

# Digital data collection and analysis tools

**Make your Mark**

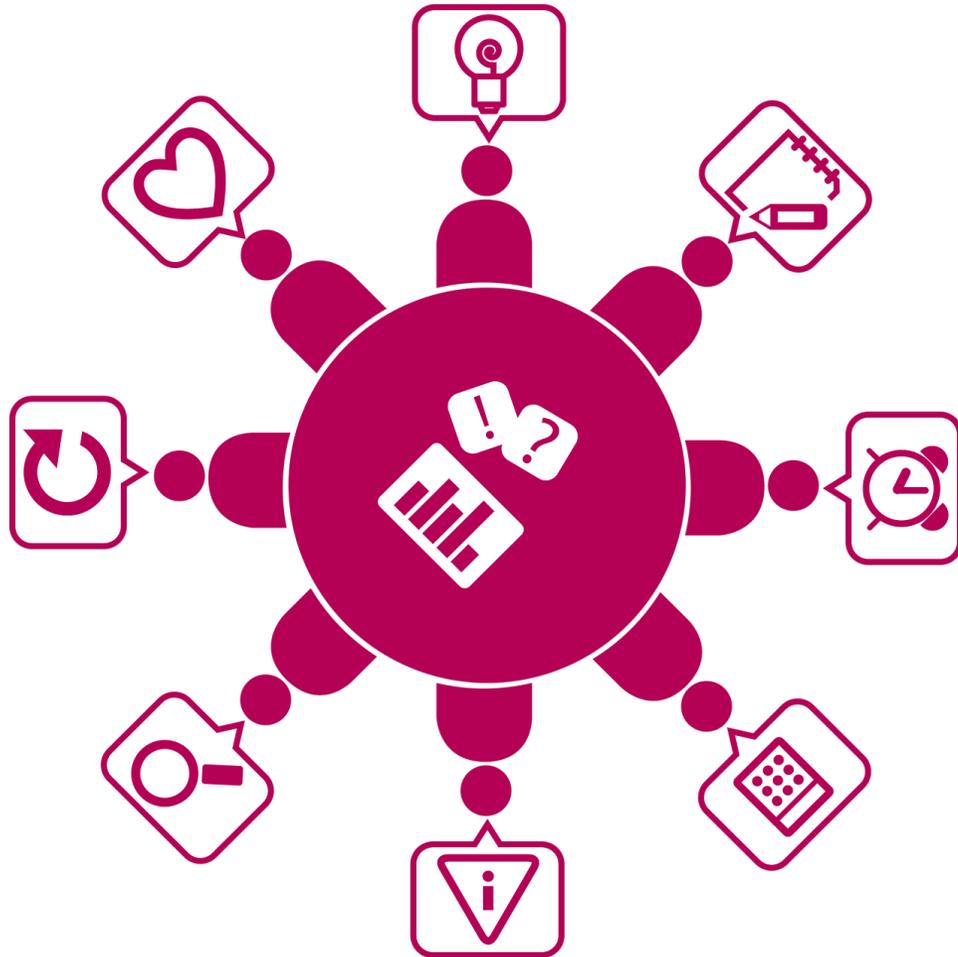


# What we'll cover today

- ✓ Quick hellos
- ✓ What data?!
- ✓ Free and affordable digital tools



# But first ... the why?



- Individually pause and reflect on a 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](#)



Questions  
to chat  
about

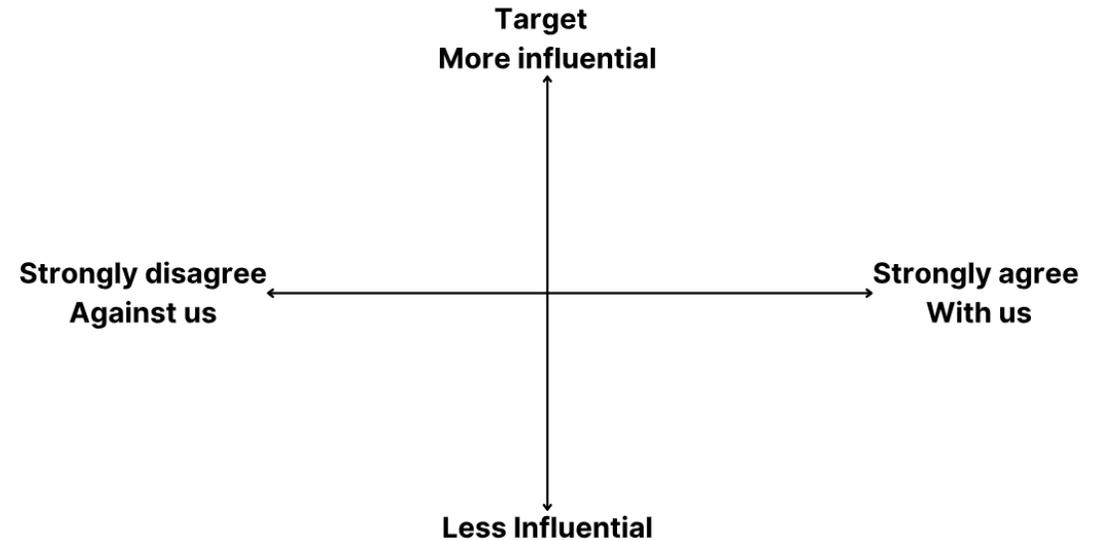
What are you using or  
hoping to use your data  
for?



