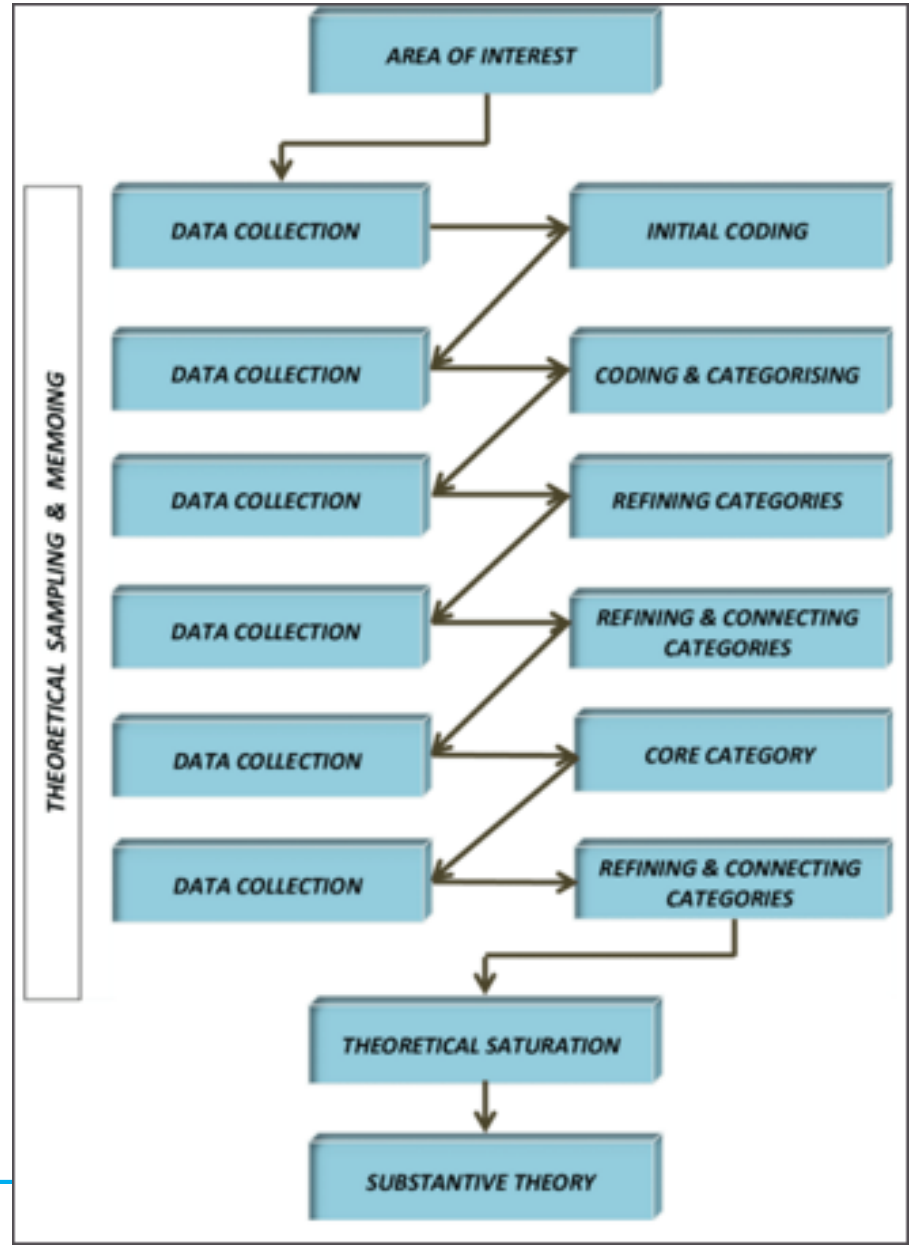
The Grounded Method

The ... ges…

1. ... hey said)

2. S ... wh ...)

3. ... ing codes from sta ... main themes)



The Grounded Method

Research Question: Why do People turn Vegan?

