

DATAWISE LONDON TRAINING



INTRODUCTION TO QUALITATIVE DATA ANALYSIS

A Beginner's Guide to analysing what people say



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Our mission is to help you unlock the value of your data.





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



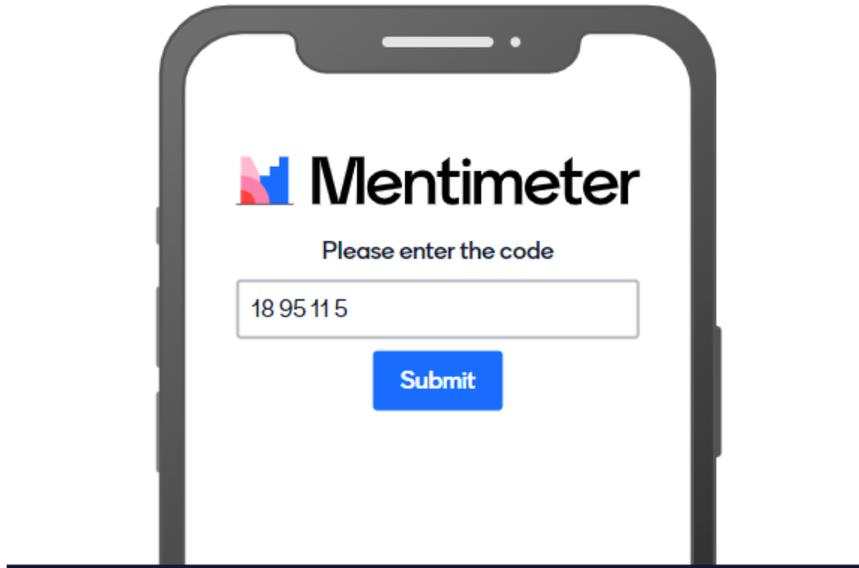
Your data hunches

What stories have you collected and how

Mentimeter

Go to

www.menti.com



Enter the code

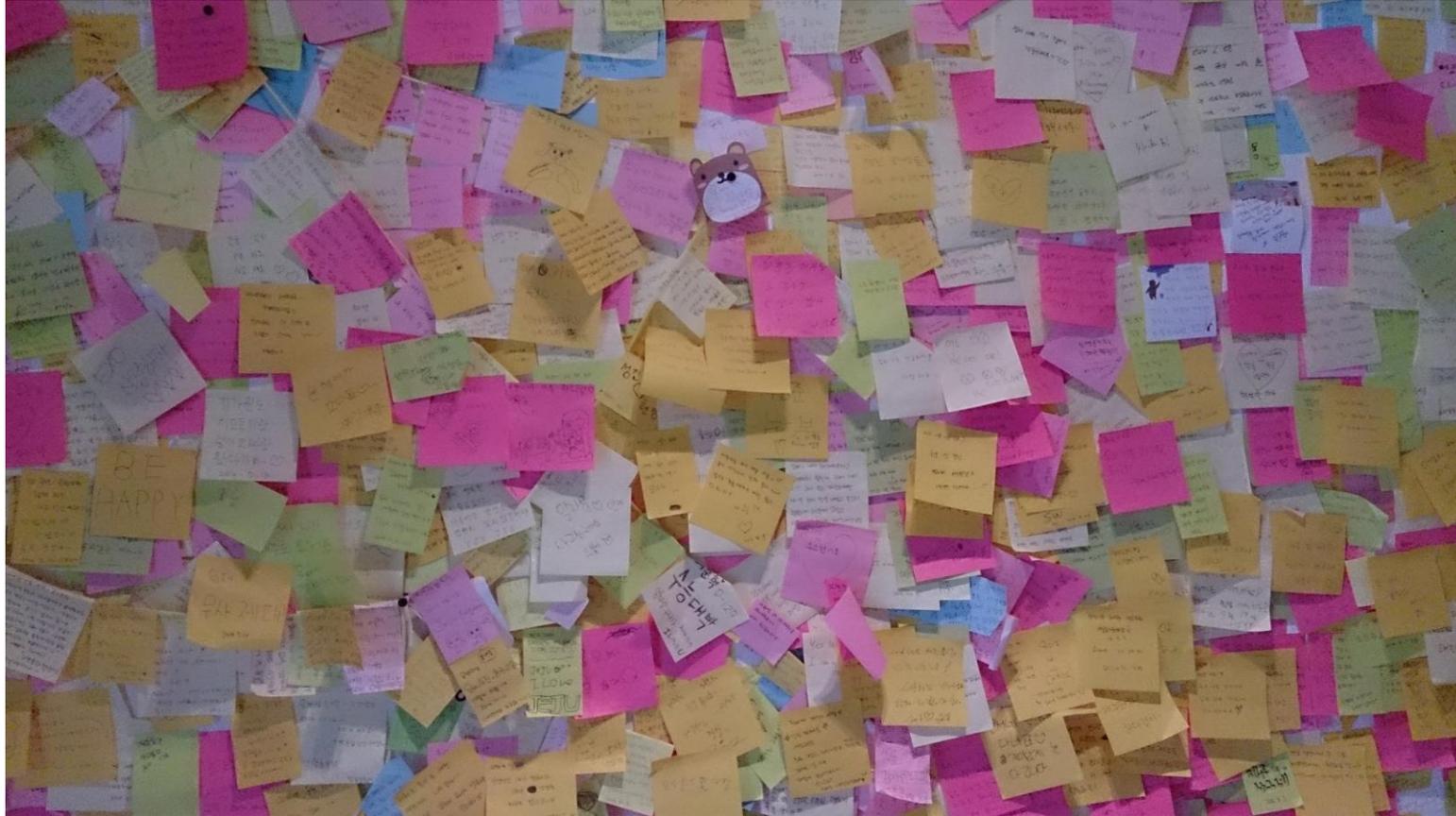
18 95 11 5

✓ Click on the link in chat

<https://www.menti.com/4fzag8cjf1>



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:

"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:



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...



Edit Analytics Total plays: 12

Man & Boy: a positive story of impact

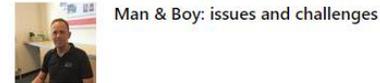
26 Sept 2018, 16:58



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Next



Man & Boy: issues and challenges

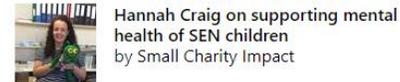
Top Episodes



Matt Hay Talking about Refugee Action Kingston's Summer Playscheme by Small Charity Impact



Max Hamilton: a young ambassador for Express CIC in Kingston by Small Charity Impact