# 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



# 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 hunch

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

# Types of data refresher

## User data

**Asks:** demographics, characteristics, reason for coming to service

**Establishes:** your target audience, who you are serving

## Engagement data

**Asks:** how people engage, frequency, why they stop

**Establishes:** the extent to which people use your services and how

## Service data

**Asks:** what they liked / didn't like, why, what they would change, what is special

**Establishes:** whether users are satisfied and your service is working as intended

## Outcome data

**Asks:** what has changed as a result of using the service, what have people gained

**Establishes:** short-term and long-term impact on people's lives



# Types of programme outcomes

| Type               | Describes changes in people's....                                   | Example - Care Share Eat          |
|--------------------|---|-----------------------------------|
| <b>Knowledge</b>   | ...understanding and awareness                                      | Better nutrition                  |
| <b>Attitude</b>    | ...beliefs, values, thoughts, feelings, motivations                 | Increased confidence              |
| <b>Behaviour</b>   | ...actions, conduct, habits, participation, engagement              | Changing routines                 |
| <b>Skills</b>      | ...practical, educational, interpersonal, emotional                 | Growing vegetables                |
| <b>Condition</b>   | ...personal state, situation, circumstances                         | Less anxiety – ability to join in |
| <b>Opportunity</b> | ...availability of appropriate programmes, accessibility, inclusion | Volunteering                      |



# Which 3 words might describe how someone would 'feel' having attended your activities?

3 ways to open the Menti survey:

Go to  
**www.menti.com**

Enter the code

**1691 1995**



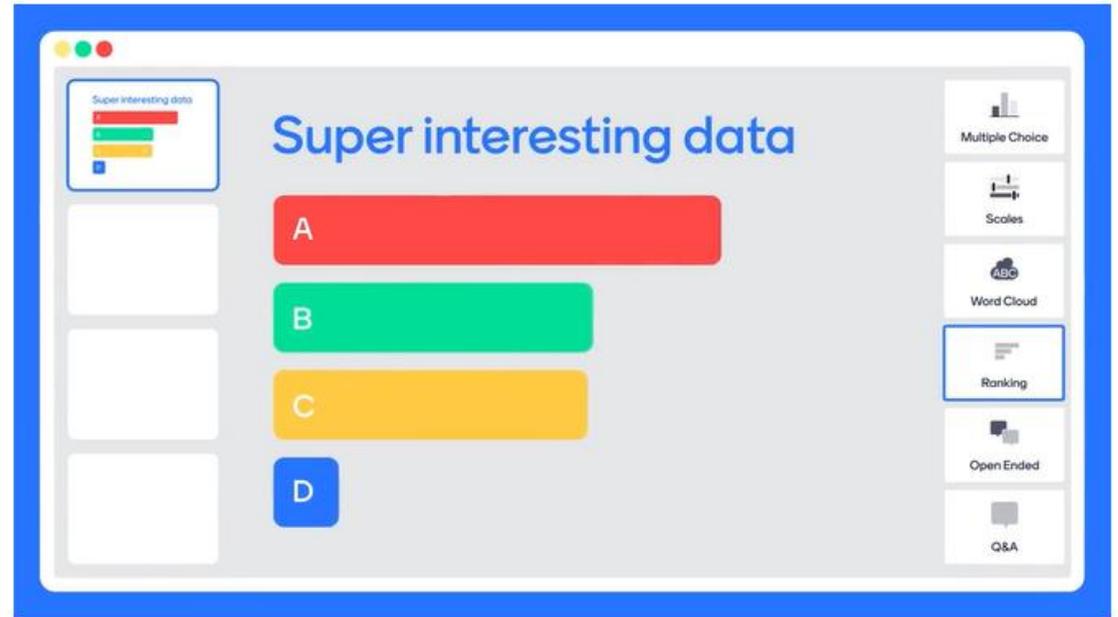
Or use QR code

Or for PC click on the link in  
the Zoom chat:

<https://www.menti.com/alkjs8eqoe3z>



# An intro to Mentimeter





## 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 (User Data)**

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

2

- **Wellbeing assessment form (User Data)**

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

3

- **Weekly routine data collection (Engagement & Service Data)**

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

4

- **Quarterly health outcomes evidencing (Service & Outcomes Data)**

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



# Health outcomes data collection matrix

| Why collect it<br>(Purpose / goal)  | What you collect<br>(Data points & examples)  | How you collect it<br>(Methods)   | How you share it<br>(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        |





## Let's look at digital tools

- ✓ Online forms, polls & surveys





“But which one to choose?”



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



# Office 365 Forms live!

## The big question for today ...

This is an example of a Microsoft 365 form. Use these to capture information that will help you demonstrate your impact. You could ask what people need from you and make decisions based on their responses.

When you submit this form, it will not automatically collect your details like name and email address unless you provide it yourself.

1

How do you feel about Marmite?



✓ <https://forms.office.com/e/mM96jiD7c3>



# Setting up your survey



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





# Google Forms live!

## Features of surveys

A sample Google Form. Today we're going to use it as a mini break too!

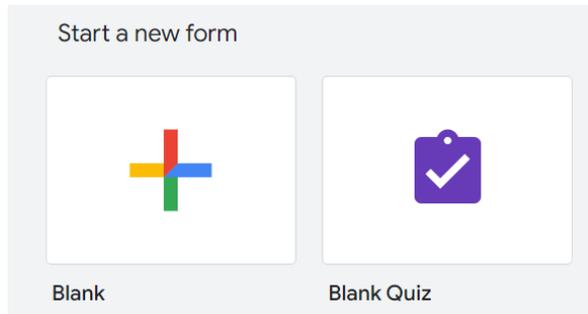
Watch this 1 minute video



✓ <https://forms.gle/LjLqHcsCChsksbFU9>



# Setting up your survey



- ✓ Start a new form: blank
- ✓ Click on Untitled form to give it a title
- ✓ The + sign for more question types

Questions Responses Settings

## Untitled form

Form description

Untitled Question

Multiple choice

Option 1

Add option or [add "Other"](#)

Required

The screenshot shows the 'Questions' tab of a survey editor. At the top, there are tabs for 'Questions', 'Responses', and 'Settings'. The main area displays a 'Form description' field and a question editor. The question is titled 'Untitled Question' and is set to 'Multiple choice'. Below the question title, there are two radio button options: 'Option 1' and 'Add option or add "Other"'. At the bottom of the question editor, there is a 'Required' toggle switch which is currently turned off. On the right side of the editor, there is a vertical toolbar with icons for adding questions, duplicating, deleting, and other actions.



