DATAWISE LONDON TRAINING

INTRODUCTION TO QUALITATIVE DATA ANALYSIS

A Beginner's Guide to analysing what people say

superhighways
harnessing technology for community benefit

MEASURING THE GOOD
Learning Labs

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What we'll cover today

- ✓What is qualitative data analysis
- ✓Turning 'talk' into data
- ✓Coding and analysing your information
- ✓How to start visualising your results
- ✓Free (as far as possible) digital tools available to help

Agenda

10am	**Welcome, polls and networking**
10.20	Introduction to qualitative data
	Exercise: patterns with Wordclouds
	Exercise: discovering themes in our work
11.30	**Break and networking**
11.45	Coding
11.55	Visualising our findings
12.15	Evaluation, questions and reflections

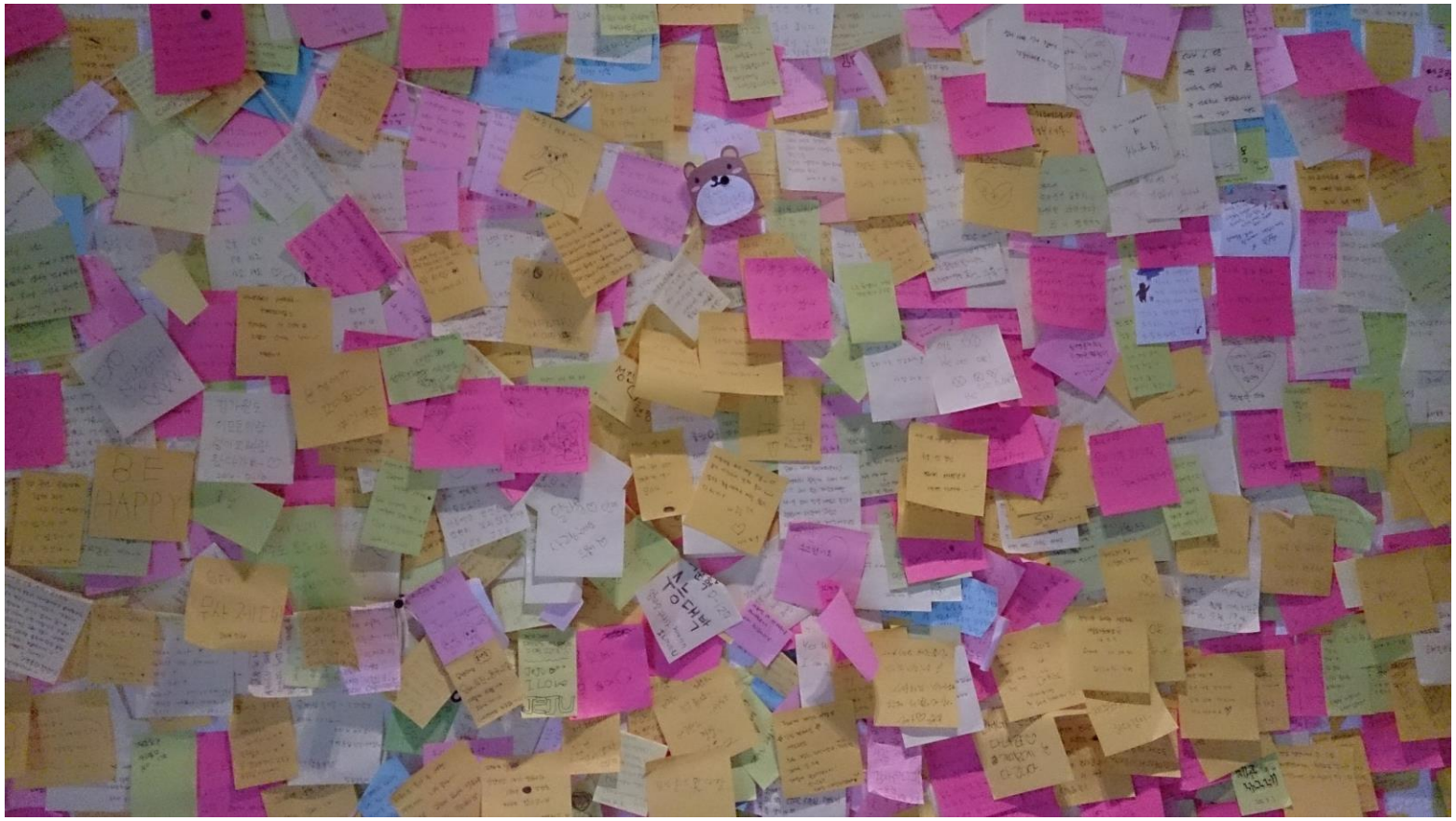
Quick poll!

Your data hunches

What themes, if any, have you found from your data collection and analysis so far?

Networking in breakout rooms…

What is not qualitative data?



What is qualitative data?

