



Three Techniques for Qualitative (and Mixed Method) Analysis

Type	When to Use	Instructions	Tips
 <p>Categorizing responses into binary outcomes (two outcomes)</p>	<ul style="list-style-type: none"> When a multiple choice question would be leading or the options available would be too limiting To provide a “quick” summary to describe a situation or indicate change from pre to post 	<ol style="list-style-type: none"> Determine the “rule” for an appropriate answer to the question. Code all “appropriate” answers as 1. Code all inappropriate or other answers as 0. Total all the 1s to get the total of appropriate answers (can convert to percentages) 	<ul style="list-style-type: none"> Always code the appropriate answers as 1 and inappropriate answers as 0. Keep track of question, coding and rules (in a codebook) Stick to your rule! Report results as percentages or percent change
 <p>Categorizing responses into a multi-option coding system (multiple options)</p>	<ul style="list-style-type: none"> Same reasons as above PLUS you would like more detail to explain the range of options To show larger changes, to measure program theory levels, to make it easier to look for data themes in different levels 	<ol style="list-style-type: none"> Choose multiple categories that you will sort data into (letter grade, sections of a theory, etc) . . . you could also review data for first and then create categories from the text Determine the “rules” for how to sort responses into categories. Code responses with categories (letter grades, stages of change, etc) based on how they fit into the rules. 	<ul style="list-style-type: none"> Create clear rules (ie definitions) to describe the different categories Stick to your rules – even when it is tough! Do not over think the responses and coding Report results to show how many people change levels, overall level changes, or visual depictions of the range of data
 <p>General group coding and interpretation process</p>	<ul style="list-style-type: none"> Same reasons as above AND you want to find categories in the data (not set them in advance) Use with focus groups To show what respondents identify as their own responses, experiences, motivations, etc. To give further depth and meaning (to explain how and why) 	<ol style="list-style-type: none"> (For focus groups only –write a word or short phrase to describe major themes in the text, ideally in the margins.) Gather and separate all responses (or focus group themes) onto separate index cards, in excel / power point / word, etc. Group the responses that are similar together. Give a title (word or short phrase) to each group of responses. Compile all titles to answer the question. 	<ul style="list-style-type: none"> With interviews & open-ended survey questions, sort responses immediately and then name groups. With focus groups (or for deeper explanations) – summarize sections into phrases, then sort these and create names This process can be done individually, with pairs, or small groups Takes more time but leads to deeper findings Report results in answer format, you may need to tweak the grammar