# Sharing your survey

Send

X Send form

Automatically collect respondent's Kingston Voluntary Action email

Send via  

Link  
<https://forms.gle/PpuoazxDvwnuw2vX8>

Shorten URL

# Accessing the results

Questions Responses **8** Settings

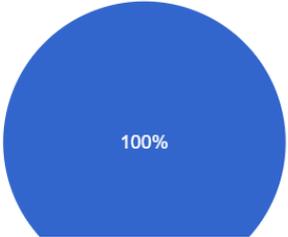
8 responses  

Accepting responses

Summary Question Individual

Was the video relaxing?  Copy

8 responses



● Yes  
● No

| Response | Percentage |
|----------|------------|
| Yes      | 100%       |
| No       | 0%         |



# 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 –  
UK data centre

[Read our blog: How to choose a survey tool](#)



# Where is your audience?

## Mobile data collection

Add form shortcuts to your Homescreen...

Don't forget speech to text



virgin 13  
docs.google.com/1

 **Brixton Windmill**

Visitor experience form

We want to know a bit more about people's experience visiting Brixton Windmill

 katewhite/1@gmail.com  
(not shared) [Switch accounts](#)



**\*Required**

On a scale of 1 - 5 (with 5 the highest) how likely are you to recommend a visit to Brixton Windmill to family and friends? \*

1  
 2

virgin 13

**Best Start ABCD app**

\* 1. Who are you?

James  
 Jenny  
 Lorraine  
 Stella  
 Melissa  
 Natalia

\* 2. Which area are you working in?

Broad Green  
 Thornton 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**



# Inclusive routine data collection

Let's hear from  
Sarah



Don't forget Zoom polls!

On a scale of 1(low) to 10(high),  
what energy level are you  
feeling now?

# Data capture with SMS



Call us:  
01244 752 299

Log in

Sign up

Home

Solutions

Product

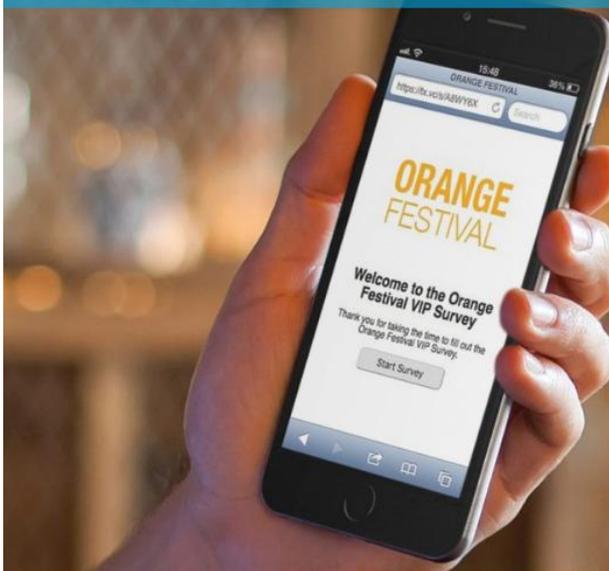
Integrations

Resellers

Blog

GDPR

Support



Make smarter decisions with mobile forms and surveys

Gather feedback and preferences with SMS forms and surveys

Create a survey

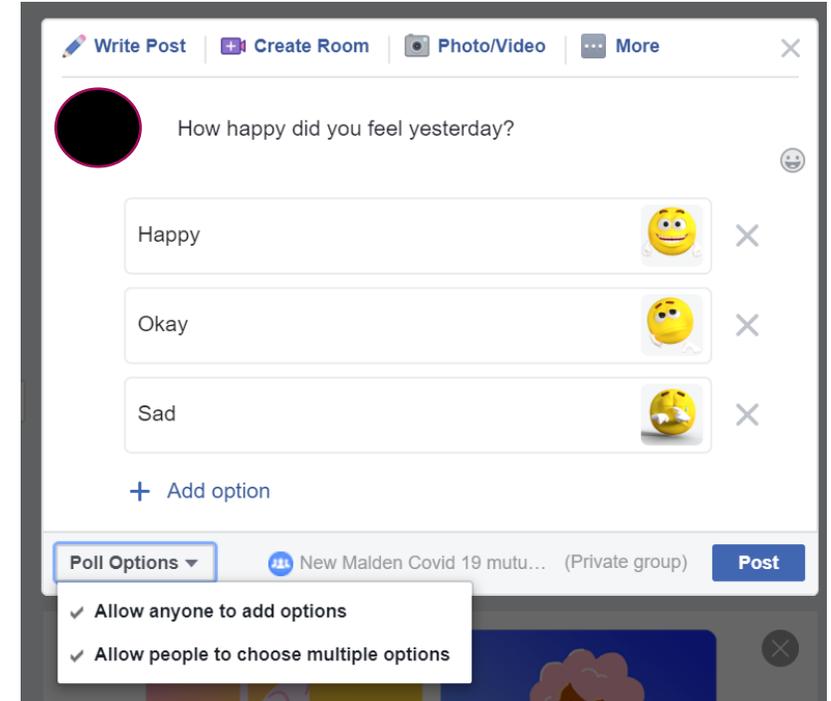
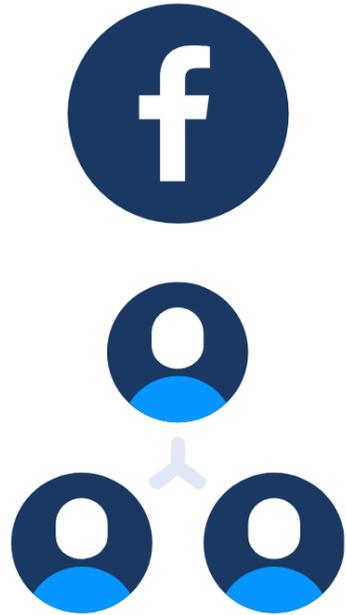