- ✓Non-statistical and typically unstructured or semi-structured
- ✓“Why?”: investigative and often open-ended
- ✓Concerned with understanding a subject from the person’s perspective

INTRODUCTION TO

Qualitative Data Analysis (QDA)

Gathered versus generated qualitative data

Gathered:

Generated:

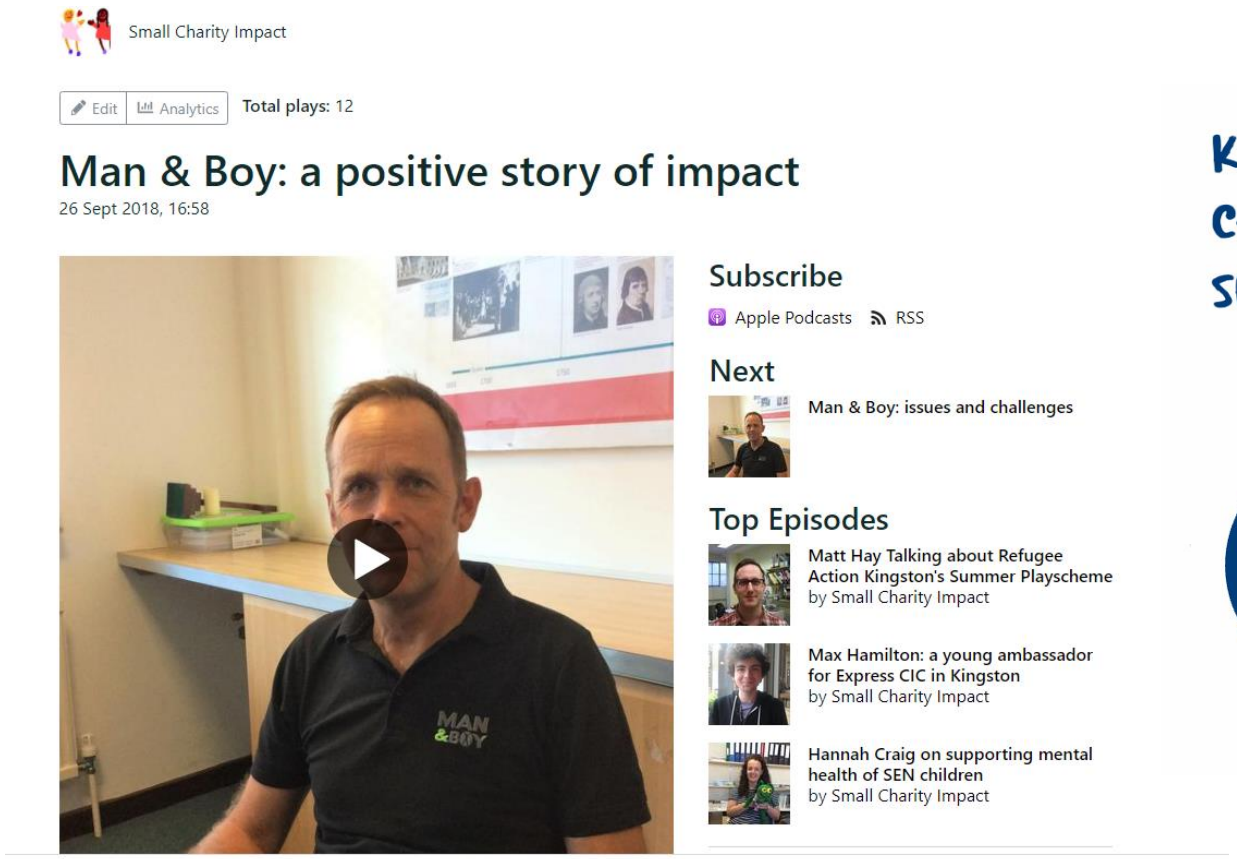
Gathered and generated qualitative data (RECAP)

- ✓**Gathered ('found') data** = datasets collected by others and made available publicly or by permission
- ✓**Generated data** = datasets collected by you through e.g., interviews, focus groups, observations, audio/video recordings

