

Integrating Qualitative Data Analysis Into Your Continuous Improvement Efforts

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Today's Workshop

- We'll talk about...
 - Using qualitative data
 - Combining qualitative and quantitative data
 - Analyzing qualitative data
 - Presenting qualitative and quantitative data
- We'll practice...
 - Analyzing qualitative data
 - Interpreting qualitative data

Introduction to Qualitative Data

- What is it?
 - Not numbers
 - Individuals' responses in their own words
- Gathered from responses
 - Surveys
 - Interviews
 - Focus groups
 - Observations

Qualitative and Quantitative Data

Qualitative Data	Quantitative Data
“Brings numbers to life” ¹	Adds “precision to words” ²
Offers depth	Offers breadth
Provides rich data	Provides credible data
Explores topics in detail	Includes many participants
Uses flexible data collection	Uses standardized data collection

¹ Nimkoff, 2010

² Suter, 2012

Rationale for Mixed Methods

- Qualitative and quantitative data can be complementary
- Using them together can increase¹
 - Reliability of data
 - Validity of findings
 - Insight into how outcomes were achieved
- Plan from the beginning how you will use each method
 - At which stages of the evaluation will you use which methods?¹
 - At which levels will you use each method?²

¹ Bamberger, 2012

² USAID, 2013

Example 1- Mixed Methods for Continuous Improvement

- Surveys can include both types of questions
- Example: Parent IEP survey
 - Rating
 - Explanation

How would you rate your experience during the IEP process?

1	2	3	4	5
Poor		Neutral		Good

Please tell us why you gave this rating_____

Example 2- Mixed Methods for Continuous Improvement

- Use one to inform the other
- Example: focus group to inform a survey
 - Results from a focus group could generate ideas for later data collection

Scenario

You need to create a survey to measure use of and fidelity to evidence-based practices in the classroom

A focus group of teachers who use the EBP could help design the survey

Teachers complete the finalized survey to inform continuous improvement efforts

Example 3- Mixed Methods for Continuous Improvement

- Use one to inform the other
- Example: interviews to complement student test data
 - Use interviews to generate ideas about an unexpected result