# SMS platform costs

- ✓ You essentially buy bundles of SMS messages – most providers have a minimum bundle, costs per message decrease the bigger bundle you buy
- ✓ You upload your contacts list to the platform and send bulk messages via their website
- ✓ Good if you don't have work mobile phones and less time consuming / easier to manage than doing via a single device
- ✓ [Text Local](#) – minimum 500 credits. Charity pricing 50% discount, so circa £14 ex VAT (2.8p per message)
- ✓ [Text Anywhere](#) – minimum 250 credits. Full price £12.75 ex VAT



# Who's on social media?



# Break

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## Let's look at digital tools

- ✓ Creative and multi-media methods





**“no numbers without stories, no stories without numbers”**

[Stories and Numbers: Collecting the right impact data](#), New Philanthropy Capital



# Creative story gathering

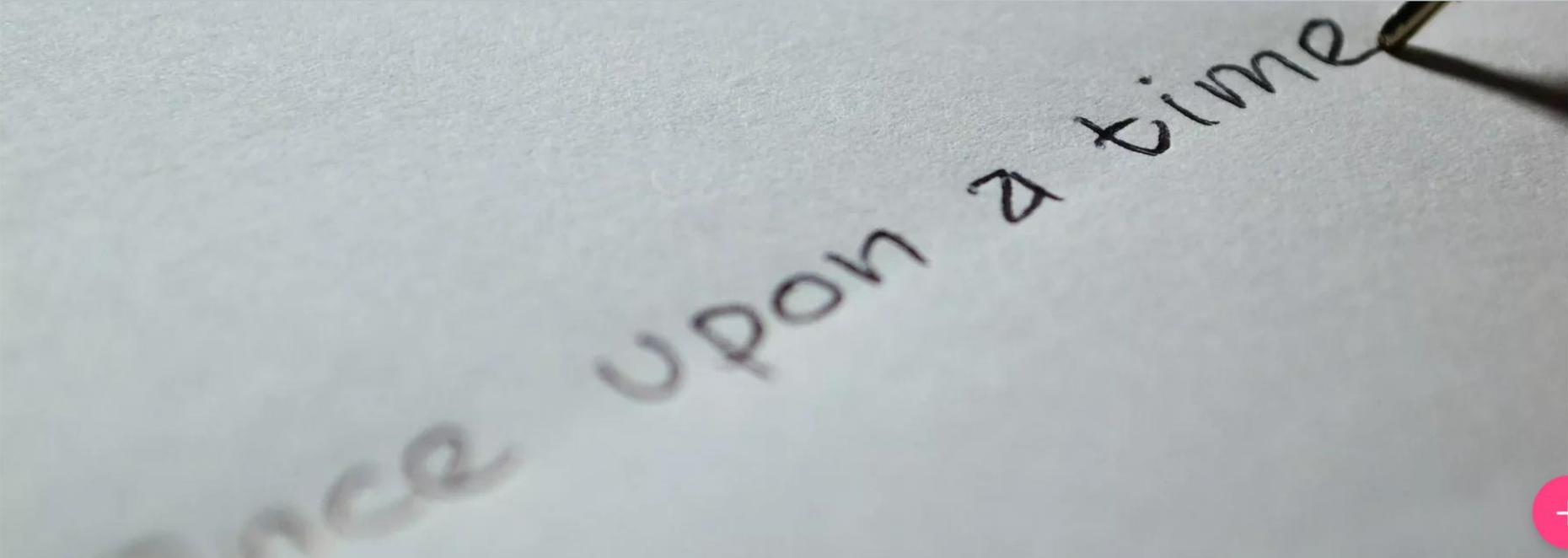
Using Padlet for audio, visual and diary story capture

