

Qualitative Data

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Objectives



- Define qualitative data
- Differentiate between qualitative and quantitative data
- Describe group and individual methods of qualitative data collection
- Select appropriate qualitative data collection techniques for different purposes
- Understanding thematic analysis



Qualitative Data

What is it?
How is it used?



Qualitative vs. Quantitative Data



Qualitative

- Tells the why
- Builds relationships
- Broader understanding of context
- Depth of issues
- Flexible

Quantitative

- Tells the what
- The breadth of the issue
- Only numbers



Qualitative Data – Why is it important?

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- Creates a deeper understanding
 - Gets to the context of the issues, not just the content
- Easier to capture
 - Not reliant on external timing
- Assists in community mobilization
 - Engages individuals





Qualitative vs. Quantitative Data



Qualitative

- One-on-One Interviews
- Key Informant Interviews
- Focus Groups
- Listening Sessions
- Town Hall Meetings
- Environmental Scans

Quantitative

- Surveys
- ER Admissions
- Police Data
- Census Info



Discuss

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Take 5 minutes to discuss at your table other ways you have collected qualitative data that has not been mentioned.





Using Qualitative Data

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- Assessment
- Capacity
- Problem Analysis
- Logic Model
- Interventions
- Evaluation





Qualitative Data-Use in Evaluation

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- Founded in CBPR
- Part of the measurement process
- To gain a deeper understanding
- Focus on adjustment/adaptation
- Use the same questions/concepts
- Repetition is required





Qualitative Data

Observations/Environmental Scans



Observations



- Data based on what behavior is observed or experienced
- The researcher is the main source of data and relies on the five senses
- No wrong answers
- Examples
 - Observing how parents interact with their children on playgrounds
 - Observing how a program is implemented
 - Tracking your experience purchasing alcohol



Environmental Scans

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- Collect data from the physical environment
- Structured and unstructured
- Create first-hand knowledge
- Can be used to fill gaps in other collection types





Environmental Scans

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- Types of environmental scans
 - Events/festivals
 - Built space
 - Natural environment



What questions do you have?



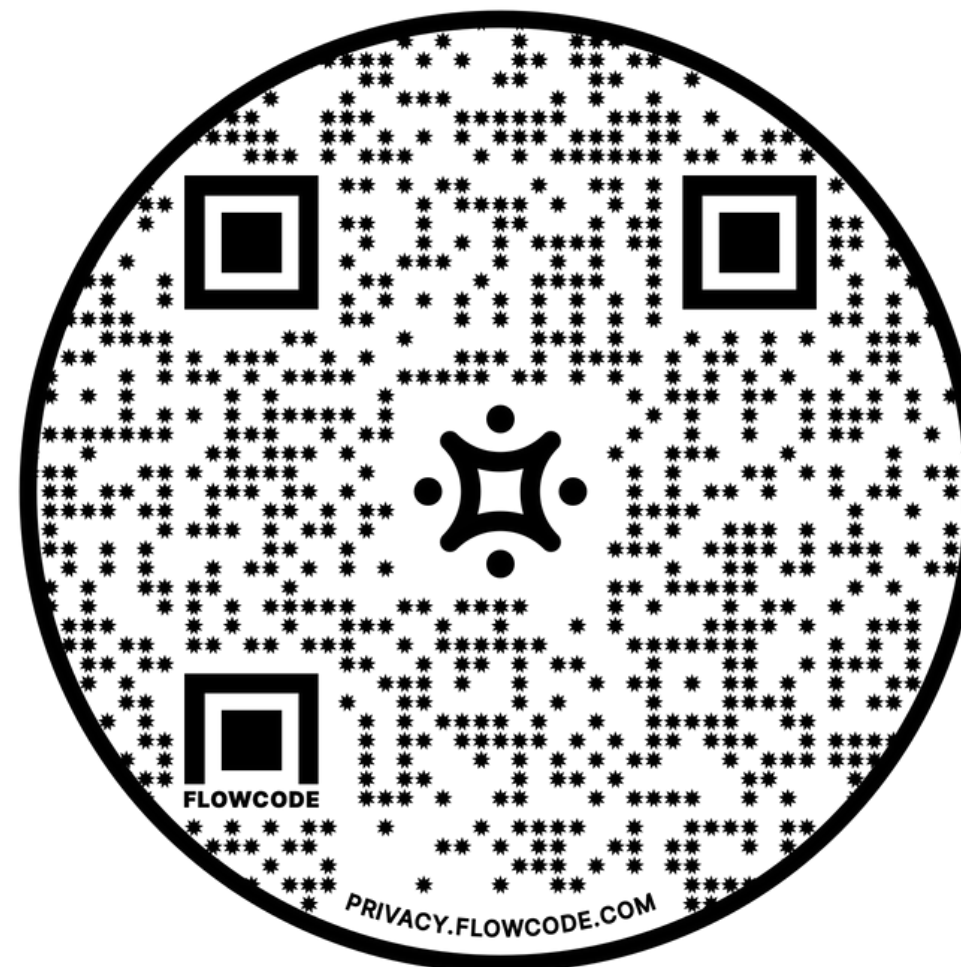
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Environmental Scan Activity/Break