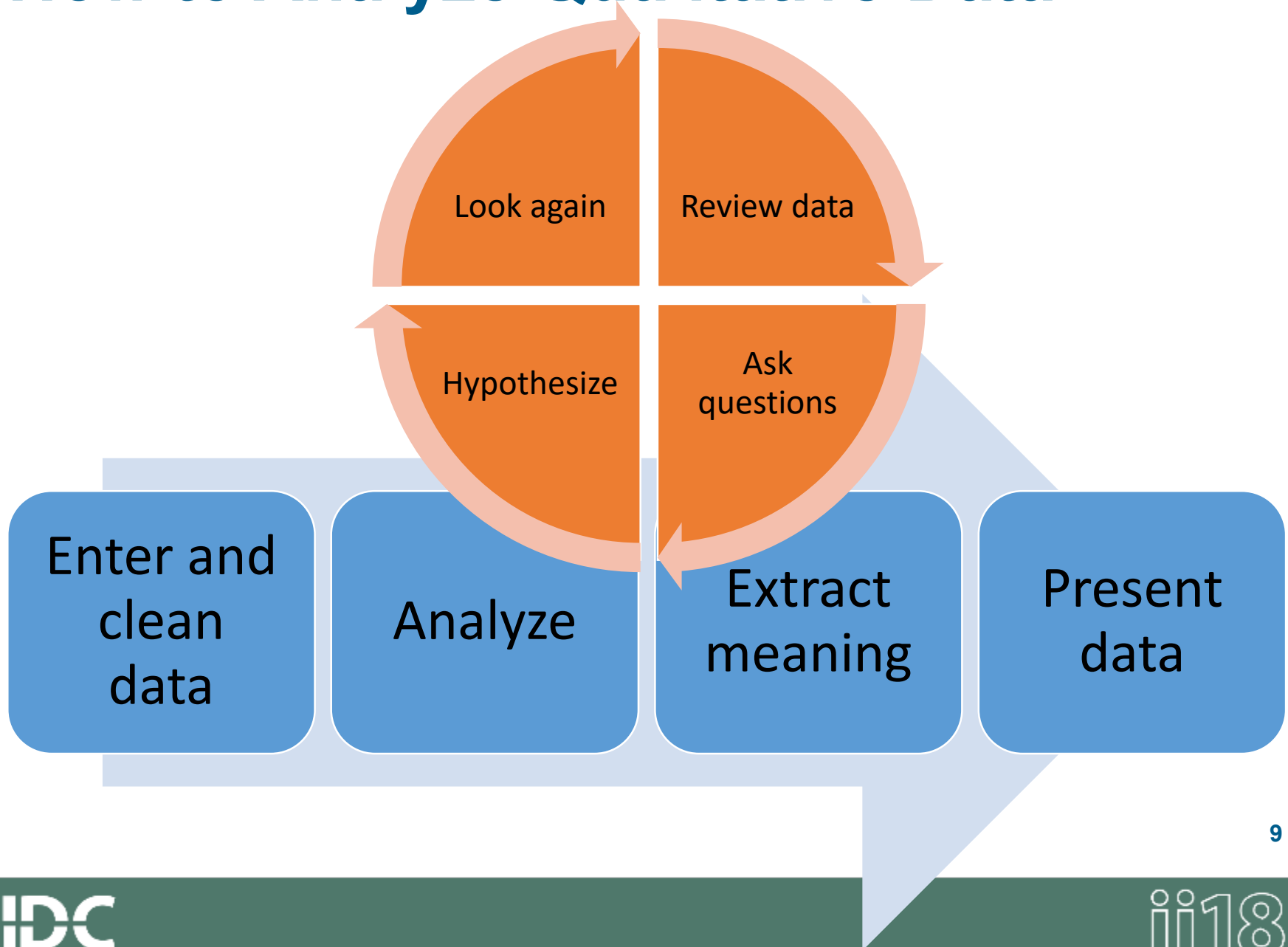
Scenario

You expect student test scores to be improving as a result of statewide changes

The scores in some districts are declining instead

Interviews with school administrators in those districts might help explain why

How to Analyze Qualitative Data



Identify the Themes in Your Data

- First, read through all of your data for an overall sense
- Next, go back through the data methodologically to group comments into similar categories (**This will take several passes through the data**)
 1. Consider grouping responses by question
 2. Look for common themes
 3. Label the themes
 4. Continue assigning responses to themes and creating new themes until most responses are captured

Nimkoff, 2010

Identify Patterns and Associations

- Select
 - What should be emphasized?
- Transform
 - Identify relationships
 - Turn individual responses into patterns, stories
 - How do these stories illuminate the study questions?
- Simplify
 - Find commonalities, differences, themes
 - How do patterns or themes help illuminate the study question(s)?
 - What do deviations mean?
 - What factors might explain deviations?

Take What You Learn Back to the Data

Are there new ideas or patterns that you didn't expect to see in your data?

- Does this reinforce or contradict current knowledge?
 - Do the qualitative findings support the quantitative analyses?
 - If not, what might explain these discrepancies?
- Do you need more data?
 - Do findings suggest you should collect additional data?
 - Do you need to revised any study questions?