: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

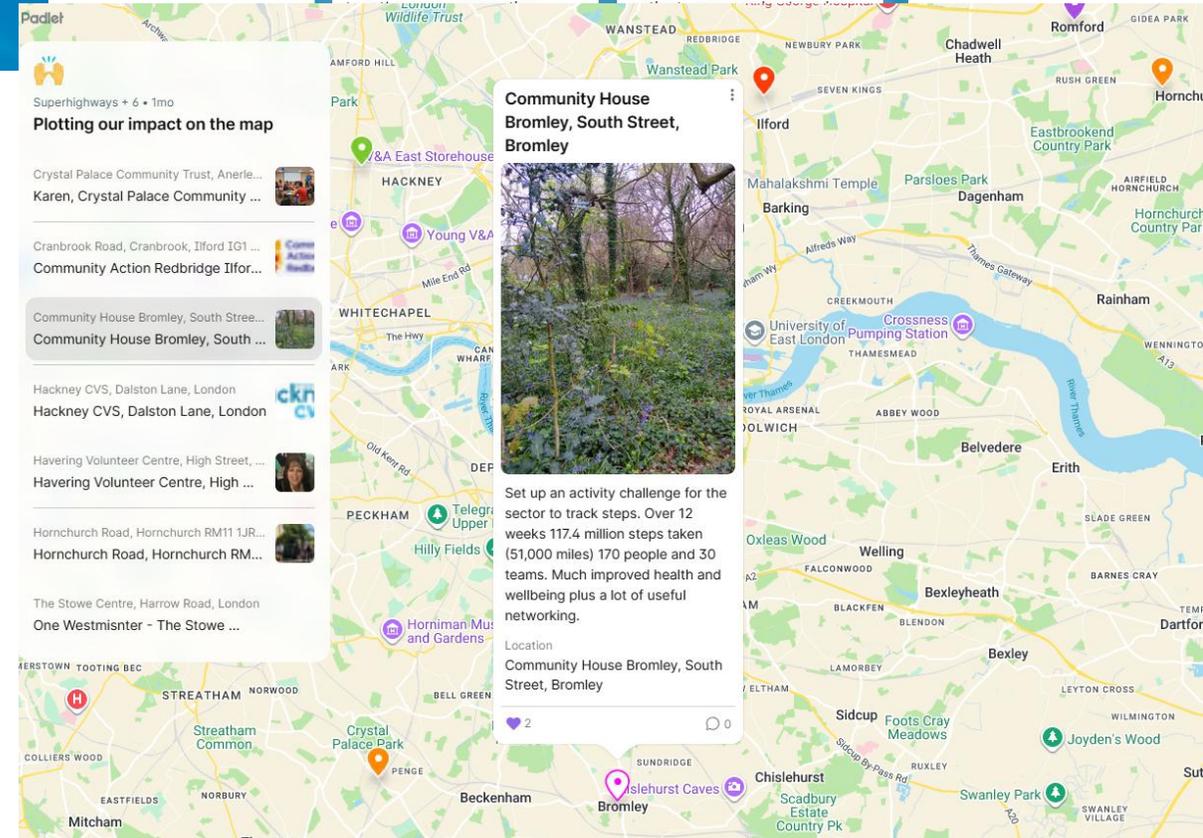
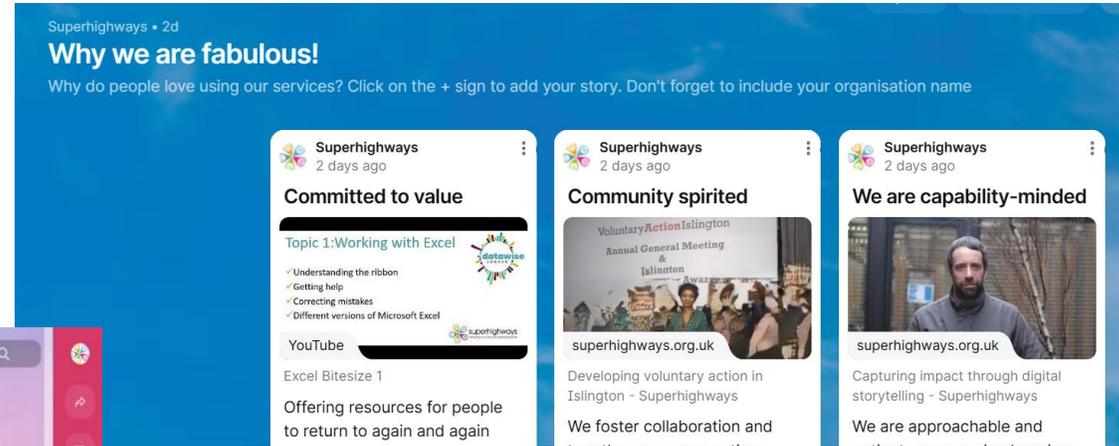
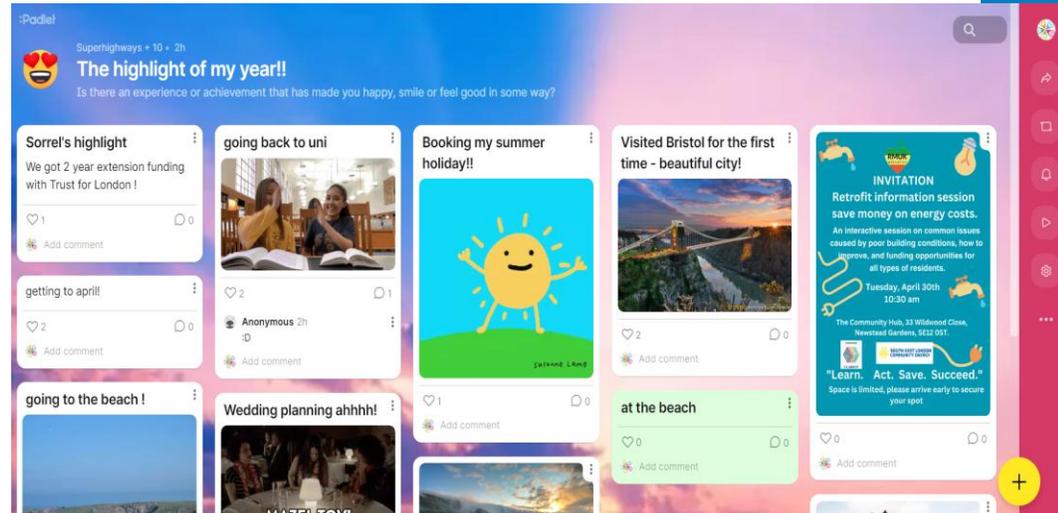








# Padlet results



✓ [Link to our Padlet](#) (will be deleted after our next session but feel free to have a play)

# Capture your impact – diaries

Longer term wellbeing projects and reflections on practice or behaviour. There are lots of apps and options.



Daylio Journal - Mood Tracker  
Habitics

A screenshot of a video player. The video title is "Peter is angry and frustrated by the new Alzheimer's Society video" by "Dementia Diaries". The video has a duration of 1:48. The player shows a waveform and a progress bar. Below the video are icons for likes (1), shares (1), share, copy link, and more options.