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- We are adding an additional 5 minutes to your break and would like you to complete an activity using the QR code.
- Nominate someone to report out when we come back from break!





Qualitative Data

Interviews



Individual Methods

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One-on-One Interviews

- Informal meetings
- Connect with members of the community
- Determine what they can provide



Key Informant Interviews

- Used to work on issues the coalition cares about
- Typically structured
- Focuses on content vs. relationship
- Use for recruitment
- Creates energy
- Builds community





Qualitative Data

Group Methods



Group Methods

- Town Hall Meetings
- Focus Groups
- Listening Sessions



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Town Hall Meetings

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- Used to work on issues the coalition cares about
- Typically structured
- Creates energy
- Builds community
- Raises awareness





Town Hall Meetings

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Community Conversation

- Intent of data collection
- Has a panel or expert(s) to set the stage
- Facilitated discussion



World Cafe

- Group discussion
- Structured topic areas
- Facilitated table conversations
- Large group report out





Focus Groups & Listening Sessions

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Focus Group

- Facilitated by a trained professional
- Invited participants
- Representational



Listening Session

- Question-driven
- Naturally occurring groups
- Facilitated by coalition members





Discuss

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Take 5 minutes to discuss at your table.

What have you used focus group/listening sessions for in the past?





Focus Groups/Listening Sessions – Creating the Question Path



Focus Group: Open Ended

- Seeking themes
- Facilitated
- Seeking opinion, personal observation

Listening Session: Close Ended

- When not “facilitated”
- Seeking specific information i.e. yes/no answers
- Dependent on audience i.e. Chamber of Commerce vs. football team



Focus Groups/Listening Sessions – Timing

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- Dependent on use
- Capacity to implement
- Expected timing of change
- Level of interventions related to conversations



What questions do you have?



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Focus Groups/Listening Sessions – Activity



- Identify one person at your table to be your table's focus group "facilitator"
- Identify one person at your table to be your table's note-taker
- Use the questions we have provided to conduct your own "mini" listening session.

After the questions have been conducted, discuss as a group how it went and list three things you learned, did well, or could improve on.



Focus Groups/Listening Sessions – Activity



1. What have been the most difficult sectors to engage and what has been your biggest success in those efforts?
2. What are some of the most innovative or creative ways you've recruited new members?
3. What do you do to successfully engage new members and encourage them to be active members of the coalition?



Qualitative Data

Other Types



Other Types of Qualitative Data



- Document scans/document review
 - Public
 - Personal
 - Pop culture
 - Visual documents
- Media scans
- Photovoice
- Open-ended survey questions



Qualitative Data

We have the data...now what?



Qualitative Data – Reliability and Validity

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Reliability

Reliability is the degree to which an assessment tool produces stable and consistent results.



Validity

Validity refers to how well a test measures what it is purported to measure.





Qualitative Data - Setting It Up for Analysis



Documentation

- The purposeful collection of information during the data collection process, using actual words when possible.
- System for managing and organizing your data early in collection



Discuss



In your table group from the “mini” listening session earlier, discuss:

- What data did you record and why?
- How did you organize the data?

Record your answers and prepare to share them with the large group.



Qualitative Data - Setting It Up for Analysis



Documentation

- The purposeful collection of information during the data collection process, using actual words when possible.
- System for managing and organizing your data early in collection

Coding/Categorization

- Placing the data into concepts- identifying intended concepts and potential responses.