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

"I always thought about the animals. They suffer a lot when we actually eat meat."

"Why should some animal die for us? We can very well live without meat."

"I think we have to act consciously. We cannot just think about ourselves."

"It seems to be a health trend."

"It just suits my lifestyle. And I want to turn really old."

"Everyone is doing it right now. So why not trying it out! It is like a hipster thing."

"Eating this much meat takes resources away from developing countries!"

Animal rights

Other people

Hipster Trend

Health Trend

Ethical Reasons

Trend

Boring and Crowded

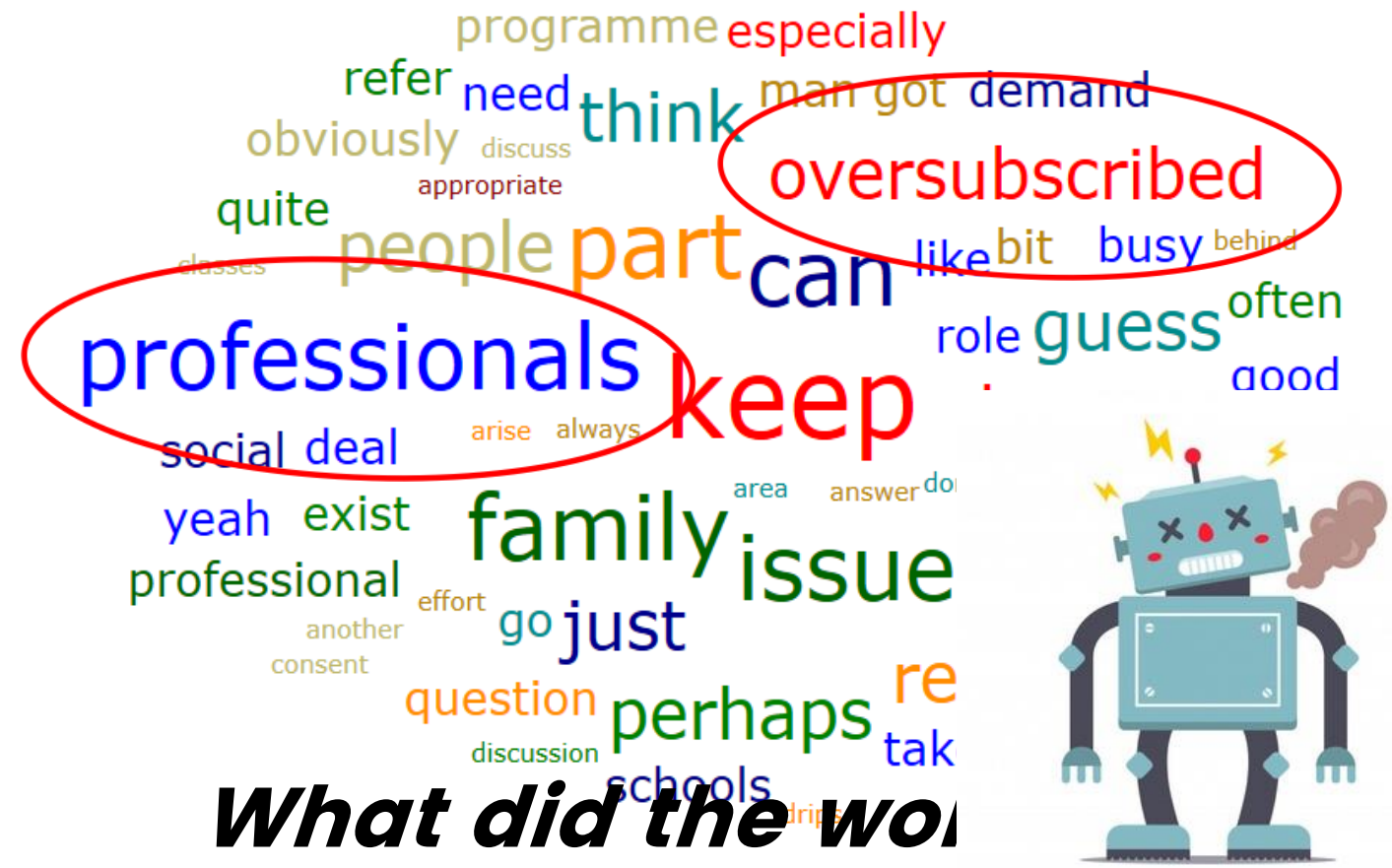
I rarely write negative reviews, but this one deserves it. Plain and simple- it's boring. It is extremely crowded, especially with small children who can't appreciate the experience. Long lines everywhere.

