Youth-Led Community-Based Research

Qualitative Data Analysis Training

Adapted from the Ann Viv Ansanm Project Haiti
Funded by Global Affairs Canada

CENTRE FOR COMMUNITY BASED RESEARCH

Objectives for this training:

- To understand how to do data analysis rigorously
- To learn how to move from raw data to an analysis summary document
- To ensure a consistent approach to data analysis across neighbourhoods
- To prepare youth researchers to share results with their neighbourhoods

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Braun & Clarke (2012)

There are many different ways to analyze data, for our project we will be using a method called 'Thematic Analysis'.

"TA is a method for systematically identifying, organising, and offering insight into, patterns of meaning (themes) across a dataset. Through focusing on meaning *across* a dataset, TA allows the researcher to see and make sense of collective or shared meanings and experiences. … This method, then, is a way of identifying what is common to the way a topic is talked or written about, and of making sense of those commonalities."

Braun & Clarke (2012)

To ensure good data analysis, we need to make sure we have…

- **Accurate recording** when conducting interviews
- An '**audit trail**' (i.e., we know where/when/with whom all information was obtained and have original documents to go back to if necessary)
- **Peer checks** (all research team members (youth researchers, Community Mobilizers, focal points) gather regularly to debrief)
- **Triangulation** (multiple people with multiple perspectives are interviewed)
- **Saturation** (information is detailed enough to make sure key themes are not being missed)
- **Endorsement of participants** (participants have the opportunity to hear the main themes and give feedback and/or validate them)

For us, our data analysis will have 7 steps:

1. Review original research questions
2. Read all the data
3. Organize data
4. Create an analysis template
5. Insert the data into the correct place(s) in the analysis template and begin to code
6. Use the codes to generate themes
7. Provide and receive feedback

1. Review original research questions

By now you should know the main research questions well. Even if you feel it is unnecessary, it is important to review these questions prior to starting data analysis. Get to know them by memory! All of the next steps are centred around these research questions.

Although the interview questions that you are asking participants are quite similar to the research questions, sometimes participants will answer a question in an unexpected section – it's important to know *all* the questions so we can make sure we capture this information in the most relevant place!

Reminder of our main research questions:

1. What kind of conflict happens in each of the neighbourhoods?
2. What causes the conflict to exist? What is the impact of the conflict?
3. What are local community members already doing to address the conflict?
4. What has the role of police been in responding to the conflict?
5. What else could community members do to address the conflict?

2. Read all the data

As you complete interviews and focus groups, it is important to make detailed notes or transcribe the interviews (if time permits). Don't wait! The task will become overwhelming if you have several that you have not completed.

Once you have notes from several interviews, you are ready to get started with data analysis! At this point you should go back and **familiarize yourself with all of the data**. You will need to read all the notes/transcripts from your interviews/focus groups. Ideally, you would read the notes/transcripts from your fellow researchers as well if time permits.

While reading, start to *think critically about the data*. You can think about questions such as:

- What is the data saying about our main research questions?
- Are there any patterns I'm noticing?
- What are the perspectives that don't fit with these patterns?

3. Organize Data

Throughout the whole research process, it is important that we all follow procedures to organize data. This is so we do not lose any important information or accidentally include duplicate information.

When we are analyzing data, we need to have what is often called an 'audit trail'. To ensure this, **we need to keep track and label documents with** *where* interviews are being conducted, *who* is conducting them, and *when* they were conducted. As well, we need to keep original and reflective notes and make sure that all our data is properly labelled. We need to be able to show to people outside our research team (if requested) where each piece of information is from.

Document labels should include :
-Date
-Location
-Interviewer

3. Organize Data

An example of an Analysis Key. This was for a project that had 6 sites, so 6 different fonts were used. The project also had 4 different methods, so 4 different colors were used across those 6 fonts.

Perth

Case Study
Staff
Caregivers
Persons with ADOD

Oxford

Case Study
Staff
Caregivers
Persons with ADOD

Grey Bruce

Case Study
Staff
Caregivers
Persons with ADOD

Huron

Case Study
Staff
Caregivers
Persons with ADOD

Elgin

Case Study
Staff
Caregivers
Persons with ADOD

London

Case Study
Staff
Caregivers
Persons with ADOD

Key Informants

In order to get our data ready for use in our analysis template, we will **create an Analysis Key**. This is a Master Document (one for each community) where you have a list of all interviews and focus groups conducted. Some tips:

- All interviews from the same neighbourhood will use the same font
- Each type of interview will have a different colour (e.g., Individual, Group).
- Each interview will be labelled (e.g., 2nd FG Miragoane could be used for the second focus group conducted in Miragoane)

3. Organize Data

Here is another example of an Analysis Key to help us understand how to label data.

ANALYSIS KEY

PS = Parent survey
S = Staff interview
PFG = Parent focus group
VS = Volunteer survey
C1/c2 = Cycle 1/Cycle 2

- "There is a definite change from the time they're dropped off to the time they're picked up. A lot of kids are hesitant and shy at the beginning and they're usually not ready to go home by the end. But that's also just any kid at the beginning" (S, C1)
- "Socially I don't notice a change in her social skills. She does socialize here but I don't see it being pulled into her everyday life" (PFG, C2)
- *Mood*
  - "I see [my little buddy] smiling more" (VFG)
  - "He feels happy and refreshed" (PS, C2)
  - My child's mood improved: 8 agreed or strongly agreed, 4 neutral, 2 unsure (PS, C2)
  - "Children with initialy negative attitudes leaving the session with very positive attitudes" (VS)

4. Create an analysis template

Staff from CCBR have created an analysis template for you to use. Each neighbourhood should have one analysis document. Below is a visual of what the template looks like.