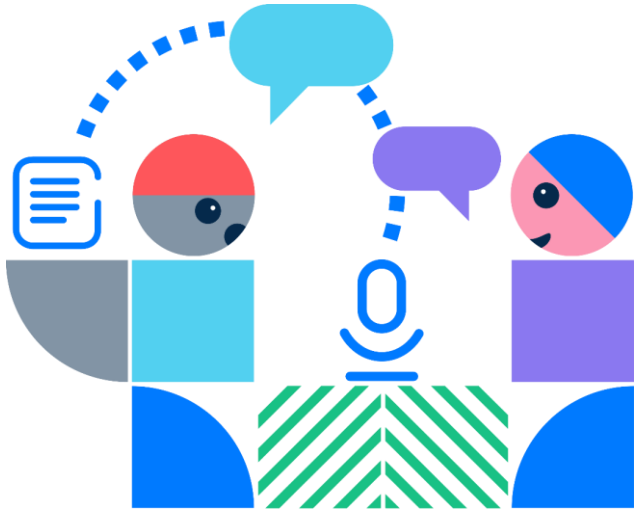
HOW TO

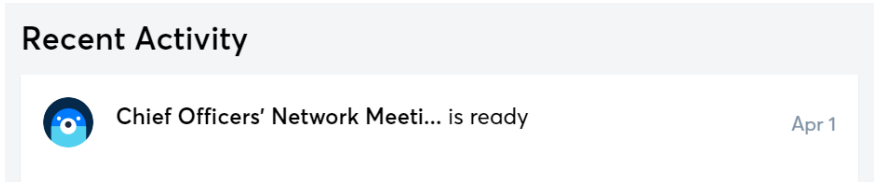
Create audio/video transcriptions

An example you'll be working with…

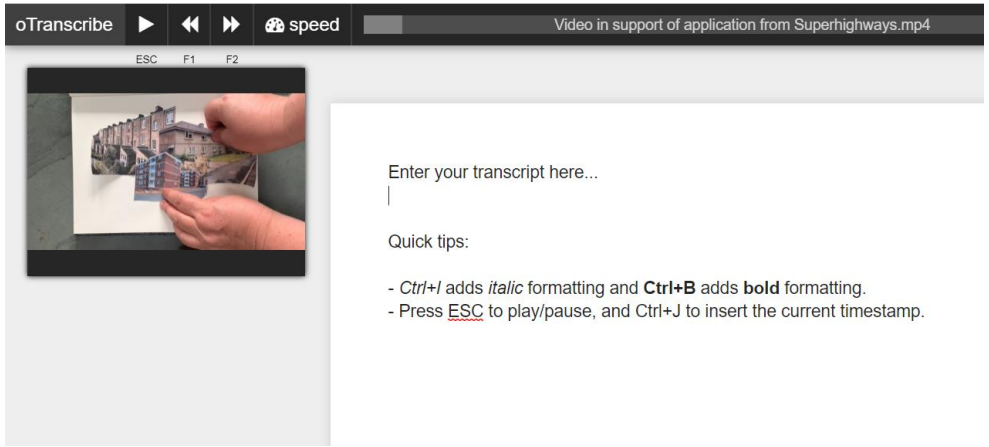


Transcribing (& Recording) – Otter.ai DEMO





DIY transcribe – O-transcribe DEMO



Approaches to QDA

Hard

Soft

The 'Hard' Approach (Content Analysis)

- ✓Text ("soft data") goes in, patterns and numbers ("hard data") come out
- ✓Statistical and/or linguistic techniques are used to **map out sets of patterns** within the text
- ✓Most effective when applied to a large dataset

Finding patterns with Word Clouds

What's a Word Cloud?

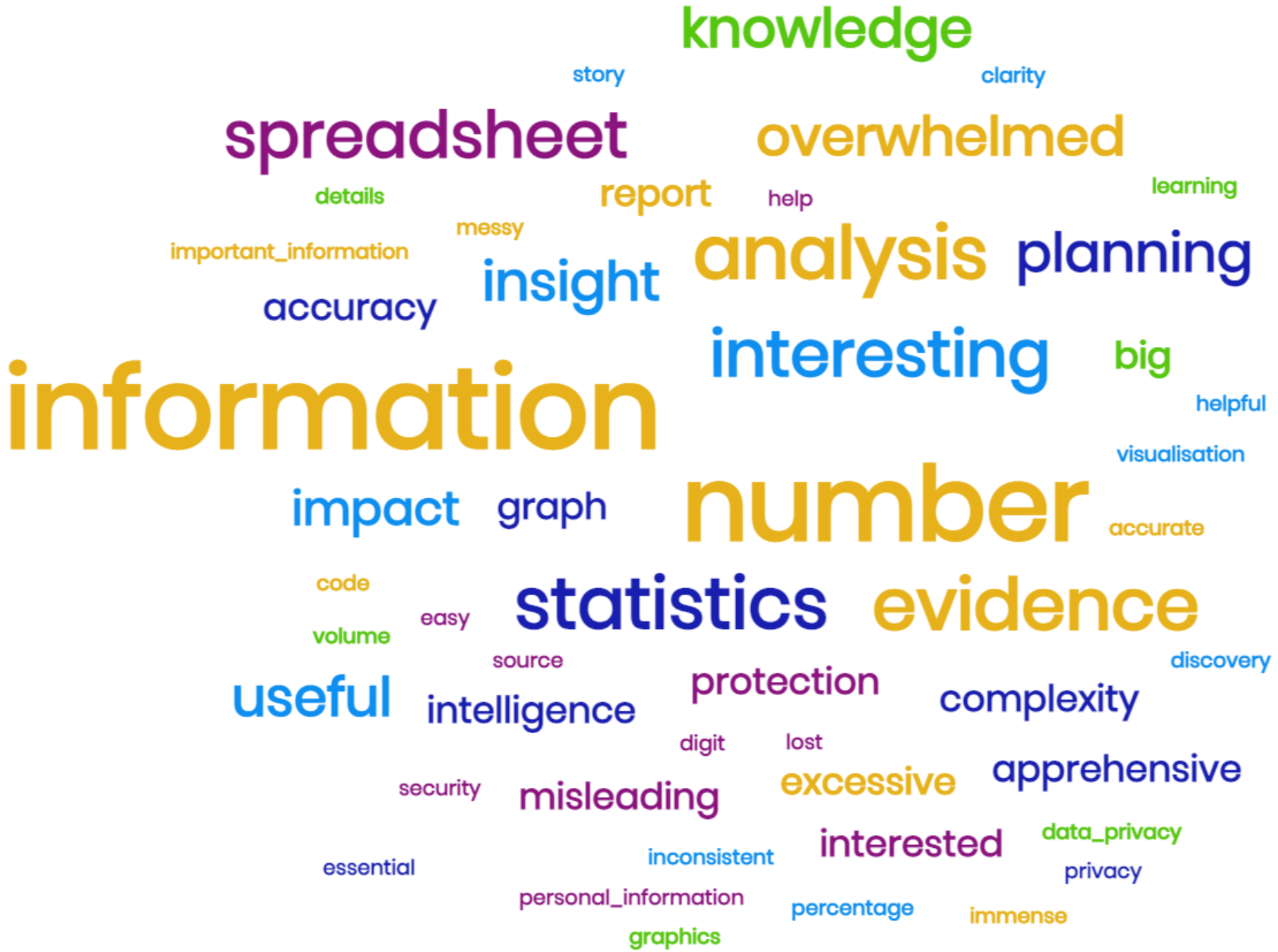
A word cloud is a visual representation of words used to highlight popular words and phrases based on frequency and relevance.

They provide quick and simple visual insights that can lead to more in-depth analysis.

What's the first word that springs to mind when you think of data?

Can be useful for comparison

12



What does the word DATA mean to you?