Qualitative Data - Coding



- The categorization of data
- Inductive
- Deductive
- Create a codebook
- Three phases
 - Open coding (broad)
 - Axial coding (establishing connections)
 - Focused coding (narrowing the scope)



Qualitative Data - Thematic Analysis



- Look for common answers or words
- Identifying patterns
- Develop broader themes
- Themes should have hard edges
- Narrowing down themes
 - Does it answer your questions?
- Putting it into a narrative

Theme	Theme	Theme
<ul style="list-style-type: none">• Data 1• Data 2	<ul style="list-style-type: none">• Data 3• Data 4	<ul style="list-style-type: none">• Data 5• Data 6



Qualitative Data - Thematic Analysis

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Parents Approve of Underage Drinking

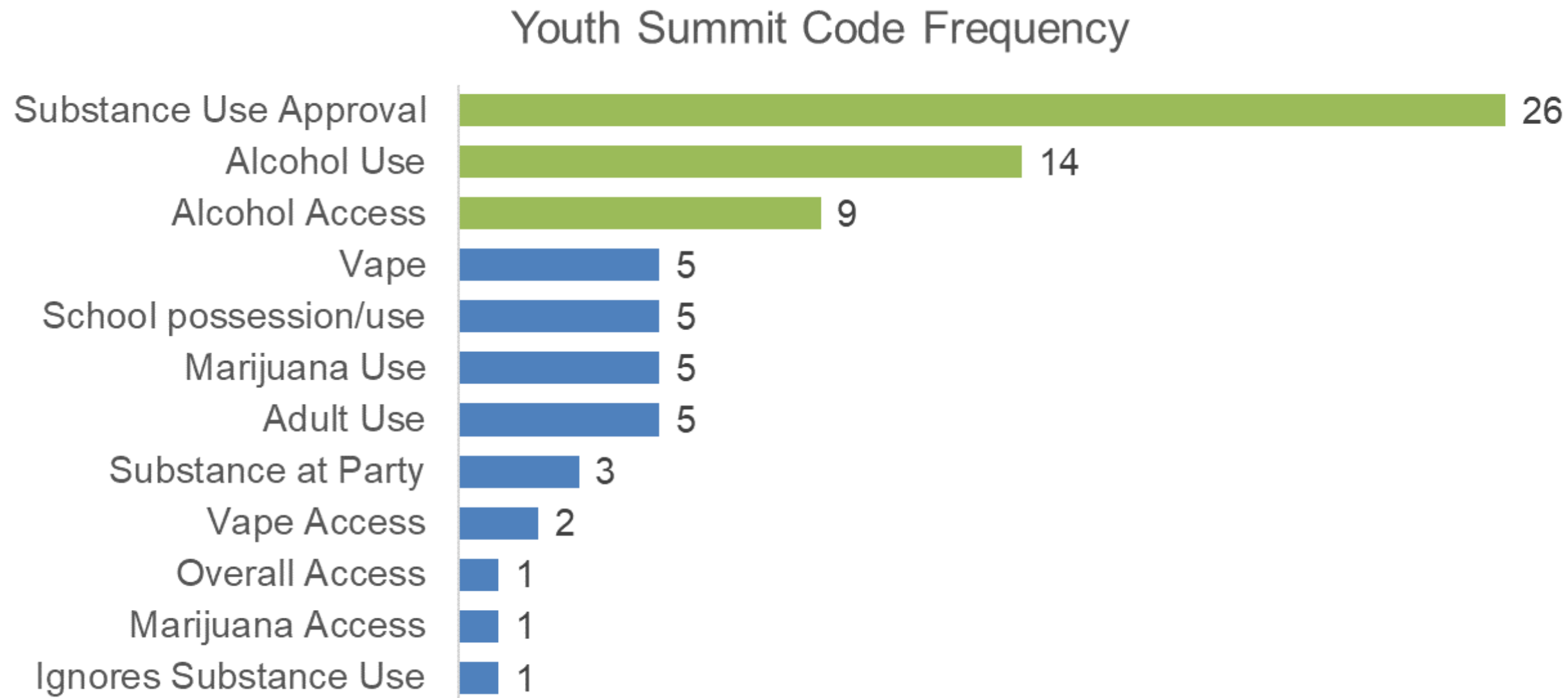
- Parents allow underage drinking at their homes
- Consequences at home for underage drinking are minimal-
- Parents say they did it as kids, and they turned out fine



Qualitative Data to Quantitative



- Simple as counting words, combination of words, or themes
- There are simple word count programs widely available





Discuss



In your table group from the “mini” listening session earlier, discuss:

- Did you do any informal coding? What codes did you establish?
 - What themes emerged from your listening session?

Record your answers and prepare to share them with the large group.

What questions do you have?



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