The purpose of the youth-led community-based research in the Ann Viv Ansanm project is to engage community members in collaboratively determining the neighborhood-specific drivers of conflict and violence, and then together develop community action plans that address root causes.

1. What kinds of conflict exist in each of the neighborhoods?			
	Insert description using participants words from the interview	Code (What is the main message?)	*Who said this*
How do people describe the conflict?			
Who is involved in the conflict?			

5. Insert data into correct place(s) in the analysis template and begin to code

Now you need to go into each of the interviews that you conducted and start identifying all the information that is relevant to our research questions. Every time you identify something that is relevant to a particular research question, copy and paste it into the analysis document! As much as possible, try to use participants' exact words – we will summarize/condense later!

Some tips:

- If you are unsure about whether a piece of information may be relevant, include it. It's much easier to delete it later (if it's not relevant) than go back to the entire dataset and find a piece of information you didn't include.
- There may be instances when a piece of information is relevant in multiple sections – make sure to insert it in all relevant sections!
- You can insert large or small chunks; some chunks (if not relevant to the research questions) won't be inserted at all.

Analyzing Data

5. Insert data into correct places in the analysis template and begin to code

When you find a relevant piece of information and insert it into the document, it is then important to 'code' this piece of information, or provide a concise summary of the main message. One way to do this is to look for key words or phrases that a participant uses.

Let's try to practice from some of our interviews… What 'code' or main message (in 2-3 words) would you use for each of these statements?

Youn nan fòs kominote a malgre jan sa ye, jèn nan zòn nan trè solidè malgre ta gen konfli. Yo konn poze aksyon sosyal.

Li remake se de jan de moun ki pa antann yo sou menm opinyon ou desizyon.konfli mari ak madanm, konfli ant lanati ak moun, nan zafe koupe pye bwa.

konfli sa yo, gen yon komisarya jis anba salomon, le pafwa gen konfli sa yo si konfli a konsene lapolis nou rele lapolis gen moun ki rele lapolis lapolis pap vini, paske konfli sa gendwa pa gen enpotans pou lapolis paske depi lapolis mele ladanl son lot anplè.

5. Insert data into correct places in the analysis template and begin to code

Every piece of information that you insert into the analysis document should have at least one 'code'. These codes will help us start to see similarities and differences across the information that we have gathered. So, if similarities exist between two or more pieces of information, **code them similarly** (or the same) – that way when we want to identify themes in the next phase it's much easier!

Remember, you could spend hours analyzing an interview, answering an incredible number of questions. That's why it's important to keep your main research questions in mind, and **focus on answering those questions**. But, once you've answered your original questions, it's also important to think outside the box. Were there any unexpected insights or surprises? Insert these into the table at the end of the document, so we can keep track of them.

6. Generate themes

Once you have gone through all of your interviews and have inserted/coded all relevant pieces of information, it is time to generate themes! It is important to do this one research question at a time. You should start by reading all of your codes in one section.

While you are looking through all of the information you can be asking yourself:

- Which codes are repeating?
- How are the repeated codes answering our research questions?

Keeping these questions in mind should help you to begin to identify how people's answers to the research questions link together (multiple people across multiple interviews). These themes should help you understand the overall situation within the neighbourhoods. Let's aim to identify 2-3 major themes per research question.

6. Generate themes

During this phase we want to be able to identify the relative strength of a particular insight. For example, does everyone in the neighbourhood believe the conflict stems from youth unemployment, or is it just two people who think that? In order to do this, we must look to our Analysis Key to see which perspectives are repeating the answers to our research questions.

While generating themes, we can ask ourselves these questions:

- What is the quality of the theme (is it useful to answer the research question)?
- Is there enough meaningful data to support this theme?
- Is there diverse and wide-ranging data that contradicts this theme (does the theme lack coherence)?

Depending on the answers to these questions, we may need to continue to conduct interviews until there is high quality, meaningful data that community members agree upon.

6. Generate themes

At the end of Cycle 1, we want to have a product to share with stakeholders and community members that summarizes all the themes from our research. Thinking about your neighbourhood, what format should that take?

7. Provide and receive feedback

Once you have identified main themes that answer the research questions, it is important to share your findings with the stakeholders that you interviewed in order to ensure they accurately reflect their experiences and perspectives.

As you have learned, we want to include community members throughout the research process, and data analysis is an important part of that. The original interviewees are an important stakeholder to involve some way in data analysis. Each neighbourhood can determine *how* best to solicit feedback on data analysis from stakeholders.

Regardless of how your research team decides to present the information, you need to identify 2-3 major themes per research question and be prepared to share at a community forum. We will discuss community forums more at our next training in early October.

Data analysis products:

1. Raw Data
2. Analysis Key
3. Analysis Template
4. Thematic Summary of Data

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