

Turning conversations into data

Action Health Inequalities Training Series



What does Superhighways do?

Superhighways helps small charities and community groups gain essential digital and data skills backed by the right tech to achieve their goals.

A programme of Kingston Voluntary Action



Today's goal

Giving you the **confidence to transform community insights and codesign outputs** – quotes, case studies, interviews, focus group data and feedback – into **usable, actionable evidence** so you can **influence services and local health priorities**.



Agenda

Intro: Community insights Goals and outcomes

Part 1: Foundations Collecting community insights for a specific goal

Break

Part 2: Quantitative vs qualitative data Definitions and differences

Part 3: Dive into data Methods for converting qualitative data into themes and findings

Break

Part 3: Dive into data Tools for converting qualitative data into themes and findings

Part 4: Research Plan A tool for planning your approach including ethical data handling & consent

Part 5: Communicating your evidence Plan your approach to sharing your findings

Close: One take away



But first...the why?



What goals do you have for collecting and analysing community insights?

- ✓ Individually pause and reflect on the question
- ✓ Join a breakout room in a pair
- ✓ Answers in chat when you come back to the main space

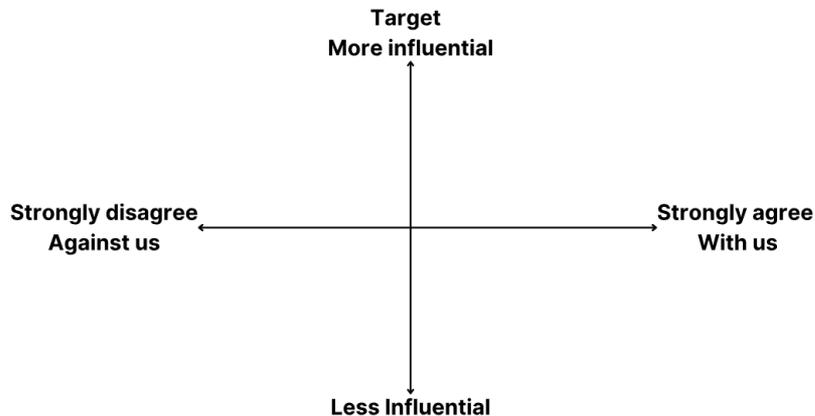
[Check out some Liberating Structures engagement methods](#)



Who are you trying to influence?

Take a look at the Sheila McKechnie Foundation's resources:

- ✓ Use the [Changemaker's Toolkit](#)
- ✓ Watch their film '[Change Unfolding](#)'
- ✓ Access their training and resources including their helpful guide to [Navigating charity campaigning](#) for trustees





North East London Health & Care Partnership

Strategic priorities:

- ✓ Babies, children & young people
- ✓ Long term conditions
- ✓ Mental health, learning disabilities and autism

Cross cutting themes

Co-production

Improved health outcomes as residents build their confidence and ability to positively manage their own health and wellbeing.

Health inequalities

Dedicated health inequalities funding has been provided to each place-based partnership to lead locally determined programmes to reduce health inequalities within their local communities.



Our case study for today

Care Share Eat (CSE) a local community organisation bringing residents together to cook and share a meal, with a new community gardening project growing vegetables.

We know the challenges of our community in relation to health outcomes. We can share our insights with health partners so they can understand local challenges and adapt services to meet local need.

We are best placed to continue this work to help identify future challenges – but we need to be sustainably funded.



Our hunches

Providing connection for people in their local area improves their health & wellbeing



1. Foundations

Collecting conversational data





1. What community insights do you collect?
2. What methods do you use for this data collection?

Please share in Chat



Ways to collect data

- ✓ Routine data collection
- ✓ Surveys
- ✓ Observations
- ✓ Interviews
- ✓ Focus groups
- ✓ Codesign events
- ✓ Creative methods



Data collection journey map for CSE

1

Social Prescriber referral form

- Basic details about individual including contact details and reason for referral

2

Wellbeing assessment form

- One to one meeting with individual before first attending a session
- Further demographic data capture

3

Weekly routine data collection

- Attendance register
- Mood scale for attendees – on arrival and when leaving
- Debrief with volunteers – observational data

4

Quarterly health outcomes evidencing

- Online & paper survey for all attendees of Care Share Eat & the Gardening club
- Sample interviews



Health outcomes data collection matrix

Why collect it (Purpose / goal)	What you collect (Data points & examples)	How you collect it (Methods)	How you share it (Influencing)
Influence local services in favour of clients' needs (positive health outcomes)	Demographics; baseline wellbeing; presenting issues; referrals; postcode/LSOA	Registration forms; consent forms; GP/referrer forms; baseline scales	Client profile summaries; LSOA/PCN maps; 1-page influence briefings
Evidence unmet need & barriers to access/outcomes	Engagement metrics; waiting times; barriers; access needs	CRM records; sign-in sheets; polls; observations	Heatmaps; quotes; pathway diagrams; improvement recommendations.
Demonstrate service impact (wellbeing & care pathways)	Pre/post outcomes; goal attainment; self-efficacy; reduced primary / secondary care	Pre/post surveys; follow-up calls; case reviews; interviews/ focus groups	Before/after charts; case studies; distance-travelled summaries
Support equitable commissioning (EDI & place-based)	Voluntary EDI; postcode/LSOA; condition clusters; subgroup themes	Surveys; workshops; photo-voice; participatory mapping	Equality profiles; LSOA/PCN summaries; JSNA-aligned evidence

Types of programme outcomes

Type	Describes changes in people's....	Example - Care Share Eat
Knowledgeunderstanding and awareness	Better nutrition
Attitudebeliefs, values, thoughts, feelings, motivations	Increased confidence
Behaviouractions, conduct, habits, participation, engagement	Changing routines
Skillspractical, educational, interpersonal, emotional	Growing vegetables
Conditionpersonal state, situation, circumstances	Less anxiety – ability to join in
Opportunityavailability of appropriate programmes, accessibility, inclusion	Volunteering



What tools are you using?



What tools do you use for your data collection?

Go to

www.menti.com

Enter the code

3846 1222



Or use QR code

✓ Or click this link: <https://www.menti.com/al2nce2apvgp>





Digital tools for data collection

- ✓ Online forms, polls & surveys





“But which
one to
choose?”



[Read our blog post...](#)

Free – too good to be true?

 Mentimeter

Up to 50 responses p/m

Typeform

10 questions, 10 responses p/m

 JotForm

5 forms, 100 responses p/m, 100MB storage



SurveyMonkey

10 questions, view only, 25 responses p/survey And no download options!



SmartSurvey

15 questions, view only, 100 responses p/m

** M365 & Google Forms are free – consider using these in your **organisational accounts** by default*



Setting up your survey



Forms



New Form



New Quiz

Questions

Responses **42**

Top tools...

A test to show Forms

1. Are you already using online forms to collect data? *

- Yes
- No



Choice



Text



Rating



Date



Ranking



Likert



Sharing your survey

Send and collect responses

Anyone with the link can respond

<https://forms.office.com/Pages/Respon>

Copy



Share as a template

+ Get a link to duplicate

Share to collaborate

+ Get a link to view and edit

Accessing the results

Questions

Responses **57**

Top tools...

57

Responses

00:51

Average time to complete

Active

Status

...

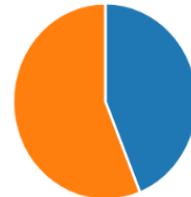
View results

Open in Excel

1. Are you already using online forms to collect data?

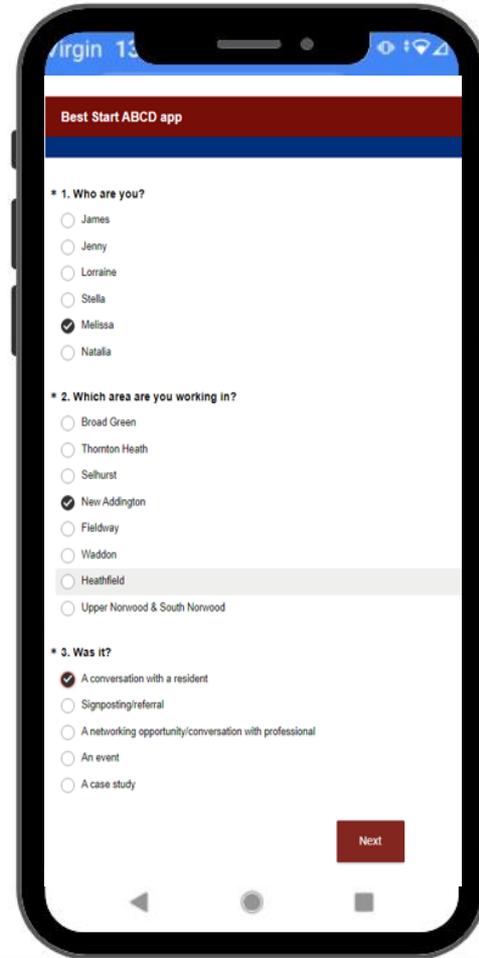
[More Details](#)

Yes	25
No	32



Mobile data collection

Add form shortcuts to your phone
Homescreen...