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

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



What did the wo

miss?

Pilot exercise

With Google Jamboar

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.

AutoSave On | codebook_britishmuseum - Saving... | Search | Lucy Smith

File Home Insert Page Layout Formulas Data Review View Help | Comments

Cut Copy Format Painter Paste | Calibri 11 | Wrap Text | General | Merge & Center

Conditional Formatting | Format as Table | Normal | Bad | Good | Neutral | Calculation | Check Cell | Insert | Delete | Format | Sort & Filter | Find & Select | Ideas | Sensitivity

Clipboard | Font | Alignment | Number | Styles | Cells | Editing | Ideas | Sensitivity

Codes

B4 | Intellectually stimulating

	A	B	C	D	E	F	G
1	**Review No**	**Review**	**First order codes**	**Second order codes**	**Main themes (code groups)**		
2	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		
3	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…					
	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

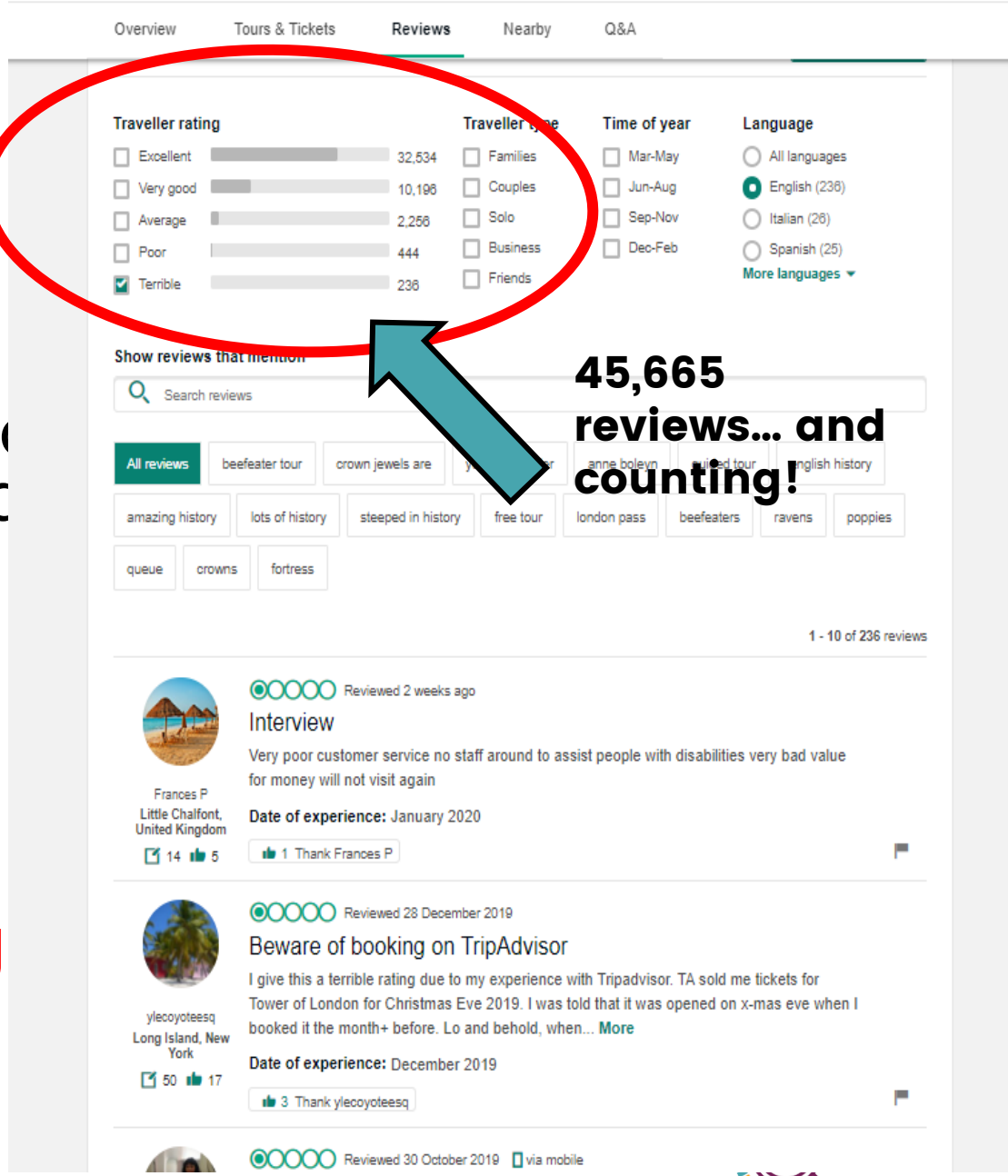
To recap… why code?

