

funded by Trust for London

INTRODUCTION TO

Qualitative Data Analysis



Brought to you by Datawise London and Superhighways



What we'll cover today



- ✓ Turning 'talk' into data
- ✓ Explaining what we mean by qualitative data analysis
- ✓ Different analysis options available
- ✓ Coding and analysing data
- ✓ Digital tools that can help



Why talk matters

**Why do we capture
people's thoughts, feelings
and experiences?**

Networking in breakout rooms...

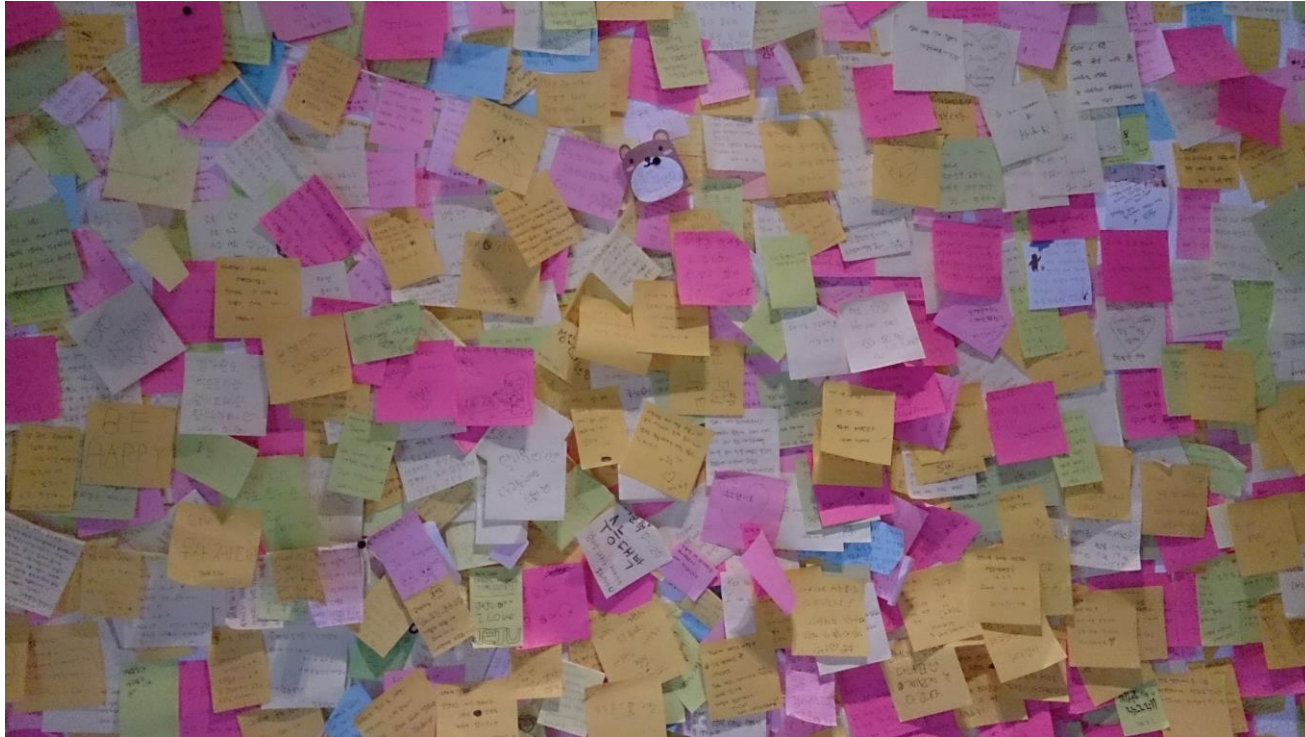


INTRODUCTION TO



**Qualitative
Data Analysis
(QDA)**

What is qualitative data?



Answers in chat...



Qualitative data is non-numeric information, such as in-depth interview transcripts, diaries, anthropological field notes, answers to open-ended survey questions, audio-visual recordings and images.

UK Data Service



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:



Turning 'talk' into text

The screenshot displays the Otter.ai web interface. On the left is a sidebar with the Otter.ai logo, a user profile for 'Superhighways Training', and navigation options like 'Home', 'My Conversations', 'Shared with Me', and 'More'. The main content area shows a transcription of a video titled 'What's great about Otter.ai', dated 'Tue, Jun 7, 2022 · 11:53 AM'. It includes 'SUMMARY KEYWORDS' (mp3, record, otter, transcript, storage, export, download, archive) and 'SPEAKERS' (Sorrel, 100%). A video player is overlaid on the transcription, showing a person's hands holding a small model of a building. The video player has a 'Transcribe' button and a 'speed' control. Below the video player, there is a text input field with the placeholder 'Enter your transcript here...' and a list of 'Quick tips' including keyboard shortcuts for italic formatting, bold formatting, play/pause, and inserting timestamps.

