

# Analyzing Qualitative Data

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PSY 357: Community Psychology

5/9/2023



# Announcements

- Final Due may 19<sup>th</sup> (24hr Grace, NO redo, NO extensions)
- Assignment 4 REDO due Saturday
- Assignment 5 optional!
- Extra Credit Kahoot Tuesday!



# Would you Rather...

Know why people commit crimes

OR

Address the factors that cause crime

WHY?



# Before you begin ask yourself...

- What kind of analysis do I want to do or can I do based on the data I will have?
- Am I bringing any theoretical assumptions with me?
- Am I bringing any personal or systemic assumptions with me? (Bias, -isms, privilege, oppression)
- What am I hoping this data tells me?
- Is there anything more I need to learn before I begin?



Organize

Explore

Code

Combine

Present

# 5 Steps to Qualitative Analysis



# Organize

- Data tabulation but for Qualitative data
- Making Transcripts if necessary
- Connecting demographics, time, location to data
- Making data easier to dive into and analyze
- Redact identifying information that could be a threat to confidentiality
- Making sure you have deleted or destroyed data from folks who have withdrawn consent



# [REDACTED]

Interviewer: Would you tell me a bit about yourself?

Participant: Hi! My name is [REDACTED]. I love going for runs. Running really helps calm my nerves and clear my head. I like to run over to the water and watch the boats sail by. Some of my best thinking happens during my run. In fact, the idea for my second novel came from running. The novel is called [REDACTED] [REDACTED]. Other than running and writing I really enjoy Yoga and going out to eat with friends. I especially love hitting up happy hour at [REDACTED]. I love the little community I've built around myself. Nothing is more important to me than giving and receiving care from my lil found family. They always say "[REDACTED], you love us too much!"



# Explore

- Familiarizing yourself with your data
- Taking notes, writing down reactions, Questions you have
- Developing preliminary codes and thematic ideas Or if you already have codes your seeing if your data speaks to them
- Thinking about your RQ while looking through data
- Making sure to note changes in your thinking throughout





# Code

- A code is a qualitative researchers unit of analysis. How they group and organize their data in order to analyze it.
- Developing the initial codes (usually dependent on theoretical/methodological foundations of the project)
- Applying the codes
- Refining the codes ensuring the definitions are clear
- Creating a code book with definitions, and examples
- Reliability testing



<b>A. Challenging Whiteness</b>	<b>B. Unsettling Whiteness</b>	<b>C. Naming Whiteness</b>	<b>D. Maintaining Whiteness</b>	<b>E. No reference to Whiteness</b>
<b>1</b> Solidarity through Activism	<b>1</b> White Deprecating Humor	<b>1</b> Names White identity	<b>1</b> Minimizing Whiteness/Privilege	<b>1</b> Focuses on Sexual Orientation
<b>2</b> Solidarity through Queer/GE Identity	<b>2</b> Race Conscious	<b>2</b> Names Power	<b>2</b> Defending Whiteness/Privilege	<b>2</b> Focuses on Gender Identity
<b>3</b> Contesting Whiteness	<b>3</b> White Guilt	<b>3</b> Names Privilege	<b>3</b> Using Queer/GE identity as a shield	<b>3</b> Focuses on Gender Expression
<b>4</b> Challenging Privilege	<b>4</b> Queer/GE identity helped them connect with racial oppression.	<b>4</b> Names not experiencing racial discrimination	<b>4</b> Conflating Queer/GE violence with racial violence	<b>4</b> Focuses on a combination
<b>5</b> Challenging Power	<b>5</b> Acknowledges Racial Violence		<b>5</b> Colorblindness	<b>5</b> Focuses on other aspect
<b>6</b> Utilizing Privilege for solidarity.	<b>6</b> Names whiteness as sheltering Queer/GE identity		<b>6</b> Excuses for Whiteness/Privilege	<b>6</b> Challenges validity of question/survey
<b>7</b> Acknowledges connection to racial violence			<b>7</b> White Savior Complex	

# Activity: What can we say?

Let's say you are interviewing folks to learn more about what factors influence the mental health of a particular population.

When asked: How are you feeling right now?