Your Wordcloud tasks

Your turn to create a Word Cloud using 2 different tools:

✓1) WordItOut
✓2) MonkeyLearn

Follow this step by step guide using data from free text responses to a digital exclusion survey

Limitations

Should I use a word cloud?

- ✓Clear ‘stop words’
- ✓Simple question
- ✓Often needs context – how much?
- ✓Not always a good indicator of sentiment

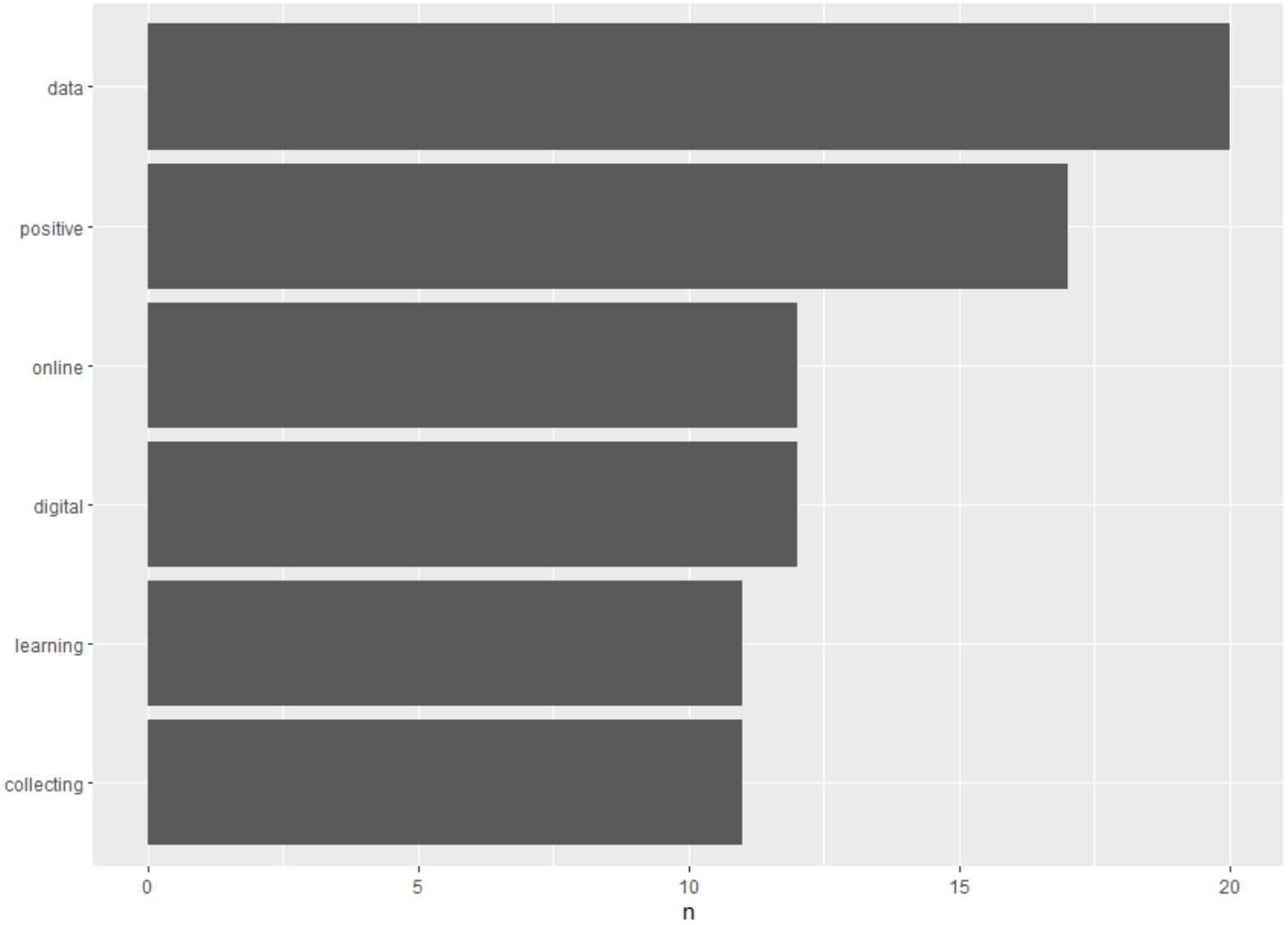
Superhighways roundtable example

Describe positive and negative experiences where you learned something new about digital.

What helped you to learn? What were the challenges?

Frequency plotting

What's the problem here?



(first plot we did)

Sentiment analysis

Moving towards a better understanding

Results...

