All That Information: What To Do Next?

Analyzing Qualitative Data
Two Handy References


“How to” guide for conducting qualitative data analysis.


Guide for designing qualitative research studies. Includes info on research questions, research design, sampling for qualitative studies, QDA, etc.
Thoughts...

Find Hitchhiker’s Guide to the Galaxy segment (42)

It wasn’t curiosity that killed the cat. It was trying to make sense of all the data curiosity generated. Halcom

Why qualitative research? You want to know the what, how, or why, not the how many or how much
Analyzing Qualitative Data

As with all data, analysis & interpretation are required to bring order and understanding.

Process depends on...

- the questions you want to answer
- the needs of those who will use the information (your audience)
- your resources

Our basic approach: (thematic) content analysis
Text/Narrative Data Sources

- Open-ended questions/comments on questionnaires
- Interview transcripts (individual & focus group)
- Documents, reports, articles
- Observations (e.g. notes)

...these data do not provide explanations... you do!
Approaches to QDA

1. Deductive
   - predetermined framework, a priori
   - pros: quick & easy
   - cons: inflexible, potentially limiting

2. Inductive
   - data itself drives the structure
   - most common approach
How To...

Main process...

- identify themes in the data
- verify/confirm/qualify themes but repeating the process throughout the “dataset”

Stage 1: “open coding”

Stage 2: collect all terms/words/phrases from Stage 1 and develop a list of categories

Stage 3: take list of categories and refine (identify overlapping, similar) into major themes

Stage 4: apply themes to rest of dataset, organize coded data
Coding: It’s A Process

Two reviewers consider and code text for a thematic synthesis

Another useful video: “I’ve got some interview data! What next?”
http://www.youtube.com/watch?v=em3dRhwQEAA&feature=related
Organizational Method

- Run through Stages 1-3 with a small subset of data
- Assign different colored “ink” (real or digital) to each theme and code rest of data
- Cut/paste similarly colored data into separate files for further analysis (and much easier report writing!)
<table>
<thead>
<tr>
<th>CODE</th>
<th>DEFINITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUTO</td>
<td>How much access does the interviewee have to private automobiles?</td>
</tr>
<tr>
<td>SUPPORT</td>
<td>Any kind of help that the interviewee receives to help with transportation</td>
</tr>
<tr>
<td>RECIPROCITY</td>
<td>Any kind of exchange relationship related to transportation</td>
</tr>
<tr>
<td>PURPOSE</td>
<td>For all the places the interviewee traveled to “yesterday,” code all destinations and all trip purposes</td>
</tr>
<tr>
<td>FWY</td>
<td>How often and/or when the interviewee travels on the freeway</td>
</tr>
</tbody>
</table>

Maria: *(interrupting)* Right now, um, we have one car right now.

Monique: Uh-hum

Maria: And sometimes I would share my sister's car right now. Cuz we're trying to get another car. Um, so, as far as his work, he is always driving everywhere so, he has to. His van, he has a van, he has a painters, he's responsible for certain (inaudible). Um, so he's always like commuting to like different places, like around the bay area. That's his job a lot. So he's, yeah, that's what he does right now.
The closer I get to retirement age, the faster I want it to happen. I’m not even 55 yet and I would give anything to retire now. But there’s a mortgage to pay off and still a lot more to sock away in savings before I can even think of it. I keep playing the lottery, though, in hopes of winning those millions. No luck yet.

<table>
<thead>
<tr>
<th>Raw Data</th>
<th>Preliminary Codes</th>
<th>Final Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>“retirement age”</td>
<td>financial obligations</td>
<td>RETIREMENT ANXIETY</td>
</tr>
<tr>
<td>dreams of early retirement</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Example: Park Survey**

What are the main problems with your local park?

<table>
<thead>
<tr>
<th>Response</th>
<th>Code/Category</th>
<th>“Big” Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>mugging</td>
<td>crime (CR)</td>
<td>safety</td>
</tr>
<tr>
<td>cars go too fast</td>
<td>traffic (TR)</td>
<td>safety</td>
</tr>
<tr>
<td>robberies</td>
<td>CR</td>
<td>safety</td>
</tr>
<tr>
<td>can’t see at night</td>
<td>lighting (L)</td>
<td>safety</td>
</tr>
<tr>
<td>feel uncomfortable</td>
<td>CR</td>
<td>safety</td>
</tr>
<tr>
<td>no lights</td>
<td>L</td>
<td>safety</td>
</tr>
<tr>
<td>too many cars</td>
<td>TR</td>
<td>safety</td>
</tr>
<tr>
<td>crime</td>
<td>CR</td>
<td>safety</td>
</tr>
<tr>
<td>very dark</td>
<td>L</td>
<td>safety</td>
</tr>
</tbody>
</table>

*Adapted from lecture prepared by R. Ezzet-Lofstrom*
Ensuring Validity in QDA

- Ongoing debate!
- Focus on systematic & rigorous analysis (of all the data) — conclusion based on supporting evidence
- Find “deviant or contrary cases” (or “unique” cases)
- Make sure to thoroughly detail how data was collected & analyzed
Presenting Your Findings

- No “best” way

- Possible approaches:

  1. Key findings for each theme (illustrated with appropriate quotes from the data) — followed by a chapter discussing finding in relation to existing research (from your lit. review!)

  2. Key findings for each theme with discussion incorporated with the findings
Using Quotes

- Can help convey key points, add emphasis
- Integrate carefully into text
- Synthesize and interpret quotes along with other data
- Too many quotes drowns your voice
Quantifying Qualitative Data

- Can be helpful sometimes
- tables & percentages, matrix, charts
- data becomes more manageable
- easy to convey findings
- narrative

- Over 75% of designers interviewed highlighted the importance of lighting...
## Tables & Percentages

<table>
<thead>
<tr>
<th>Category</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>crime</td>
<td>150</td>
<td>75%</td>
</tr>
<tr>
<td>traffic</td>
<td>85</td>
<td>42%</td>
</tr>
<tr>
<td>lighting</td>
<td>50</td>
<td>25%</td>
</tr>
<tr>
<td>total surveys</td>
<td>200</td>
<td></td>
</tr>
</tbody>
</table>
Matrix: Housing Policy

Document analysis: affordable housing policies in CA cities

<table>
<thead>
<tr>
<th>Policy</th>
<th>LA</th>
<th>SF</th>
<th>SJ</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>inclusionary zoning</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>density bonus</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>in lieu fees</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>off site construction</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>