The image shows a smartphone screen displaying a survey form. The form is titled "Best Start ABCD app" and contains three sections of questions, each with radio button options. The first section asks "Who are you?" with options: James, Jenny, Lorraine, Stella, Melissa (selected), and Natalia. The second section asks "Which area are you working in?" with options: Broad Green, Thomson Heath, Selhurst, New Addington (selected), Fieldway, Waddon, Heathfield, and Upper Norwood & South Norwood. The third section asks "Was it?" with options: A conversation with a resident (selected), Signposting/referral, A networking opportunity/conversation with professional, An event, and A case study. A red "Next" button is located at the bottom right of the form. The phone's status bar at the top shows "Virgin 13" and various icons.

Best Start ABCD app

* 1. Who are you?

- James
- Jenny
- Lorraine
- Stella
- Melissa
- Natalia

* 2. Which area are you working in?

- Broad Green
- Thomson Heath
- Selhurst
- New Addington
- Fieldway
- Waddon
- Heathfield
- Upper Norwood & South Norwood

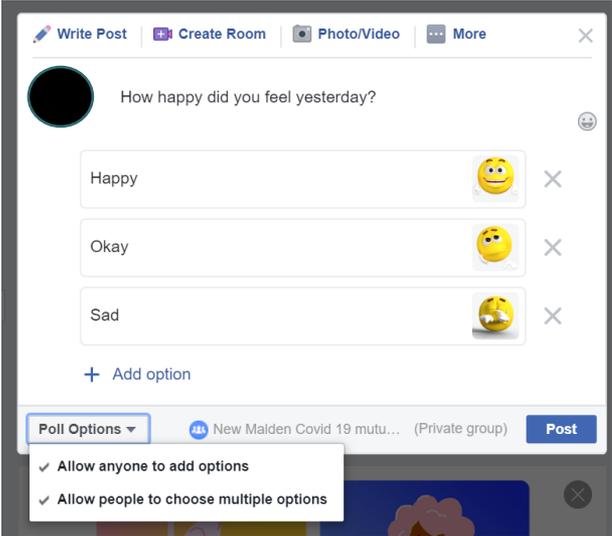
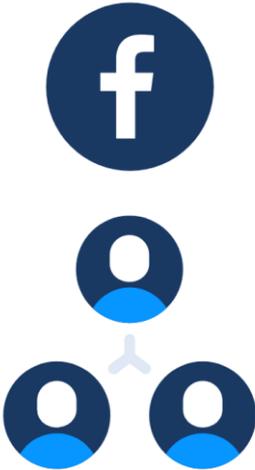
* 3. Was it?

- A conversation with a resident
- Signposting/referral
- A networking opportunity/conversation with professional
- An event
- A case study

Next



Who's on social media?



Data capture with SMS

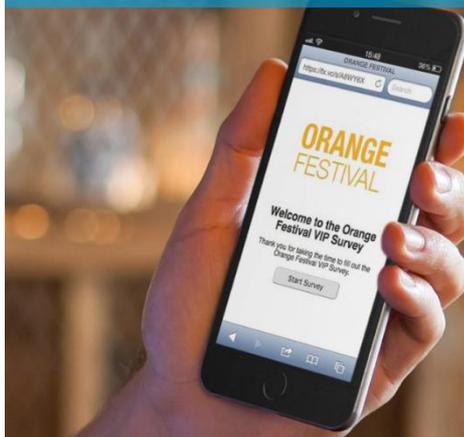


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Make smarter decisions with mobile forms and surveys

Gather feedback and preferences with SMS forms and surveys

Create a survey



Creative story gathering

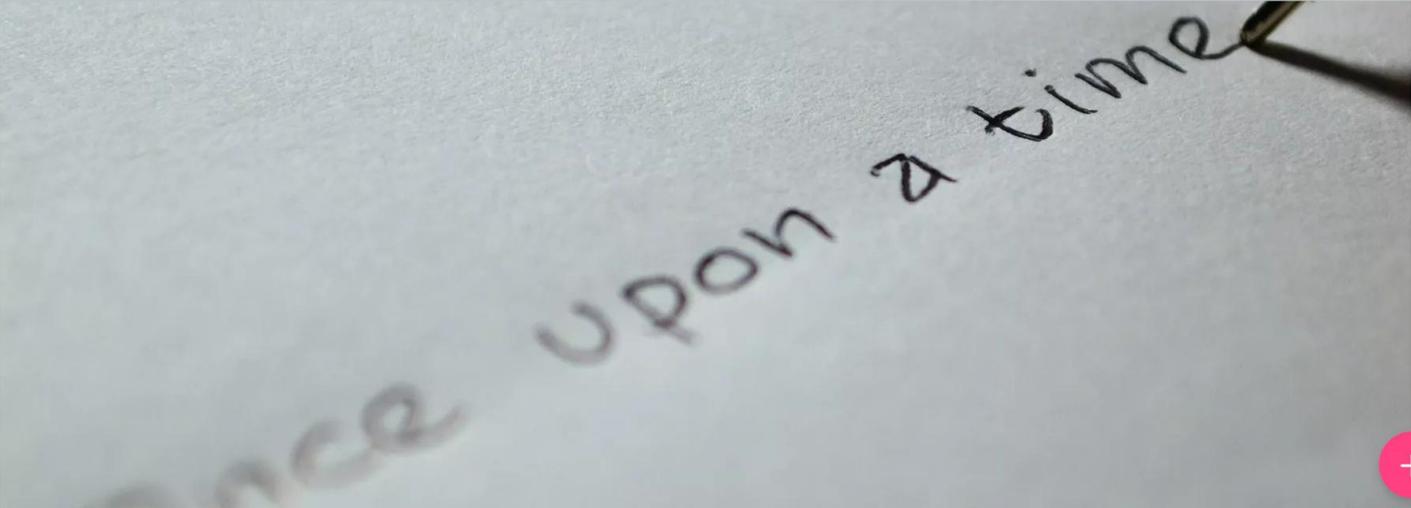
Using Padlet for audio, visual and diary story capture

:Padlet

Sorrel Parsons at Superhighways • 4m

 **Highlight of my year**

Story gathering and sharing using Padlet. Click on the + sign to add your story. Don't forget to add your organisation name

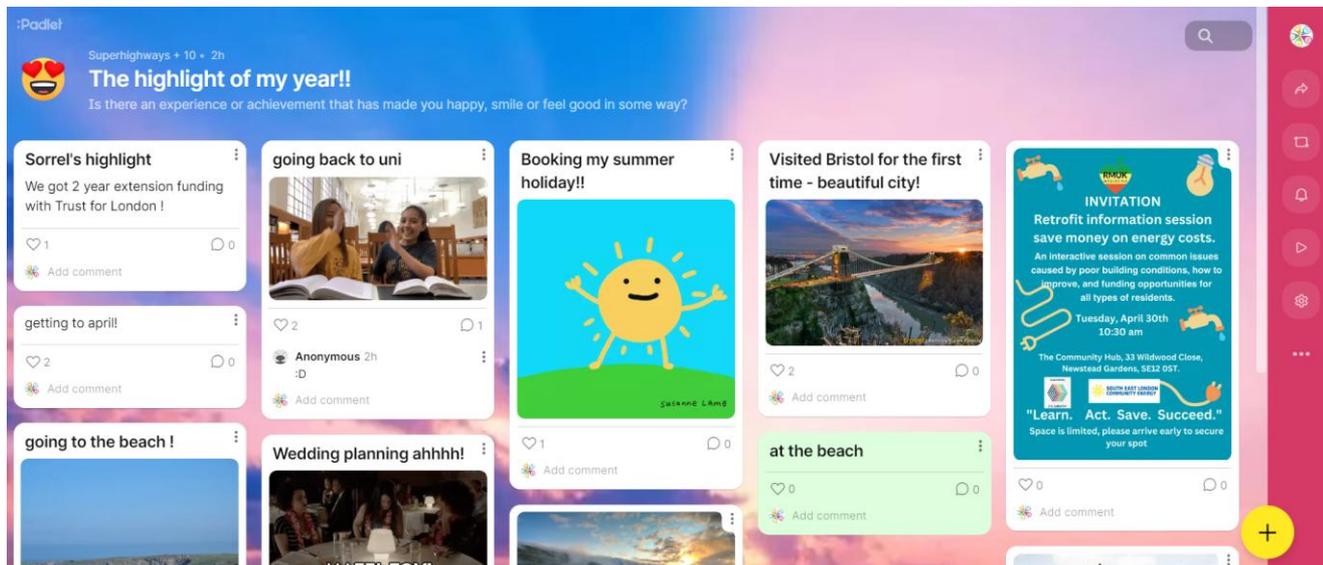








Padlet results



✓ [Link to our Padlet](#) (will be deleted shortly but feel free to have a play and add information)





Digital tools for data collection



- ✓ Audio capture



Giving people a voice



Semi-structured interviewing for exploration and insights

- ✓ A scheduled activity
- ✓ Using an **interview guide** (topics, questions & prompts)
- ✓ Interviewer is prepared and in control, but not controlling
- ✓ Max 1 hour



You might not use the audio as audio



Balcony Blog #1 - Sharon

In this blog series, we interview Hackney Wick residents about their lives under lockdown

[Wick Award Big Local lockdown stories](#)

Hi Sharon! What can you see from your balcony?

