

# Qualitative Data Analysis: Summaries

Qualitative Methods: Interviews

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**Health Sciences Center**  
*College of Public Health*



# Session Overview

- Data Analysis – first steps
- Memoing
- Creating summaries
- Developing a codebook





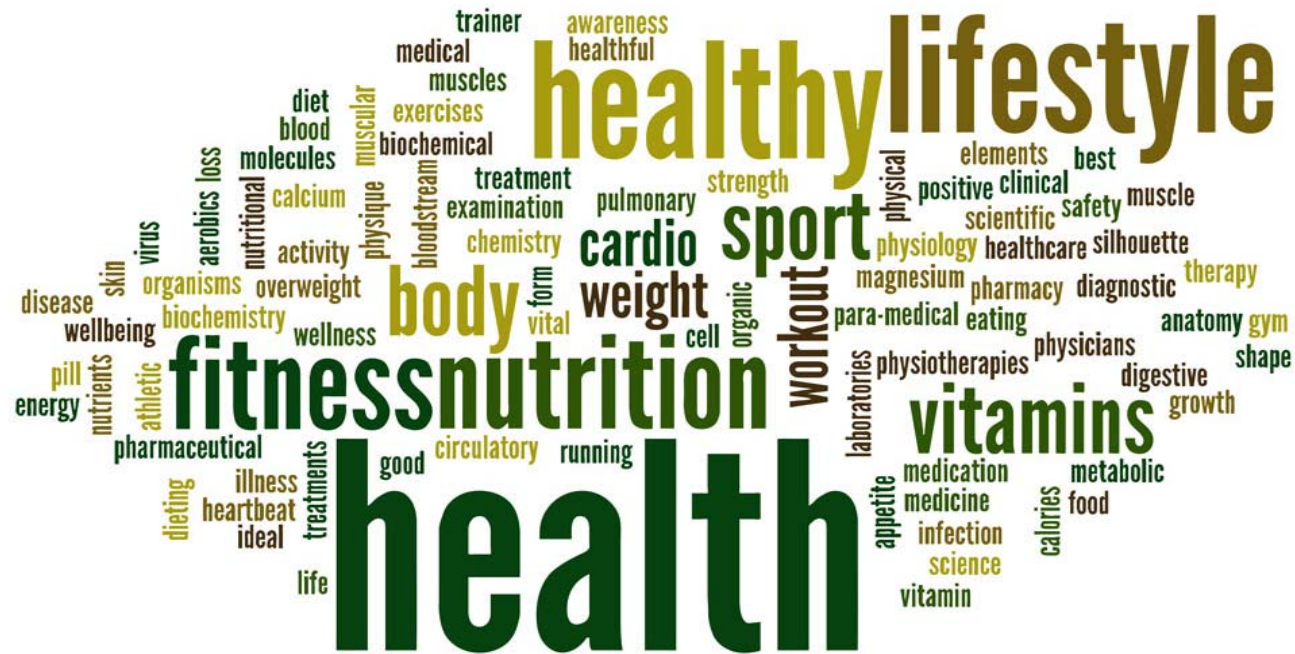
# Different Methods of Analysis

- Content Analysis
- Narrative Analysis
- Thematic Analysis
- Grounded Theory



# Content Analysis

- Quantifying words in large documents or quantifying imagery



# Narrative Analysis

- Case-based analysis
- Examine a whole case or interview for a life story or narrative
- Data are maintained as single interviews rather than summarized across interviews
- Used for outliers or to fully explain unique experiences





# Thematic Analysis

- Identifying themes across interviews
- Describing themes, patterns, and context
- Themes across interviews are used to address research question
- First step in grounded theory approach
- One of the more common approaches and what we will focus on in this course



# Grounded Theory

- Begins with thematic analysis examining concepts or themes across interviews
- Link those codes and themes into a theoretical or explanatory framework
- Outcome of analysis is a theory or explanatory model





# Qualitative Data Analysis

- Identifies ideas and findings as they emerge from textual data
- New findings merge into themes
- Themes may become hypotheses or new questions or sometimes new theories



# Data Analysis in Qualitative Studies

- Analysis begins during data collection
- Continues throughout project
- Data collection and analysis are interlinked
- Iterative process – continue to refine recruitment/questions and analysis/interpretation



# Steps in Analysis

- Read Data
- Write Memos
- Create Summaries
- Develop Codes and codebook
- Conduct inter-coder agreement
- Code entire dataset with codes
- Use analytic tools
- Validate findings with data