Hannah Craig on supporting mental health of SEN children by Small Charity Impact

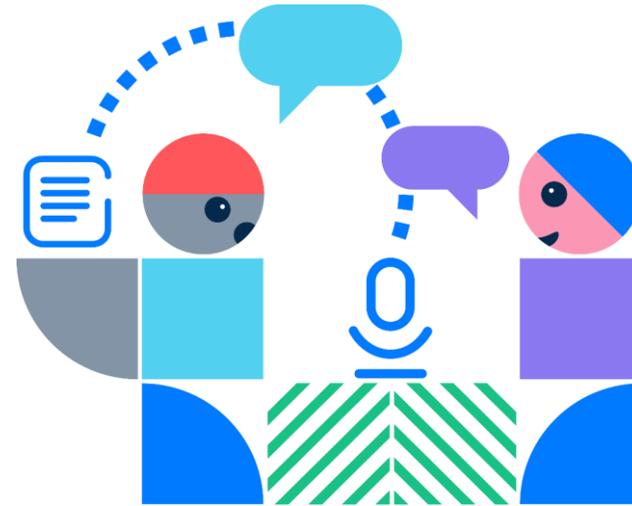
KINGSTON'S CHARITABLE SECTOR



Presented by Patricia Turner for KINGSTON VOLUNTARY ACTION



Transcribing (& Recording) – Otter.ai DEMO



Recent Activity

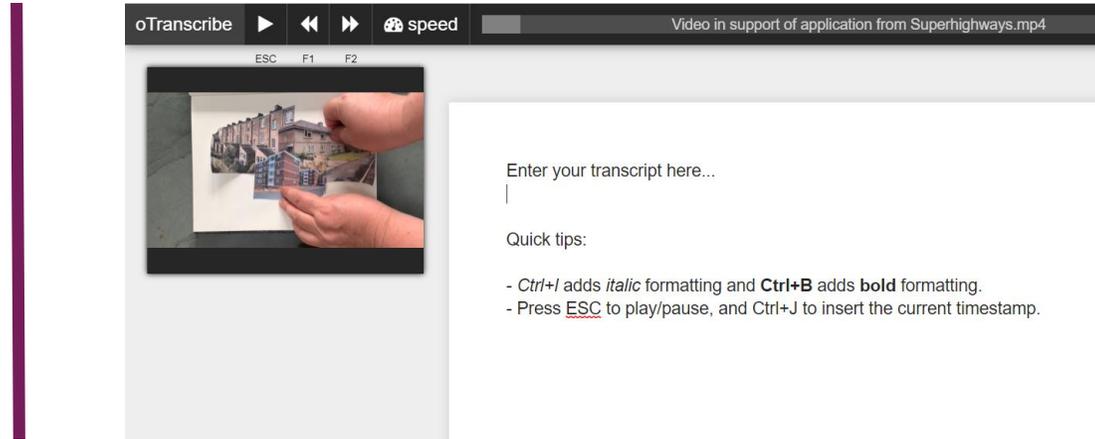


Chief Officers' Network Meeti... is ready

Apr 1



DIY transcribe – O-transcribe DEMO

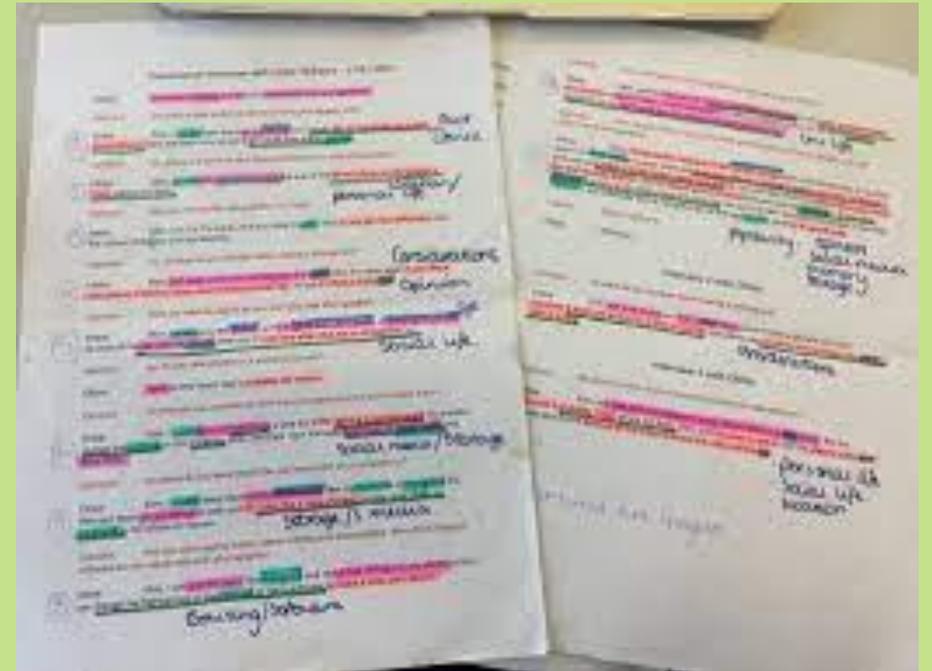


Approaches to QDA

Hard