It's quite nice today. I can see for miles from my balcony. Victoria Park and over to Canary Wharf in one direction and just blocks of flats over the other side of Wick Road. All this is the Big Local area.

What does your day look like?

The days are different. We can't run the clubs and bingo that we used to run in Gascoyne Hall. That took up lots of my time. We had craft club on Monday, the community lunch on Wednesday and Bingo on Thursdays- I might see nearly a hundred people a week.

In another way my day has not changed at all because I help my family and do shopping for old people every other day.

What are your worries?

Just a few! I worry about my family. What it's like for the kids to be out of school I don't want them going back til it's safe but they need school. My eldest grand-daughter is not

"I worry about the old people - the ones who are staying in - doing as they are told - getting thin and forgetful... and I worry about the ones that go out on the buses like nothing's happening."

- Sharon



Insights or storytelling?



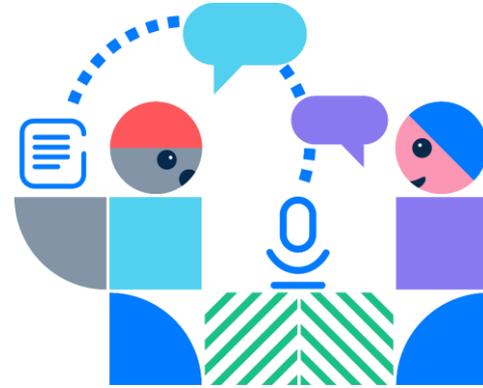
- ✓ Looking for themes, making changes & sharing findings



- ✓ Sharing a story to raise awareness or motivate action



Recording & Transcribing – Otter.ai DEMO



Recent Activity

 Chief Officers' Network Meeti... is ready Apr 1

<https://otter.ai/pricing>

There are others – try these paid for multi-language e.g. [Rev](#) and [Sonix](#))



Record, transcribe, edit and publish



Home

Search conversation

Record Import

Agenda Today

To see your agenda [connect your calendar](#)

Recent Activity

-  **Note is ready** Feb 24
audio, transcribe, recording, transcript, sharing, transcribing, straightaway, soundcloud, youtube video, quick, site, account, publish,...
-  **Note is ready** Feb 22
disciplined, screen, london, commute, sedentary, listen, primarily, differentiation, day, routine, eat, daytime, great, front door, office,...
-  **Clare NLCF Roundtable is ready** Dec 9
-  **NLCF Philippa breakout is ready** Dec 4

NEW FEATURE



Transcribe Zoom LIVE

Live Captions & Live Notes

[Try Otter Business for 1 month FREE](#)

Run better meetings



- Get reminders to record your meetings

Transcribing conversations with Otter

- ✓ Record & import conversations or record live
- ✓ Turn conversations into text, edit the results and share transcripts with others
- ✓ Highlight insights from your conversations
- ✓ Use workarounds to navigate free account limits



Otter.ai pricing

\$8.33 / month if paid annually
\$16.99 / month if paid monthly

Basic

- AI meeting assistant records, transcribes, captures slides, and generates summaries in real time
- **NEW** Otter AI Chat: Chat live with Otter and teammates, and get answers to meeting questions instantly
- Joins Zoom, MS Teams, and Google Meet to automatically write and share notes
- 300 monthly transcription minutes; 30 minutes per conversation; Import and transcribe 3* audio or video files lifetime

Pro

Everything in Basic +

- Add teammates to your workspace
- Team features: shared custom vocabulary; tag speakers; assign action items to teammates
- Advanced search, export, and playback
- 1200 monthly transcription minutes; 90 minutes per conversation
- Import and transcribe 10* audio or video files per month

Business

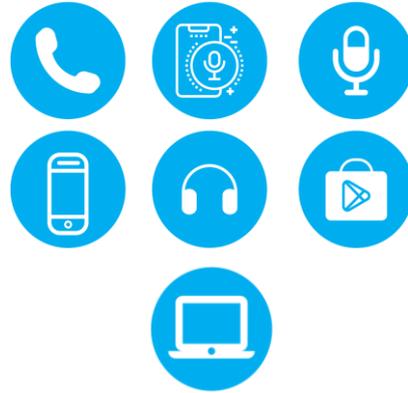
Everything in Pro +

- Admin features: usage analytics, prioritized support
- Joins up to 3 concurrent virtual meetings to automatically write and share notes
- 6000 monthly transcription minutes; 4 hours per conversation
- Import and transcribe unlimited* audio or video files

Otter pricing



What
equipment
will you
need?
Or already
have?



Lapel mic – plug into
your phone (face-to-
face)



Audio with Camden Disability Action



“We did some engagement work with the Council around the environment and Camden's Climate Action Plan, and I recorded what one of the members thought about that and put that into our newsletter.



Rather than just a standard write up on the piece of engagement, it had the voice of the member there [...] it gave the whole thing some authenticity.



It's a simple thing, but it makes it more powerful – being able to hear a member talk and hear their voice in it – it just brings the whole thing to life.”

Writing good survey / interview questions

Key steps

- ✓ Think about your data collection purpose / goal / research question
- ✓ Write down any question you could ask to help you answer your research question
- ✓ Group your questions by theme and remove or merge similar ones
- ✓ Depending on what you're asking you might fit 6-10 general questions into a 30 minute interview
- ✓ Write your questions in a way that people will understand using plain English
- ✓ Begin with an easy or general question as this will help participants warm up to the interview
- ✓ Add prompts for each question - these will help when you need more detail or a participant struggles to answer a question
- ✓ Mark the most important questions so you can prioritise them if you run short of time
- ✓ Test your questions by reading them to a colleague, asking what they think each one means





**Now you've
captured your
data – what next?**



Break time

10 minutes



2. Getting started with data analysis

Quantitative vs Qualitative data



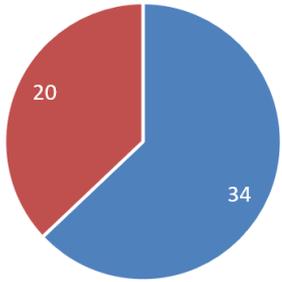
What is quantitative data?

- ✓ **Numbers** and statistics about **people's opinions, experiences, feedback**
- ✓ Often collected through polls, **surveys**, feedback forms, counting people, monitoring data
- ✓ Responses to 'closed' questions with **fixed responses** (e.g. Yes / No, or tick box in survey)
- ✓ Things we count, **measure** or translate into numbers (e.g. 80% agreed)
- ✓ Can be benchmarked / **compared** (e.g. validated scales, national averages)
- ✓ Can be 'found' in **secondary data** / open data sets
- ✓ Often used for monitoring data and **reporting to funders**
- ✓ Often **taken more seriously** as 'evidence'



What is quantitative data?

Total attendees

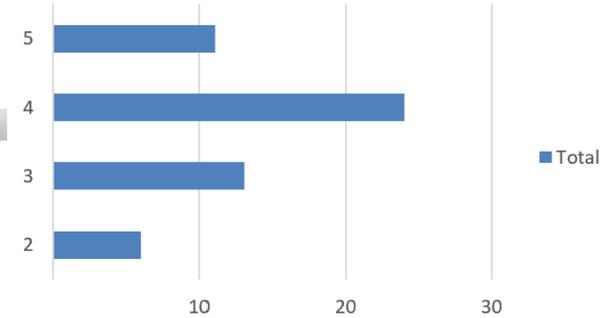


First time attending? ▾

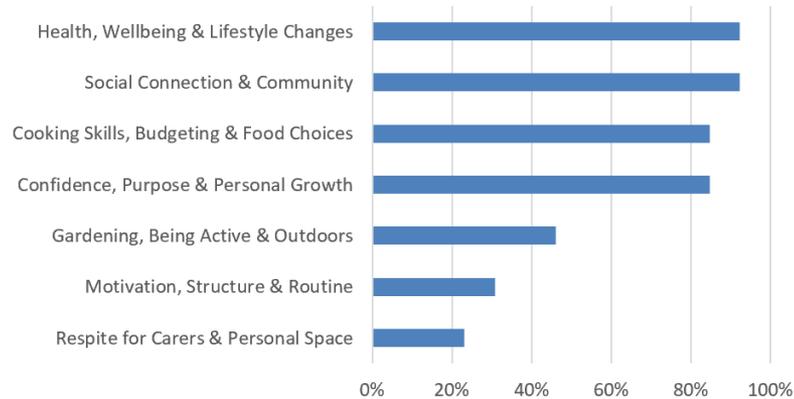
- No
- Yes

Rate your experience ▾

Session rating (5 high, 1 low)



Outcomes by percentage of participants



What is qualitative data?