A screenshot of a Padlet board. The post is by "prasanthsrinivasan (bib 2317)" and reads: "My first marathon. Throughly enjoyed. Kudos to team organisers. Looking forward for the next event." Below the text is a photograph of a man in a white t-shirt smiling at a marathon event. The Padlet logo is visible in the top right corner of the board.



# Giving people a voice



# An introduction to Otter



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



# Record, transcribe, edit and publish



DEMO

The screenshot displays the Otter.ai web interface. On the left is a dark blue sidebar with navigation icons: a profile icon with the letter 'S', a home icon, a document icon, a list icon, a grid icon, a person icon, a folder icon, a document icon, a trash icon, and a chevron icon. The main content area is titled 'Home' and features a search bar for conversations. Below the search bar are 'Record' and 'Import' buttons. The 'Agenda Today' section contains a message to connect a calendar. The 'Recent Activity' section lists four items: two 'Note is ready' entries from Feb 24 and Feb 22, and two meeting entries from Dec 9 and Dec 4. On the right, there are two promotional cards: one for 'Transcribe Zoom LIVE' with a 'Try Otter Business for 1 month FREE' link, and another titled 'Run better meetings' with a bullet point about reminders.

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](#)



# Workaround?

Play it loud from one device to Otter to more easily pick up the sound.

Then it's a recording not an import!



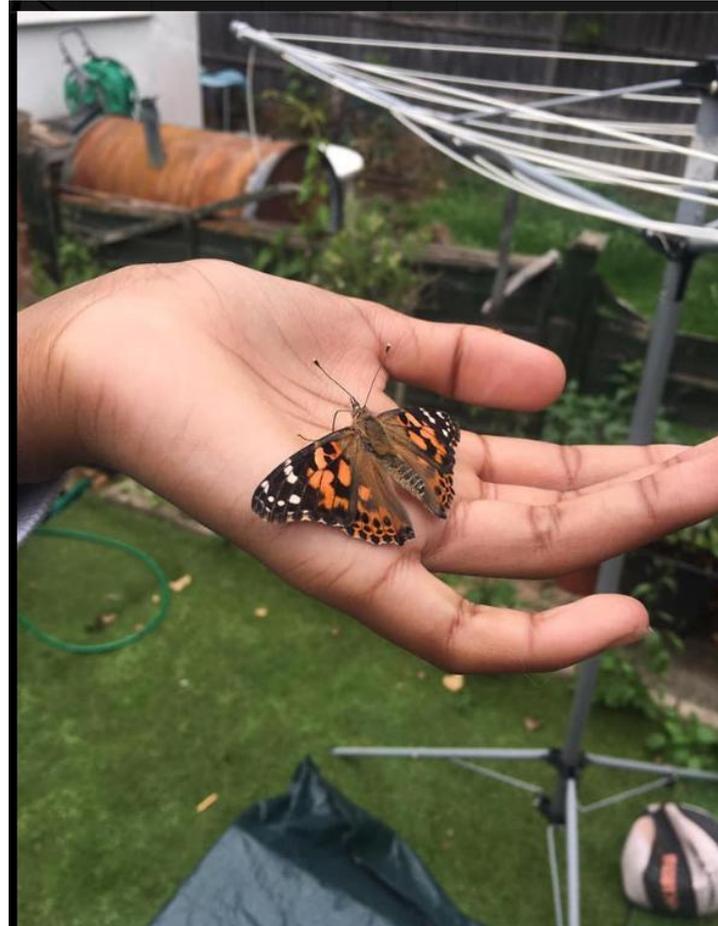
# Equipment you may need



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



# A picture tells a thousand words



[Sutton African and Caribbean Cultural Organisation](#)

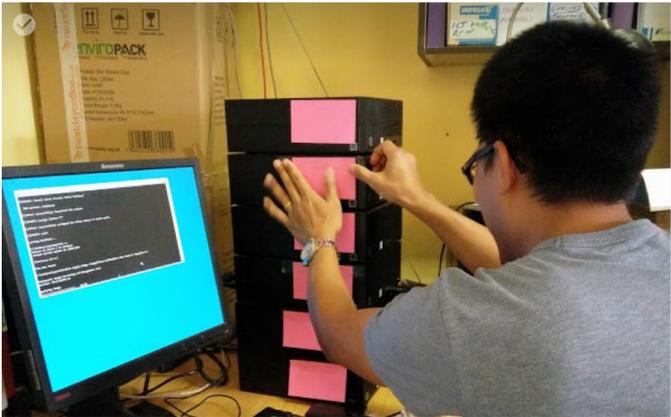


# Compile & share albums / stories



## Measuring change album

Oct 25, 2017



**flickr**<sup>TM</sup>



# You don't need feature films...



The video shows a group of people, including several older women, singing in a room. They are holding sheet music and some are pointing upwards. The room has white walls and a whiteboard in the background. The video player interface includes a play button, a progress bar at -0:07, and HD and closed captions icons.

**South London Cares**  
Like This Page · 8 February · 🌐

Mary, 73: "I've haven't been out the house in six weeks, but I knew I wanted to be here tonight."

Last night our Peckham singers - aged between 22 and 85 - got together to belt out 'I Will Survive' and 'Sister Suffragette'. It was a joyous way to mark the women's suffrage centenary.

181 Views

Amy Rose, Alice PB, Alex Smith and 10 others like this.

1 share





# Using your data

- ✓ Managing & Analysing in Excel / Google
- ✓ What about a database?



# Analysing data

- ✓ Spreadsheets – filtering, sorting, pivot tables & summary sheets
- ✓ Database – queries & reports
- ✓ Exporting as csv files & importing to Excel
- ✓ Data visualisation tools
- ✓ Data dashboards e.g. Power BI (Microsoft)

[Excel bite-sized series self learning](#) with practice data sets

[Join our PowerBI user group](#)



# What systems are you using to store & analyse your data?

3 ways to open the Menti survey:

Go to  
**www.menti.com**

Enter the code

**1691 1995**



Or use QR code

Or click on the link in the  
Zoom chat:

<https://www.menti.com/alkjs8eqoe3z>



# Exercise: Spot the Excel problem!



Excel is a great tool, but you need to get your data ordered and 'clean' to get the most from it.