- ✓ Enables you to draw out themes in systematic way

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

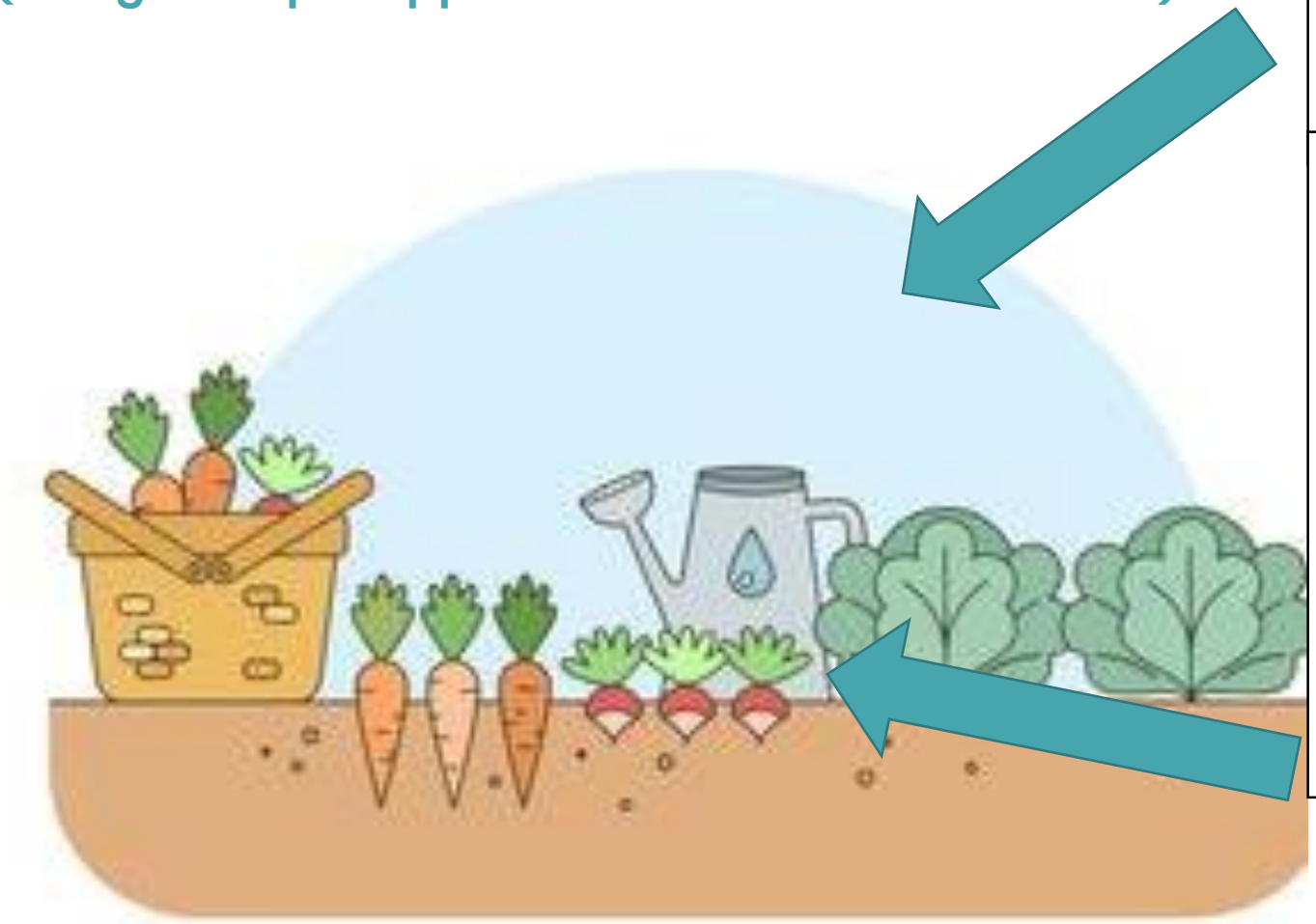
HOWEVER…

It could also take you a very long time! ☹



The vegetable patch analogy

(using multiple approaches for the best results!)



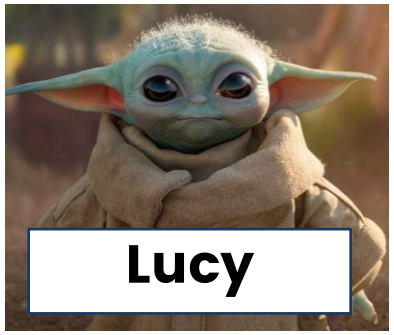
Our "quick fixes"

- ✓ 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!)