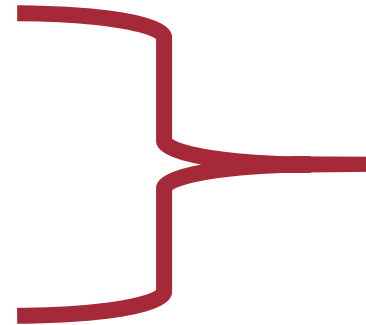


**Full length  
process for  
thorough  
analysis**



# Steps in Analysis

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**Brief  
analysis**



# What are Codes?

- Issues, themes, topics, concepts that arise from the data
- Identified when reading through transcripts and taking notes (memoing)
- We use codes to label the data and highlight important concepts we want to revisit
  
- Ex: motivation to exercise, barriers to exercise



# Reading Data

- Data immersion
- Read and reread transcripts and notes to become familiar with data
- Can begin reading throughout data collection phase



# Active Reading

- Think critically about the data as you read
- Identify issues, patterns, contradictions, themes
  - What was said directly? Indirectly?
  - What is missing?
  - What is the context?
  - What issues are repeated throughout?
  - What is relevant?
- Write notes as you read – helps with memory and for data reduction





# Writing Memos

- Memos are notes in the margins that help you record ideas for potential codes
- Flag concepts in the data that you initially think are important
- Write your thoughts about the data – initial impressions, questions, ideas



# Summaries

Summary analysis steps at a glance:

- Step 1: Create a neutral domain name that corresponds with each interview question
- Step 2: Create a summary template for use by the team
- Step 3: Take the summary template for a “test drive” and assess its usability, relevance, etc.
- Step 4: After consistency has been established across the team of summarizers, divide up the transcripts across the team and summarize
- Step 5 : Transfer summaries into a matrix

*\*\*\*Tailor this process to meet your team’s needs/styles  
and the goals of your project\*\*\**



# Summaries

Step 1: Create a neutral domain name that corresponds with each interview question

Interview question	Domain
Tell me about the reasons your activity level has changed since your youth.	CHANGE
Tell me about what you would like your exercise routine to look like.	SATISFACTION
Tell me about the barriers or challenges that keep you from being as physically active as your would like.	BARRIERS/FACILITATORS



# Summaries

Step 2: Create a summary template for use by the team

## TRANSCRIPT SUMMARY

PREPARED BY: Ashley White

DATE OF INTERVIEW: Aug, 18<sup>th</sup>, 2017

INTERVIEW ID: 1

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**CHANGE**

**SATISFACTION**

**BARRIERS/FACILITATORS**



# Summaries

Step 2 continued:

- Include “Other observations” at the end, for material that doesn’t fit into the domain
- Include space for important quotations



# Summaries

Step 3: Take the summary template for a “test drive” and assess its usability, relevance, etc.

- Have team members use the template for the same subset of transcripts
  - Assess template:
    - Are the domains easy to find in the data?
    - Are any domains missing, incorrectly labeled, etc.?
    - Is it easy to use?
    - How long does it take to complete it?
    - Shouldn't take more than about an hour to complete



# Summaries

Step 3 continued:

Compare summarizing “styles” across the team

- Assess for:
  - Similarities/differences in volume of information per domain
  - Use of quotes
  - Notes regarding absence of content
    - Recommend noting “question wasn’t asked” or “question was asked but not answered”
  - Notes regarding depth on a particular domain
    - Recommend noting “this interview has a lot of data on this topic,” “great quotes in this transcript,” add line numbers, etc.





# Summaries

Step 4: After consistency has been established across the team of summarizers, divide up the transcripts across the team and summarize

- Could divide up by site, by role, etc. if applicable



# Summaries

## TRANSCRIPT SUMMARY

PREPARED BY: Ashley White

DATE OF INTERVIEW: Aug, 18<sup>th</sup>, 2017

INTERVIEW ID: 1

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### CHANGE

- Changed in the last year since graduating college
- Level has increased since graduation
- More time for working out
- Able to pay for gym membership since started working
- Less excuses to not go since graduation

*"...it's harder to make an excuse now than it was in college, to go to the gym. In college, you know, I could always say I had homework, or I could study, or you know, band practice or something like that, but now, you know, it's just work, go to the gym."*



# Summaries

## **SATISFACTION**

- Happy with current PA level
- Not 100% sure if working out the “right” way
- Would change nutrition
- Has been making better food choices which has helped workouts

## **BARRIERS/FACILITATORS**

- Fiancé can be both a barrier and a facilitator
- Sometimes feels a need to rush through workout to get home
- Somedays fiancé will run with them which is helpful
- When first started going to the gym, a barrier was that other people there seemed already fit and fear of “looking stupid”

*“When I was first going to the gym... you see other people who are like already really fit and then so again you're feeling like I'm not doing any of the right things or I might be looking stupid”*



# Summaries

What makes for a good summary?