- ✓ Talk and text about people's experiences and opinions
- ✓ Responses given to **open questions** (e.g. Why? Tell us about?)
- ✓ Qualitative data can be gathered as:
 - Verbal (e.g. audio and video of interview talk, feedback given in person, focus group talk)
 - Written (e.g. feedback forms, open questions in surveys, zoom chat, client notes)
 - Visual media (e.g. drawings, photographs, video)
 - Social media (e.g. posts, comments)
- ✓ It is typically changed into **text** for analysis (e.g. transcribed, written notes, client notes)



Qualitative data – free text response to a survey question

What does coming to Care Share Eat mean to you?

It's helped me build better habits – bit by bit. I don't feel overwhelmed anymore. I have friends here to talk to. And I look forward to it. It's made me feel more hopeful.

I love being involved in the gardens. Gardening gives me a sense of achievement, and I love that we eat what we grow. It's amazing!

It's my weekly moment to breathe fresh air and feel useful. I feel proud bringing home meals I cooked myself.

It's the only time I get a break from caring responsibilities and having a few hours to breathe in a welcoming space means everything. I've made friends here I never would have met otherwise.

It's helped my anxiety. At first I found it challenging being around so many people but – I feel calmer here now. I feel like I know people and I feel like it's a safe space for me.



The value of qualitative data

- ✓ **Understand more about what or why** something is happening
- ✓ **Appreciate the impact, significance or meaning**
- ✓ **Create new insights** from open responses
- ✓ **Listen and hear** what matters to people **in their words**
- ✓ **Prioritise findings** from other data sources
- ✓ Inform further **quantitative research**



The value of sharing qualitative data

Qualitative data can help us

Bring **data to life**

Tell a **compelling story**

Can be more **memorable** or stand out

Communicate what a problem means

Share people's views / experiences **in their words**

Help the audience understand a different reality

Bring people together around a problem



3a. Dive into data

Methods for converting qualitative data into themes and findings



Four light touch approaches

Dive into the data and see what you learn:

- I. Visually spotting themes
- II. Word clouds
- III. Interview summaries
- IV. AI generated summaries



1. Visually spotting themes

This is the foundation for all qualitative analysis!

Read your quotes or interviews and **identify themes** or patterns

Process

Look for common terms, phrases or words used

Look for topics which are discussed most often

Look for any clear differences of opinion/experiences

Identify themes in the responses, based on:

What people say and how they say it (positive, negative, feelings)

Any differences for specific groups of participants

Write a set of statements which summarise your findings

Tip: Don't be afraid to draw on your own experience, previous learning, or wider research



Over to you:

How do you feel about analysing qualitative data?



Go to

www.menti.com

Enter the code

3846 1222



Or use QR code



Can we spot any common themes?

- ✓ Are there similarities in the responses?
- ✓ Do certain words / subjects come up a lot?
- ✓ Are there any clear differences in how people feel?
- ✓ What emotions are coming through?



3. Interview summaries

Process

- ✓ One page per participant
- ✓ Include key information about the participant / context
- ✓ Summarise each topic discussed
- ✓ Add 'good' quotes (e.g. interesting, snappy, helpful)
- ✓ Do asap after the interview!

Pros

- ✓ Reduce overwhelm
- ✓ Less data (condense 100 pages of transcripts in to 10 pages)
- ✓ Useful to track interviews over a long period of time
- ✓ Starts you thinking about analysis
- ✓ Easier to share with colleagues

Issues

- ✓ Can feel time consuming
- ✓ Relies on your interpretation, misses bigger picture



CSE participant summary

Interview 1: Participant name or code

- ✓ About them
- ✓ About their wellbeing goal

Topics discussed

- ✓ What brought you here
- ✓ What keeps you coming
- ✓ What have you learnt
- ✓ What does attending mean for you in your life
- ✓ Are you experiencing any barriers to coming in future
- ✓ What health and wellbeing goals do you have

"The doctor suggested finding something active to help with my physical health."

"The nutrition advice has helped me lower my blood pressure"

"The gardening gets me moving without pressure"



4. AI tools

- ✓ Useful to create summaries, identify themes, find quotes, draft report structures
- ✓ Generative AI tools (e.g. [Claude](#), [ChatGPT](#)) or AI embedded in other tools (e.g. [Miro](#), [OtterAI](#), [Copilot & Gemini](#))

Challenges

- ✓ Inconsistent: Can give different results each time
- ✓ Misleading: Authoritative tone is hard to ignore
- ✓ Prompts: It only knows what you tell it, you have tacit knowledge
- ✓ Literal: Analyses common words and clear content, missing broader themes & sentiment

Top tips

- ✓ Get to know your data - never rely on it alone
- ✓ Never enter personal or identifiable data
- ✓ Learn about and get confident with prompts
- ✓ Save your prompts and outputs

Example AI prompts

Set the scene:

- ✓ The following transcript is from a research project about ...
- ✓ The following quotes are in response to the [question] from a survey with ...

Request the output:

- ✓ Summarise the key themes in this text
- ✓ Which are the most prominent 3 themes in this list
- ✓ Give me 3 example quotes for each theme
- ✓ List all the quotes that mention [theme]
- ✓ Did any of the participants discuss [issue]
- ✓ My hypothesis is [x] Do the responses support or reject this?
- ✓ What are the 3 top [recommendations/barriers] identified
- ✓ List 3 positive and 3 negative quotes about x

Analysing data with AI



NAVCA artificial intelligence
training toolkit for
development workers



Qualitative data analysis

Is anyone already doing this?

- ✓ Do you have any tips
- ✓ What have you learnt in the process?



Deeper dive – Coding qualitative data

What is coding?

- ✓ Nothing to do with computers or website development (but software / tools can help)
 - ✓ Coding is a process to help you organise and digest qualitative data
 - ✓ You can do this on paper, on a document or using specialist software
 - ✓ You can keep this as simple or as sophisticated as you like
 - ✓ You decide how to do it!
-
- ✓ **Code** = a word or name that has meaning in the context of your project / data (you decide what this is)
 - ✓ **Coding** = A process of ‘tagging’ text to show it is related to a code name
 - ✓ **Analysis** = Reviewing quotes tagged with each code to identify key insights

Example: Coding qualitative data

Ref	What barriers do you face to attending our sessions?
1	Travel costs to the venue
2	I sometimes have anxiety in larger groups but you were very welcoming
3	Caring responsibilities for my husband
4	Social anxiety around lots of people
5	Mobility issues and stairs at the venue
6	Transport costs are high
7	Too cold in winter to go out
8	Budget is tight at the moment but I'll come if I can
9	I'm not confident to travel when it's too wet and windy
10	Childcare availability
11	I can't speak English well

Potential codes identified

Travel (Cost/weather/mobility)

Anxiety

Caring responsibilities

Accessibility

Language



Identify possible codes

Ref	What barriers do you face to attending our sessions?	Travel	Anxiety	Caring	Access	Language
1	Travel costs to the venue	Yes				
2	I sometimes have anxiety in larger groups, but you were very welcoming		Yes			
3	Caring responsibilities for my husband			Yes		
4	Social anxiety around lots of people		Yes			
5	Mobility issues and stairs at the venue				Yes	
6	Transport costs are high	Yes				
7	Too cold in winter to go out	Yes				
8	Budget is tight at the moment, but I'll come if I can	?				
9	I'm not confident to travel when it's too wet and windy	Yes	?		Yes	
10	Childcare availability			Yes		
11	I can't speak English well					Yes



Coding practice

What codes you would apply to responses to the following question:

What does Care Share Eat mean to you?