- ✓ [Here's an Excel sheet](#) with referral data for the Care Share Eat project. But we have some errors. Can you spot the problems?!

| Referral Date | Member ID#     | Name                | Age         | Ward              | Post code | Assessment with |
|---------------|----------------|---------------------|-------------|-------------------|-----------|-----------------|
| 13/01/2026    | CSE-002        | Amelia Carter       | 45          | Rotherhithe       | SE167JN   | Karen           |
| 15/01/2026    | CSE-004        | Grace Daniels       | 62          | Rotherhithe       | SE16 7JP  | Jane            |
| 20/01/2026    | CSE-008        | Michael Barrett     | 69          | South Bermondsey# | SE163FB   | Simone          |
| 2026-01-27    | CSE-011        | Eileen Chowdhury    | 55          | Rotherhithe       | SE16 4JB  | Simoen          |
| 29/01/2026    | CSE-016        | Diane Thompson      | 49          | Rotherhithe       | SE16 7JR  | Jane            |
| 03/02/2026    | CSE-017        | Christine O'Connell | 32          | Rotherhithe       | SE16 7JS  | Karen           |
| CSE-021       | Peter Sullivan | 55                  | Rotherhithe | SE16 4JL          | John      | 4               |
| 10/02/2026    | CSE-025        | Clive Martins       | 68          | Rotherhithe       | SE16 7JT  | John            |
| 10/02/2026    | CSE-028        | Pauline Fernandes   | 42          |                   | SE164AB   | Helen           |
| 24/02/2026    | CSE-030        | Raymond Costa       | 53          | Rotherhithe       | SE16 7JU  | Helen           |
| 02/26/2026    | CSE-032        | Lucy Smithers       | 29          |                   | SE16 7JW  | Jphn            |
| 02/26/2026    | CSE-033        | Jo Greggs           | 55          | Rotherhithe       | SE16 4JR  | Jane            |



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# And the errors are...

- ✓ A couple of dates with an American format and alternative date format
- ✓ A row with misaligned cells (maybe having been pasted from another worksheet?)
- ✓ Combined data in one column – first and surnames are better split into their own columns (then e.g. you could use for mail merge personalisation)
- ✓ Some post codes incorrectly formatted with no space
- ✓ Some missing and mis-typed data in the Wards column
- ✓ Age added – this will quickly go out of date! Best to enter DOB and use a calculation to show current age
- ✓ Typo for Jphn and Simoen – could be avoided by having a dropdown picklist of team members (using Data Validation tool in Excel)



# Need some more Excel skills?



Follow along with our practical Excel videos

- ✓ [Excel Bite-size 1](#): Managing your data ([guidelines/data](#))
- ✓ [Excel Bite-size 2](#): Creating a workable data set ([guidelines/data](#))
- ✓ [Excel Bite-size 3](#): Analysing your data ([guidelines/data](#))

Or join our Getting started, Next steps 1 and Next steps 2 tutor led sessions on Zoom.

[Autumn Dates tbc](#)/ get in touch for a 1:1 [clarechamberlain@superhighways.org.uk](mailto:clarechamberlain@superhighways.org.uk)



# A 7-step process for choosing a database

| 50% of work   |  |  | 10% of work  | 40% of work  |  |   |
|---|--|--|--|--|--|---|
| 1. Scope  | 2. Plan  | 3. Specify   | 4. Select  | 5. Prepare   | 6. Test & train                        | 7. Implement  |
| Taking stock - what have we currently got?  | How are we going to approach it?                             | What do we need the database to do?                              | Which database should we choose?   | Get everything ready   | Put it to the test                     | Use it everyday   |
| Time & budget<br>Attitude towards change<br>Technical skills<br>Data stakeholders<br>Software & equipment audit<br>Outcome & evaluation framework | Appoint Project lead<br>Timeline<br>Staff & Volunteer buy-in | Mapping data to outcomes<br>Reporting needs<br>User requirements | Explore database options<br>Map how the new database will fit in with your current systems | Database customisation<br>Data clean up and migration<br>User materials<br>New working processes | Testing & fine tuning<br>User training | Full roll-out<br>Ongoing user support<br>Database maintenance<br>Continuous improvement |
|   |  |  |  |  | <a href="#">Read our guide</a>         |   |

# Low cost off the shelf online databases



[Choosing and Implementing a database](#)





# Data Analysis Planning

- ✓ A tool for planning your approach
- ✓ Including ethical data handling and consent



# Next steps: Your data analysis plan

Take a look after this session ...

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

# Start your plan: Look at your data

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

- ✓ 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

# 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 / challenges 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!

