

# Qualitative Data Training

Coalition Leadership Institute, May 2021

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# Training Objectives

Understand the differences between quantitative and qualitative data

Hear examples of qualitative data collection from local providers

Outline methods to collect qualitative data

Identify ways to analyze qualitative data

Determine how qualitative data can inform local Prevention efforts

# Chat box activity!

- Name, pronouns, agency, job position
- What is one word you associate with qualitative data

# Qualitative Data are:

Used to address broad, complex problems

Exploratory; used when little is known about a topic

Used to systematically characterize human experiences and phenomena



# Chat Box & Discussion!

Have you collected  
qualitative data before?

If so, what kind?

# Qualitative or Quantitative?

	Qualitative	Quantitative
<b>Objective/ Purpose</b>	<ul style="list-style-type: none"><li>• Gain an understanding of underlying reasons and motivations</li><li>• Uncover trends in thought and opinion</li></ul>	<ul style="list-style-type: none"><li>• Gain an understanding of a topic by generalizing results from a sample to the population of interest</li></ul>
<b>Sample</b>	<ul style="list-style-type: none"><li>• Usually a small number that is not representative of the population</li></ul>	<ul style="list-style-type: none"><li>• Usually a large number that represents the population of interest</li></ul>
<b>Analysis</b>	<ul style="list-style-type: none"><li>• Non-statistical</li></ul>	<ul style="list-style-type: none"><li>• Statistical</li></ul>
<b>Examples</b>	<ul style="list-style-type: none"><li>• Focus Groups, Key Informant Interviews, Town Halls, Observations, Visuals</li></ul>	<ul style="list-style-type: none"><li>• Surveys, Counts</li></ul>

# Qualitative & Quantitative: Mixed Methods

- Mixing two types of data
- Maximizes strengths, minimizes weaknesses of methods
- Can improve understanding and credibility
- Can address gaps and include multiple perspectives
- Examples:
  - Pre-Test (quant) → Process questions (qual) → Post-Test (quant)
  - Focus group (qual) → Survey (quant)
  - Survey (quant) → Focus group (qual)

# Qualitative Data Collection

Focus groups

Key informant  
interviews

Town Halls

Review visuals

Open-ended  
survey  
questions

Ethnographic  
observations



# Examples from the Mt. Baker Community Coalition

## • What

- Qualitative data collection at Town Hall Meetings, Key Leader Events, Take-Back Day

## • How

- Use of 1-pagers, prepared questions, open-ended questions to pre/posts
- Note-taking, meeting chat box export, google forms, Jamboard, SurveyMonkey
- Games and Play! – World Café, Liberating Structures

## • Outcomes

- Opportunities to celebrate coalition's work, Refine action plan and logic model, Influence local Parks Department Plan, Networking and Engagement



# How to collect and track qualitative data



Prepare a question guide



Thorough note-taking and/or  
audio record the discussion



Capture direct quotes

# How to Facilitate an Interview or Focus Group

- Pilot test your questions
- Allow for semi-structured discussion
- Moderator does not participate in the content of the discussion
- Call on shy folks, ask louder folks to step back
- Ask probing questions
  - Tell me more about that
  - Could you give me an example?
  - So it sounds like... Is that right?
  - I don't understand

# Interview or Focus Group Question Guide Example

1. How have you been involved in \_\_\_\_\_?
2. Think back over all the years that you've participated and tell us your fondest memory. (The most enjoyable memory.)
3. Think back over the past year of the things that (name of organization) did. What went particularly well?
4. What needs improvement?
5. If you were inviting a friend to participate in (name of organization), what would you say in the invitation?
6. Suppose that you were in charge and could make one change that would make the program better. What would you do?
7. What can each one of us do to make the program better?

- Avoid leading questions
- Ask open-ended questions
- Ask 'How?' rather than 'Why?'

# Open-Ended Question Example

*What did your coalition do this quarter to address cultural competency in your strategies and activities?*

*The coalition made sure that we were being cultural competent by making sure messaging was delivered in languages that reached all our community members.*

# Often- overlooked logistics

Comfortable,  
accessible  
environment


Set ground rules

If possible, gather  
participant  
demographic data

Keep focus group  
participants to 5-  
10 people

Consent form and  
disclaimers

Resources  
available for  
support



# Let's talk about BIAS!

- Participant biases
  - Friendliness bias
  - Social desirability bias
- Coordinator biases
  - Confirmation bias
  - Question-order bias
  - Leading questions and wording

# Best-practices to reduce bias

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**Transparency**



**Trust**




**Systematic Methods**





## Discussion & Chat Box Activity!



1. Any 'AHA!' Moments  
so far? If so, please  
share!



## Discussion & Chat Box Activity!

1. Any 'AHA!' Moments so far? If so, please share!

2. What are you still hoping to learn in this training?



Break

# Recruitment

- How do we find people to share their story?