In small groups – 8 minute discussion



ID #	What does Care Share Eat mean to you?	Code/s?
1	It's the only time I get a break from caring responsibilities and having a few hours to breathe in a welcoming space means everything. I've made friends here I never would have met otherwise.	
2	It helps me feel less alone.	
3	It's been a lifeline for my mental health, and it helps me make better decisions about the food I eat.	
4	I've noticed the fresh air makes such a difference to how I feel. I never used to get much time outside. We don't have a garden and I love it here.	
5	I like being outside and growing food in the raised beds. Coming here has improved my mental health.	
6	It's helped me eat more balanced meals and I've re-discovered a love for cooking - I'm really grateful for that.	
7	I've learned how to cook cheap meals that actually taste good and my kids will eat them too!	
8	It's the highlight of my week. It gives me a break from worrying about everything else. It's one of the few places I feel truly understood as lots of people here are carers.	
9	I feel calmer and happier after every session	
10	I come for the company - I've made lots of new friends and I've discovered new things I actually enjoy doing.	
11	Before joining, I barely left the house and struggled with my confidence. Gardening outside each week has gently built up my strength and mobility, and my mood has lifted too. I feel more capable in myself.	



Example solution

Potential codes:

- ✓ Social Connection & Community
- ✓ Respite for Carers & Personal Space
- ✓ Health, Wellbeing & Lifestyle Changes
- ✓ Cooking Skills, Budgeting & Food Choices
- ✓ Gardening, Being Active & Outdoors
- ✓ Confidence, Purpose & Personal Growth



What codes did we find?

ID #	What does coming to Care Share Eat mean to you?	Social Connection & Community	Respite for Carers & Personal Space	Health, Wellbeing & Lifestyle Changes	Cooking Skills, Budgeting & Food Choices	Gardening, Being Active & Outdoors	Confidence, Purpose & Personal Growth
1	It's the only time I get a break from caring responsibilities and having a few hours to breathe in a welcoming space means everything. I've made friends here I never would have met otherwise.	Yes	Yes				
2	It helps me feel less alone		Yes				
3	It's been a lifeline for my mental health and it helps me make better decisions about the food eat.			Yes	Yes		
4	I've noticed the fresh air makes such a difference to how I feel. I never used to get much time outside. We don't have a garden and I love it here.			Yes		Yes	
5	I like being outside and growing food in the raised beds. Coming here has improved my mental health.			Yes		Yes	
6	It's helped me eat more balanced meals and I've re-discovered a love for cooking - I'm really grateful for that.				Yes		
7	I've learned how to cook cheap meals that actually taste good and my kids will eat them too!				Yes		
8	It's the highlight of my week. It gives me a break from worrying about everything else. It's one of the few places I feel truly understood as lots of people here are carers.	Yes					
9	I feel calmer and happier after every session			Yes			
10	I come for the company - I've made lots of new friends and I've discovered new things I actually enjoy doing.	Yes					Yes
11	Before joining, I barely left the house and struggled with my confidence. Gardening outside each week has gently built up my strength and mobility, and my mood has lifted too. I feel more capable in myself.			Yes			



An iterative process

Start to apply your codes to the whole dataset and as you go review them

- ✓ Are you applying the same two codes to lots of quotes? = merge
- ✓ Do you have a code with very few quotes? = delete or ignore
- ✓ Do you have a code with a huge amount of quotes = review and re-code
 - ✓ If they are all related, create sub-codes (also called second order or layer coding)
 - ✓ OR if very different, create new codes

Tip: Always document your codes and what they include / exclude (and keep this updated)

How to analyse this

Look at all your quotes for one code

Identify themes or patterns in what people say and how they say it

Write a set of statements which summarise your findings

Look for

- ✓ Common terms, phrases or words
- ✓ Topics discussed most often
- ✓ Any clear differences of opinion/experiences
- ✓ What people say and how they say it (positive, negative, feelings)
- ✓ Any differences for specific groups of participants

Tip: Don't be afraid to draw on your own experience, previous learning, or wider research



Example

What are the positive health & wellbeing outcomes that Care Share Eat contribute to?
(additional coded responses in green)

Health, wellbeing & lifestyle changes

- ✓ Reduced anxiety
- ✓ Improved mental health
- ✓ Lifted mood, increased optimism
- ✓ Benefits of fresh air and gardening

The outside growing space adds another vital setting to improve mental health

Ref	Code = Health, wellbeing & lifestyle changes
3	It's been a lifeline for my mental health, and it helps me make better decisions about the food eat.
4	I've noticed the fresh air makes such a difference to how I feel. I never used to get much time outside. We don't have a garden and I love it here.
5	I like being outside and growing food in the raised beds. CSE has improved my mental health.
9	I feel calmer and happier after every session
11	Before joining, I barely left the house and struggled with my confidence. Gardening outside each week has gently built up my strength and mobility, and my mood has lifted too. I feel more capable in myself.
13	It's helped me build better habits - bit by bit. I don't feel overwhelmed anymore. I have friends here to talk to. And I look forward to it. It's made me feel more hopeful
15	It's helped my anxiety. At first, I found it challenging being around so many people but — I feel calmer here now. I feel like I know people and I feel like it's a safe space for me.
16	It gives me a break from worrying about everything else. I come for the gardening — it gets me moving and clears my head.
20	CSE is a home from home for me. I feel really lucky to live nearby. It's a space where I can relax and enjoy good company. Spending time here really lifts my mood.

Documenting your analysis

Organise and document what you are seeing in the data

- ✓ Once you have spotted some common themes within a code (See earlier slide on this)
- ✓ Create a new document, internal only
- ✓ List your observations as a set of statements, include details about specific participants
- ✓ Make sure you include any differences or 'outliers' (uncommon responses)
- ✓ Add relevant quotes
- ✓ Then read through all your documents to prioritise and review which are 'key' findings

Pros

- ✓ Great first step once you have completed data collection or summarised interviews
- ✓ Makes it easier to write your report (not starting from a 'blank' page)

Issues

- ✓ Relies on your interpretation of what is important (potential confirmation bias)



Break time

10 minutes



3b. Dive into data

Tools for converting qualitative data into themes and findings



Choose from...

1. Spreadsheets (utilising a range of features)
2. Documents
3. Paper post it notes
4. Online whiteboards
5. Survey Monkey
6. Specialist coding tools: Quirkos
7. Other specialist coding tools



1. Spreadsheets (advanced use)

Adding codes to quotes

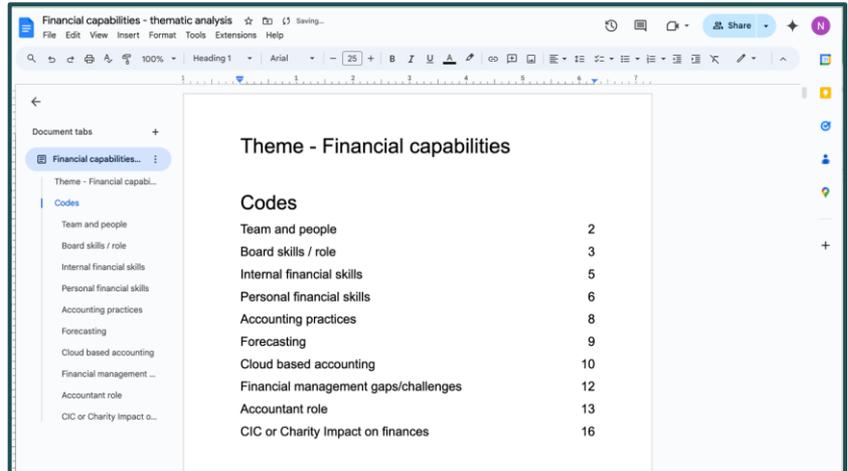
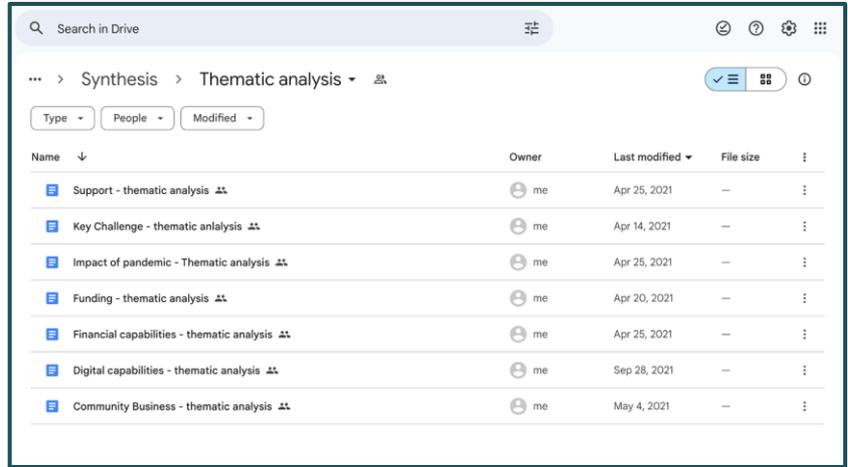
- ✓ Search (Control+F or Filter) to find specific words to code
- ✓ Counta formula to find rows you haven't coded
- ✓ Filter or COUNTIF formulas to identify two codes used together
 - ✓ Merge / delete one if similar
 - ✓ Use to look at 'sub-codes'
 - ✓ Analysis
- ✓ Turn on filters for a code to see all the quotes related to it
- ✓ See which codes are most prominent
 - ✓ Colour code the 'yes' to visually spot patterns
 - ✓ Highlight a column to see the count
 - ✓ Use formulas / pivot tables to show counts of codes