A participant states:

I'm just having a really hard time right now. Everything feels like its too much. I love my family, and my friends, but I barely have time to see any of them because I'm swamped with work and school. I've always dealt with anxiety, but for some reason this year it feels incredibly heightened. I wish I could go back to high school when things were less stressful!

Being especially careful not to make assumptions. What is something you could code within this statement, say about this participant, or say generally about the topic? What more info do you want?



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# Activity: What can we say?

Let's say you are interviewing folks to learn more about what factors influence the mental health of a particular population.

When asked: How are you feeling right now?

A participant states:

Uuuuhhh... Not great to be honest. My partner just broke up with me, my grades are a mess, and no longer live at home so I'm just feeling *really* unsupported and depressed. I want... never mind [sighs]

Researcher: No please feel free to continue if you want to

Participant: I don't want to talk about it.

Being especially careful not to make assumptions. What is something you could code within this statement, say about this participant, or say generally about the topic. What more info do you want?



Organize

Explore

Code

Combine

Present

# 5 Steps to Qualitative Analysis



# Combine

- Identify reoccurring codes and ideas within your data combine them to create cohesive themes or patterns
- How might your codes complement or contradict one another in order to paint a larger picture?
- Be mindful not to hunt for or over emphasize themes that aren't backed by the data
- These larger themes usually speak to your research question but can also be the basis for new projects





# Present

- Thinking carefully about your RQs and your audiences choose how you want to present the research
- You are telling a story with your data so themes should flow together or build from one another
- What themes are the most important to share? Are there any themes that might be dangerous or violent to share?
- Reference the literature review as well as the purpose of the study to address the implications of your data



# Questions to remember

- RQ: What factors influence the relationship between LGBTQ+ children and their parents?
- Organize: What more would you like to know regarding these people? (Demographics, location, time, etc)
- Explore: What are you seeing? What are some of your reactions?
- Code: What codes might you come up with that speak to your research question? Or maybe outside but still important themes?
- Combine: Do your codes combine together to create something or maybe they can attach on to previous knowledge and or research?
- Present: What story might you tell about this data? What do you need to be mindful of?



# Analyzing a single excerpt

Interviewer: Tell me about your relationship with your Father?

Participant: Oh... Sure why not. I personally hate the man. He's the kinda person that always has to be the center of attention and always has to look or be perceived a certain way by those around him. Especially his family! But when you combine that with his multiple levels of bigotry and desperation to uphold black masculinity its not a pretty picture. So when he was in my life growing up every moment was hell, because try as I might I was never able to be enough. And he took that out on me so fucking violently. Oops sorry! Whether that be psychological or physical. It was early on that I took to hating him, but I put on a good show. Somewhere along the way after he moved away I stopped putting on the show, and he hated that even more. Every act of violence after felt like him saying "How dare you not want me in your life? How dare you not care about me?" But if I've learned anything from existing is that you can't force yourself to care for anyone even if that person is your family. So, anyway my relationship with [redacted] is not great.



# Analyzing multiple excerpts

Question: Tell me about your family dynamic?

Participant: Family dynamic?

Interviewer: Yeah like the way your family interacts with each other regularly

Participant: Oh! Okay... So there's me, my mom, my dad, my brother, and Nai. Like I said before. For the most part we're all pretty chill. My dad and mom work opposite hours so they sometimes ask us how the other is doing which is funny. [chuckles] My Nai does a lot of the cooking for us since my dad can't and my mom works at night. Nai... NaiNai is dad's mom I don't know if I mentioned that. Anyway yeah my brother and I sometimes joke together or get in arguments but for the most part we do our own thing.

Participant: So like I said before its my mom, me, my older brother, and my younger sister. Hashtag middle child syndrome for real [laughs]. Uhhh anyway my mom is a literal angel. She does everything for us. My older brother is ungrateful but my sister and I are worshippers at the church of my mom [Laughs]. She's just always been so bright and strong. She keeps our family together. She even recently went back and finished her BA like what the fuck? Where did she find time? Anyway my sister and I get along. I don't really talk to my brother much. So I'd don't know how he feels about the gay stuff.



# **BONUS: Analyzing a photo**

1. You asked your participants to use the paint provided to describe their family dynamic and one submits this.
2. Try to use the methods of analyzing qualitative data in order to say something about this