# Recruitment

- How do we find people to share their story?
  - List – coalition roster, coalition newsletter, school list
  - Nominations
  - Snowball samples
  - Random telephone screening
  - Ads in newspapers and bulletin boards
  - Hand-written notes
  - Social media posts

Open-ended question analysis

Number	Date Submitted	Country	In one sentence	What is your current industry	What is your current job	How is your current job measured?
1024	23/08/2016 07:3	Sweden	test	test	test	test
1023	05/05/2016 5:00	Pakistan	I am a 20 year of Manager	Managing	Managing	
1022	27/04/2016 06:2	Hungary	44 y o, loving sex	natural cosmetic	profit and revenue of the company	
1021	26/04/2016 21:5	Canada	28 year old nerd	ceo	biotech (pharma company growth)	
1020	26/04/2016 16:4	Canada	36 y/o Marketing	Marketing direct	Computer periph	In confirmed leads and brand exposure
1019	26/04/2016 16:2	Canada	Marketing mana	Marketing Mana	B2G Software	Sales are the most important metric, but leads, demos, trials.
1018	25/04/2016 08:0	Turkey	38 year old co-to	CEO	marketing	?
1017	25/04/2016 05:1	United States	I'm a 35 year old	CEO of a new W	Online Web	Sales / Signups
1016	22/04/2016 14:3	United States	35 marketer who	Marketing	Technology	Happy customers/clients
1015	22/04/2016 13:2	Italy	I am 35 year old	UX Designer	Lercy Merlin Italy	KPI: Conversion Rate
						Website analytics AB-testing
1014	22/04/2016 11:5	Germany	I am 27 years old	CRO specialist	Software product	Online-marketing strategies
1013	22/04/2016 05:5	Hungary	I'm a 31 year old	CEO	business events	I'm working on getting more clients for my company. The num
1012	21/04/2016 23:2	United States	I am a 28 year of	Marketing Speci	Outdoor Industry	Through website sales and ability to complete requests from I
1011	21/04/2016 22:4	United States	I'm a CMO at a y	CMO	Chemical	By results and in developing a plan for the soon to be launch
1010	21/04/2016 22:2	United States	I am a 24 year of	Product Manage	Technology	I don't know what this means. Um, launching features that cr
			I'm a 23 year old			
			Avid cyclist, nunn			
			Also obsessed w			
			Beard style: Full			
1009	21/04/2016 16:4	United Kingdom	Tipple of choice:	Digital Marketing	Serviced Apartm	It's based on the performance of the website and the number
1008	21/04/2016 14:2	Netherlands	I am a 38 year of	Webmanager	e-commerce bea	not yet, new job within our organisation
1007	21/04/2016 09:2	Israel	I am a 38 year of	CPO at a startup	Hi-Tech	a set of KPI's with ROI being the main one
1006	21/04/2016 06:5	United States	I'm a 34 y/o entre	entrepreneur	bot development	my making money or not
1005	20/04/2016 14:1	Brazil	I'm 52 years old,	Owner (partner)	Automotive	Total revenue created
1004	20/04/2016 14:0	Germany	I'm a 24 year old	Product Manage	Fintech	Improving customer experience and conversions
1003	20/04/2016 12:0	Germany	I am 29 years old	Entreprise Marke	IT Security	Leads
1002	20/04/2016 10:3	Switzerland	30 year old mark	Head of Marketin	Travel	Traffic, sales
1001	20/04/2016 09:2	United Kingdom	I am a 28-year-old	Web Developer	Healthcare	By the number of compliments I get
1000	20/04/2016 06:5	Sweden	I am a 35 year of	Online Marketer	E-commerce ret	Performance of traffic, conversions and sales
999	20/04/2016 05:1	United States	I am a 28 year of	I'm the Marketer	Wearable	I'm not quite sure
998	19/04/2016 23:0	United States	I'm a 39 year old	VP Innovations	Travel/Ticketing	Revenue

jamboard.google.com/d/1O9bcfwXmR3Y5ER4b1wBGRsvzr2yBucEDDyJ88yKcVU/view

Hub GDocs GSheets Workday Finance Forums Health Weather v Giant Pin It Pinboard Save to Instapaper Instapaper Plex It! Speedtest Overco

Google At American... W Harp Conc... W Theresa H... Getting SL...