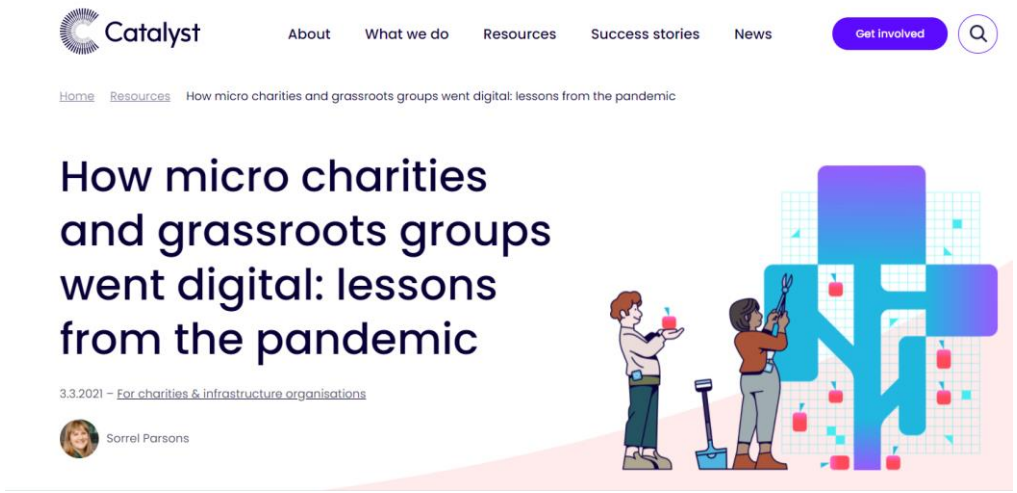
December 2020

Wed, 12/9 · 5:50 PM
Clare NLCF Roundtable
1:04:05

Fri, 12/4 · 5:13 PM
NLCF Philippa breakout
1:04:09

Thu, 12/3 · 4:13 PM
NLCF Sorrel breakout and why Superhighways
1:05:25

Themes, quantifying and sentiment analysis



✓Consultation meeting with Director, Digital Third Sector Transformation at The Scottish Government

The Soft Approach (The Grounded Method)

- ✓Known as ‘deep reading’ of the data
- ✓Ideas/concepts "emerge" from the data

The process of the soft approach

Transcribe	Transcribe all recordings.
Rearrange	Rearrange the comments so that you have answers together for each question.
Note main ideas	For each question, note the main ideas that occur in the answers.
Review main ideas	Review the main ideas to identify ideas which occur again and again.
Identify themes	Review these recurring main ideas to identify themes.
Illustrate	Identify quotations that illustrate each theme.
Write	Write your "findings" in an engaging narrative to describe the themes and include the quotations.

The Grounded Method

Research Question: Why do People turn Vegan?

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

- "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 → Ethical Reasons

→ Hipster Trend, Health Trend → Trend

An exercise in discovering themes:

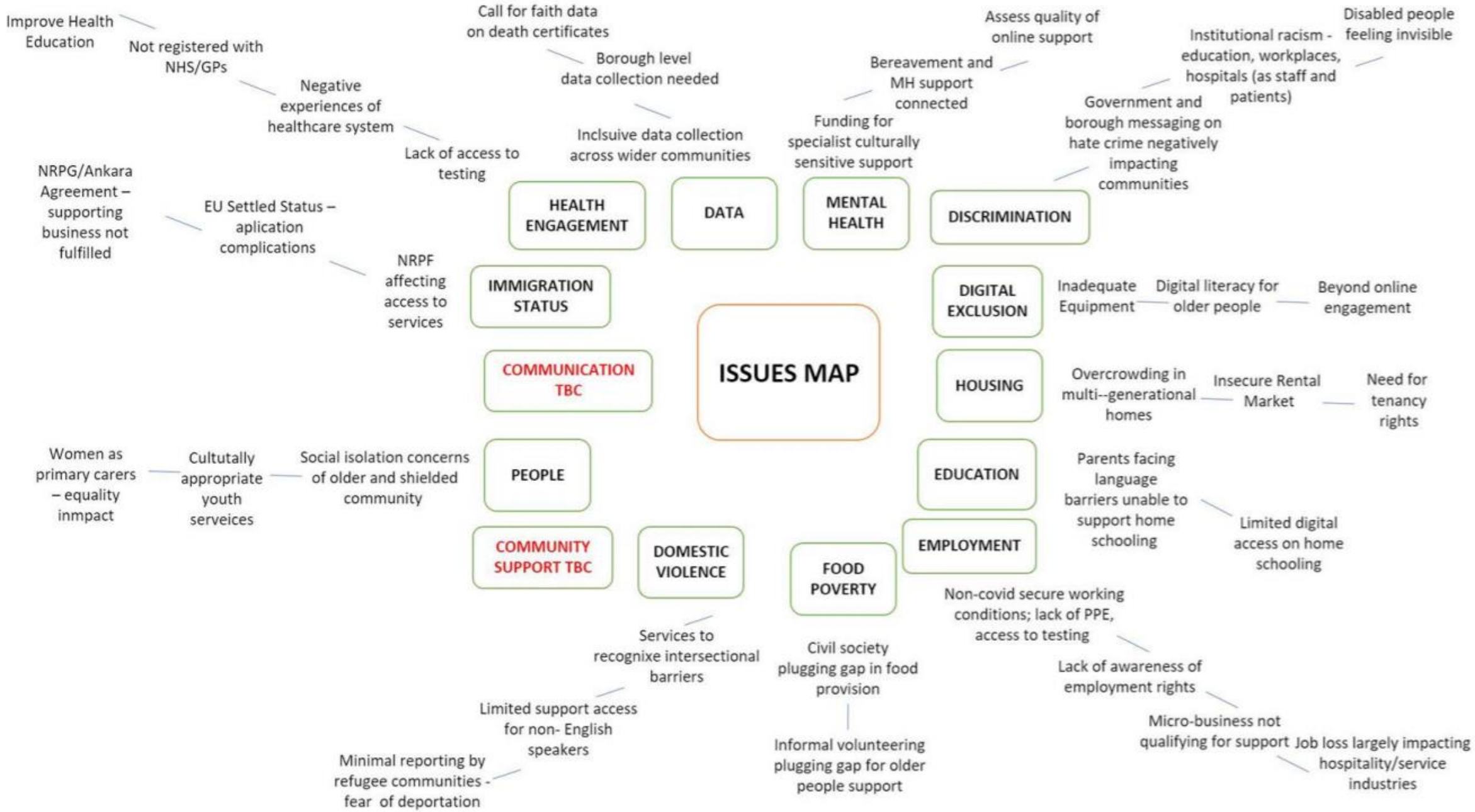
You have interviewed several Kingston-based organisations about the needs of their vulnerable service users to understand what challenges exist in the Borough.