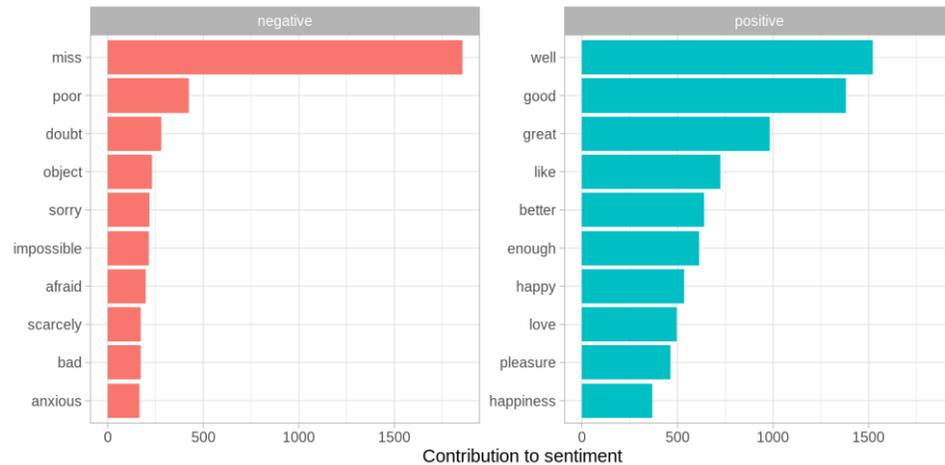


Soft



QDA can be best described as having two main approaches

The hard approach



The soft approach



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.

information

analysis

numbers

scary

research



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

statistics
numbers
impact
information
questionnaires
insight
spreadsheets
apprehensive

Can be useful for comparison



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?