- April 27

Background Clear frame

Suggested:

- unity to them
- establishing a purpose at CC meeting
- team hall meeting
- office visits

• sit-ins

• invite the media

\* P. Kelly T. suggested that they may not care as much once they're elected - for instance vice council at 3:30 the day of the meeting.

(Phelia Hughes)

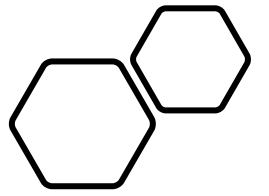
\* Charlotte Mop didn't know enough about this to comment the situation.

One audience suggested that the reason may be homophobia and that might play a factor in their being active in society w/ trade petrol.

P.T. suggested that they try to bring it up again in September.

Someone suggested they don't start by zip code to present to commissioners

# How to process qualitative data?





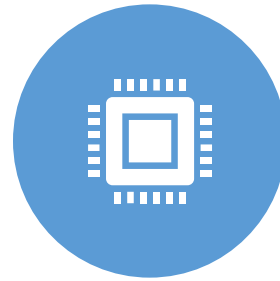
Highlight, Summarize,  
Organize notes



Ongoing meetings with group  
doing the data collection



Member checks



Use coding software

How to process qualitative data?

# How to present results

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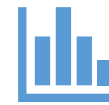
**1. Create a  
visual  
network**



