



Ministry of Health and Sports

Plan for Qualitative Data Analysis

Dr. Saw Saw

M.B;B.S, PhD

Deputy Director General (Research)

Department of Medical Research (Pyin Oo Lwin Branch)

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Plan for Qualitative Data Analysis



Outline

- Overview
- Basic concepts
- Steps in Qualitative data analysis
 - Organizing data



Making Sense of Words...Observations...Statements

- These are the DATA gathered by qualitative research methods
- How do we analyse without numbers and p values, and develop a convincing, persuasive interpretation?
- How do we demonstrate rigour in our analysis and report?
- How do we move from Results to Discussion?



4 Problems in Doing Qualitative analysis

- Not knowing where to begin
- Ambiguous coding categories
- Reporting and recording problems
- Inaccurate or overinterpretation



Firstly, Be Systematic!

- Qual analysis should follow a deliberate, careful process
- Many qual studies are weakened by an absence of systems or vague descriptions of process, leaving them open to criticism
- Tell us how you did it. Your report should summarise the **process clearly and transparently** so that others may assess



Plan Ahead

- Successful analysis is aided by **good data management**
- Use a numbering system to keep records linked and easy to retrieve
- Transcripts should be clearly typed or written, with **margins for coding** – use only **one side of paper** and double spacing for clarity
- Maintain a clean original, and make 2 copies of raw data (eg, transcripts) if possible



Basic analysis concepts

Levels of analysis

- **Description:** when you simply report what the participants said based on your field notes and observations
- **Interpretation:** when you present an explanation or give meaning to what has been described. This is a more in-depth form of analysis.
- **Recommendation:** when you suggest actions to be taken based on your interpretation of the FGD results. This is the most in-depth form of analysis.



Deciding which level of analysis to do

The goal of your research and your research questions

If you are doing formative research on a topic that has not been studied before, a more in-depth analysis is appropriate

This is also true if you are researching people's attitudes and beliefs

The capabilities of your research team

If your research team is very experienced with analysis, then it will be easier to go into depth. If you do not have much experience or academic background, however, then you might consider doing a less in-depth analysis

The amount of time available for the analysis

If you do not have very much time, then it will be difficult to do an in-depth analysis