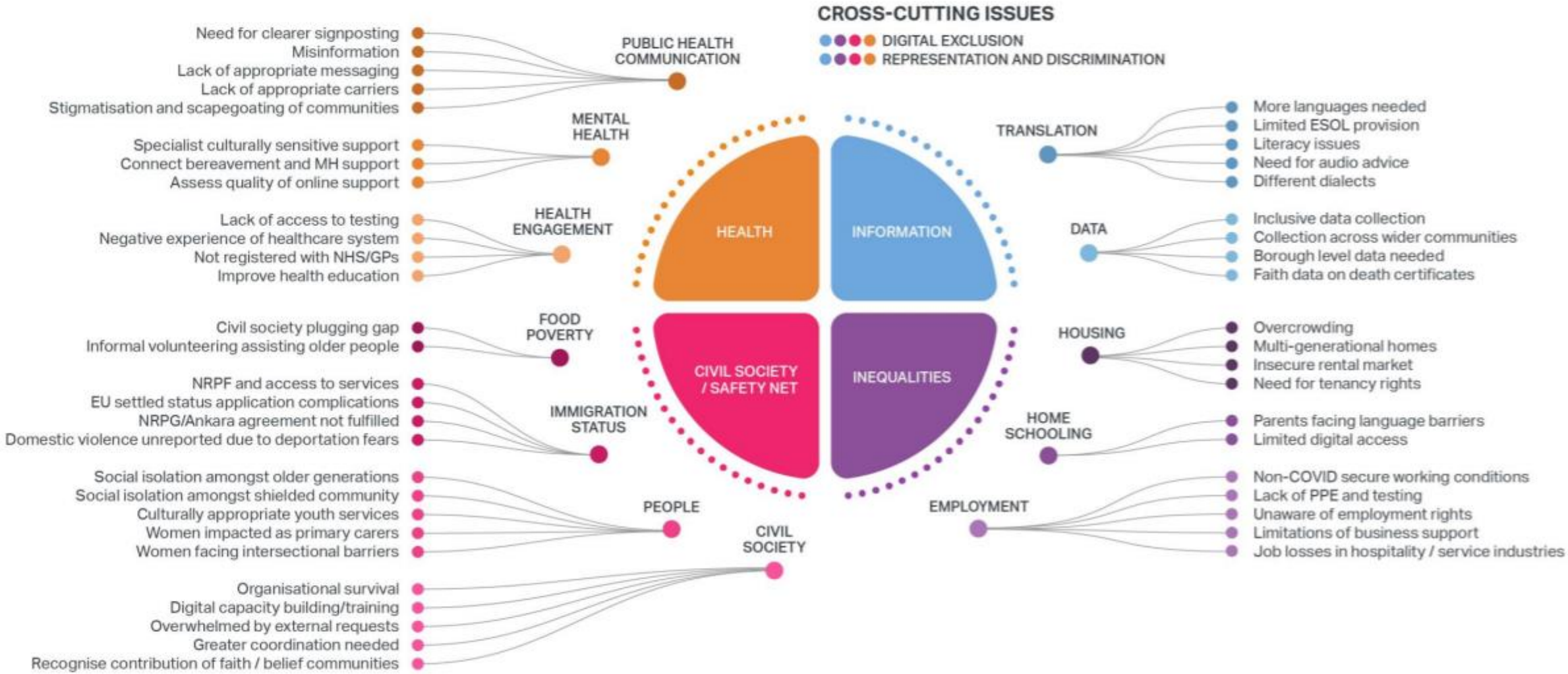
In small breakout groups, using the interview transcripts, work to map out the lived experience of service users and their particular challenges.

GLA Community Engagement Team

MAP OF COMMUNITY VIEWS: COVID-19

Concerns gathered from 21 roundtables with groups disproportionately impacted by the pandemic


ISSUES MAP
HEALTH ENGAGEMENT
Improve Health Education
Not registered with NHS/GPs
Negative experiences of healthcare system
Lack of access to testing
DATA
Call for faith data on death certificates
Borough level data collection needed
Inclsuive data collection across wider communities
MENTAL HEALTH
Assess quality of online support
Bereavement and MH support connected
Funding for specialist culturally sensitive support
DISCRIMINATION
Disabled people feeling invisible
Institutional racism - education, workplaces, hospitals (as staff and patients)
Government and borough messaging on hate crime negatively impacting communities
IMMIGRATION STATUS
NRPG/Ankara Agreement – supporting business not fulfilled
EU Settled Status – aplication complications
NRPF affecting access to services
DIGITAL EXCLUSION
Inadequate Equipment
Digital literacy for older people
Beyond online engagement
COMMUNICATION TBC
HOUSING
Overcrowding in multi--generational homes
Insecure Rental Market
Need for tenancy rights
PEOPLE
Women as primary carers – equality inmpact
Cultutally appropriate youth serveices
Social isolation concerns of older and shielded community
EDUCATION
Parents facing language barriers unable to support home schooling
Limited digital access on home schooling
COMMUNITY SUPPORT TBC
DOMESTIC VIOLENCE
Services to recognixe intersectional barriers
Limited support access for non- English speakers
Minimal reporting by refugee communities - fear of deportation
FOOD POVERTY
Civil society plugging gap in food provision
Informal volunteering plugging gap for older people support
EMPLOYMENT
Non-covid secure working conditions; lack of PPE, access to testing
Lack of awareness of employment rights
Micro-business not qualifying for support
Job loss largely impacting hospitality/service industries