- ✓ Otter.ai
- ✓ O-Transcribe
- ✓ Office 365 dictate
- ✓ And others!



Our digital inclusion case study for today...

Digital
Exclusion
survey
responses
Excel export
samples

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



Approaches to QDA

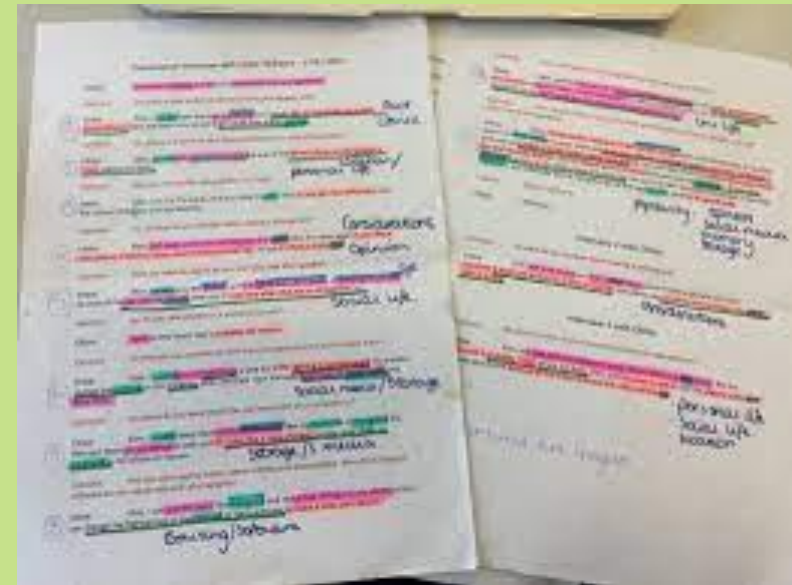
Hard

(automated)



Soft

(do it yourself thematic approach
but with tools to help)





HOW TO



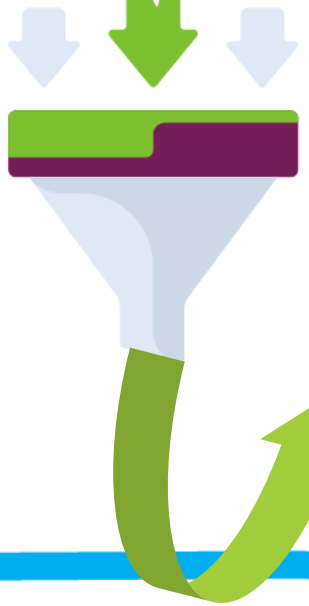
**Automatically
analyse text**

FASHION T W I NEWS' EVER
ARKS WORK WHITE TOGETHER SUK
UTTON GROWTH ABOUT JUST CONSU
ICED SPLIT ILEA SECOND NEXT LOVE QU
WESDAY ZERO FOCUS HOW FOUND THE
SIGNAL BEHIND MORE V THEY I... TIME OF
E ARE ON THAN MEGA GREAT WITH !
SO DETAIL SEE MAKE FUN EVEN W
'T KEEP AND NEW FULL BEAUTIFUL
R AT BETTER COLORS INV

Lots of text goes in
e.g. transcribed
conversations, survey
answers etc.



A machine
carries out
the sorting
and
filtering



Patterns and
numbers
come out





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

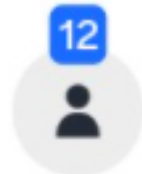
research



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





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?



