LISTEN FOR GOOD

Making the Most of Qualitative Data

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May 21-23, 2018

Agenda

Steps for Analyzing Qualitative Data

1. *Read through the responses*
2. *Group responses by theme*

Coding Activity

Steps for Analyzing Qualitative Data

3. *Translate qualitative data to quantitative data*
4. *Compare the frequency of themes across other variables*

Q&A with TA team

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Analyzing Qualitative Data

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Step 1: Read through the responses

1a Segment the responses.
This step is optional!

1b Read and discuss the responses in a group setting. Note themes that emerge.

1c Read the responses again, looking for additional "crumbs" or "nuggets" of information.

You may decide to stop after Step 1, but we recommend following up with the next few steps.

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Step 1a (OPTIONAL): Segmenting the responses by NPS Rating

What could X organization do better?		
Promoters (9-10)	**Passives (7-8)**	**Detractors (0-6)**
Provide more information on other services like: mental health services, job programs and career fairs in the community	Show videos of how past interns are with how it went for them at a job and what they will be looking forward to do.	No discrimination
Maybe make worksheets to remember the information you give us especially if we are reviewing it one day at a time. ....I just like to remember stuff and feel secure you can say.	Well i think [...] can have a work shop every two weeks and a case manger meeting every week instead of both in the same week.	Could offer longer programs to graduates of the 3 month program. Also, [...] should buy out a building a convert it to housing for youth
Give more work hours	Have more internships available and allow interns to have more of a say	Do better for supporting
It would be nice to have more field trips and outside group activities.	Set up a concrete means of communication i.e. closed chat or some type of readily available way of communication	better hours, money and better less rude and annoying and offensive case managers
Lessen the training time needed to obtain the temp job?	Schedules, hours, and better options and more. Maybe ask the interns.	Longer internships
Computer Skills to learn basics about Microsoft Office and typing skills.	Maybe a wider variety of jobs instead of half of them being jobs relating to food.	
Having other working options if a site is not working for an individual. Feeling like you're in an environment where you aren't wanted may cause someone to quit.	I feel they should given the interns more hours	

Step 1b: Note themes that emerge

What could X organization do better?		
Promoters (9-10)	**Passives (7-8)**	**Detractors (0-6)**
Provide more information on other services like: mental health services, job programs and career fairs in the community `Other`	Show videos of how past interns are with how it went for them at a job and what they will be lookin[...] do. `Learning Supports`	No discrimination `Environment`
Maybe make worksheets to remember the information you give us especially if we are reviewing it one day at a time. ….I just like to remember stuff and feel [...] say. `Learning Supports`	Well i think […] can have a work shop every two weeks and a case manger meeting every week instead of both in the same week. `Streamline Engagement`	Could offer longer programs to graduates of the 3 month program. Also, […] should buy out a building a convert it t[...] `More/Longer Hours` `Other`
Give more work hours `More/Longer Hours`	Have more internships a[...] allow interns to have m[...] `Variety of Placements`	Do better for supporting `Environment`
It would be nice to have more field trips and outside group activities. `Networking`	Set up a concrete means of communication i.e. closed chat or some type of readily available way [...] communication `Other`	better hours, money and better less rude and annoying and offensive case managers `Environment`
Lessen the training [...] the temp job? `Streamline Engagement`	Schedul[...] b[...] and mo[...] th[...] `More/Longer Hours` `Variety of Placements`	Longer internships `More/Longer Hours`
Computer Skills to learn ba[...] Microsoft Office and typin[...] `Learning Supports`	Maybe a wider variety o[...] half of them being jobs [...] `Variety of Placements`	
Having other working options if a site is not working for an individual[...] you're in an environment [...] wanted may cause someone to quit. `Variety of Placements`	I feel they should given the interns more hours `More/Longer Hours`	

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Step 1c: Read the comments again