# 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



# Your plan: Data overview

|   |  |
|---|--|
| <p><b>Describe your data</b></p> <ul style="list-style-type: none"><li>• How much do you have? What is the quality like?</li><li>• What format is it in?</li><li>• Any implications for analysis?</li></ul> | <p><b>Example:</b> 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.</p> <p>Show example of our data set &amp; we'll pick people to interview</p> |
| <p><b>Analysis approach</b></p> <ul style="list-style-type: none"><li>• How will you analyse your data?</li><li>• What tools are you thinking of using?</li><li>• Coding, otter, files</li></ul>            | <p><b>Example:</b> 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</p>      |

# Your plan: Data housekeeping

|  |   |
|--|---|
| <p><b>Informed consent</b></p> <ul style="list-style-type: none"><li>• How did you get informed consent?</li><li>• Any anonymity, ethical or sensitive data issues?</li><li>• See the <a href="#">NCVO Guide to informed consent</a></li></ul>   | <p><b>Example:</b> 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.</p>             |
| <p><b>Data logistics, safety and security</b></p> <ul style="list-style-type: none"><li>• How and where will you store data?</li><li>• What actions will you take to keep it safe?</li><li>• <a href="#">Responsible Data Planning Matrix</a> (Download)</li><li>• When will you delete the data?</li><li>• Check the GDPR <a href="#">legitimate purposes</a></li></ul> | <p><b>Example:</b> 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.</p> |

# 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><b>Collaboration</b></p> <ul style="list-style-type: none"><li>• How can you keep the wider organisation involved?</li><li>• Who are the key stakeholders? How can you engage them and when?</li></ul> | <p><b>Example:</b></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><b>Keeping participants involved</b></p> <ul style="list-style-type: none"><li>• How will you share updates and findings?</li></ul>  | <p><b>Example:</b> 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

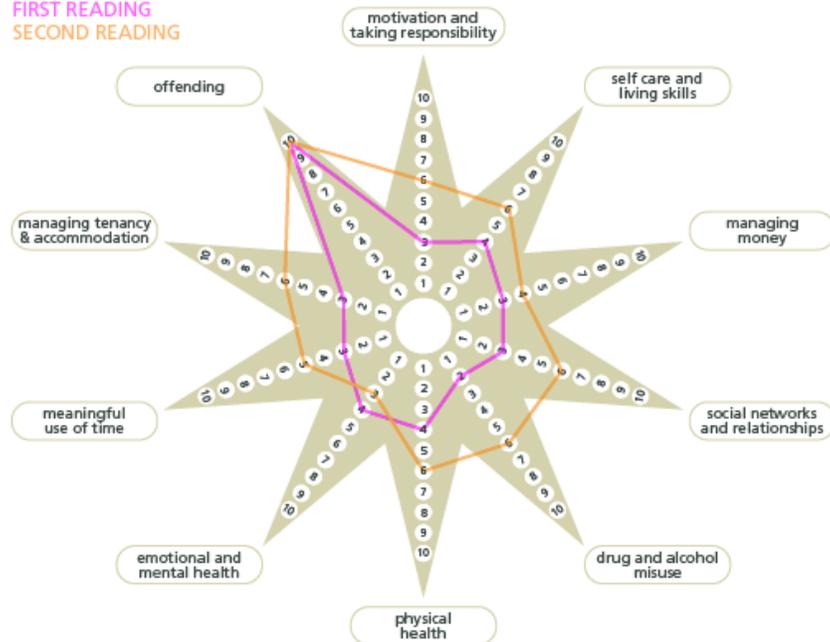
# Best practice issues

- ✓ Do you need to be registered with the information commissioner? [www.ico.org.uk](http://www.ico.org.uk)
- ✓ Do you have a data protection & privacy policy and explain why you collect data and what it will be used for?
- ✓ Do you get consent to use photos / videos?
- ✓ Is your client data secure i.e. password protected, backed up, safeguarded with antivirus software and a firewall? [NCSC infographic: passwords & other NCSC tools](#)
- ✓ [Responsible Data Planning Matrix](#)

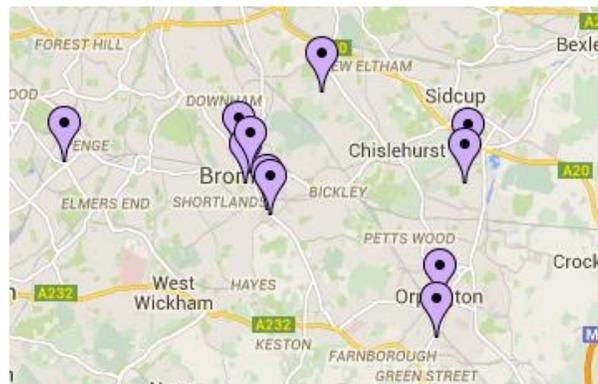


# Analysing & presenting your data

FIRST READING  
SECOND READING

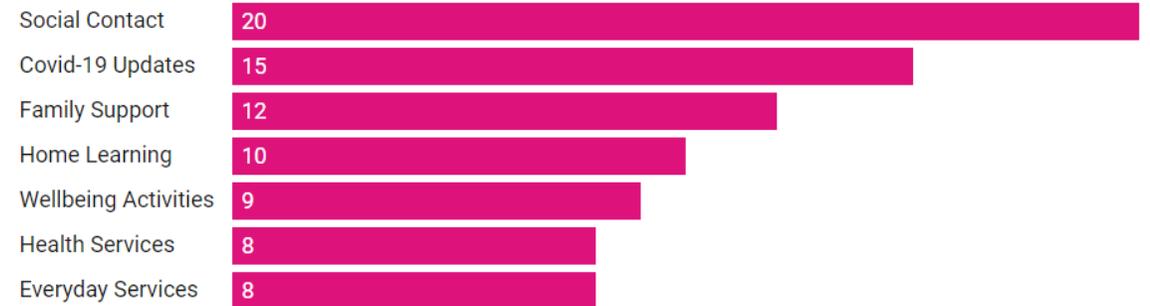


The Outcomes Star - Homelessness version



## What are digitally excluded people missing out on?

No of times coded



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Wellbeing activities  
Covid-19 updates  
Job search  
Employment  
Decision making  
Benefits  
Family support  
Social contact  
Online shopping  
Funding  
Everyday services  
Consultations  
Health services  
Home learning



**3 out of 5 people are missing social contact**





# What one small step will you take forward?

It takes time to make changes to our data collection. What one thing might you try or test in the course of your work?







# Thank you for taking part today

Clare Chamberlain

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