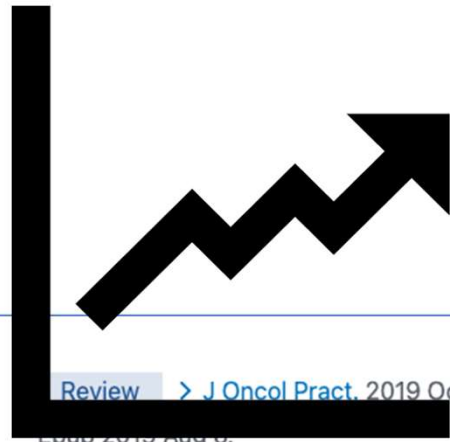


Show me the Data!



Leveraging
Qualitative
Data for
Impact

Increasing prevalence of Qualitative Research



Correspondence | [Open Access](#) | [Published: 18 September 2013](#)

Using the framework method for the analysis of qualitative data in multi-disciplinary health research

A Review of the Quality Indicators of Rigor in Qualitative Research

[Review](#) > [J Oncol Pract](#). 2019 Oct;15(10):523-529. doi: 10.1200/JOP.19.00125.

Epub 2019 Aug 6.

Proposed Criteria for Systematic Evaluation of Qualitative Oncology Research

[Published: 02 July 2021](#)


Additional qualitative analysis using the framework for Implementation Research

Comparing interprofessional and interorganizational collaboration in healthcare: A systematic review of the qualitative research

Marlène Karam ^a , Isabelle Brault ^b , Thérèse Van D

[J Gen Intern Med](#). 2020 Sep;25(3):677-694. doi: 10.1111/bjhp.12437. Epub 2020 Jun 19.

Use of the Theoretical Domains Framework in qualitative research? A rapid review

Beyond exploratory: a tailored framework for designing and assessing qualitative health research 

 Katharine A Rendle ¹, Corey M Abramson ², Sarah B Garrett ³, Meghan C Halley ⁴,  Daniel Dohan ³

Our Goal KHO



From That

“I really love this organization. Ever since I started using the services, I have felt more in touch with my community and connected to others. It feels good to know there are other people my age who have felt similar things to me.”

&

To This:

90% of our participants reflect feeling more connected to their community
80% of our participants feel validated by others in the program when discussing shared experiences.

Slide 3

KH0

See Notes in the slides for some stuff that might be useful to say during the presentation.

Katrina Hough, 2022-04-05T18:24:03.752

Agenda: Where do I start?

Use What You Have

1. Review what data you currently have

Take it Further

1. Finding a goal
2. Draft your questions/interview guide
3. Collect your data
4. Analysis
5. Share and Report



What do I already have?

- Gather what data you have already collected
 - Was it collected in a systematic way?
 - Systematic meaning structured or organized
 - How was the data captured? (survey, interview, focus group)
 - Was it captured at a specific time point or randomly?
 - Did everyone have the opportunity to give feedback?
- What do you notice about these quotes?
- What further questions come up as I read these?

Example: Program Development

- "There is a trivia program on Wed. mornings from 8-9 PST. That is a little early for seniors"
- "Facilitators needs to stop people from talking so much so everyone has equal time."
- "My main problem is scheduling."
- "Ask all facilitators to maintain an equal opportunity to speak by not allowing a participant to dominate the conversation and use up more time than others"
- "The art programs, where they consistently cut out very often, much static, hard to connect, hard to hear. "
- "There is a couple [groups] that I wish would last longer."
- "Make all programs zoom calls. It's too weird meeting a group of people auditorally only, without faces. Too overwhelming and off putting. I stopped participating when I encountered this. I need *humanity*. Meeting a group of strangers "blind" doesn't work for me. Can't do intimacy that way."