What could X organization do better?		
Promoters (9-10)	Passives (7-8)	Detractors (0-6)
Provide more information on other services like: mental health services, job programs and career fairs in the community	Show videos of how past interns are with how it went for them at a job and what they will be looking forward to do.	No discrimination
Maybe make worksheets to remember the information you give us especially if we are reviewing it one day at a time. ….I just like to remember stuff and feel secure you can say.	Well i think […] can have a work shop every two weeks and a case manger meeting every week instead of both in the same week.	Could offer longer programs to graduates of the 3 month program. Also, […] should buy out a building a convert it to housing for youth
Give more work hours	Have more internships available and allow interns to have more of a say	Do better for supporting
It would be nice to have more field trips and outside group activities.	Set up a concrete means of communication i.e. closed chat or some type of readily available way of communication	better hours, money and better less rude and annoying and offensive case managers
Lessen the training time needed to obtain the temp job?	Schedules, hours, and better options and more. Maybe ask the interns.	Longer internships
Computer Skills to learn basics about Microsoft Office and typing skills.	Maybe a wider variety of jobs instead of half of them being jobs relating to food.	
Having other working options if a site is not working for an individual. Feeling like you're in an environment where you aren't wanted may cause someone to quit.	I feel they should given the interns more hours	

Tips for Step 1:
Reading through the responses

- Consider a group exercise involving program staff – *team can discuss what surprised them, what resonated with them, and try to put things into context.*

- Start making a list of words or phrases that stand out – *this will become the basis for your list of themes/codes.*

Step 2: Group the responses by theme

2a List the themes that surfaced as you read through the comments. The top 5-7 key themes will become your **codes**.

2b Create a list of your codes along with their definitions so others can replicate your analysis. This is your **code book.**

2c Group comments by **codes**.

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Step 2a and 2b: Create a list of themes/codes and their definitions

Theme/Code	Definition
Learning supports	comments about materials that would help support learning and/or desired topics for supplemental instruction
More hours/longer contracts	comments about increasing total number of hours program participants are allowed to work and/or lengthening term of employment
Streamline engagement	comments about reducing program commitments (i.e. required workshops) and/or speeding time to complete program
Environment	comments about program environment/culture, including bullying and dis/respectful treatment from staff
Greater variety of job placements	comments about offering greater variety of job placements, including more diversity of job types/industries and/or greater flexibility in scheduling
Networking	comments about more opportunities to connect with fellow program participants, including more "fun activities"
Food	comments about wishing there was more food provided during required touch-points with program

Step 2c: Group the responses by theme/code

What could X organization do better?		
Promoters (9-10)	**Passives (7-8)**	**Detractors (0-6)**
Give more work hours `More/Longer Hours`	I feel they should given the interns more hours `More/Longer Hours`	Could offer longer programs to graduates of the 3 month program. Also, […] should buy out a building a convert it to housing for youth `More/Longer Hours`
Having other working options if a site is not working for an individual. Feeling like you're in an environment where you aren't wanted may cause someone to quit. `Variety of Placements`	Schedules, hours, and better options and more. Maybe ask the interns. `More/Longer Hours`	Longer internships `More/Longer Hours`
Better options and more. Maybe ask the interns. `Variety of Placements`	Have more internships available and different kinds `Variety of Placements`	
	Maybe a wider variety of jobs instead of half of them being jobs relating to food. `Variety of Placements`	

Tips for Step 2:
Grouping responses by theme

- Create codes that capture each theme. For example, comments about "nice staff" might be coded as "staff relationships."

- Don't let codes get overly narrow – *Each code should have at least 5 comments.*

- At the same time, watch out for categories that are too broad – *If more than 25% of comments have the same code, consider breaking up that category.*

Tips for Step 2:
Grouping responses by theme

- Have categories for "No Response" and "Other" comments – *Don't force responses into ill-fitting categories!*

- Use more than one code for one comment if it has more than one idea in it.

    For example: I wish my teacher were better and that the food was better.

Let's see this in action!