Qualitative Data Analysis

The process of making the data speak in a meaningful way

The major components of qualitative data analysis

**Three
Components**

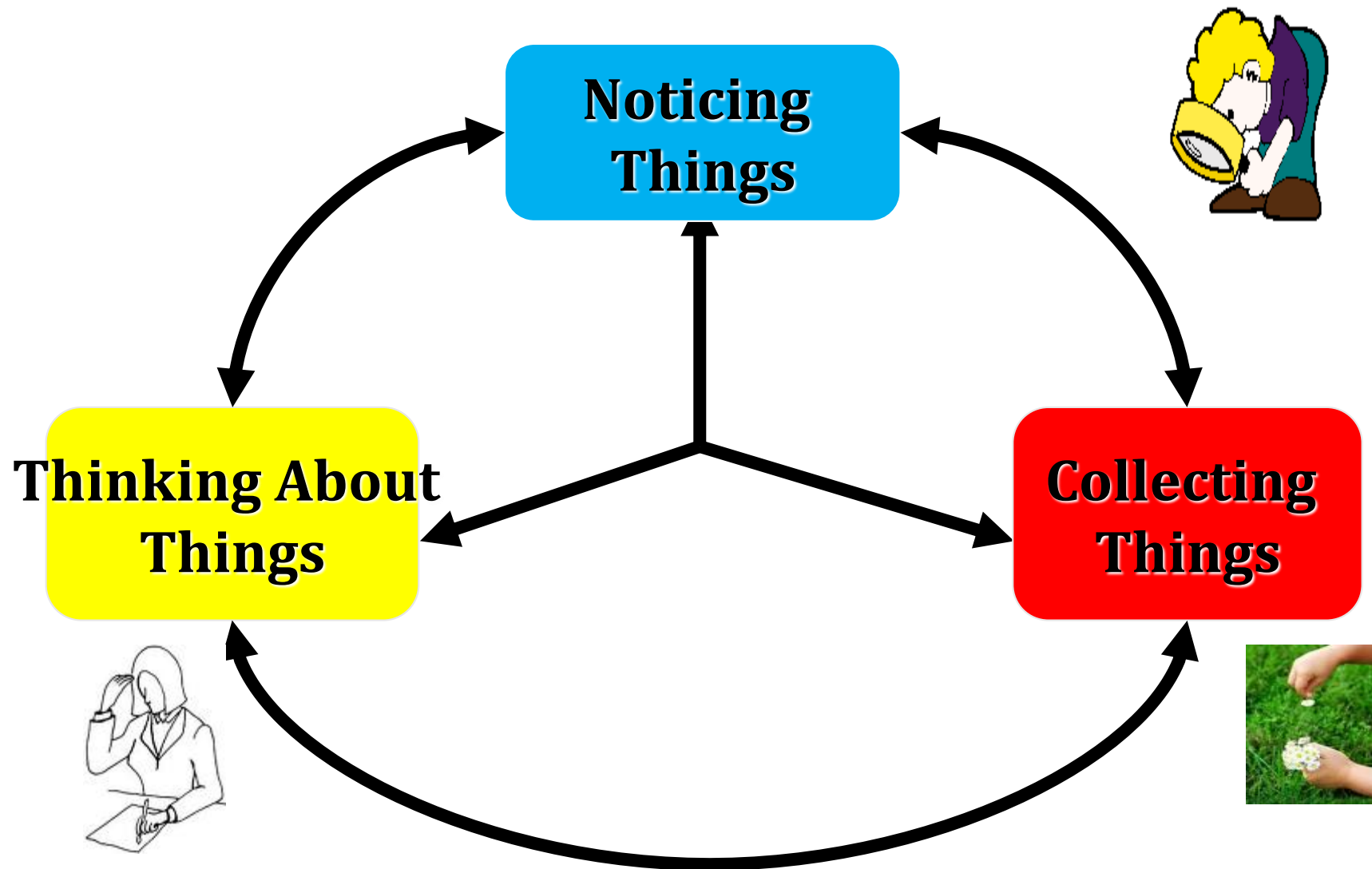
**Organizing
Data**

Data Display

**Drawing
Conclusion**



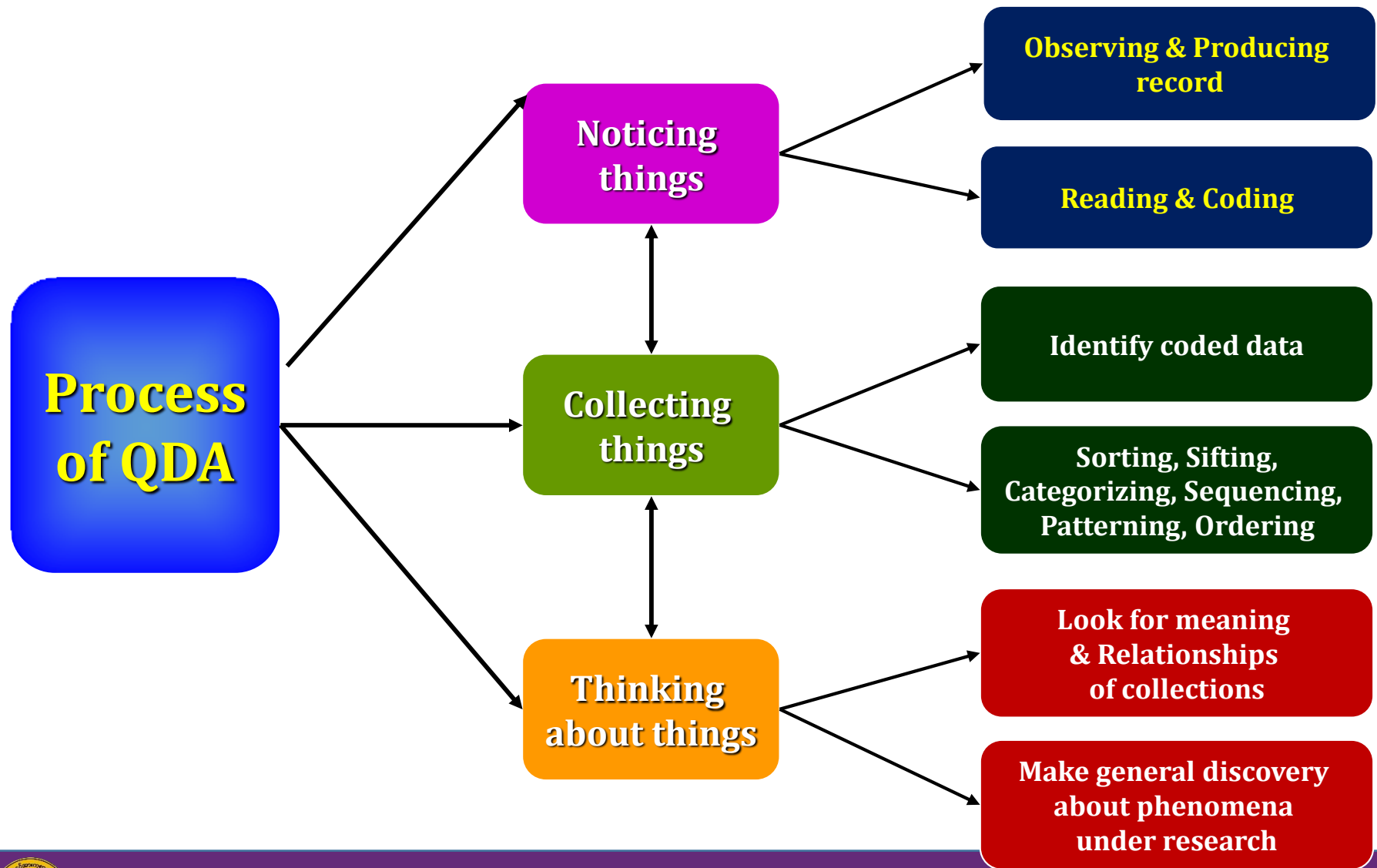
Components of Qualitative Data Analysis



Source: Seidel, 1998: p E-2

Training workshop on "Qualitative Methods in Health Research", DMR (POLB), June 2020

The Process of Qualitative Data Analysis



Working with data

- Data analysis is **not a mechanical/technical process**
- Combine data collection and data analysis—
Ongoing activity
- Consider the **context**
- **Live and breath the data**
- **Read and reread data**
- Write down your ideas while reading raw data
- Identify emerging themes/patterns
- Develop typologies of behaviour, beliefs



Depth NOT Breath

“the greater the number of interviews, the more superficial the analysis will tend to be”



Steps towards qualitative data analysis

1. Data processing and preparation
 2. Getting to know the data
 3. Identifying themes and domains of interest
 4. Setting up a coding system
 5. Coding
 6. Data analysis
- Planning/
Organizing data**



Organizing Data

- **Transcribing**
 - Full Transcription
 - Excerpt
