

Session 7.1: Qualitative Data Analysis

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1. Qualitative data analysis
2. Introduction to statistics
3. Presenting data
4. Quantitative data distribution
5. Correlation and linear regression

- 1 Organising qualitative data
- 2 The framework approach
- 3 Identifying themes
- 4 Interpreting trends and patterns
- 5 Triangulation and validity

- The qualitative data first requires transcription
- The data needs to be systematically organised
 - Give each interview a number or code
 - Break up field notes into sections identified by data, or context
 - This can be achieved by splitting up the semi-structured interview responses and notes from participatory appraisal exercises into manageable sections
- Ensure that original datasets are backed up
 - Field notes photocopied and scanned
 - Recorded interviews back
- Computer Assisted Qualitative Data Analysis Software (CAQDAS) is available but should be used with a warning!

- Framework analysis – Ritchie and Spencer (1994)
- Inductive approaches vs. deductive approaches
- The general approach in framework analysis is inductive
- Framework analysis has five key stages:
 1. Familiarisation
 2. Identifying a thematic framework
 3. Coding/Indexing
 4. Charting
 5. Mapping and Interpretation

- After familiarisation with the material, some preliminary coding is required
- Draw out some broad ‘top-level’ themes
 - These themes begin the process of categorising and analysing the data
- Identify sub-themes that are common to respondents
 - The data can be searched for material that can be coded under these headings
- Apply colour coding to the raw data using highlighters and index tabs
- Continue re-coding to develop more, well defined categories until saturation is reached

- The data can be sorted by theme or concept
- A chart or matrix can be used to present the data for analysis – this can be done on paper, or as a spreadsheet for instance in Excel
- The number of thematic charts will be dictated by the number of main themes the data presents
- Anecdotal remarks and verbatim quotes from the field notes should be included in the thematic chart
- Thematic charts can also be used to present qualitative data where a score is assigned – causal impact analysis
- Scores can be averaged across the survey sample to indicate overall ‘preference’ by the community

Village	Frequency	Distance	Cost of Service	Gender split	Comments
Chinondo	Lusaka: sweet pots annually.	to Masaiti: 22km to Mishikishi: 28km	Chinondo-Masaiti/ Mishikishi: k1,000		Large storage sheds located along Ibenga-Mishikishi Rd & @ Chinondo, but have been vacant since 1988 b/c Govt stopped providing agric inputs. Sheds lie empty, not even used for storage. ('white elephants')
	Nyenyenzi/Mishikishi: maize/sorghum mon & thurs	to Ibenga: 18km	o/w. k2,500 on rtn b/c produce already sold.	men	People do not have enough food b/c no ferts: "We are not talking about credit for fertilisers, if they just brought ferts here, those w. money would be able to buy" Produce is sold @ Ibenga b/c close, but only locals buy so receive only low prices. The best price is @ Nyenyenzi Elderly were more emphatic on issue of lack of ferts. For livelihoods to improve - required fertiliser "The barter system is killing us b/c you don't realise cash".
	Ibenga: veg daily		Minibus to Luanshya: k2,000 o/w Lusaka: van: k1,500 per 25kg truck: k2,000 " Ibenga-Luanshya: k2-2,500/person k1,500/25kg bag	women	Most people grow maize w/out ferts. Those w. good harvests take produce to Mishikishi & Nyenyenzi by bike. cassava is consumed, not sold. "Transporters make a lot of excuses. They say: our place is far, the road is bad. In the long run our produce or merchandise just goes to waste." Cost of transport is prohibitive. Once costs deducted - no profit!

- Triangulation means gathering and analysing data from more than one source to cross-check the data
 - Has the data uncovered contradictions and differences that require further analysis?
 - Do the categories/themes identified reflect the research questions and data?
 - Have existing research findings been used to support the data?
- Validity is judged by the extent to which an account seems to fairly and accurately represent the data:
 - Impact of research design and approach to analysis
 - Consistency of findings
 - Have all relevant views been represented?
 - Adequate use of original data
 - Respondent validation involves feedback of findings to participants



**Do You
Have Any
Questions?**