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

Transcribed with
Otter.ai

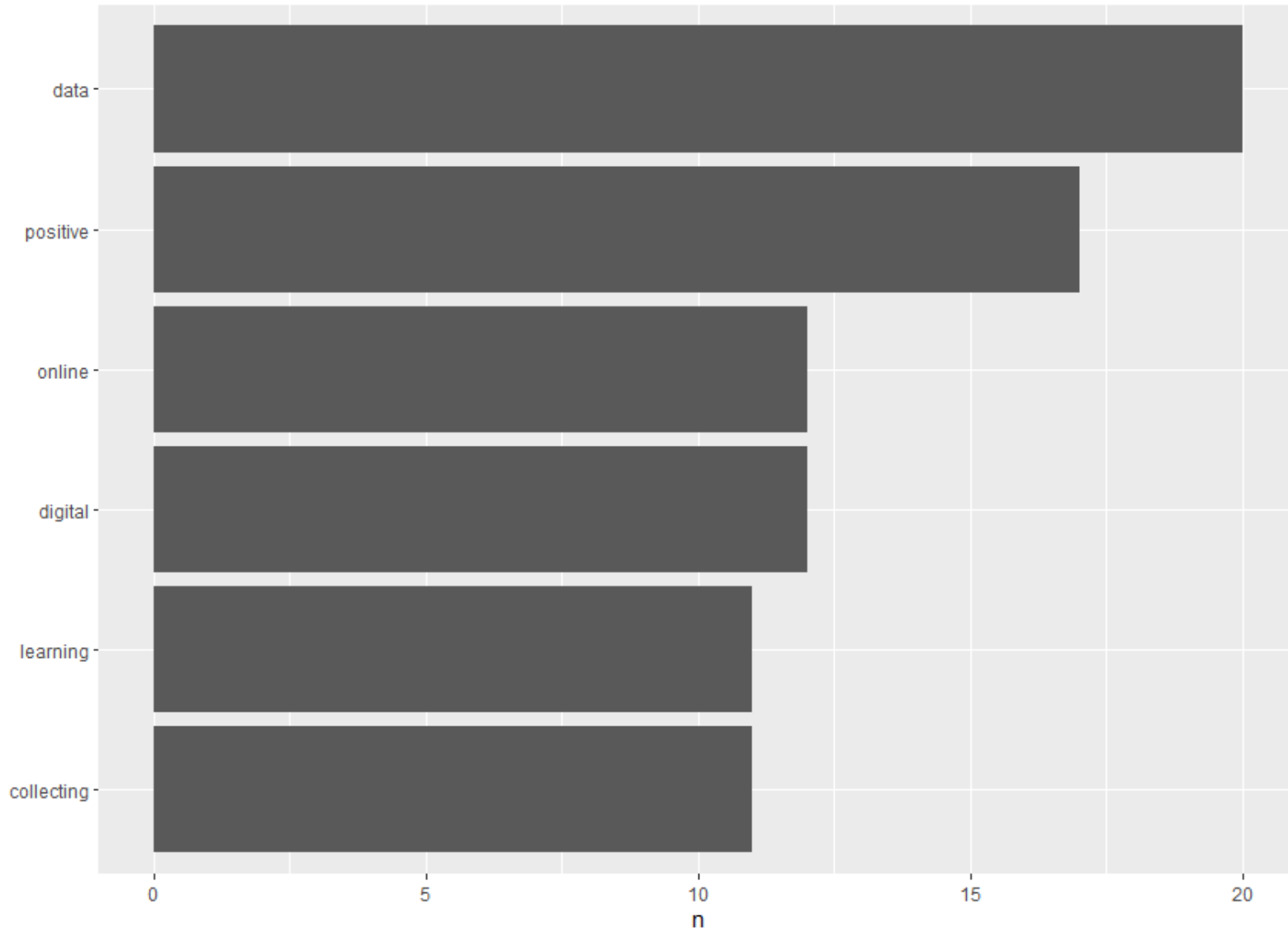


Frequency plotting



What's the problem here?





(first plot we did)



