

# Validating Analysis

Qualitative Methods: Interviews

Chickasaw Nation

September 12, 2017



*The UNIVERSITY of OKLAHOMA*  
**Health Sciences Center**  
*College of Public Health*



# Session Overview

- Validity based on procedures
- Validity checks after analysis



# Validity in Qualitative Data Analysis

- Credibility – results are believable from perspective of participants
- Transferability – degree to which results can be generalized or transferred to other contexts or settings
- Dependability – replicability or repeatability
- Confirmability – results could be confirmed or corroborated with others



# Transparency in Procedures

- Majority of validity assurance in qualitative data comes from using proper procedures in design, data collection, and analysis
- Need to be transparent when writing methods and communicate rigor so others can assess quality of data



# Methods of Ensuring Rigor

- Return to the data often
- Keep a complete record of analysis
- Describe code development
- Report Inter-coder agreement



# Return to the Data Often

- Need to ensure that your findings actually were in your data
- Do not allow your interpretations to come from memory
- Read, reread, and reread transcripts and excerpts many times and throughout analysis phase
- Repetition is best sign that a concept or interpretation came from data



# Keep a Complete Record

- Be transparent with all steps
- What memos led to codes?
- How did you develop codes?
- What codes led to concepts?
- What analyses did you conduct (subgroup analysis, categorizations, etc.)?



# Describe Coding Development

- Describe in detail your procedures
- “Used memoing to fully explore data and develop codes that emerge”
- State how codes were validated (repeated in data, relevant to research question, reviewed by multiple team members)
- Describe use of codebook, saturation in code development, and consensus





# Inter-coder Agreement

- Direct measure of consistency in data
- Measures how well different coders agreed
- Demonstrates repeatability (should be able to give to another coder with similar findings)



# Using Direct Quotations

- Direct quotations ensure concept arises from the data
- Demonstrates issues are supported by data
- Don't overly rely on quotes
  - Quickly adds up in a word count
  - Can emphasize one person's perspective or be used to "make a point" – make sure to be transparent in whether others agreed or if the quote was an outlier



# Validity Checks

- Can seek participant feedback through “member checking”
  - Present findings back to participants and ask if they agree
  - Difficult with interviews because they did not hear others’ perspectives
- Test alternative explanations
  - Your explanation should invalidate other explanations
- Triangulation of data – combining multiple sources



Questions?



*The UNIVERSITY of OKLAHOMA*  
**Health Sciences Center**  
*College of Public Health*



# Next Steps

- Homework Assignment:
  - By October 20<sup>th</sup>, conduct 2 practice interviews using the physical activity interview guide
  - Record interviews using digital recorder or recording device on your phone
  - Transcribe interviews
- Supplemental Data Analysis Training in November
- Focus Group Training in Spring