- Brief (no more than 2 pages)
- Organized
- Thorough (major points captured)
- Readable
- Anyone reading the summary should get a sense of what the respondent said
- Useful (e.g., provides pointers for what's in the transcript)



# Summaries

- Step 5 : Transfer summaries into a matrix

Displays are “designed to assemble organized information into an immediately accessible compact form so that the analyst can see what is happening and either draw justified conclusions or move on to the next step of analysis...”

“...the creation and use of displays is not separate from analysis, it is a part of analysis.”

(Miles & Huberman, *Qualitative Data Analysis: An Expanded Sourcebook*, 1994, p. 11)



	CHANGE	SATISFACTION	BARRIERS / FACILITATORS
1	<ul style="list-style-type: none"> <li>• Changed in the last year since graduating college</li> <li>• Level has increased since graduation</li> <li>• More time for working out</li> <li>• Able to pay for gym membership since started working</li> <li>• Less excuses to not go since graduation</li> </ul>	<ul style="list-style-type: none"> <li>• Happy with current PA level</li> <li>• Not 100% sure if working out the “right” way</li> <li>• Would change nutrition</li> <li>• Has been making better food choices which has helped workouts</li> </ul>	<ul style="list-style-type: none"> <li>• Fiancé can be both a barrier and a facilitator</li> <li>• Sometimes feels a need to rush through workout to get home</li> <li>• Somedays fiancé will run with them which is helpful</li> <li>• When first started going to the gym, a barrier was that other people there seemed already fit and fear of “looking stupid”</li> </ul>
2	<ul style="list-style-type: none"> <li>• Has decreased since youth/high school</li> <li>• Less time with work and college</li> <li>• Social events also take up time</li> </ul>	<ul style="list-style-type: none"> <li>• Not happy with current level</li> <li>• Wish they could exercise more</li> <li>• Would like to work out an hour 3 times per week</li> </ul>	<ul style="list-style-type: none"> <li>• Not enough time</li> <li>• Time spent with friends usually is going out to eat</li> <li>• Are not encouraging of PA</li> </ul>
3	<ul style="list-style-type: none"> <li>• Decreased since first year of college</li> <li>• Now at a sedentary level</li> </ul>	<ul style="list-style-type: none"> <li>• Not happy with current level</li> <li>• Would like to work out and hour and a half every day</li> </ul>	<ul style="list-style-type: none"> <li>• Not enough time</li> <li>• Kids and work</li> <li>• Hard to find gym open early or late</li> </ul>



# Summaries

With the matrix, you can:

- Quickly peruse content of any given domain
  - Get a sense of variation
- Assess gaps in information
  - Assess why those gaps exist: Question not asked?
  - Question didn't work well?
- Develop memos (e.g., “what I know so far” memo, topic memos, project memos)
- Develop summaries of domains, sites, types of respondents, etc.





# Summaries

With the matrix, you can:

- Divide up the labor of reviewing transcripts
  - Can be done by individuals who don't have qualitative training
- Assess quality of data collection across team
- Obtain a quick understanding of what's in the data
  - Especially important if you did not collect all of the data
- Use summaries to inform subsequent waves of data collection
- Prepare reports/presentations
- Develop coding approach that is informed by depth and breadth of data related to each domain



# Summaries

Sample information you could present from matrix:

- Most were not happy with their PA level
  - Many were surprised when told they were in the “moderate” or “high” category
  - Thought they would be in the “sedentary” category
- Family and friends can be barrier and/or facilitator
  - Most helpful when they are a “work out buddy”
- Major life changes cause disruption in PA
  - Graduation
  - Moving
  - Children
- Gym access and feeling comfortable at a new gym are other barriers
- Those that listed more barriers reported lower PA level

*(no coding was done to prepare this information)*



Questions?



# Activity 5: Memo and Create Summary

- Read through Transcript #6 all the way through.
- Read through Transcript #6 again while memoing or writing notes in the margins.
- Using the transcript and memos, draft a summary of the interview.
- Be prepared to discuss your experiences memoing and creating a summary.