2. Documents

- ✓ Create a new document for each code
- ✓ Copy quotes in to it
- ✓ If you have a lot of quotes, consider creating further groups of quotes (i.e. coding within it). This is sometimes called a subcode or second order code

Tips

- ✓ Use consistent filenames
- ✓ Use consistent document names
- ✓ Keep track of who said what
- ✓ Use 'headings' to structure
- ✓ Create a contents (automatic) to navigate
- ✓ Avoid adding comments (not searchable)



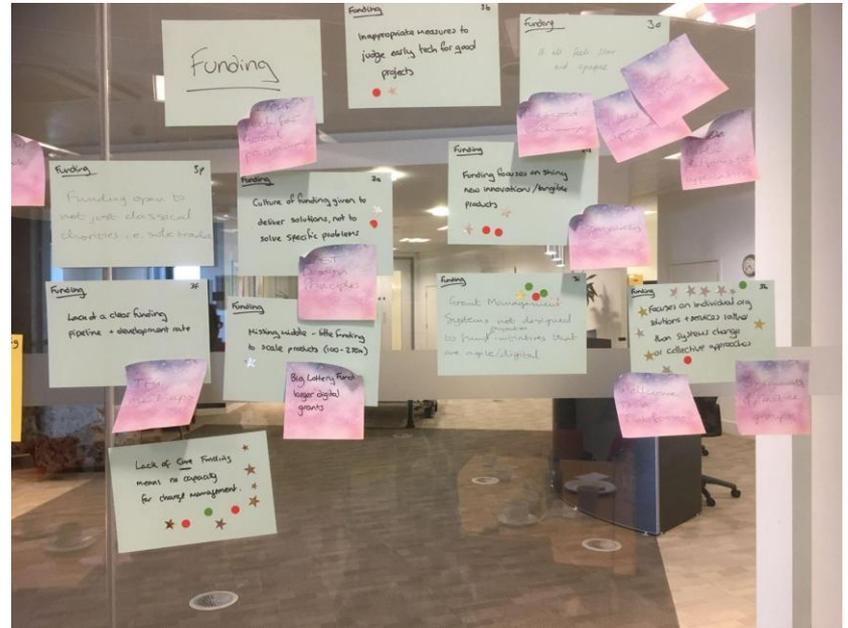
3. Paper post it notes

Group quotes on post-it notes

- ✓ Write quotes on post-it notes
- ✓ As you read them, stick them on a wall in groups
- ✓ Add a new post it to name the group

Take this a step further

- ✓ Add different colour post its for your thoughts
- ✓ Use stickers to vote on key findings
- ✓ Post-it App can transcribe this for you!



4. Online Whiteboard

Coding (example using [Miro](#))

- ✓ Create a box / frame
- ✓ Add the code as a title to it
- ✓ Move post it notes to relevant code
- ✓ Copy again if needed for two codes
- ✓ Create further groups within each group if relevant or helpful

Later on

- ✓ You can export to a spreadsheet
- ✓ You can select and copy the frame to paste as an image (like this example)

Instruments

1. **More** instruments

9. **More choice** of instruments & a mentor who knows how to play drums

10. We need a piano!

3. **More drums**, better heating in the winter, sessions at the weekend

11. The heating has broken again & could we get **drums?**

Mentors

2. Less people in the group, the **mentors don't have enough time** to spend with everyone

9. More choice of instruments & a **mentor who knows how to play drums**

Venue

4. Too much noise from the courtyard

11. The heating has broken again & could we get drums?

3. More drums, better heating in the winter, sessions at the weekend

8. The room we practice in is next to the rubbish bins, in summer it stinks

Sessions

7. Weekly sessions, once a month isn't enough

5. Longer sessions

4. Online whiteboard tools

You can use

[Miro](#) Most advanced (includes AI tools)

Free for 3 boards, anyone who uses the board must sign-in (become a member) and all boards visible to them

Paid: \$8/month +VAT for one member (you), unlimited visitors / no sign-in

[Mural](#) **Free** for 3 boards, unlimited members / visitors (\$10/month)

[Freeform](#) only on Apple, but **free** on iphone, ipad, Mac, can add paid templates

Top tips for free versions

Boards are infinite sizes, create multiple project areas on one board

Use a free trials / pay for a month and cancel for analysis/ meetings

Export to spreadsheet / image and delete board

5. Survey monkey

- ✓ Tick the box to add a code to a quote
- ✓ You can search and tick the box to apply a tag to all quotes
- ✓ You can export this later to Excel spreadsheets format

The screenshot displays the SurveyMonkey interface for question Q40. The question text is "In an ideal world, if you could make one ask to funders, to help you move forward with digital, what would that be?". It shows 292 answered responses and 343 skipped responses. The interface includes tabs for "RESPONSES (292)", "WORD CLOUD", and "TAGS (17)", along with a "Sentiments" toggle set to "OFF". A search bar is present with the text "Search Responses" and a "Filter: by tag" dropdown. Below the search bar, there is a checkbox for "Showing 292 responses". The main content area lists four individual responses, each with a checkbox on the left, a list of tags in colored boxes, the response text, a timestamp, and links for "View respondent's answers" and "Add tags".

Q40 Save as

In an ideal world, if you could make one ask to funders, to help you move forward with digital, what would that be?

Answered: 292 Skipped: 343

RESPONSES (292) WORD CLOUD TAGS (17) Sentiments: OFF

Search Responses Filter: by tag

Showing 292 responses

How funding is given They need to understand digital so they understand our asks....and raise full cost recovery percentages
29/04/2024 12:22 View respondent's answers Add tags

Training WHAT gets funding ways to boos confidence and access how to have different deviced meet up and work a dummies guide
29/04/2024 12:19 View respondent's answers Add tags

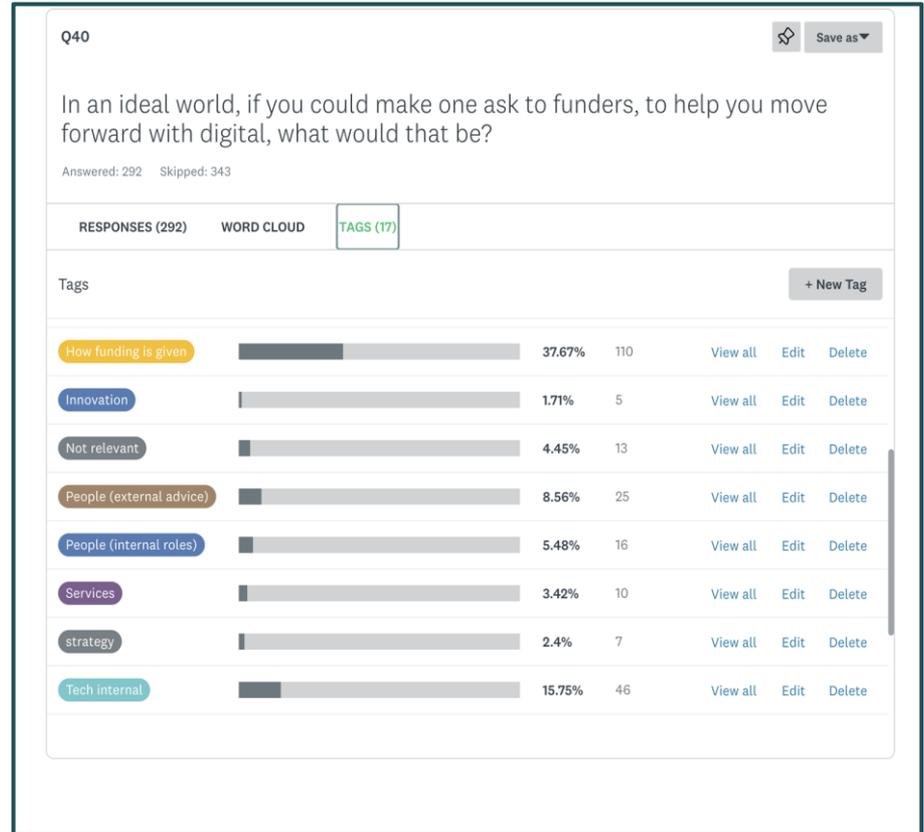
How funding is given invest in us now to see more work in the future
29/04/2024 12:17 View respondent's answers Add tags

Core costs How funding is given Properly fund core activities and costs to ensure we have the time do this work ourselves
29/04/2024 12:15 View respondent's answers Add tags

Example using survey monkey

On the tags sheet you can

- ✓ See a summary for each tag
- ✓ It shows you the total number
- ✓ Click to see the quotes for each tag



6. Quirkos

- ✓ [Quirkos](#)
- ✓ Easy to use, accessible
- ✓ Extract data easily to spreadsheets
- ✓ Inexpensive (£30 for a quarter)
- ✓ Free trial
- ✓ Easy to learn whilst doing
- ✓ Watch the video tutorials to learn how
- ✓ Helps you learn how to code data to
- ✓ [Link to video here](#)



A summary – when to code data & how

Light touch coding...