- **Data Editing**
 - Only where necessary for smoothness of text
 - Keep respondent's meaning, emotion & atmosphere
- **Coding the Data**
 - **Reading the data over and over again**
 - Looking for statements/passages with relevant meaning
 - Assigning appropriate codes; be consistent
 - Creating codebook or code list with definition of all codes



When to do organizing the data

- Had to do several activities simultaneously
 - Starting before the data collection till writing report
-
- Deciding what data should be collected
 - Collecting information from the field (field notes)
 - Sorting the information into categories
 - Formatting the information into a story or picture or writing the Qualitative text



1. Data processing and preparation



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2. Getting to know the data (thorough reading)



- Read from beginning to the end



- To familiarize with the data and context within which data were collected
- Grasp the essential points
 - Content
 - Quality
 - emergent themes

3. Identifying theme

Theme-အကြောင်းအရာတူများကို စုစည်းထားသောခေါင်းစဉ်

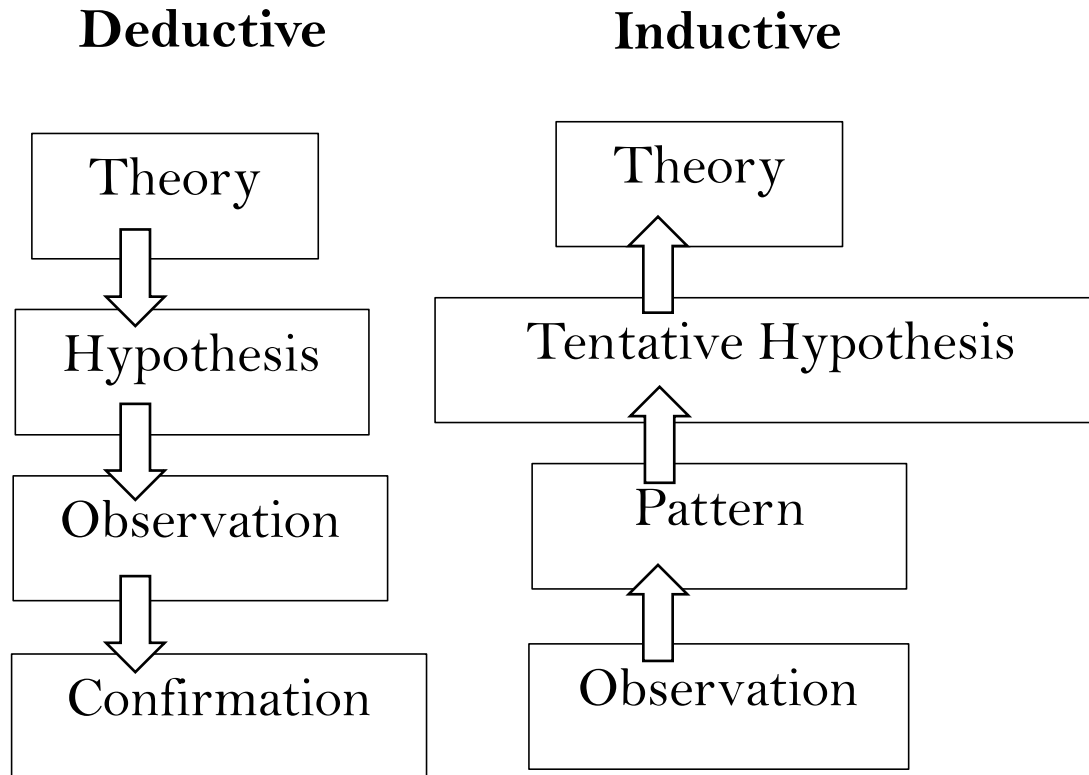
Sub-theme- Themes can be divided into **sub-themes** depending on the variation that are being found in the data across the informants