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Coding Activity

1. *Read through the responses*
    - *Read them aloud in your group!*
    - *Start thinking about emerging themes*
2. *Group responses by theme*
    - *Write down major themes – one on each blank card*
    - *Make a pile of comments for each theme*

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Reading through the responses: Pros and Cons

PROS	CONS
• Lets you truly "hear" client voices	• Can be challenging to extract themes from large quantities of comments
• Interpretation is a group process that is interactive and inclusive	• Often takes more than one read-through to gather all of the information
• Good for small quantities of comments	• Sometimes inflammatory comments or those that evoke strong emotions get undue attention

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Grouping responses by theme: Pros and Cons

PROS

- Highlights the main themes vs. less important details

- Good for large quantities of comments

- Allows you to then relate qualitative & quantitative data

CONS

- Potential to "lose" select or provocative "one-off" comments

- Presents more narrow "expert" interpretation of data

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Analyzing Qualitative Data

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Steps for Analyzing Qualitative Data

1. *Read through the responses*
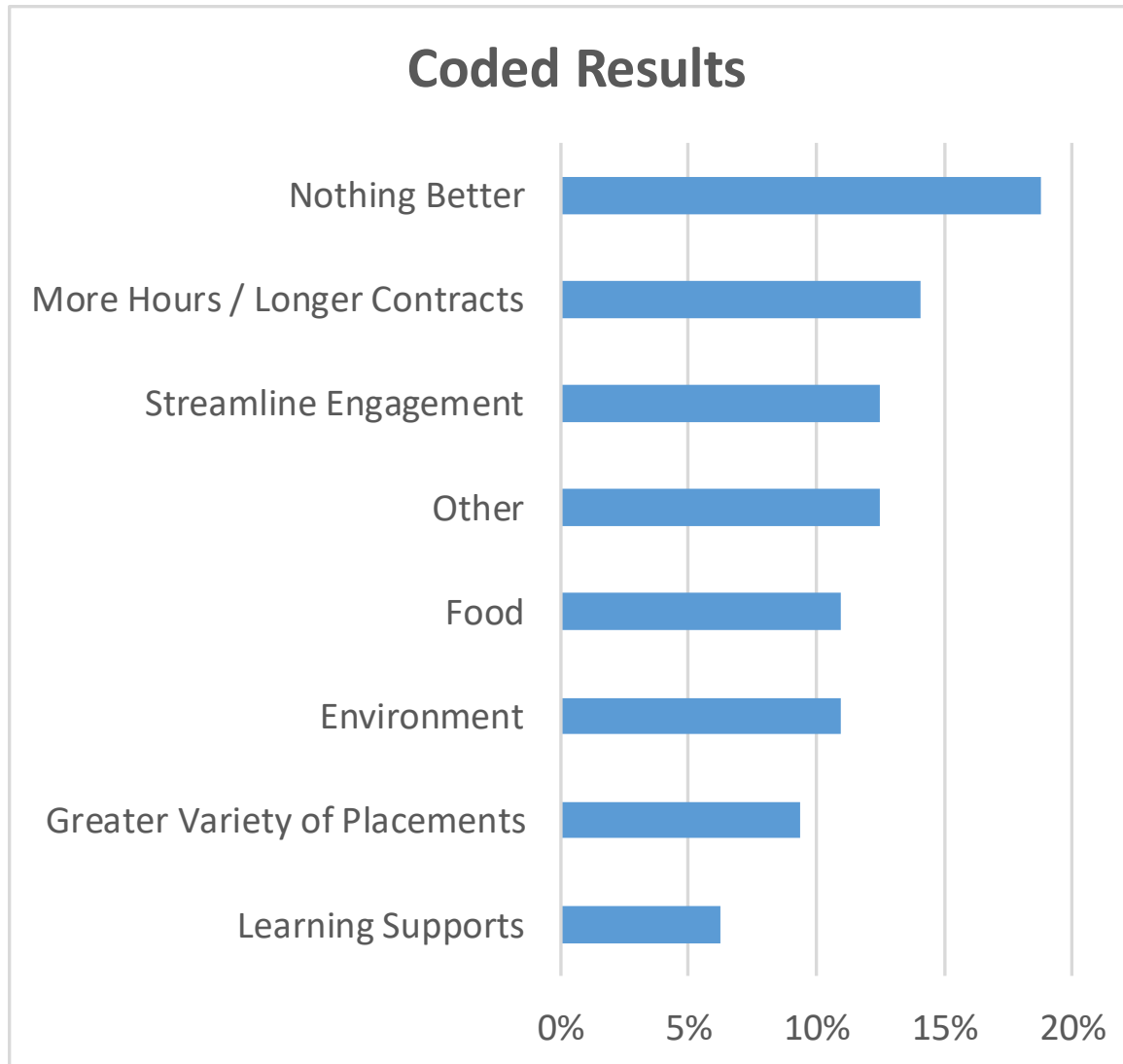2. *Group responses by theme*