Sentiment analysis



Moving
towards a
better
understanding



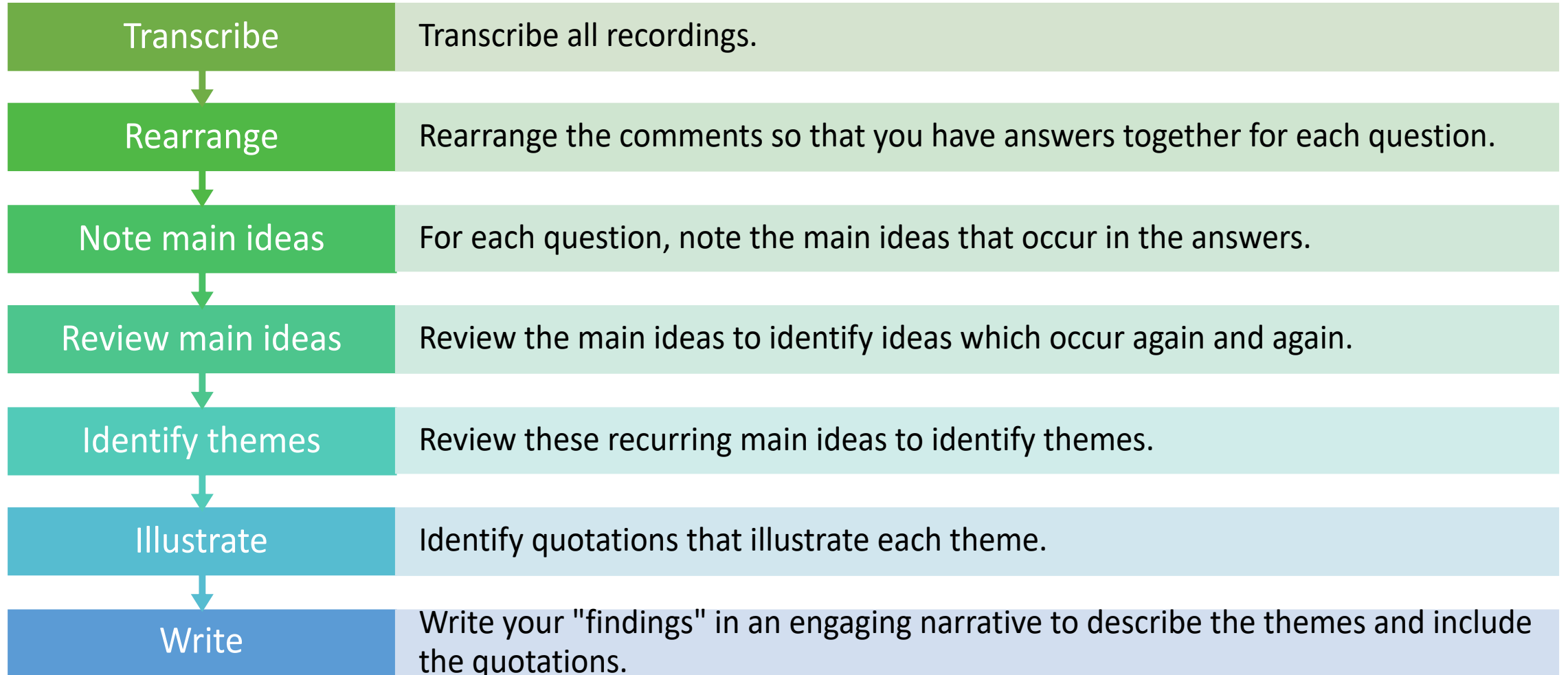


HOW TO



**Look for themes in
text (soft approach)**

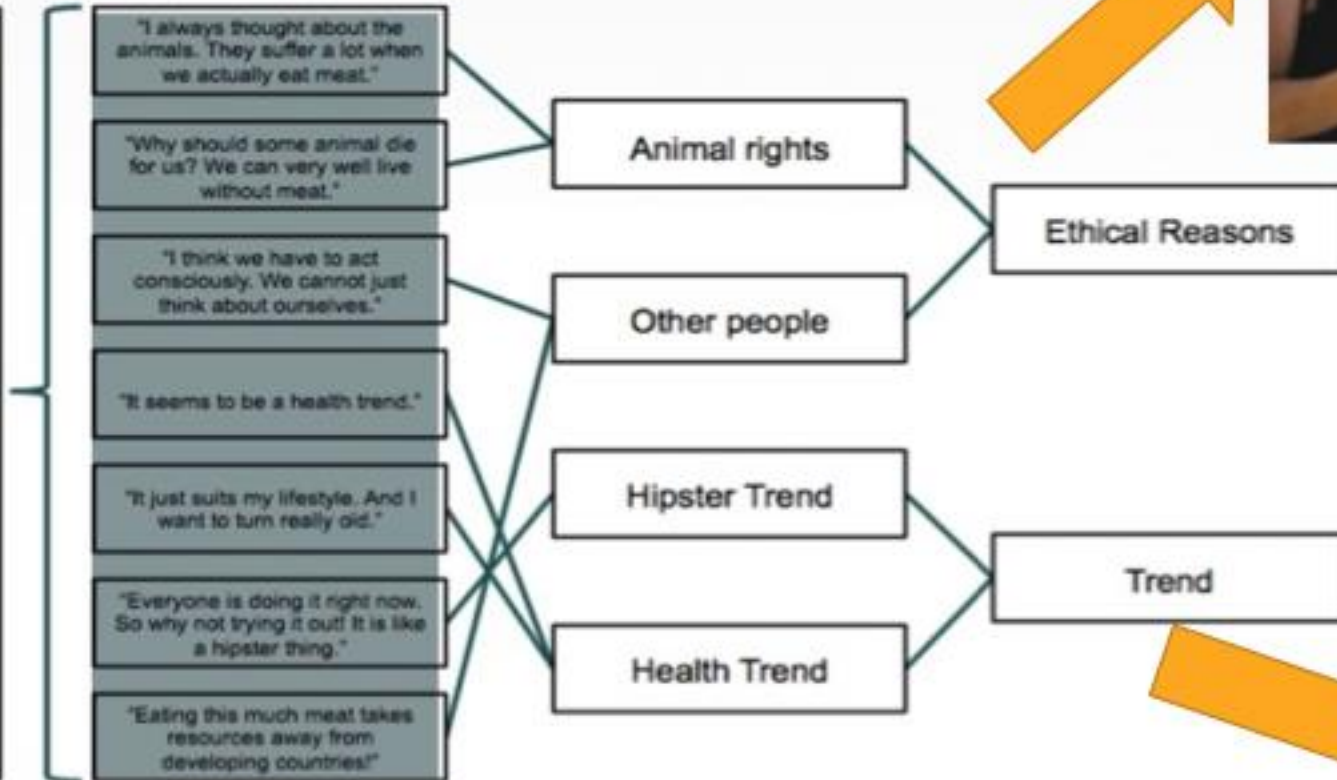
The process of the soft approach



The Grounded Method

Research Question: Why do People turn Vegan?