**2. Create a  
table**



**3. Create a  
Word Cloud**



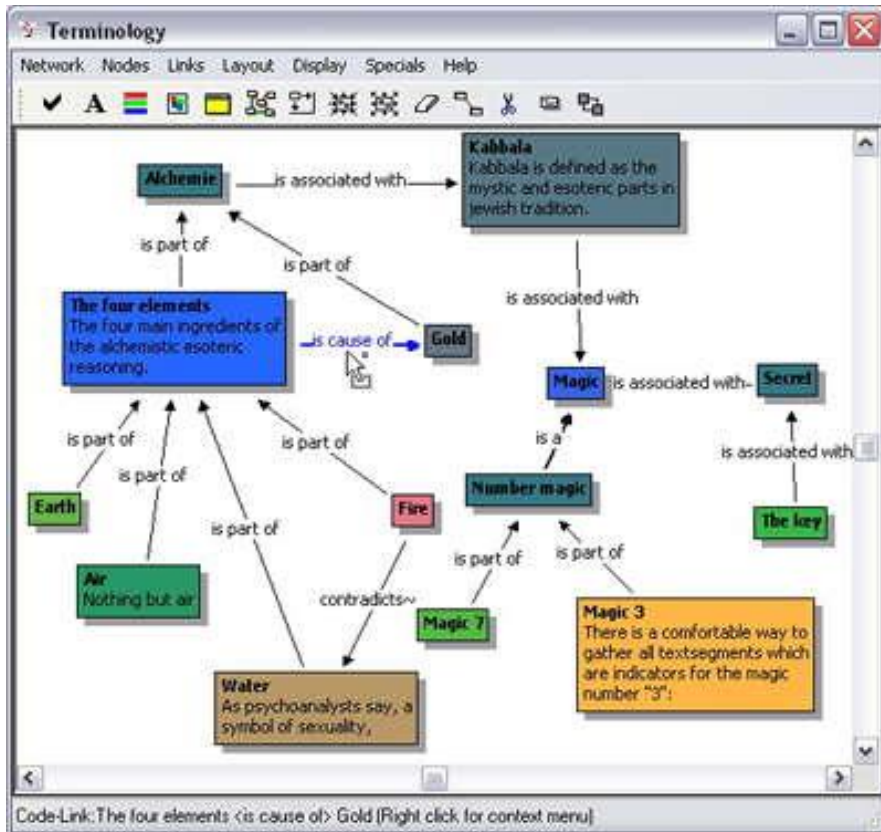
**4. Write a  
report**



**5. Create an  
infographic**

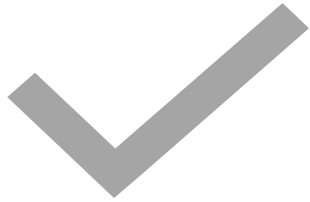


# How to present results



## 1. Create a visual network

# How to present results

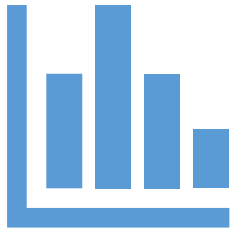


## 2. Create a table

Themes	Quotations		
Trust	'It took a long time for me to trust my pediatric doctor and I had such a personal relationship with her that I didn't want to tell a new doctor about all my embarrassing problems.'	'I like the adult setting . . . I trust [my adult provider]. I feel like he monitors me well and keeps me in a good place health-wise.'	'I trust [my current GI provider] with my life.'
Communication	'Again, I think communication between [pediatric and adult] doctors is key, and can be difficult to attain with some.'	'We had talked about transitioning for years, and once I was healthy enough to switch doctors, we knew it was the right time.'	'My mother always came with me [to my appointments]. She always voiced an opinion . . .'
Comfort	'Wonderful experience with an adult GI provider. Very inviting and comfortable.'	'My pediatric GI physician knew that I was worried about changing physicians . . . and made sure that I was completely comfortable before officially transferring everything over.'	'I was nervous about transitioning to an adult setting because I was concerned it would be more cold and I would become a number.'
Autonomy and parent presence	'I think the hardest part was not the building the relationship with the doctor, but changing the relationship with my parent . . .'	'My mother likes to join me from time to time . . . Now that I am older and financially independent, I prefer if she is not present.'	'When I was in pediatric care, my mother always attended every appointment. I always felt like she talked more than I did.'