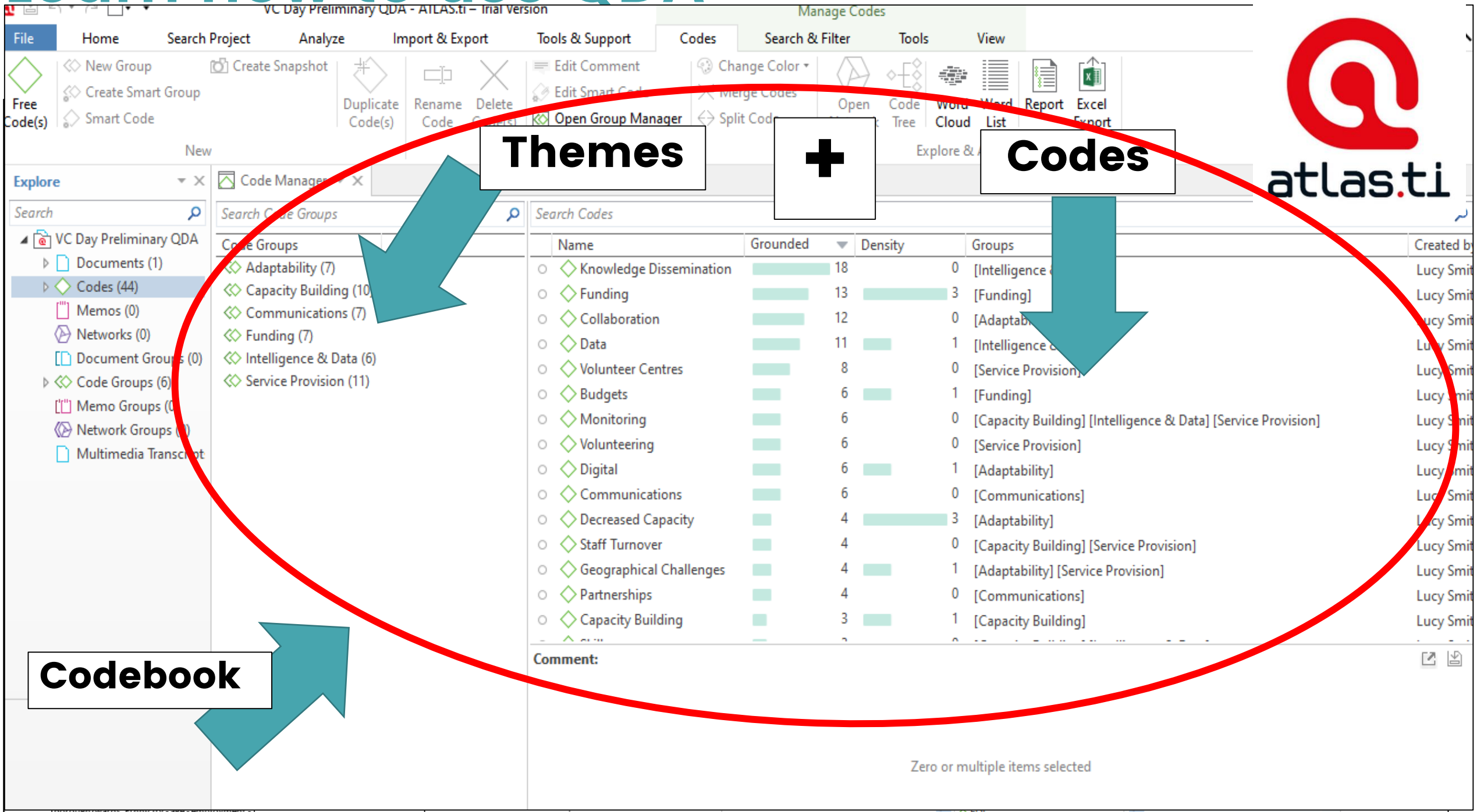
There's a universe of qualitative data out there yet to be explored!



