

COALITION FOR OLDER ADULTS SOCIAL CONNECTEDNESS NORCAL SPRING 2022 SYMPOSIUM:

SHOW ME THE DATA! LEVERAGING QUALITATIVE DATA FOR IMPACT

- **Carla Perissinotto MD MHS**
- Professor of Medicine
- Geriatrics, Internal Medicine, Palliative Medicine
- April 27, 2022



AGENDA

- 10:00 Welcome and Opening Statement Carla Perissinotto, MD
 - 10:10 From Anecdotes to Qualitative Data Katie Wade, M.Ed
 - 10:45 Evaluation Success Story: Curry Senior Center Panel:
Carla Perissinotto, MD, Ashwin Kotwal, MD, Daniel Hill, B.A.
- 11:15 Q&A: We want your questions about qualitative evaluation
- 11:45 Closing Remarks



WHY DOES DATA MATTER?

The National
Academies of

SCIENCES
ENGINEERING
MEDICINE

ABOUT US

PUBLICATIONS

ACTIVITIES

MEETINGS

Activity

The Health and Medical Dimensions of Social Isolation and Loneliness in Older Adults



Develop a more robust **evidence base**



Translate current research into **health care practices**



Improve **awareness**



Strengthen ongoing **education and training**



Strengthen **ties** between the health care system and community-based networks and resources

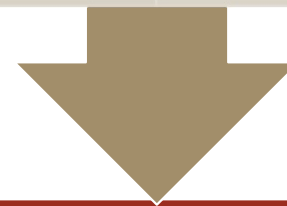
UCSF



Survey of community based organizations:

70 respondents

Majority are non-profit



Majority designed their programs to address Social Isolation and Loneliness (SIL). BUT, some had a different original goal and then changed to include SIL

45% changed because of increased SIL awareness

35% said SIL is byproduct of larger goal of serving older adults

10% pandemic changed their focus

10% Misc/other

WHAT IS MOST IMPORTANT?

- **Most Important to show program benefit**
 - **Quotes/Testimonials (77.5%)**
 - Pre and Post surveys 71.7%
 - Satisfaction 59%

TYPES OF DATA

COMPARISON OF QUANTITATIVE & QUALITATIVE RESEARCH

PARAMETERS	QUANTITATIVE RESEARCH	QUALITATIVE RESEARCH
GENERAL NATURE	Objective approach to seek precise measurement in numerical form	Subjective approach to seek in-depth description in narrative form
KNOWLEDGE OF STUDY VARIABLE	Variables are clearly understood & defined in advance by the researcher	Researcher may have only rough idea about variables in advance.

<https://library.albright.edu/c.php?g=117694&p=5178122>



TYPES OF DATA

- **QUANTITATIVE:**

- **Measured!**
- measures of values or counts and are expressed as numbers.
- e.g. how many; how much; or how often
- **can be continuous or discrete**
 - **Continuous:** the variable can, in theory, be any value within a certain range.
 - Examples: height, weight
 - **Discrete:** the variable can only have certain values, usually whole numbers. Can be counted.
 - Examples: number of visits to doctor in last year, number of fractures, number of children.



TYPES OF DATA

- **QUALITATIVE:**
 - Qualitative analysis is (NSF, 1997):
 - Not guided by universal rules
 - Is a very fluid process that is highly dependent on the evaluator and the context of the study
 - Likely to change and adapt as the study evolves and the data emerges.
 - **subjective**
 - Structured collection, there is still a methodology, often grounded in theory (grounded theory)
 - Allows more in-depth understanding
 - What may not be captured in the quantitative data
 - Explores the nuances



TYPES OF DATA

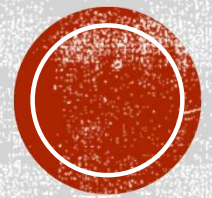
- **QUALITATIVE:**
- **What patterns/common themes emerge around specific items in the data?**
 - How do these patterns (or lack thereof) help to shed light on the broader question(s)?
- **Are there any deviations from these patterns?**
 - If, yes, what factors could explain these atypical responses?
- **What interesting stories emerge from the data?**
 - How can these stories help to shed light on the broader question?
- **Do any of the patterns/emergent themes suggest that additional data needs to be collected?**
 - Do any of the study questions need to be revised?
- **Do the patterns that emerge support the findings of other corresponding qualitative analyses that have been conducted?**



Quotes/Testimonials (77.5%)	Qualitative
Pre and Post surveys	Quantitative (some qualitative)
Satisfaction	Quantitative

WHAT IS MOST IMPORTANT?

Most Important to show program benefit



WHY ARE WE TALKING ABOUT QUALITATIVE DATA?



Quotes/Testimonials (77.5%)



HOW CAN WE TURN QUOTES
into QUALITATIVE DATA?