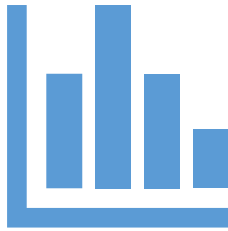
# How to present results



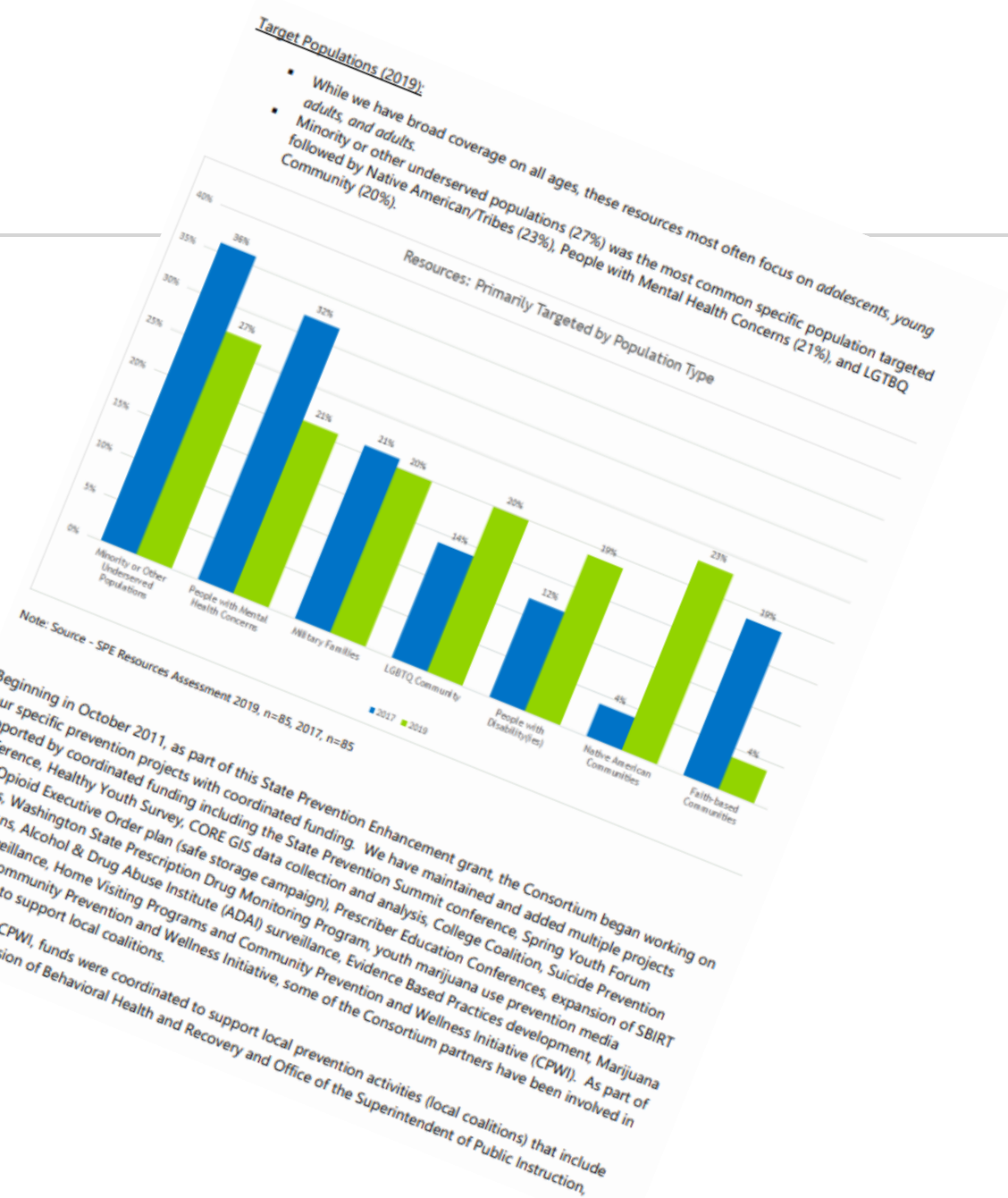
## 4. Write a report



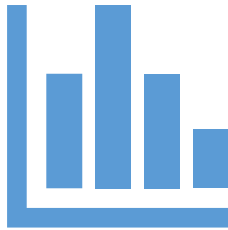
# How to present results



## 4. Write a report



# How to present results



## 4. Write a report

17. If your organization worked with an external evaluator in 2011, what was your experience?



18/19. Why do you think the experience was/wasn't positive?

"[The external evaluator] was very involved, great listener, knowledgeable about evaluations, very willing to change and edit evaluation tool so that it worked for our programs. She met with us whenever necessary."

"Our external evaluators increased our capacity to do in-depth case studies on strategies and provided a valuable independent perspective."

"While we knew we needed a 'makeover' and major staff changes, it was stressful to open up to outsiders and admit the need."

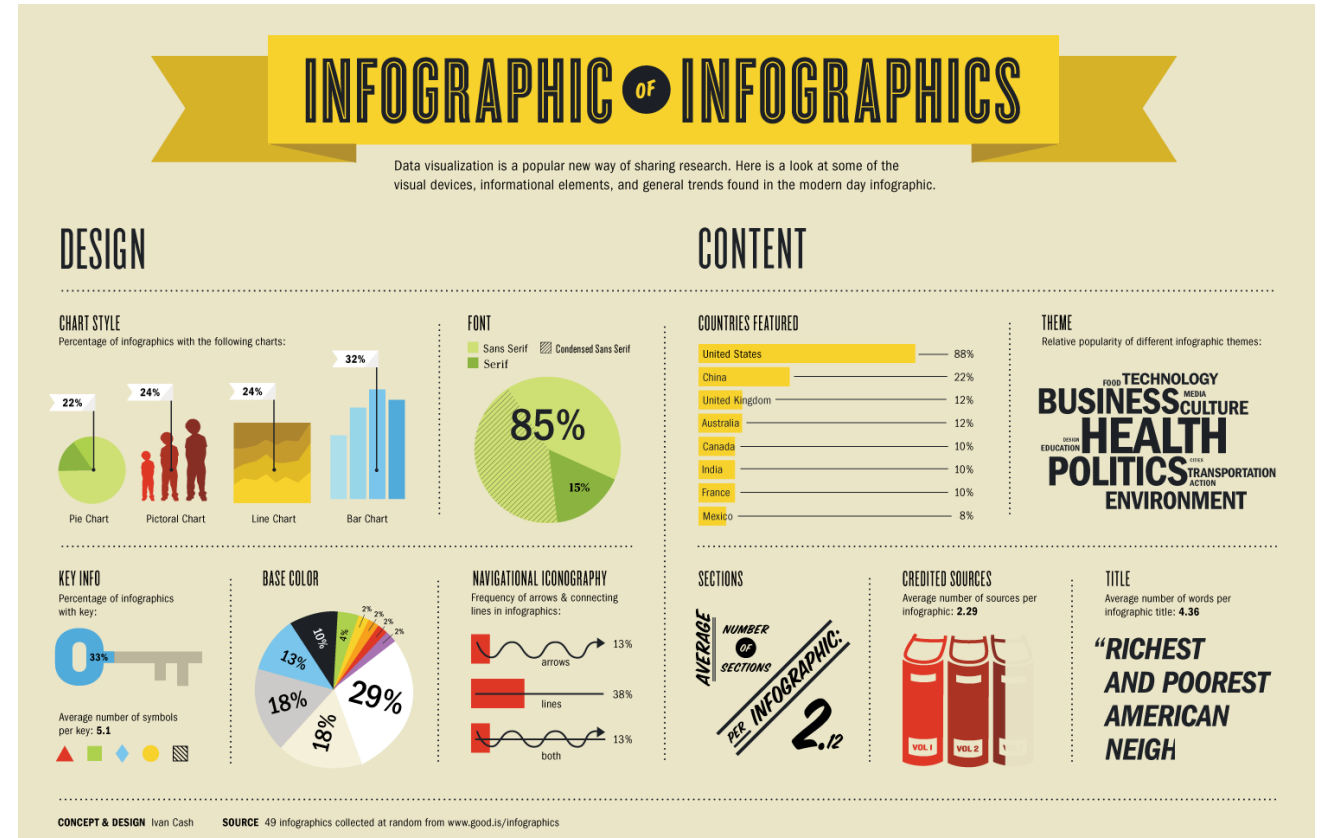
"Backed out because of the amount of work involved as compared to the payment."