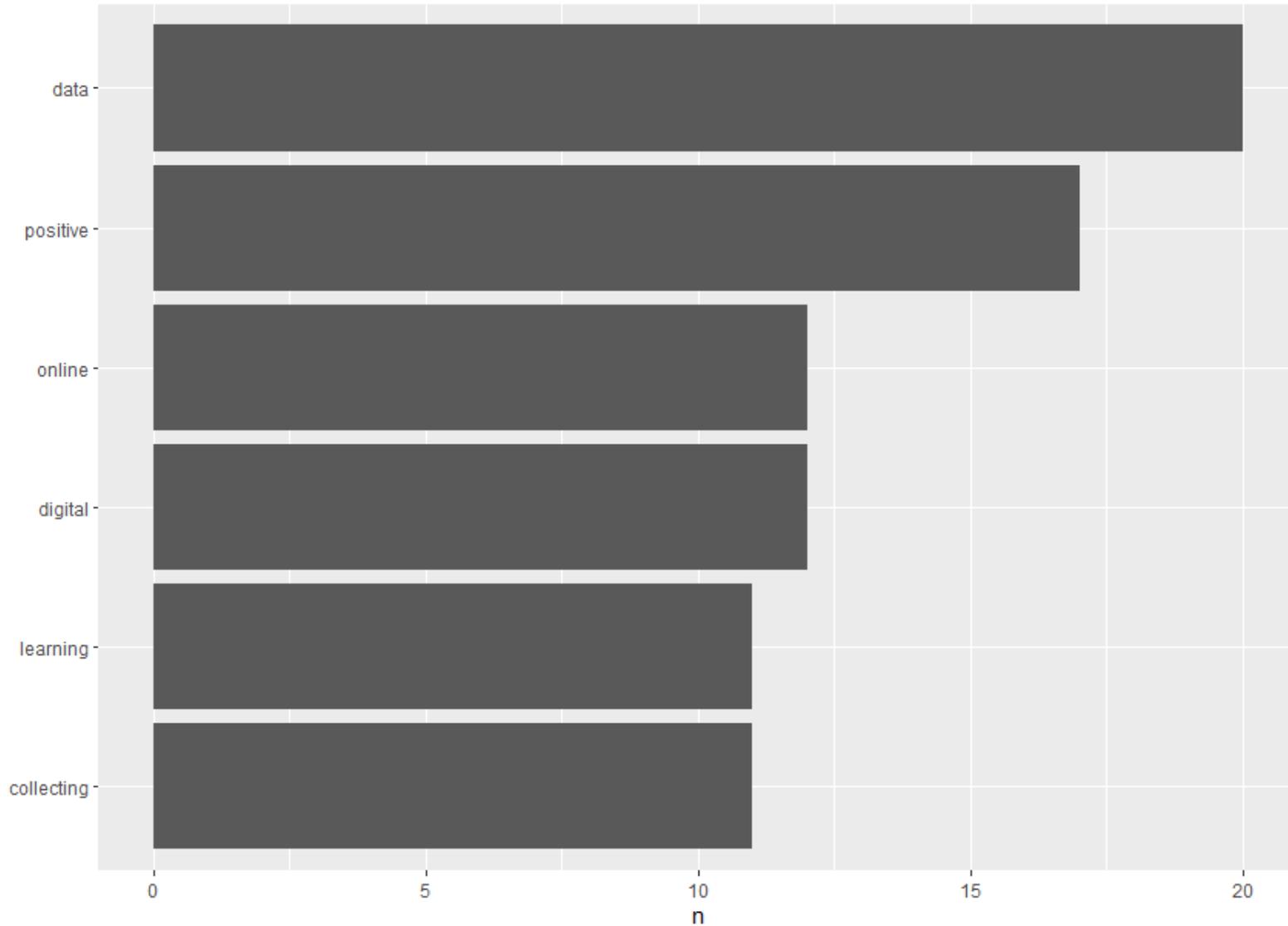


Frequency plotting



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

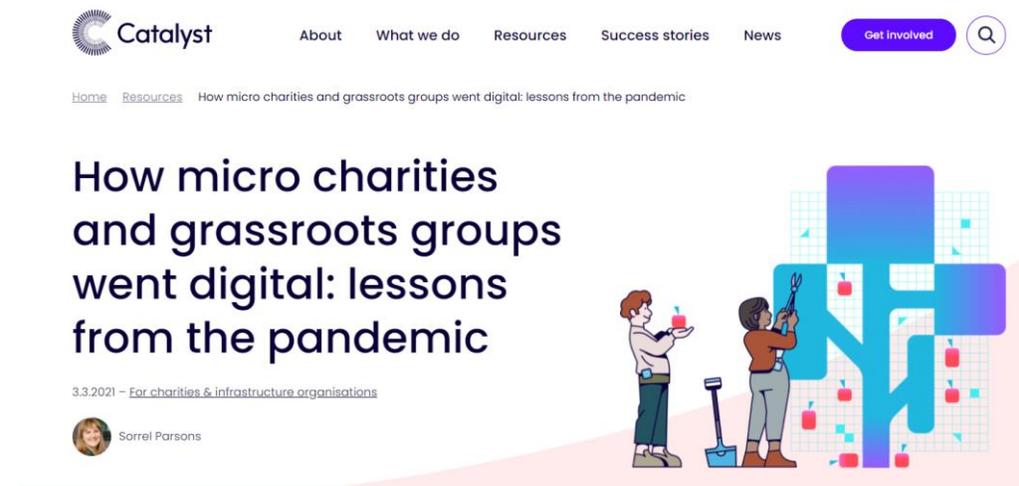


Fri, 12/4 · 5:13 PM
NLCF Philippa breakout
1:04:09



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