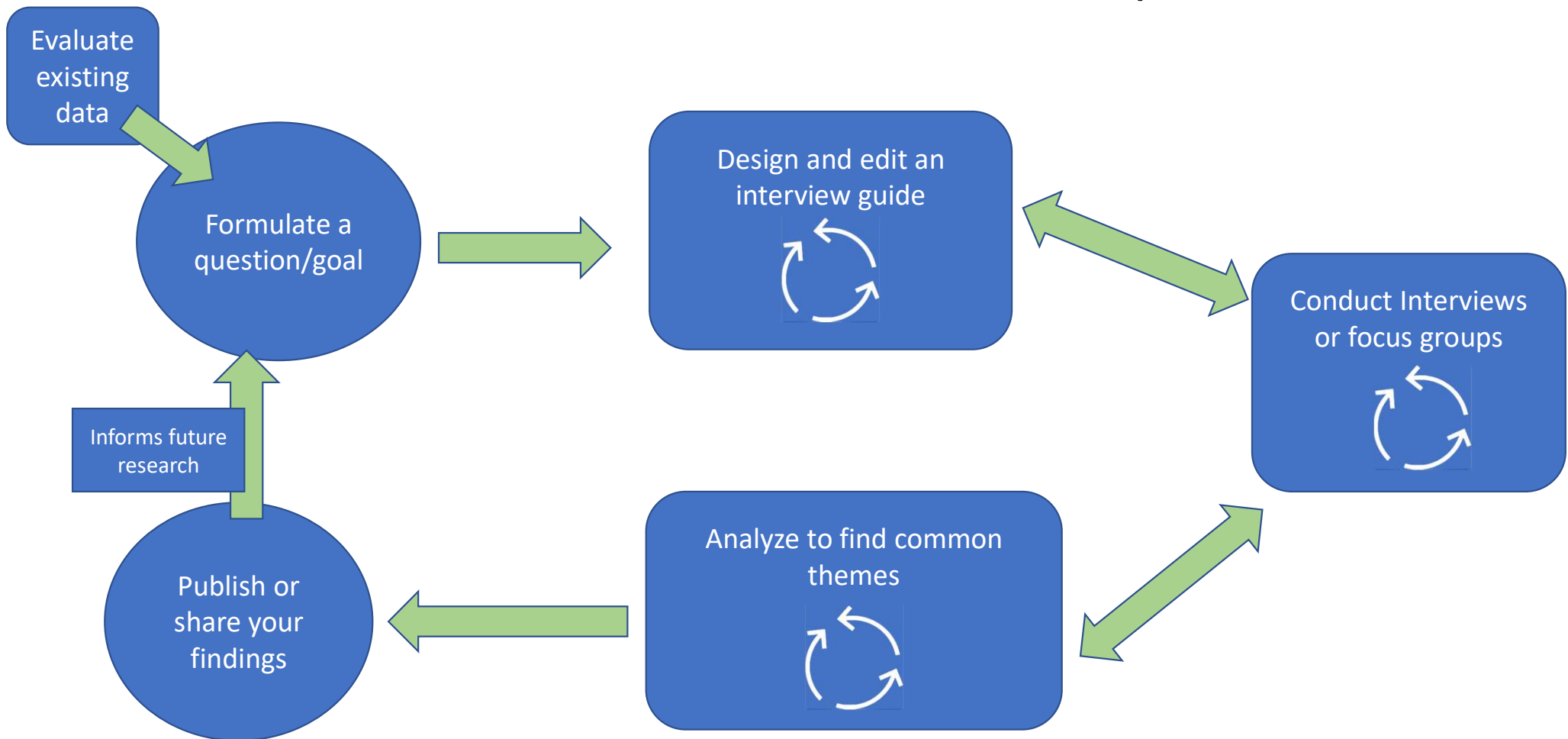
Slide 6

KH0

See Notes below

Katrina Hough, 2022-04-18T19:43:06.878

Qualitative Research is an iterative process



Finding a Goal

- Consider your stakeholders (clients, funders, govt agencies)
- What is the purpose of collecting this info
 - Ex. Wanting to learn more about the impact of our org on SILC, want to learn more on how we can improve our service, want to better understand our target demographic
- Address a gap in knowledge
 - What did your previous data tell you?
 - What is your organization's goal?
 - What is some info you'd like to have about your clientele but do not?
- Have a focus that is driving interviews and analysis (go back to your research question)