3. *Translate qualitative data to quantitative data*
4. *Compare the frequency of themes across other variables*

Step 3: Translating Qualitative Data to Quantitative Data

3a   Calculate frequency of each theme/code

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Step 3a: Calculate Frequency for Each Theme/Code

Coded Results

A horizontal bar chart showing:
- Nothing Better: ~19%
- More Hours / Longer Contracts: ~14%
- Streamline Engagement: ~12.5%
- Other: ~12.5%
- Food: ~11%
- Environment: ~11%
- Greater Variety of Placements: ~9.5%
- Learning Supports: ~6%

X-axis: 0%, 5%, 10%, 15%, 20%

Translating qualitative data to quantitative data: Pros and Cons

PROS

- Allows you to present data visually, with graphs and charts

- Good for summarizing large amounts of data

CONS

- Need to organize data in Excel spreadsheet after exporting it from SurveyMonkey

- Can lose some of the interesting "nuggets" from direct quotes that may tell an interesting narrative

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Tips for Step 3:
Translating qualitative data into quantitative data

- Use clear graphs that illustrate the data clearly – keep it simple!

- After exporting to Excel, organize your comments in a way that makes sense, starting with NPS categories, and rearranging in a systematic way.

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Step 4: Compare the themes across other variables

Look at frequency of occurrence for themes/codes

4a • By program or site

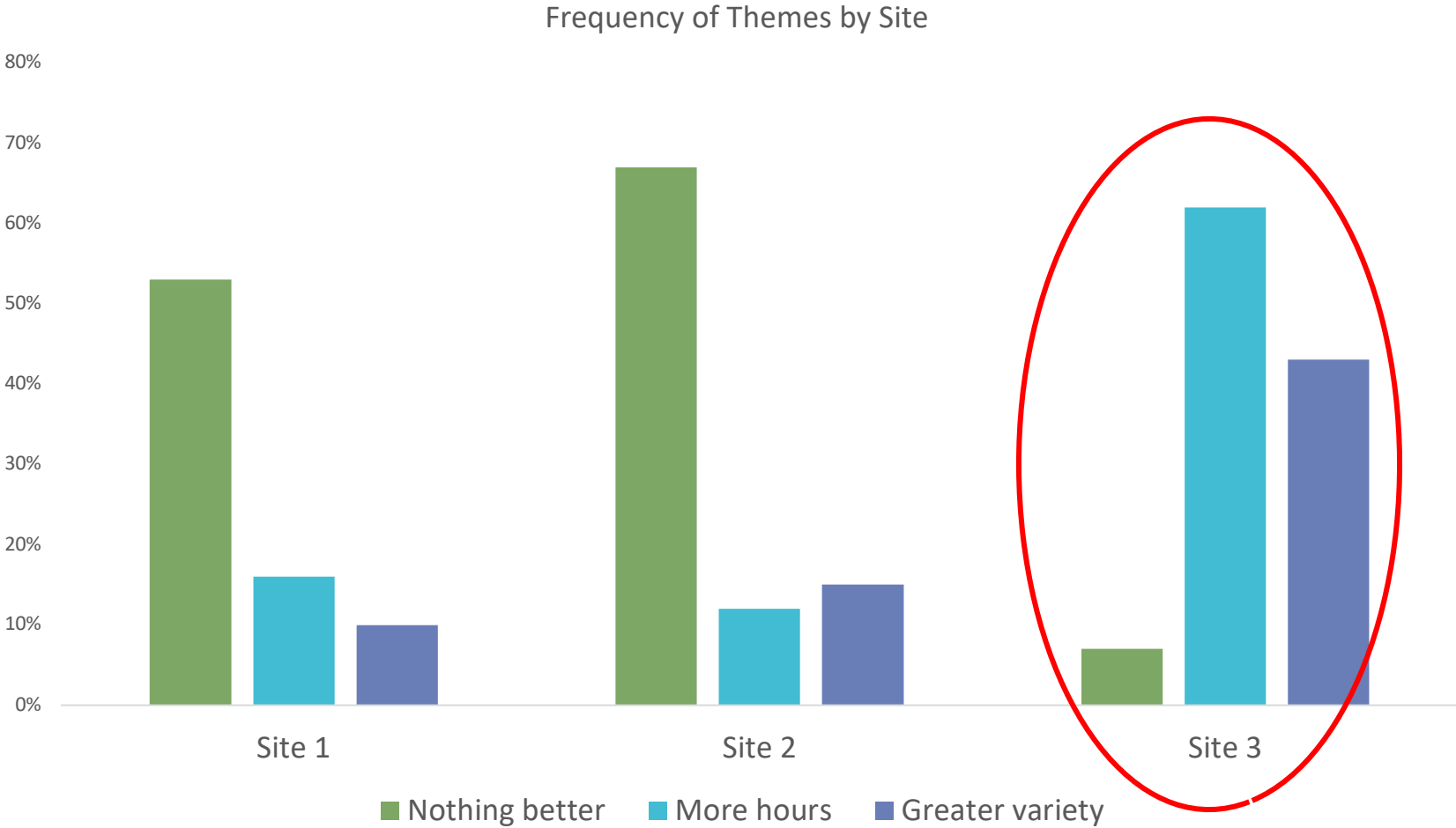**4b** • By respondent demographics (i.e., race, age)

4c • By other variables, such as time point (Fall and Spring)

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Step 4a: Look at Frequency by Site