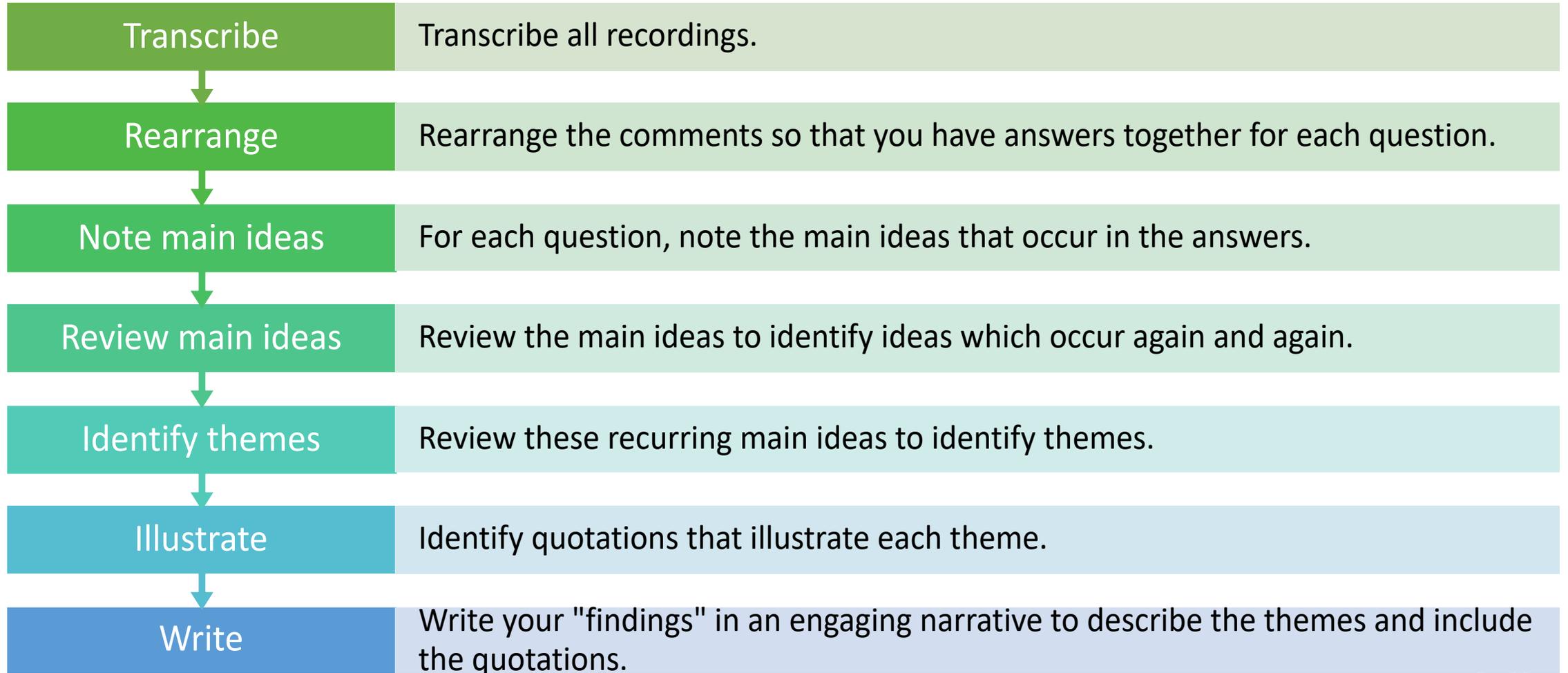


The Soft Approach (The Grounded Method)

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



The process of the soft approach



The Grounded Method

Research Question: Why do People turn Vegan?