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

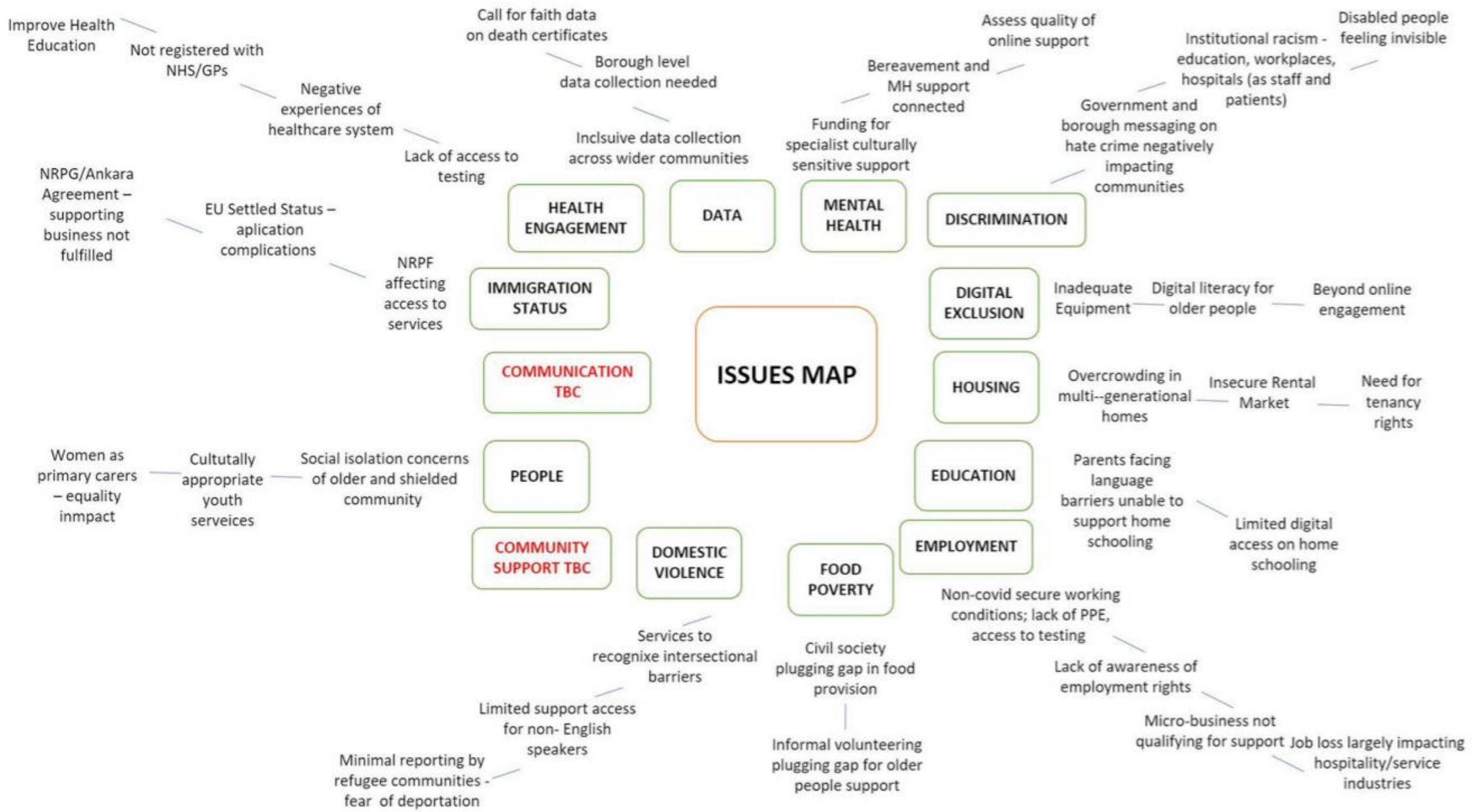


GLA Community Engagement Team

MAP OF COMMUNITY VIEWS: COVID-19

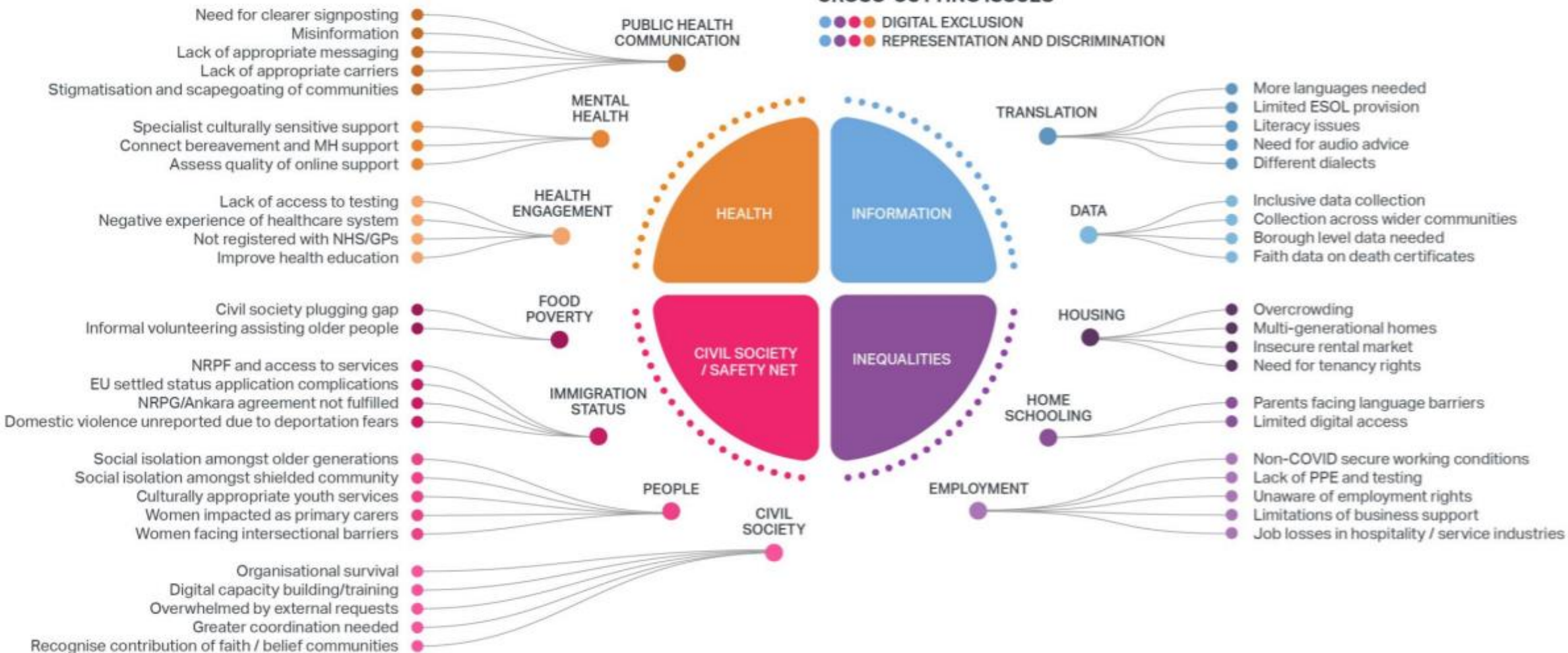
Concerns gathered from 21 roundtables with groups disproportionately impacted by the pandemic





CROSS-CUTTING ISSUES

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





An exercise in discovering themes:

In small breakout groups, look for first and second themes from a sample of the digital exclusion survey responses.

“What opportunities do you feel your service users / communities are missing out on because of digital exclusion?”



COMFORT BREAK



An exercise in discovering themes:

In small breakout groups, look for first and second themes from a sample of the digital exclusion survey responses.

The question we asked was



HOW TO

Visualize themes

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 inform

Support to

exercises b

Home-scho

1. Children

2. Not bein

they are fai

Reducing is

connect.