CROSS-CUTTING ISSUES
DIGITAL EXCLUSION
REPRESENTATION AND DISCRIMINATION
HEALTH
INFORMATION
CIVIL SOCIETY / SAFETY NET
INEQUALITIES
PUBLIC HEALTH COMMUNICATION
Need for clearer signposting
Misinformation
Lack of appropriate messaging
Lack of appropriate carriers
Stigmatisation and scapegoating of communities
MENTAL HEALTH
Specialist culturally sensitive support
Connect bereavement and MH support
Assess quality of online support
HEALTH ENGAGEMENT
Lack of access to testing
Negative experience of healthcare system
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NRPF and access to services
EU settled status application complications
NRPG/Ankara agreement not fulfilled
Domestic violence unreported due to deportation fears
PEOPLE
Social isolation amongst older generations
Social isolation amongst shielded community
Culturally appropriate youth services
Women impacted as primary carers
Women facing intersectional barriers
CIVIL SOCIETY
Organisational survival
Digital capacity building/training
Overwhelmed by external requests
Greater coordination needed
Recognise contribution of faith / belief communities
TRANSLATION
More languages needed
Limited ESOL provision
Literacy issues
Need for audio advice
Different dialects
DATA
Inclusive data collection
Collection across wider communities
Borough level data needed
Faith data on death certificates
HOUSING
Overcrowding
Multi-generational homes
Insecure rental market
Need for tenancy rights
HOME SCHOOLING
Parents facing language barriers
Limited digital access
EMPLOYMENT
Non-COVID secure working conditions
Lack of PPE and testing
Unaware of employment rights
Limitations of business support
Job losses in hospitality / service industries

COMFORT BREAK

Turning talk into numbers

Finding and counting themes in text....

Digital Exclusion survey responses Excel export

Identifying themes and counting frequency

What opportunities do you feel your service users / communities are missing out on because of digital exclusion? (In other words - how are they being disadvantaged?)
Home Learning
Access to different services and support
Important updates on COVID-19 restrictions
Ways to support their own well beings in terms of staying connected
Communal support
Applying for funds or benefits
Local information about their community, what's on etc
Support to help families with SEN children e.g. one mum wanted to find some Makaton exercises but did not succeed.
Home-schooling and/or regular homework:-
1. Children fall behind
2. Not being able to support their children's education can impact parents as they feel they are failing their children, leading to stress and mental health issues such as anxiety.
Reducing isolation, especially during lockdown, can be difficult if parents are unable to connect.
Cognitive stimulation and socialization.
Online face to face calls, group chats and therefore socialisation. Also game playing, information via the internet and the possibility to expand their world.
Not being able to join online singing lessons or other online things we do.
Not staying up to date with services around Kingston that are avaialble to them which

TURNING NUMBERS INTO VISUALS

infogram

PIKTOCHART

Datawrapper

Canva

Datawrapper

+ New Chart | New Map | New Table | River | Login / Sign Up | Language

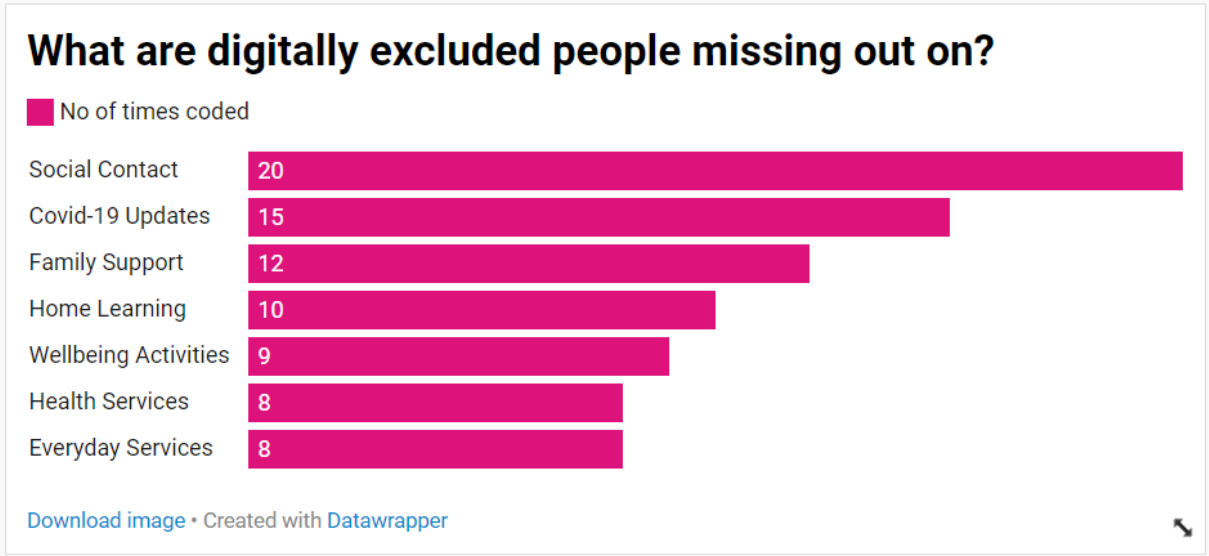
1 Upload Data ✔ | 2 Check & Describe ✔ | 3 Visualize | 4 Publish & Embed