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



"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

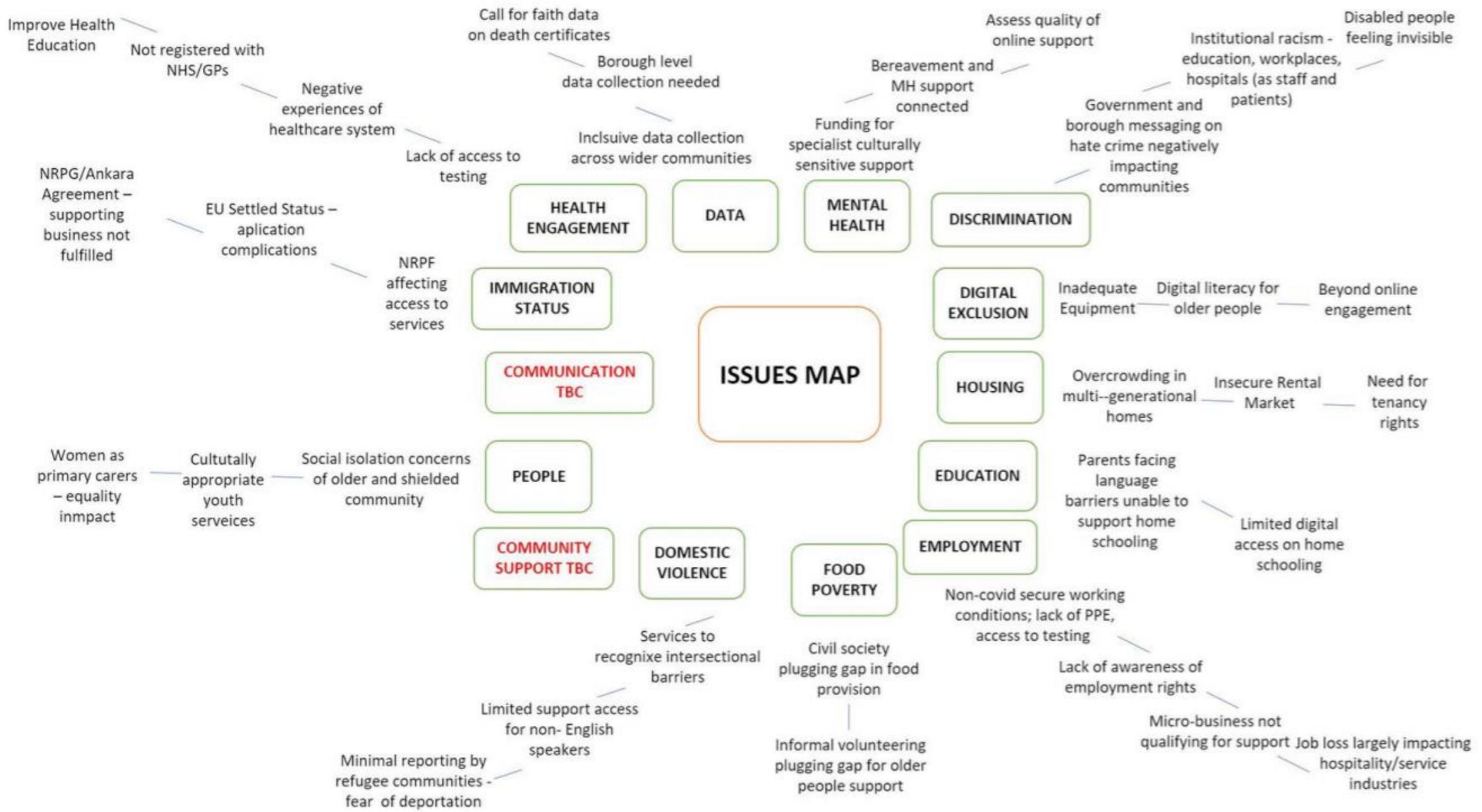


GLA Community Engagement Team

MAP OF COMMUNITY VIEWS: COVID-19

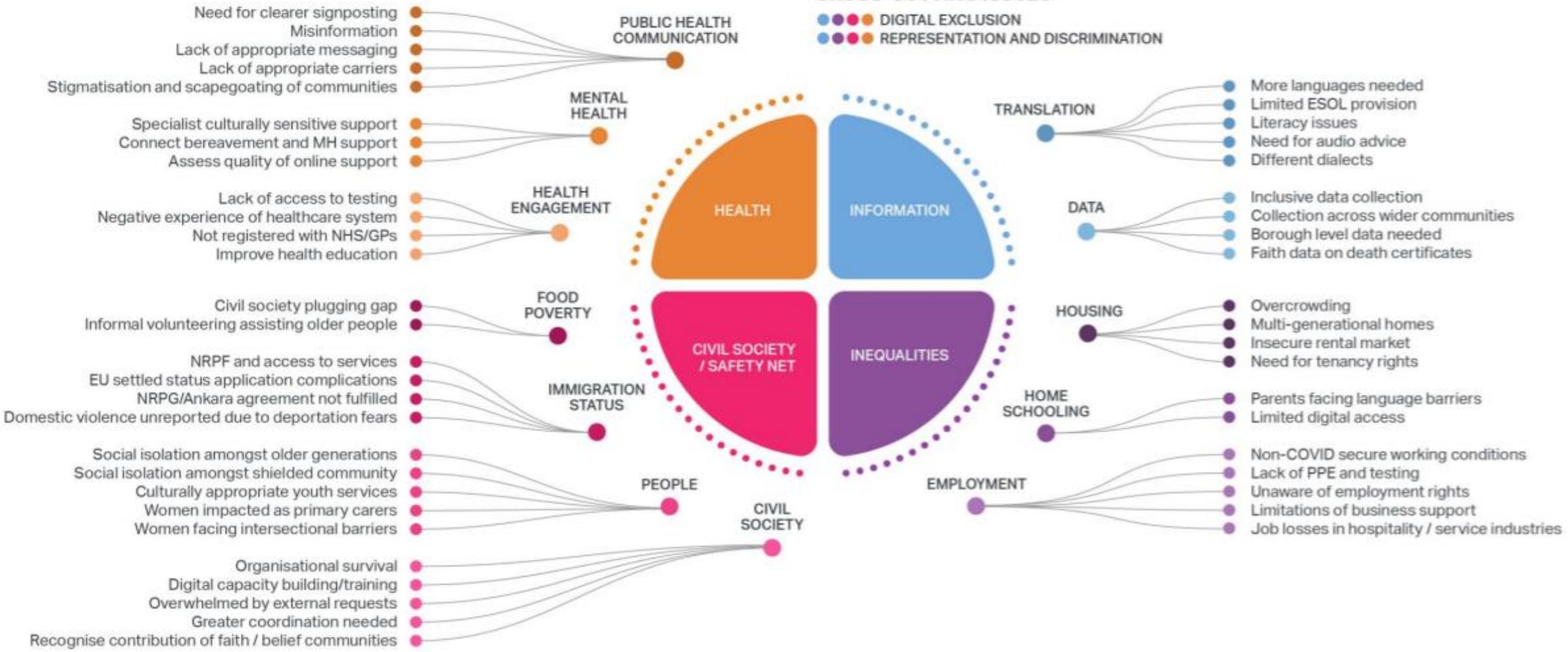
Concerns gathered from 21 roundtables with groups disproportionately impacted by the pandemic





CROSS-CUTTING ISSUES

- ● ● ● DIGITAL EXCLUSION
- ● ● ● REPRESENTATION AND DISCRIMINATION





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.



