Let the Data Be Your Guide: 5 Tools for Qualitative Analysis

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Seidel

Collecting

Noticing

Thinking

Engaging

Sort and Sift Data Engagement Cycle

Diving In:
Read, Review, Recognize, Record

Stepping Back:
Reflect and Re-strategize

Sort and Sift, Think and Shift - Initial Data Engagement

1. Get the lay of the land - READ
2. Understand the properties, dimensions, and flow in your data:
   1. Memo
   2. Episode Profiles (Inventory, Memo, Diagram)
   3. Code
3. Mine your work - What conversations can you have during, and after, #2 that you couldn't when the project started?
   1. Mine your memos
   2. Mine your diagrams
   3. Mine your categories (codes and attributes)
Marking Up a Data Document

- What's in the data
- Inventories - Organize
- Identify and Name Segments
- Categorize: Variables
- Code Topics

What's your relationship to the data
- Memos
- Diagrams
- Episode Profiles
- Project Files
- Memos

Evidence Based Reporting: Meeting point of what's in the data and your relationship to the data

Sort and Sift Cycle

<table>
<thead>
<tr>
<th>DIVING IN</th>
<th>STEPPING BACK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Inventory: Identify and Name Data Segments</td>
<td>Bridging: Mining Memos</td>
</tr>
<tr>
<td>Reflection (Think Out Loud Tools): Memos and Diagrams</td>
<td>Bridging: Episode Profiles</td>
</tr>
<tr>
<td>Categorization: Codebook Evolution Variables as Comparative Tools</td>
<td>Bridging: Category Q &amp; A</td>
</tr>
</tbody>
</table>

Dive In: Initial Reflection

- Memo: What I Know So Far?
- Memo: Document Summary
  - What did I learn from this document?
  - Why is it important to the Project?
- Memo: Segment Comments
  - Why did I mark this section?
What the participants in our studies say and do should guide qualitative analysis

5 Guiding Tools for Qualitative Analysis:
1. Quotation Identification and Reflection
2. Data Inventory
3. Monitoring Ignored Sections
4. Episode Profiles
5. Diagramming as an Analysis Tool

These tools can be used as stand-alone methods to perform a rigorous analysis of qualitative data and/or can be used in combination with traditional qualitative coding and memoing to achieve a thorough understanding of your data.

1. Quotation Identification and Reflection
   - Finding powerful quotations in your data and reflecting on their importance.

What to read/review?
- Your data collection episodes - top to bottom, side to side

Identify Power Segments
NOTE: Segment used as a synonym for ‘quotation’ in this context
1. Highlight, mark, index sections of the data collection episode you choose to mark.
2. Segment Arena - why did I identify this segment?
3. Bold the pulse section of the segment and/or give the segment a data-based nickname

Decide how thorough you will be during this exercise. Early in a project, you may consider limiting power segments to no more than 10 per data collection episode.

What to write/record/diagram?
Data segments with short nicknames

Segment Name
Giving an identity label or nickname to an individual text segment

Code
Like things in one place

Make the Data portable - Be cautious of interpretation.
2. Data Inventory

Creating an inventory of powerful data segments for each data collection episode

What to read/review?

- The quotations, or power segments, you identified as you reviewed your data collection episodes.

What to write/record/diagram?

- Create a 'table of contents' for each data collection episode
  - Include short subsections or brief quotations for each instance.
  - Include an index reference to the location of the instance in your data collection episode.
  - If possible, keep your table of contents to one page.
- Consider organizing your table of contents by topics and/or displaying segments in a non-linear fashion.

3. Monitoring Ignored Sections

- Returning to selections in your data you did not initially mark to discover more nuanced discussions in data and to monitor researcher bias.

What to read/review?

- All sections in your data that have not been marked (highlighted, coded, noted)
- What I learned memo
  - What new points and insights can you discuss after this exercise?
  - How are these points and insights important to the ongoing conversation(s) about your project topic?
  - What does this exercise teach you about your relationship to the project topic?
- Can any ignored information be added to code categories or data inventories?

4. Episode Profiles

- Using diagrams and memos to create visual and written sketches of data collection episodes.

Components

1. Inventory of Core Quotes
2. Diagram of Document Flow
3. Episode Profile Memo

- What did I learn from this document?
- Why is it important to my study?

What to write/record/diagram?

- Create a simple diagram that shows how power segments you identified work together to enhance conversations about your project topic.
- Write an Episode Profile memo
  - What did I learn from this data collection episode?
  - Why is this data collection episode important to my project?
- Force yourself to use quotations and detailed references for data segments in your written responses to these questions.
Why?

Breaks the artificial linearity of reading transcripts.

Diagram Document Flow
Shopping Habits

Price | Quality | Avail

5. Diagramming as an Analysis Tool

What to read/review?

- The episode profiles, including tables of contents, memos, and diagrams, as you engaged with your data collection episodes.

What to write/record/diagram?

- Tables
  - See Miles, Huberman, Saldaña
  - Is there a simple two-by-two table design that might help you engage more deeply about questions important to your project?
  - Lay it out in a simple diagram
  - See Miles, Huberman, Saldaña
  - Are there data segments, within and/or across data collection episodes, that allow you to show important points emerging from your data?
  - How can you lay these segments out to show how, in combination, they make it easier for you to demonstrate and talk about what you are learning from your data?

Miles-Huberman – Getting a Good View

{Matrix} - What we needed to know

<table>
<thead>
<tr>
<th>PIO Local</th>
<th>PIO State</th>
<th>Clinician Groups</th>
<th>Not-for-profit; NGOs</th>
</tr>
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<tbody>
<tr>
<td>Timely</td>
<td>Accurate</td>
<td>Consistent</td>
<td></td>
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</table>

{Matrix} - Making It Work

<table>
<thead>
<tr>
<th>PIO</th>
<th>What Message Recipients Need</th>
<th>What Emergency Risk Communicators Need</th>
<th>How CDC can help</th>
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**Miles-Huberman - Getting a Good View**

{Diagrams---->Models}

- A Good recipe
  - Core Ingredients
  - Supplemental ingredients
  - The right combination
  - The right presentation

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**Why Visual Qualitative Analysis**

- Show the dimensionality and dynamic nature of qualitative text
  - Mihos - the artificial linearity of qualitative text
- Trust the knowledge that your participants present to you via their words and stories
- Beware data reduction
  - How are decisions to reduce made?
  - In the interest of transparency, can you justify these decisions?

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1. What component parts of stories are about
2. Retell a story using #1 as a foundation

Stories

Who? 
Behaviors 
Things 
What? 
Actions 
Attitudes 
When? 
Key Moments 
Time Periods 
Where? 
Key Places

How

1. Who 
Gumballs
2. Where 
Behaviors 
Things 
What
3. Integration 
Interaction 
Describes scenes 
Surprises 
4. Integration 
Interaction 
Surprises 
Sprite 

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