Software for Qualitative Analysis

Software can help with analysis

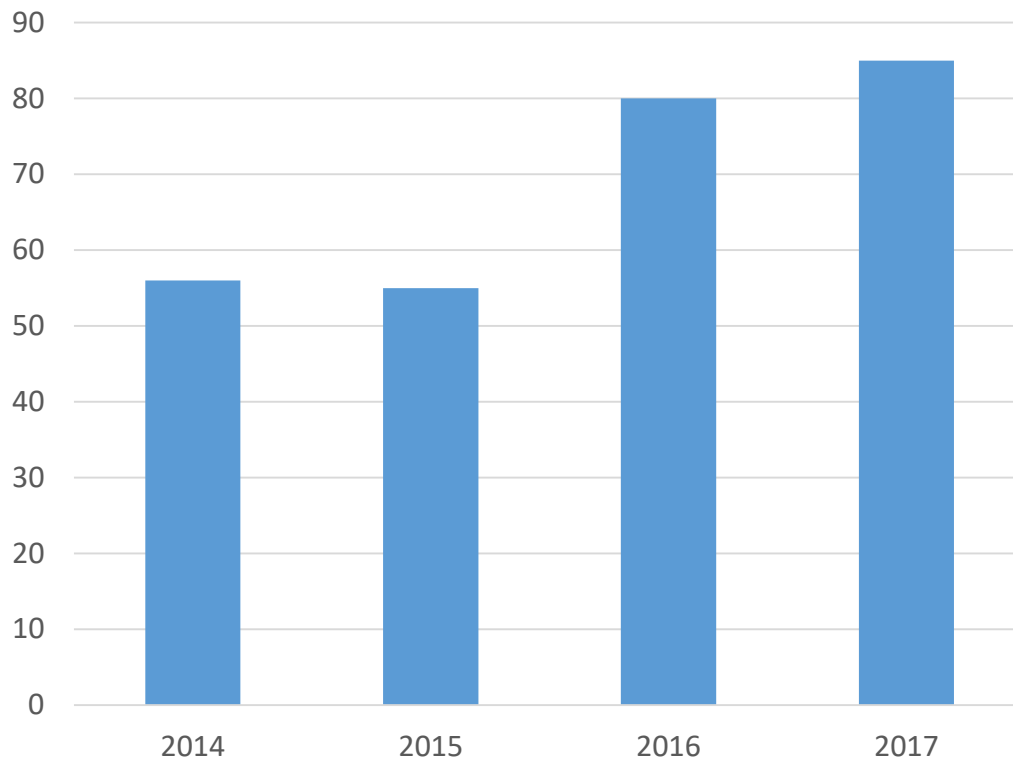
- One common option is to enter the data into a spreadsheet, such as Excel
- There also are many options for qualitative data analysis software, including NVivo, ATLAS.ti, and Ethnograph
 - Qualitative software can help analyze large quantities of data more quickly
 - However, it still might take considerable time to become familiar with the software and set it up

Presenting Qualitative Data

- Qualitative data should be organized in a manner that facilitates the reader's ability to draw conclusions
- There are many ways to display qualitative data including
 - Narrative summaries
 - Tables
 - Illustrative quotes
 - Vignettes

Presenting Both Types of Data

District A: Early Literacy Assessment



District A's Story

District A worked with stakeholders to identify a new reading intervention, which they began implementing in 2016.

Interviews with teachers and administrators in the district indicate they believe students receiving the intervention are happier and more engaged than students who received the prior intervention....

Presenting Both Types of Data (cont.)

Table 1. Administrators' responses

I found today's professional development session useful		
	Frequency	Percent
Strongly agree	90	75%
Agree	18	15%
Neither agree nor disagree	6	5%
Disagree	4	3%
Strongly disagree	2	2%

“I was able to reflect on my practice
and think about how to **move** my district **forward**.”

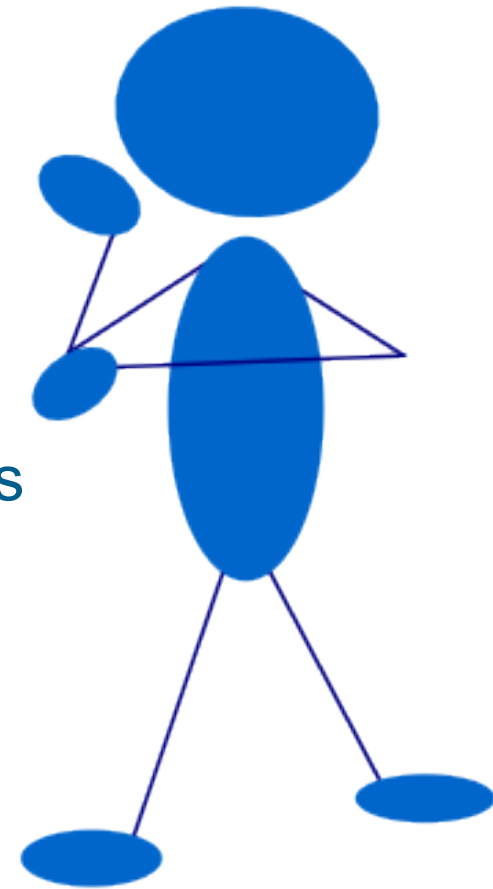
Let's Practice!

Practice analyzing and interpreting qualitative data using sample survey and sample dataset

- Work independently to analyze your data and then discuss with the group at your table what you found
- In your small groups, think about
 - Interpreting your findings
 - Presenting your findings

Wrap Up

- What are your takeaways from today's session?
- Important points
 - Qualitative data can take time to incorporate into your analyses and reports
 - However, it can provide information you can't get any other way



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