COMFORT BREAK



Feedback from themes

What did you find?
What were the challenges?



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 available to them which



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



TURNING NUMBERS INTO VISUALS



1 Upload Data ✓

2 Check & Describe ✓

3 Visualize

4 Publish & Embed

Chart type

Refine

Annotate

Layout

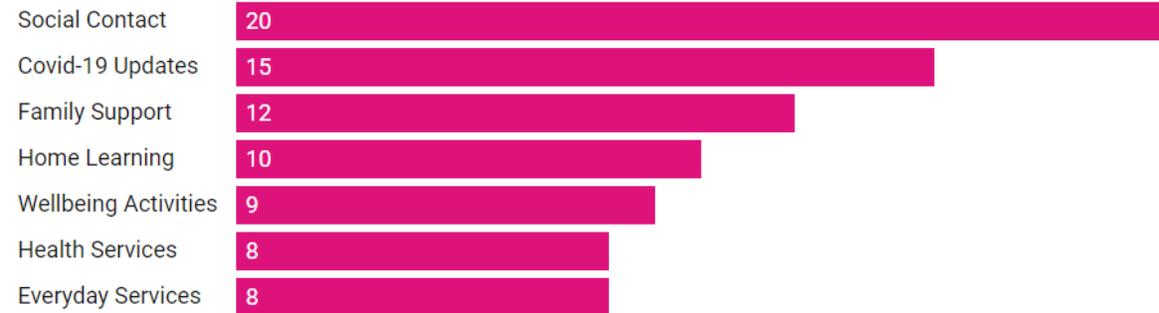
Bar Chart Split Bars Stacked Bars Grouped Bars

Bullet Bars Dot Plot Range Plot Arrow Plot

Column Chart Grouped Column Chart Stacked Column Chart Lines

What are digitally excluded people missing out on?

■ No of times coded



[Download image](#) • Created with [Datawrapper](#)





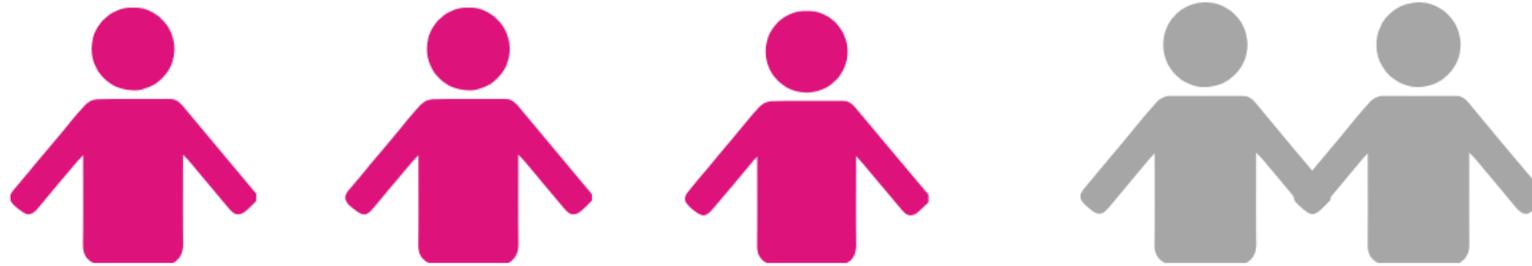
Over to you...
We'll give you the
very simple digital
inclusion data for
you to play with
Datawrapper

WHAT ARE DIGITALLY EXCLUDED PEOPLE MOSTLY MISSING OUT ON?

Digital Exclusion Survey Jan 2021



What story are you telling??



**3 out of 5 people are
missing social contact**

Fictitious data



—
**Any
questions?**

A white sign with black text is mounted on a black metal stand. The sign reads "QUESTIONS ANSWERED HERE EVEN THE SILLY ONES". The sign is made of several horizontal panels. The stand is outdoors, and a chain is visible at the bottom left.

**QUESTIONS
ANSWERED
HERE
EVEN THE
SILLY ONES**

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](#)