- ✓ Small amount of data
- ✓ Lots of data
- ✓ Literal responses
- ✓ Distinct responses
- ✓ Some budget / funding
- ✓ Limited time
- ✓ Interesting (nice to have)

Systematic coding...

- ✓ Lots of interviews or quotes
- ✓ Wide ranging responses
- ✓ It is a large project
- ✓ Plan to collaborate
- ✓ Time /capacity available
- ✓ Dedicated budget, funding
- ✓ Clear purpose / reason

Do not code...

- ✓ Small amount of data
- ✓ Poor quality data
- ✓ Responses lack relevance
- ✓ No budget / funding
- ✓ No time
- ✓ No use case / clear purpose

4. Research plan

A tool for planning your approach including ethical data handling and consent



Start your plan: Look at your data

Always **start your analysis** by diving into your **data** (or a small sample) and look at:

- ✓ How much data do you have?
- ✓ How complete is the data? Are you missing a lot of responses?
- ✓ Do the responses look relevant, interesting and accurate?
- ✓ What do you think the data might tell you about or help you decide / do?

Most importantly think about and decide

- ✓ Can you actually use this data to answer the research questions you have?
- ✓ Have confidence to ditch the data if you can't!
- ✓ How can you make the analysis straightforward and doable?
- ✓ What you want to do to move forwards with your analysis



Starting a research plan CSE example

Research questions

1. What are the health and wellbeing challenges of our local community
2. What are the positive health and wellbeing outcomes Care Share Eat contributes to

Analysis process

- ✓ Quarterly survey using Ms Forms and analyse in Excel
- ✓ Follow up interviews with sample 15 participants (random vs new to programme) 30 mins
- ✓ Use OtterAI to transcribe interviews and write summary
- ✓ Highlight key quotes about challenges and outcomes of our programmes
- ✓ Code each quote for each research question
- ✓ Review quotes for each code and summarise key challenges & outcomes
- ✓ Use Padlet for all codes with anonymised quotes to share back with participants, health partners & funders



Example

Interview guide

- ✓ What brought you here
- ✓ What keeps you coming
- ✓ What have you learnt
- ✓ What does attending mean for you in your life
- ✓ Are you experiencing any barriers to coming in future
- ✓ What health and wellbeing goals do you have

Research question and codes

- ✓ Why do people come to us?
 - ✓ Self-directed motivations
 - ✓ Push factors
 - ✓ Situations they are in
- ✓ What is the impacts for participants?
 - ✓ Connection
 - ✓ Skills
 - ✓ Health & wellbeing
- ✓ What barriers are you experiencing?
 - ✓ Caring responsibilities
 - ✓ Costs
 - ✓ Travel / mobility

Next steps: Your research plan

Start now and continue after this session ...

Purpose	
Your research questions (3-5)	
Describe your data	
Analysis approach	
Informed consent	
Data logistics, safety and security	
Collaboration	
Keeping participants involved	
Challenges and next steps	



Your plan: Purpose

Purpose

- Why you are doing this research
- What you hope to do or change as a result of the findings
- How you plan to share and communicate the findings

Example: *The findings will help us*

- *Identify and share insights from our community with health partners*
- *Demonstrate the impact of our services in a health context*
- *Make the case for funding from health commissioning*

We will include our key findings, with quotes and stories in:

- *Our monthly community newsletter*
- *A report for local VCSE Alliance*
- *Presentations to the health partners and local authority*



Your plan: Research questions

Your research questions (3-5)

- What do you want to find out?
- Why did you ask specific Qs in forms / interviews
- What answers you will find in your data?

Example:

- The barriers that our communities face for better health outcomes
- What are the community solutions that work to improve health outcomes
- How are we uniquely placed to support our community achieve better health outcomes



Research questions

Research questions **usually focus on people, problems or service experience.**

They are not the same as your interview or survey questions

- ✓ They **frame why** you are asking questions
- ✓ They **guide** what your analysis will find out

We often skip this, because it is **implicit**. BUT it is important to revisit before analysis. It helps you

- ✓ **Stay focused** when you have a lot of data (decide what to ignore)
- ✓ **Help decide** which findings to prioritise and share (interesting vs vital)
- ✓ **Ditch the analysis** if it's not needed, possible or answerable
- ✓ **Engage stakeholders** in meetings /reports, communicate why this is important

Further reading: A great [blog post](#) on the difference between research questions and interview questions.



How to define your research questions

Good questions are:

- ✓ **Open ended** exploratory questions
- ✓ **Specific** to your context / work
- ✓ **Relevant** to your data and what you asked
- ✓ **Possible to answer** with the data you collected
- ✓ **Short and concise** so they are useful and memorable
- ✓ **Focused on one issue per question** so they are easier to answer

We should have a set of research questions (often 3-5).

If you have too many, you are probably writing the questions you want to ask directly of people.

You can retrospectively work out your questions!



Your plan: Data overview

Describe your data

- How much do you have? What is the quality like?
- What format is it in?
- Any implications for analysis?

Example: All the responses are saved in a spreadsheet, with 500 rows. Approximately 200 people responded to the question. The responses are relevant, complete and wide ranging. They will be helpful to analyse as a result.

Show example of our data set & we'll pick people to interview

Analysis approach

- How will you analyse your data?
- What tools are you thinking of using?
- Coding, otter, files

Example: I will read a sample of the quotes in-depth and develop a set of codes, based on common responses. I will apply these codes to all of the quotes. I will summarise the key views expressed and compare differences between people who are 'one off' or 'intensive' users of our services



Your plan: Data housekeeping

Informed consent

- How did you get informed consent?
- Any anonymity, ethical or sensitive data issues?
- See the [NCVO Guide to informed consent](#)

Example: We gave informed consent information at the start of the survey (add link to document this). We can use quotes anonymously and thank participants in the report.

Data logistics, safety and security

- How and where will you store data?
- What actions will you take to keep it safe?
- [Responsible Data Planning Matrix](#) (Download)
- When will you delete the data?
- Check the GDPR [legitimate purposes](#)

Example: Data is stored on a shared drive, in a folder only accessible to members of the research team. It will be deleted in December 2026. All quotes will be analysed anonymously.



About informed consent

Informed consent - What you told a participant about their involvement and your plan to use their responses

- ✓ Review key documents (e.g. sign up form, survey introduction, terms & conditions, interview Qs)
- ✓ Did participants agree to be quoted or do you need to quote them anonymously?
- ✓ If no consent, do you have legitimate purposes for collecting and using data?
- ✓ Do you have any sensitive data or protected characteristics to treat extra carefully?

Resources

- [Guide to Informed consent](#) (by Think Social Tech on behalf of the Open Data Institute)
- [NCVO Guide to informed consent](#)
- GDPR [legitimate purposes](#) (Information Commissioner's Office) for storing and using data