Cognitive st

Online face

informatior

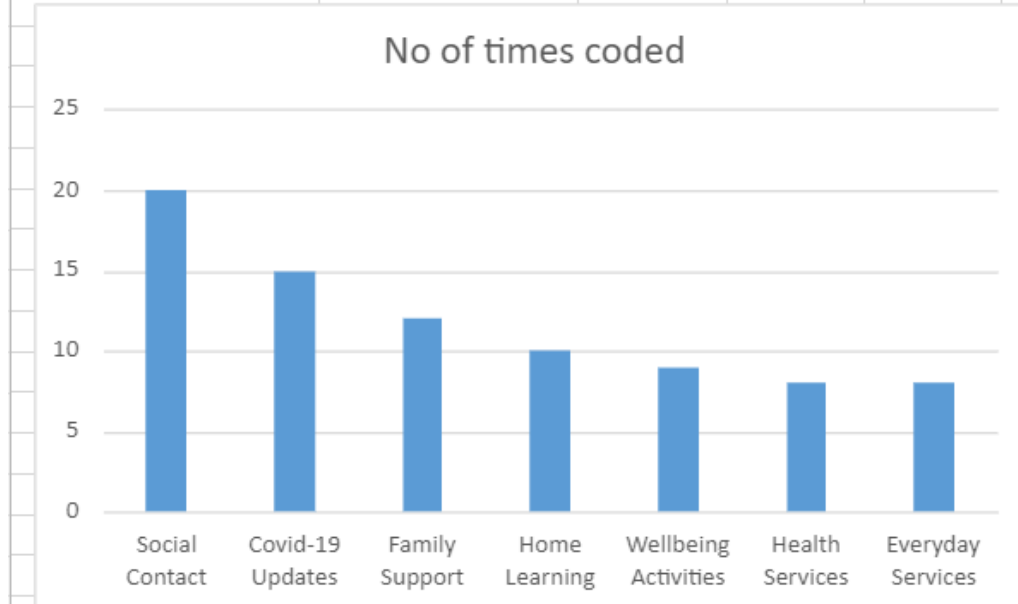
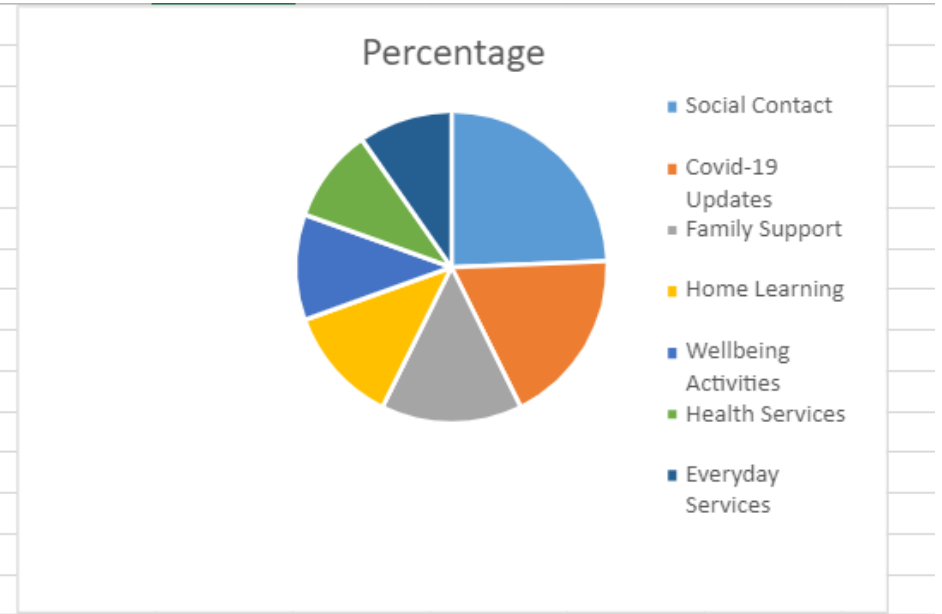
Not being a

Not staying

Theme	No of times coded	Percentage
Social Contact	20	74%
Covid-19 Updates	15	56%
Family Support	12	44%
Home Learning	10	37%
Wellbeing Activities	9	33%
Health Services	8	30%
Everyday Services	8	30%
	27	



Theme	No of times coded	Percentage
Social Contact	20	74%
Covid-19 Updates	15	56%
Family Support	12	44%
Home Learning	10	37%
Wellbeing Activities	9	33%
Health Services	8	30%
Everyday Services	8	30%
	27	



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



1 Upload Data ✓

2 Check & Describe ✓

3 Visualize

4 Publish & Embed

Chart type

Refine

Annotate

Layout

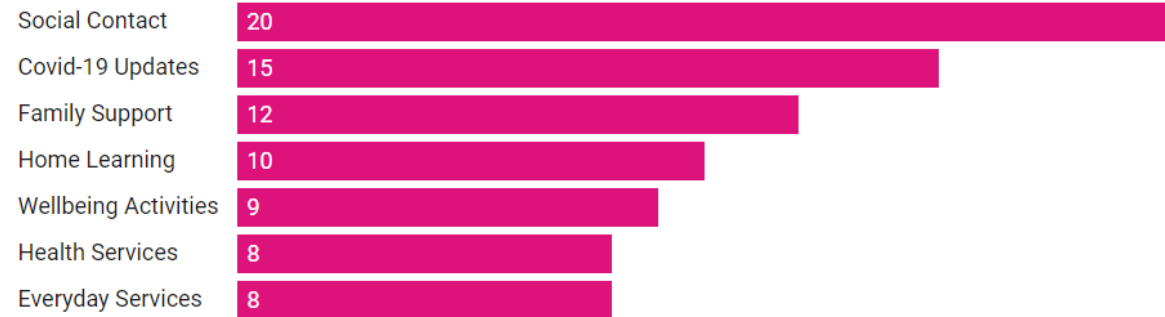
Bar Chart Split Bars Stacked Bars Grouped Bars