Example

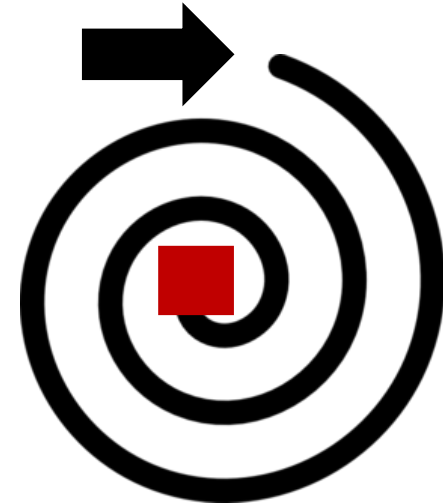
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Two major types of approaches



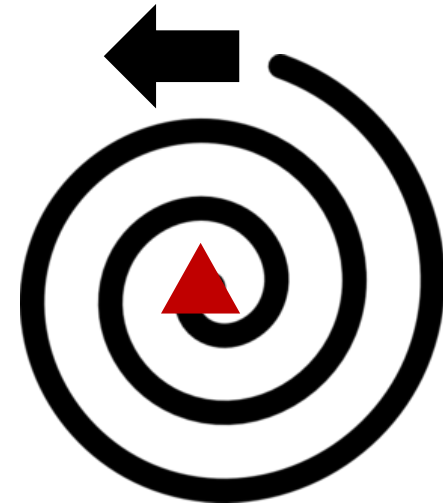
Deductive

- The themes are drawn based on the existing theory, literatures and researcher's experience around the topic of interest.



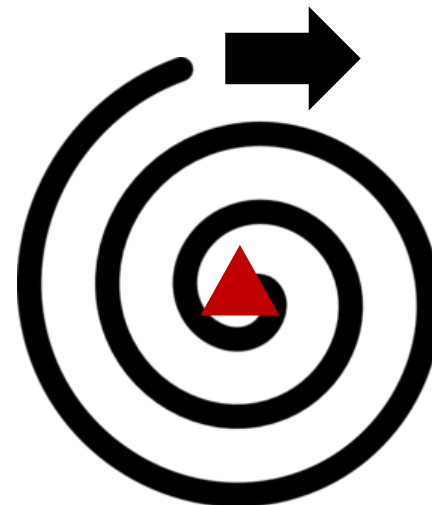
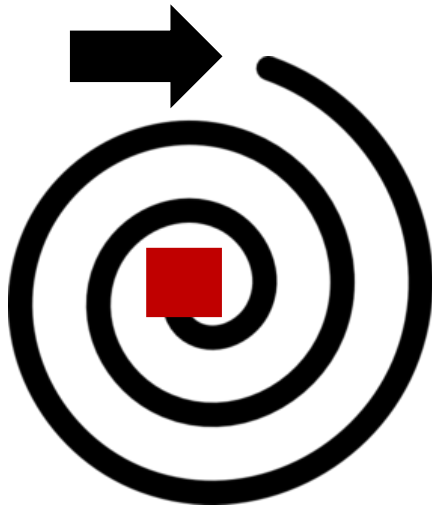
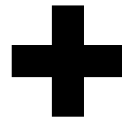
Inductive

- The themes are identified from the data via thorough and repeated reading.



Deductive

Inductive





Questions, Comments & Suggestions