About data storage and safety

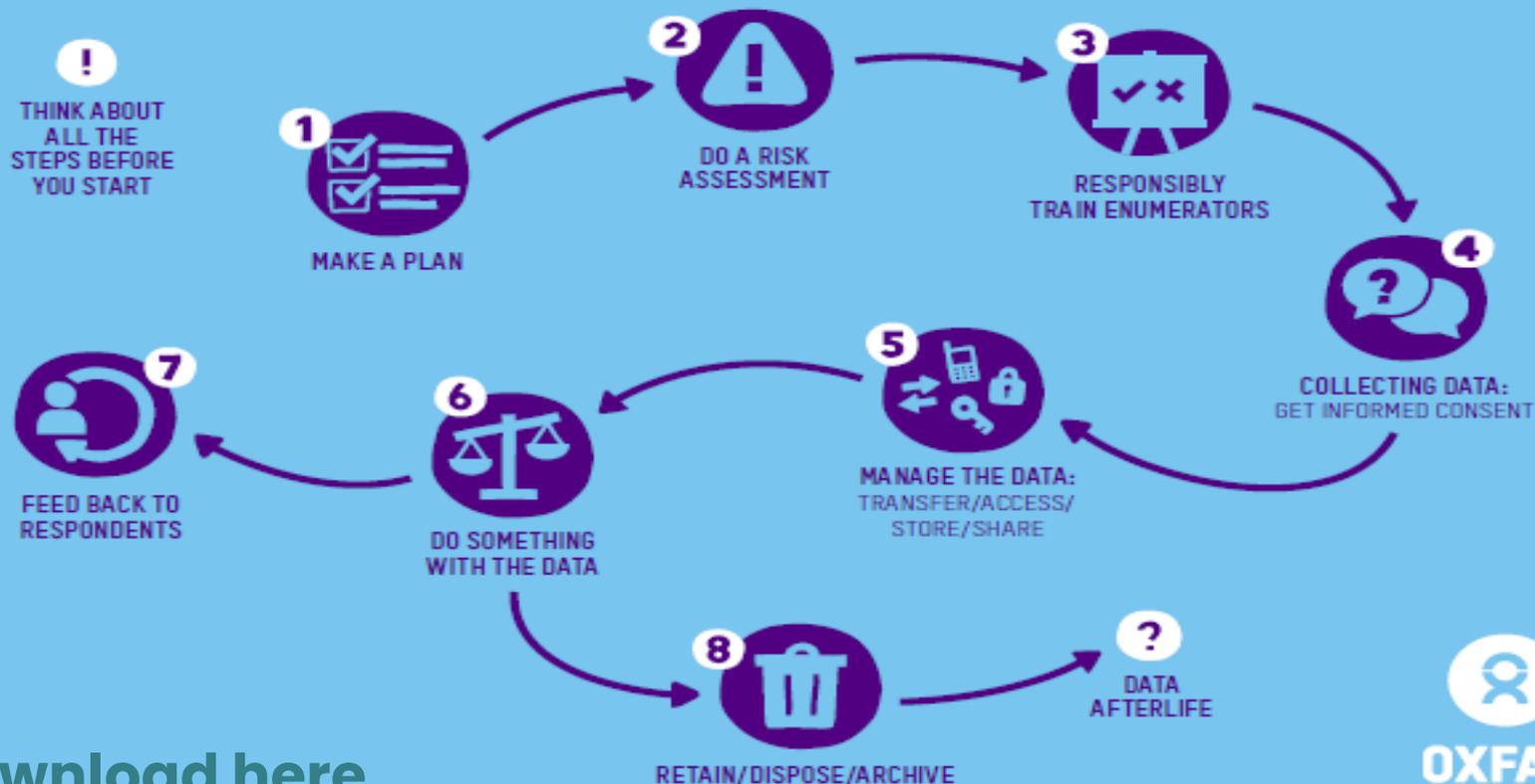
Organise and store your data, make it **safe**, make it **anonymous**

Key steps

- ✓ Download and save data from relevant digital tools for analysis
- ✓ Create folders, a folder structure and file naming conventions
- ✓ Back up your original dataset
- ✓ Delete irrelevant and identifiable data (e.g. on spreadsheets)
- ✓ Transcribe / summarise interviews which are in audio format
- ✓ Give participants pseudonyms or codes
- ✓ Remove information which could be used to re-identify someone
- ✓ Check and restrict access to data / folders (at least two people)



THE RESPONSIBLE DATA LIFECYCLE



[Download here](#)

Your plan: Think about end goals

<p>Collaboration</p> <ul style="list-style-type: none">• How can you keep the wider organisation involved?• Who are the key stakeholders? How can you engage them and when?	<p>Example:</p> <p>Internal stakeholders (team, leaders): Team coding working, present plan at all staff meeting, discuss early findings with leadership team</p> <p>Health partners / funders: Call to discuss what they want to find out and ideas for outputs</p>
<p>Keeping participants involved</p> <ul style="list-style-type: none">• How will you share updates and findings?	<p>Example: Our participants have some interest in what we do with the findings, but don't want extensive updates. I will share email updates with our early findings and invite feedback. I will host a final workshop for interviewees to share the findings and involve in next steps</p>



Your plan: Think about end goals

Challenges and next steps

- Is anything preventing you from moving forward?
- Any gaps in tools, skills, confidence?
- Ideas to move forwards

Example: Administration time to enter quotes
- can a volunteer support with this?

Need confidence in analysis - will involve the team to sense check findings



5. Communicating your insights

Plan your approach to sharing your findings





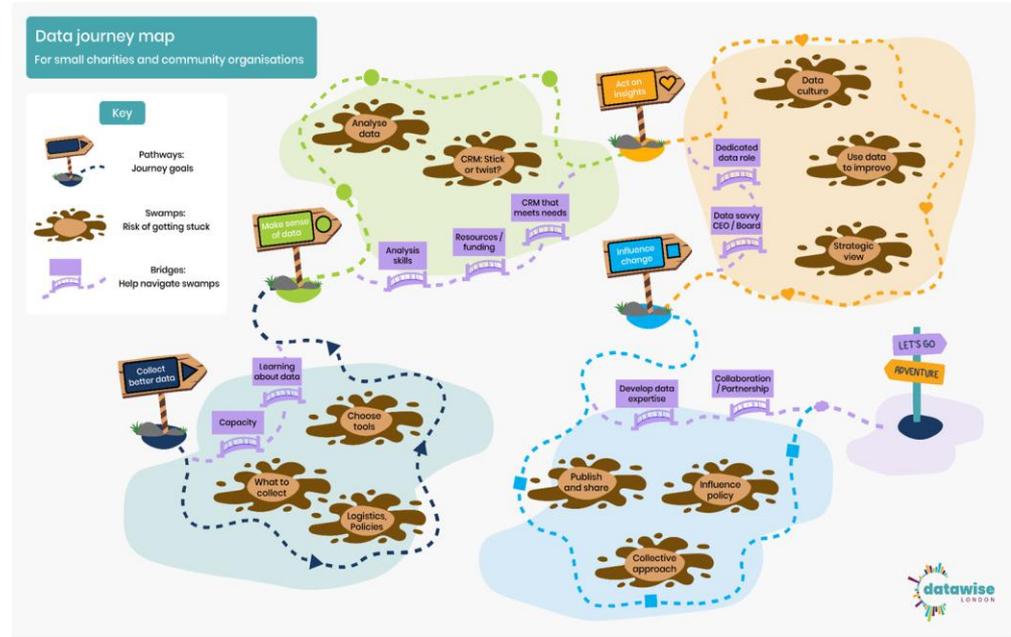
“no numbers without stories, no stories without numbers”

Stories and Numbers: Collecting the right impact data
New Philanthropy Capital



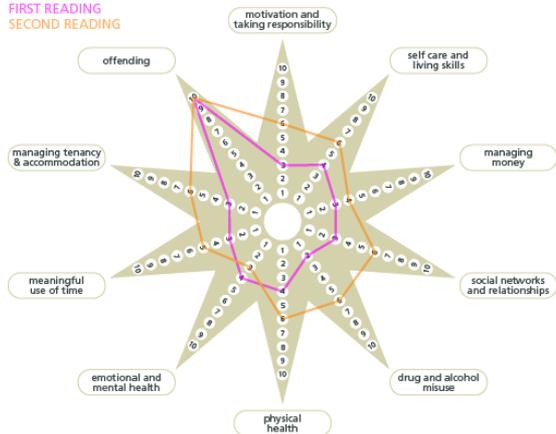
Tools for presenting qualitative data

- ✓ Quotes
- ✓ Case studies
- ✓ Journey maps
- ✓ Infographics
- ✓ Charts

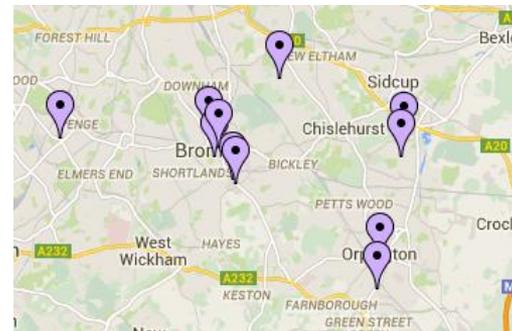


Data visual examples

FIRST READING
SECOND READING



The Outcomes Star - Homelessness version



[Download our Favourite apps factsheet](#) for data collection & storytelling



3 out of 5 people are missing social contact



Tools for presenting your data

Datawrapper



 batchgeo



 PIKTOCHART

Word *It Out*



Final takeaways

Now

- ✓ Fill in Community Action Redbridge's feedback form!

Soon

- ✓ Create a research plan
- ✓ Complete the Responsible Data Planning Matrix for your collection tools
- ✓ Look through the resources at the end

To remember

- ✓ Look at your time, the data you have and your purpose
- ✓ Design a process which works for you – You can keep it simple or make it more advanced!