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](#)



TURNING NUMBERS INTO VISUALS TOOLS



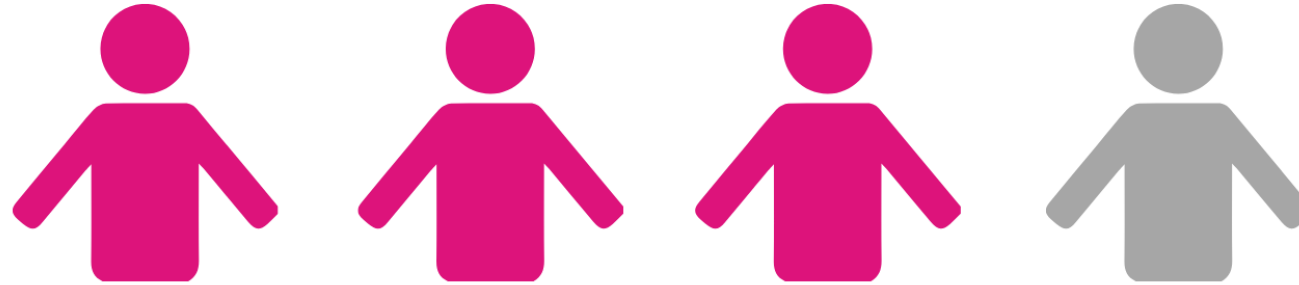


Over to you...
We'll give you the
very simple digital
inclusion data for
you to play with
Datawrapper

WHAT ARE DIGITALLY EXCLUDED PEOPLE MOSTLY MISSING OUT ON?

Digital Exclusion Survey Jan 2021



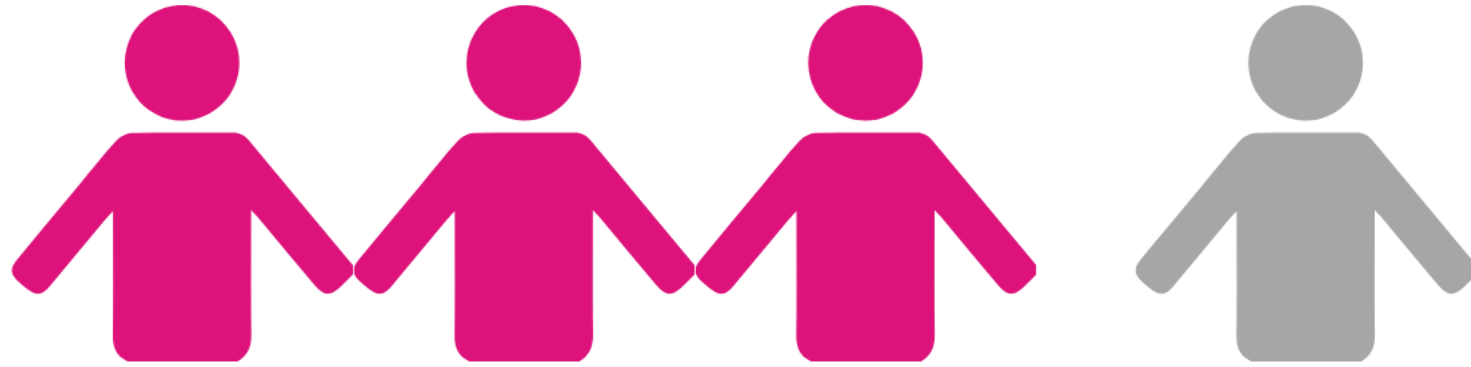


3 out of 4 respondents felt digitally excluded people are missing social contact

What could we do to improve this visualisation?
Write in chat or call out...



What story are you telling??



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



—
**Any
questions?**

A white sign with black text is mounted on a black frame. The sign is divided into horizontal sections, each containing a word or part of a word. The text reads: "QUESTIONS ANSWERED HERE EVEN THE SILLY ONES". The sign is outdoors, and a chain is visible on the left side of the frame.

**QUESTIONS
ANSWERED
HERE
EVEN THE
SILLY ONES**

Next steps

- ✓ Complete our session evaluation
- ✓ [Book on free data training](#)
- ✓ Sign up to our [eNews](#)



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](#)





Thank you for listening

ANGELA SCHLENKHOFF-HUS

angela@cfefficiency.org.uk

SORREL PARSONS

KATE WHITE

info@superhighways.org.uk

www.datawise.london

