



Basic Qualitative Analysis

Assessment Bootcamp
Tuesday, October 9th

What is qualitative research?


Qualitative research

- indepth understanding of human behavior and the reasons that govern human behavior.
- reasons behind various aspects of behavior.
- why and how of decision making, as compared to **what**, **where**, and **when** of quantitative research.
- smaller but focused samples of data
- categorizes into patterns
- comes in many mediums, including text, sound, still images, and moving images.



Examples of Qualitative Methods

- Focus groups
- Interviews
- Open-ended questions on surveys
- Case studies
- Document analysis
- Historical research
- Student feedback
- Ethnography/Phenomenology



Common Words of Qualitative Research

- Coding: arranging into themes
- Snowball sampling: chain of references for participants
- Member checking/Participant Review: going back to the participant and having them read your results
- Researcher Bias: Created when researcher codes and presents data through their own personal lens
- Saturation: Gathering as much information as possible



Goals of Qualitative Research

“The goal of analysis is to reduce the data into meaningful [themes] that best represent the experiences and understandings of the study participants”

What does this look like?

■ Version 1: Narrative Format

Carrie goes on to explain that size is a factor. Just like she says above that being in a small residence hall helped to build community, being in a large or small program within each school also is a big factor. Maya added to Carrie's thoughts:

I believe that freshmen say that they have a strong sense of community because we belong to these little niches and we also form like little core communities but then we don't branch out if we formed those core communities and we have no other events to pull, kind of force us in a way, to get together. (Maya, Group 1)

What does it look like?

■ Version 2: Number Translation

**Best bet for NYU

Table 5: Defining a commuter student conceptually

Category	# Commuter	# Never Thought	# Off-campus	Total
Not in NYU Housing	124 (29.7%)	28 (12.1%)	46 (29.3%)	198 (24.2%)
Uses Transportation	81 (19.34%)	23 (10%)	23 (14.6%)	127 (15.5%)
Lives with their parents/family	22 (5.3%)	9 (3.9%)	42 (26.8%)	73 (8.9%)
Commutes/travels	95 (22.7%)	25 (10.8%)	17 (10.8%)	154 (18.8%)
Doesn't participate/not involved on campus	9 (2.2%)	3 (1.3%)	1 (.64%)	13 (1.6%)
Native New Yorker	4 (.96%)	2 (.9%)	8 (5.1%)	13 (1.7%)
Comes to campus just for class	1 (.24%)	0	2 (1.3%)	3 (.37%)
Couldn't afford housing	1 (.24%)	0	2 (1.3%)	3 (.37%)

Which format to choose?

Narrative Format:

- Descriptive
- Good for program feedback and evaluation
- Staff tend to like the story quality
- Words easier to understand

Number Format:

- Decision makers work with numbers
- Summarizes quickly and can be read fast
- Track trends more easily
- Leaves out context



Qualitative Analysis: How To Do It

1. Prepare and Organize Data
2. Review & Explore the Data
3. Create themes/codes
4. Code the data into categories
5. Present codes in a cohesive manner



Preparing and Organizing Data

- Get everything in one place (usually a word document)
- Wide margins and take out any unnecessary items/spacing
- If you are using student essays/reflections/etc. get them to electronic version
- Example on next slide

Example:

List Question - #3: Based on your experience with Stockert Youth Center, please rate your level of satisfaction with various services.

Then list all of the answers such as:

- I wanted to sign my kid up for karate but it was too expensive.
- Birthday Parties
- Children were not always properly chaperoned.
- Birthday Party
- cheer leading awful drill team excellent
- the only thing we have participated in is basketball
- i would be interested in the after school prgram if it was accessible to my children- transportatoin
- I like the ability to rent room for b-day parties



Review & Explore the Data

- Read through the data once
- Note common themes (from example above: transportation, supervision, cost, etc.)
- Highlight good examples you may want to use later



Create themes/codes

- The common themes you noted above are your codes
- Make a list of these codes somewhere you can write as you go along



Code the data into categories

- Read through the data again but this time:
- For converting data to numbers:
 - Keep a tally on your code sheet every time you see that code/theme
- For converting data to narratives:
 - Keep track of how often themes are appearing (tallying can help here)
 - Order codes by importance and have 1-2 examples/quotes from the data to illustrate

Present codes in a cohesive manner

- See examples earlier in this powerpt.
- For numbers – present as a table
- For narratives example a theme, give an example, explain another theme, give and example, etc.



*Note: Multiple Coding

- Sometimes data fit into multiple themes/codes
- Always **check your numbers** when coding and presenting the results
- If they add up to more than your total, be sure to add a note that it is due to double-coding



Group Exercise



Questions?

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