Collection

- Systematic
- Open-ended questions
 - To gather richest information around the main goal
- Delivery mechanism
 - Surveys: best for concise answers to specific questions
 - Focus groups: best for sharing and comparing
 - One-on-one: best for sensitive topics



Analysis

- Find Key Themes (aka codes)
 - Code: a word or short phrase representing a theme or attribute of the narrative info
 - Examples: “I feel more confident after attending an event at this organization”, “Feelings of being seen and heard”, “Confusion”
- Creating a list of themes that come up most frequently
 - 5-20
 - Usually comes from both individual review and team collaboration
 - Data validation: confirm your themes and analysis with a colleague

Analysis: Coding Example

- "There is a trivia program on Wed. mornings from 8-9 PST. That is a little early for seniors." (1)
- "Facilitators needs to stop people from talking so much so everyone has equal time." (2, 3)
- "My main problem is scheduling." (1)
- "Ask all facilitators to maintain an equal opportunity to speak by not allowing a participant to dominate the conversation and use up more time than others" (2,3)
- "The art programs where they consistently cut out very often, much static, hard to connect, hard to hear. " (5)
- "There is a couple [groups] that I wish would last longer." (4)
- "Make all programs zoom calls. It's too weird meeting a group of people auditorally only, without faces. Too overwhelming and off putting. I stopped participating when I encountered this. I need *humanity*. Meeting a group of strangers "blind" doesn't work for me. Can't do intimacy that way." (5,6)

1. Scheduling
2. Facilitator Feedback /Group Guidance
3. Time to Share
4. Duration of the program
5. Technical Suggestions
6. I desire social connection

Analysis: Cozy Up to Spreadsheets

Why do you like the groups you noted above?	Intellectual stimulation/Learning	Being heard	Enjoyable	Good facilitation
Totals of each code				
Percentage of Total # of Comments				
Because they make you think, you have an opportunity to be heard, and they are stimulating.				
Like because they develop my aptitude and likes and help increase my knowledge. The groups are also really fun!				
I call into Building an Elder Community because it's a fun group. Superb facilitator. Always something to learn.				

Share and Report

- Visualize the Info
 - Show key quotes that can represent the data you've collected
 - Report how often certain themes arose in the sample
- Find a way to distribute the info
 - Scientific Paper
 - On your organization's website
 - Organizations Newsletter
 - Symposiums, forums, **conferences**
 - Create a report to share with potential funders



Slide 13

KH0

highlight scientific paper and conferences- challenge of SILC is that studies are lacking in programs and the way to move this subject matter forward is to publish more broadly in these areas and this is a way to contribute to science and increase visibility for your program

Katrina Hough, 2022-04-20T21:54:33.017

Other Resources on Qualitative Research

Videos:

- Fundamentals:
https://www.youtube.com/playlist?list=PLqHnHG5X2PXCScMyN3_EzugAF7GKN2poQ
- Research Course:
<https://www.coursera.org/learn/qualitative-methods?action=enroll>

Textbooks:

- <https://us.sagepub.com/en-us/nam/qualitative-inquiry-and-research-design/book246896>

Significant Publications:

- Gale, N.K., Heath, G., Cameron, E. *et al.* Using the framework method for the analysis of qualitative data in multi-disciplinary health research. *BMC Med Res Methodol* **13**, 117 (2013).
<https://doi.org/10.1186/1471-2288-13-117>



Slide 14

HK0

Carla, was wondering if you new any other publications that would be notable to put in. Could also ask Ashwin if we need more ideas?

Hough, Katrina, 2022-03-14T21:48:07.374

Our Goal KHO



From This

“I really love this organization. Ever since I started using the services I have felt more in touch with my community and connected to others. It feels good to know there are other people my age who have felt similar things to me.”

To That:

&

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80% of our users feel validated by others in the program when discussing shared experiences.

Slide 15

KH0

See Notes in the slides for some stuff that might be useful to say during the presentation.

Katrina Hough, 2022-04-05T18:24:03.752