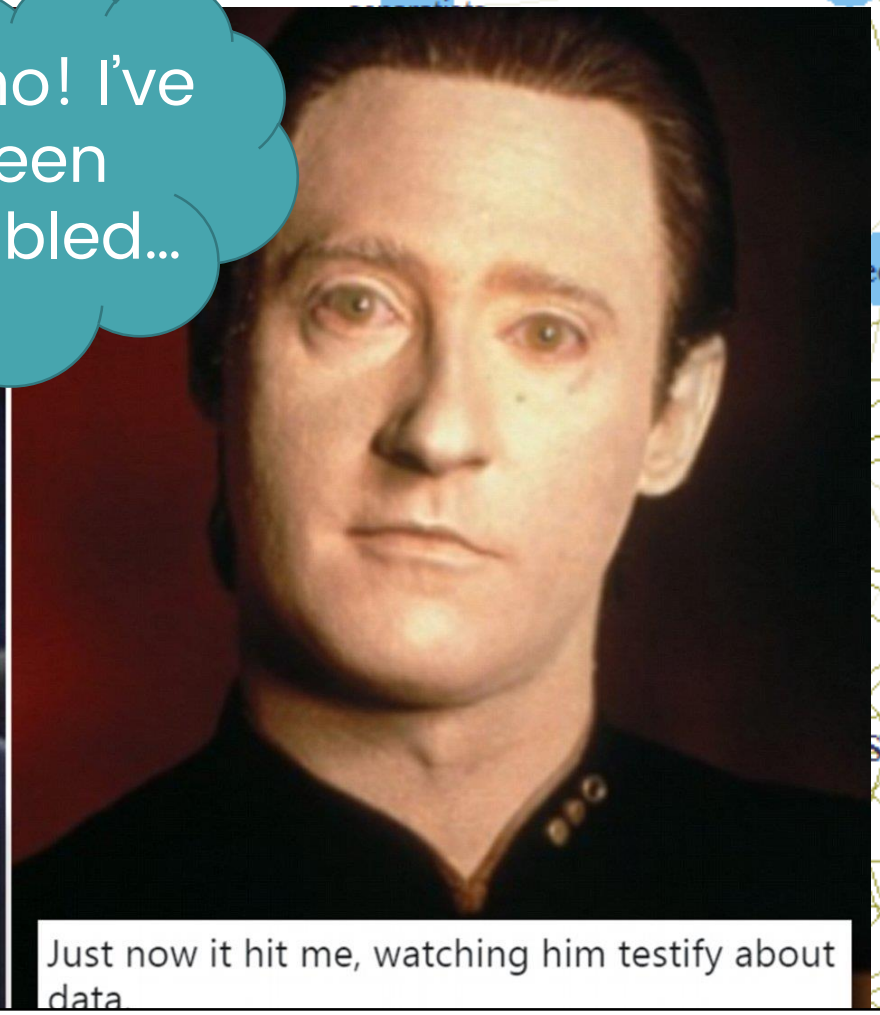
Check out DWL's Eventbrite

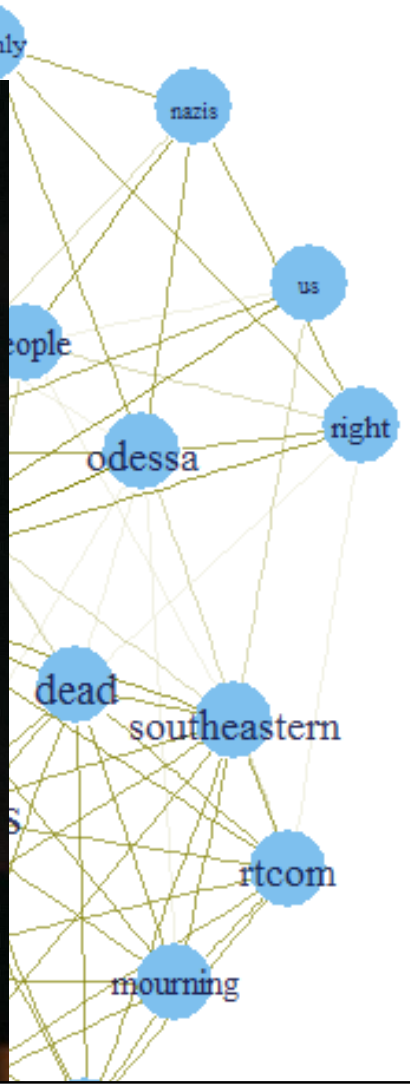
https://www.eventbrite.co.uk/o/superhighways-308927460

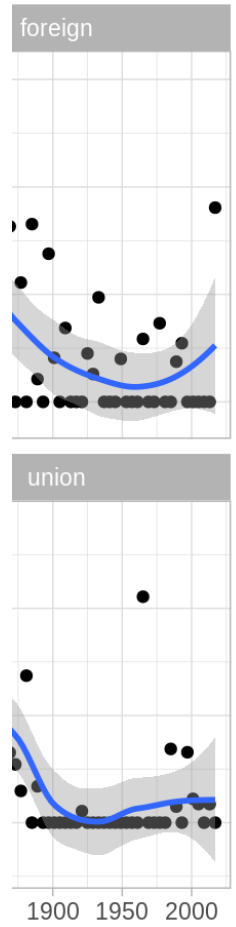
Learn how to use QDA



You could also learn how to do this…







Have confidence! The possibilities are endless….

Thank you for listening

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