Chart type | Refine | Annotate | Layout

Bar Chart | Split Bars | Stacked Bars | Grouped Bars

Bullet Bars | Dot Plot | Range Plot | Arrow Plot

Column Chart | Grouped Column Chart | Stacked Column Chart | Lines



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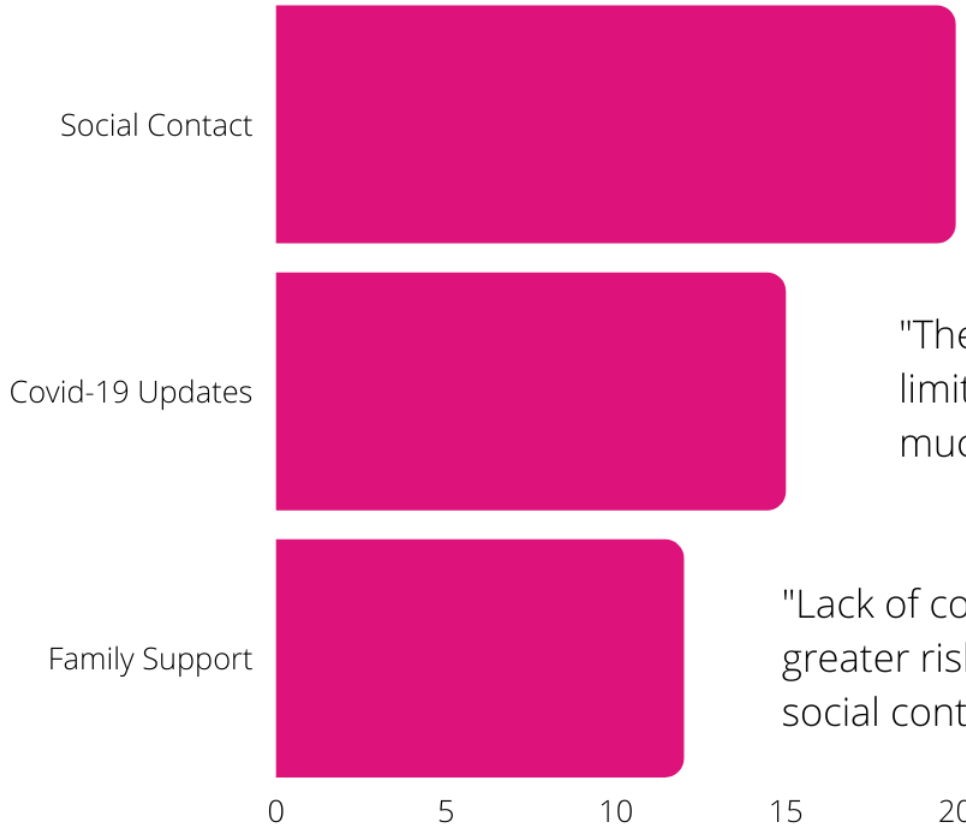
Over to you…
We'll give you the very simple digital inclusion data for you to play with Datawrapper

WHAT ARE DIGITALLY EXCLUDED PEOPLE MOSTLY MISSING OUT ON?

Digital Exclusion Survey Jan 2021

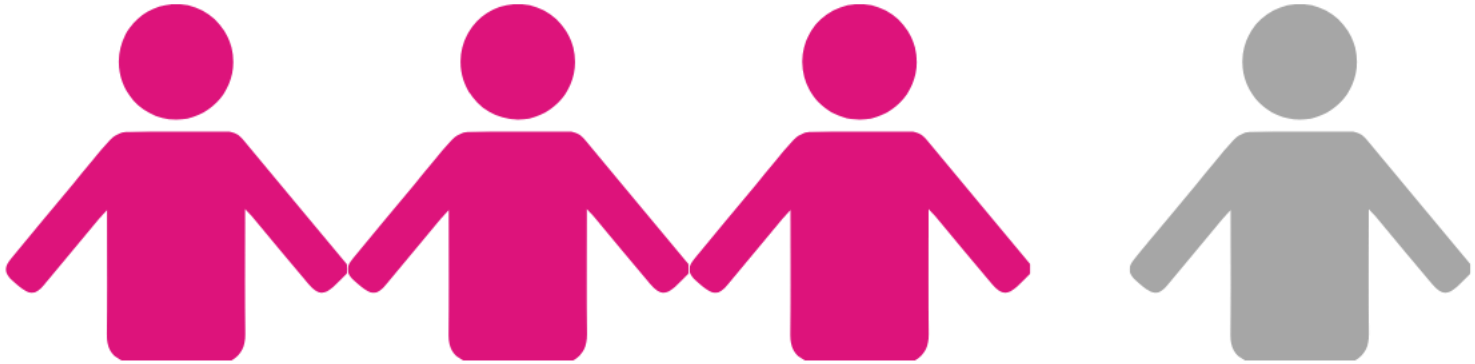


...people are extremely isolated and are missing friends. This may lead to poor mental health and depression"

"Their ability to communicate, and be communicated with is limited by a lack of access to things like email or texts. It's much much harder for them to receive updates of information."

"Lack of connection with friends and family puts the elderly at a greater risk of depression and anxiety as for most their only social contact is outside of their homes"

What story are you telling??



3 out of 4 respondents felt digitally excluded people are missing social contact

And here's the themes identified & quantified in the real use case

Any questions?

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Becoming more datawise

- ✓ Complete our session evaluation
- ✓ Book a 1:1 with Datawise London
- ✓ Sign up to our eNews

Thank you for listening

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Further resources

- ✓Monkeylearn – build your own simple coding model for free
- ✓Atlas.ti – free trial version (no time limit) available or £30 for 1 month lease licence
- ✓RawGraph