Frequency of Themes by Site

Legend:
- Nothing better
- More hours
- Greater variety

Step 4b: Look at Frequency by Race

Frequency of Themes by Race/Ethnicity

Legend: Environment | More hours | Greater variety
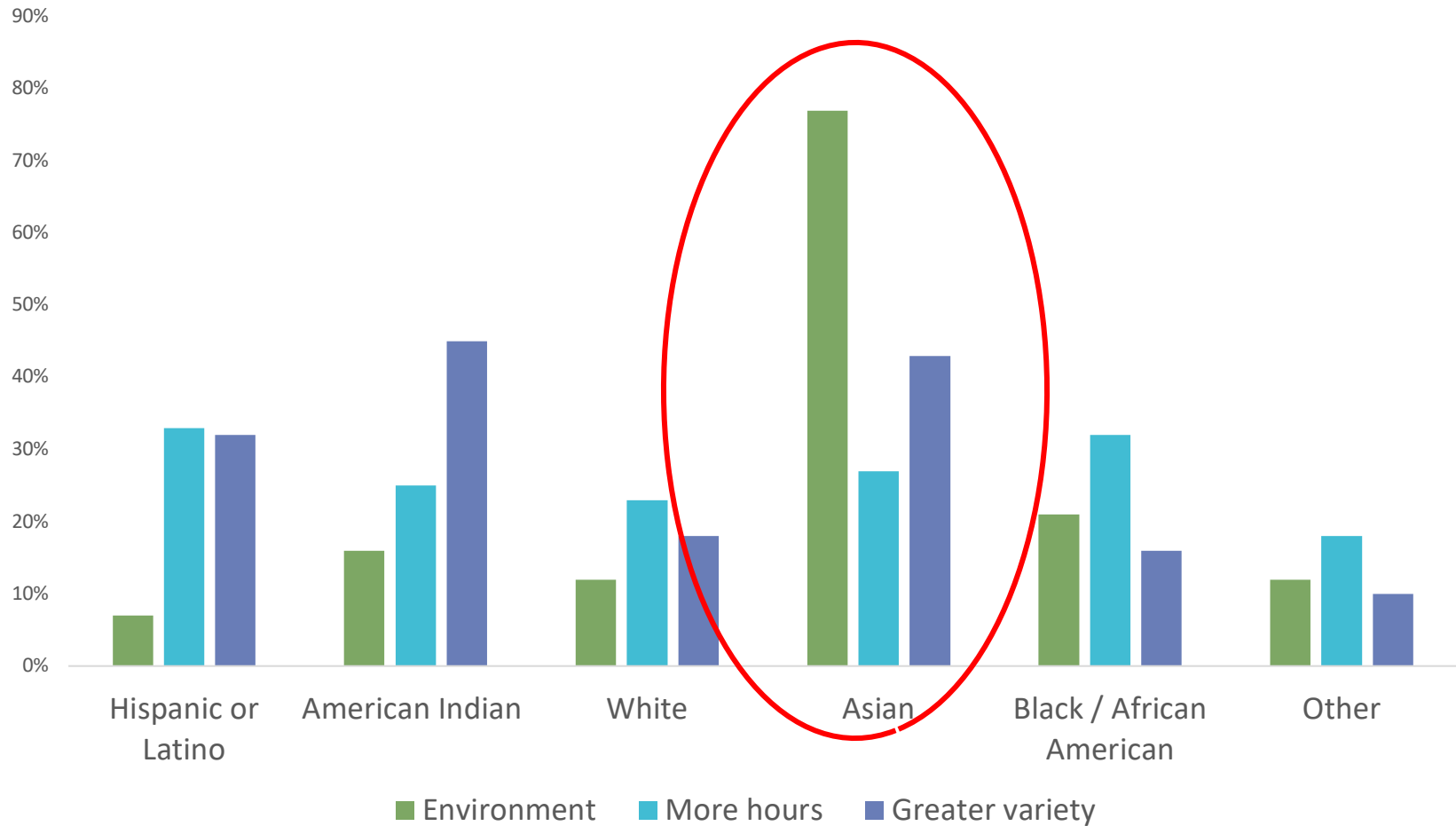
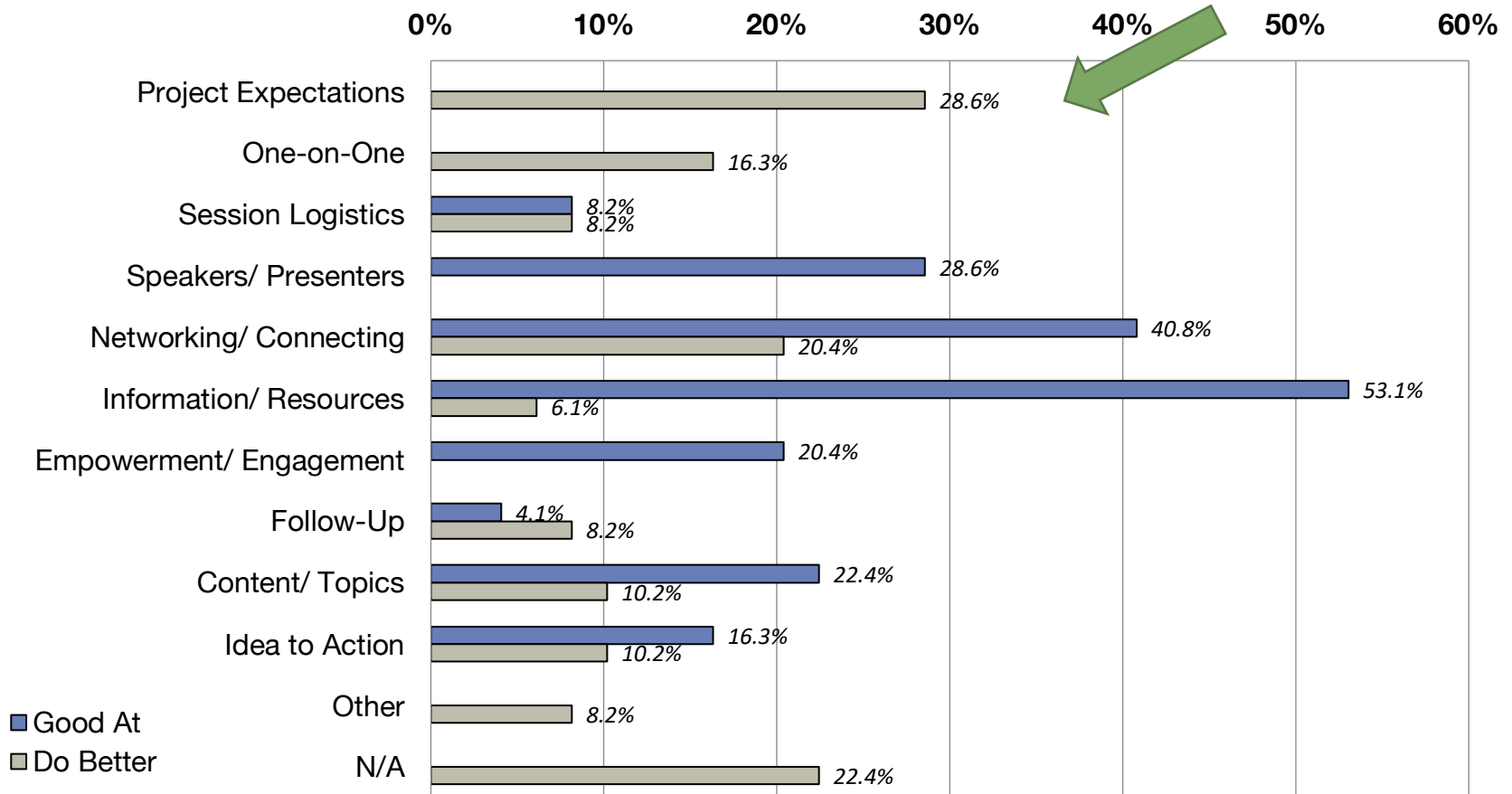# Comparing the themes across other variables: Pros and Cons

PROS

- Highlights trends that might affect a particular group; see patterns for specific groups

- Powerful way to use 2 or more data points to pinpoint an important finding

CONS

- Need to make sure graphs are organized in a way that convey the finding easily

- May over-simplify a finding if there are not enough respondents for a trend variable to be generalizable.

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Examples from Another Grantee

Bar chart comparing "Good At" and "Do Better" across categories:

Category	Good At	Do Better
Project Expectations		28.6%
One-on-One		16.3%
Session Logistics	8.2%	8.2%
Speakers/ Presenters	28.6%	
Networking/ Connecting	40.8%	20.4%
Information/ Resources	53.1%	6.1%
Empowerment/ Engagement	20.4%	
Follow-Up	4.1%	8.2%
Content/ Topics	22.4%	10.2%
Idea to Action	16.3%	10.2%
Other		8.2%
N/A		22.4%

Legend: ■ Good At ■ Do Better

Key Takeaways

Step 1: Read the responses

Step 2: Group the responses by theme

Step 3: Translate qualitative data to quantitative data

Step 4: Compare the frequency of themes across other variables

Questions?

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