"Need more \$ to pay them."

# How to present results



## 5. Create an infographic



\*Free online tools including [Canva](#)

How could qualitative data link to your  
Prevention Programming?





# How could qualitative data link to your Prevention Programming?

- Provide local context for Strategic Planning, especially if quantitative data is suppressed
- Shape programming on action plan
- Elevate community voices
- Facilitate discussion with policy makers
- Gather feedback on public awareness campaigns
- Build opportunities for outreach and networking
- So much more!



# Activity!

- Grab your action plan and/or strategic plan
- Consider how you could apply today's training information to your DBHR Prevention efforts
- Brainstorm a qualitative data collection project

Troubleshooting!

What challenges have you encountered in this work?

What barriers could you see coming up?

# Looking for more?

## COREQ (CONsolidated criteria for REporting Qualitative research) Checklist

A checklist of items that should be included in reports of qualitative research. You must report the page number in your manuscript where you consider each of the items listed in this checklist. If you have not included this information, either revise your manuscript accordingly before submitting or note N/A.

Topic	Item No.	Guide Questions/Description	Reported on Page No.
<b>Domain 1: Research team and reflexivity</b>			
<i>Personal characteristics</i>			
Interviewer/facilitator	1	Which author/s conducted the interview or focus group?	
Credentials	2	What were the researcher's credentials? E.g. PhD, MD	
Occupation	3	What was their occupation at the time of the study?	
Gender	4	Was the researcher male or female?	
Experience and training	5	What experience or training did the researcher have?	
<i>Relationship with participants</i>			
Relationship established	6	Was a relationship established prior to study commencement?	
Participant knowledge of the interviewer	7	What did the participants know about the researcher's goals, reasons for doing the research?	
Interviewer characteristics	8	What characteristics were reported about the interviewer? e.g. Bias, assumptions, reasons and interests in the study?	
<b>Domain 2: Study design</b>			
<i>Theoretical framework</i>			
Methodological orientation and Theory	9	What methodological orientation was stated? e.g. grounded theory, discourse analysis, ethnography, content analysis	
<i>Participant selection</i>			
Sampling	10	How were participants selected? e.g. purposive, consecutive, snowball	
Method of approach	11	How were participants approached? e.g. in person, email	
Sample size	12	How many participants were in the study?	
Non-participation	13	How many people refused to participate? Why?	
<i>Setting</i>			
Setting of data collection	14	Where was the data collected? e.g. in person, online	
Presence of non-participants	15	Was anyone else present besides the participants?	
Description of sample	16	What are the important characteristics of the sample? e.g. age, gender, date	
<i>Data collection</i>			
Interview guide	17	Were questions, prompts, or probes used? Were they tested?	
Repeat interviews	18	Were repeat interviews conducted? Why/Why not?	

Michael Quinn Patton  
**Qualitative Research & Evaluation Methods**



addition by listen Bolden, 2001; Sofaer  
 Some researchers with a traumatic past who suffered sexual abuse have been the focus of research (1998) and a case study noted the importance of understanding the complexity of feelings of guilt were possible.  
 Hall (2000) studies that or interviewed 2 concluded that ties. Negative possible barrier on recovery of interpersonal relationships. This study were possible. We try to understand the SUD process and its impact on recovery.

## ORIGINAL ARTICLE

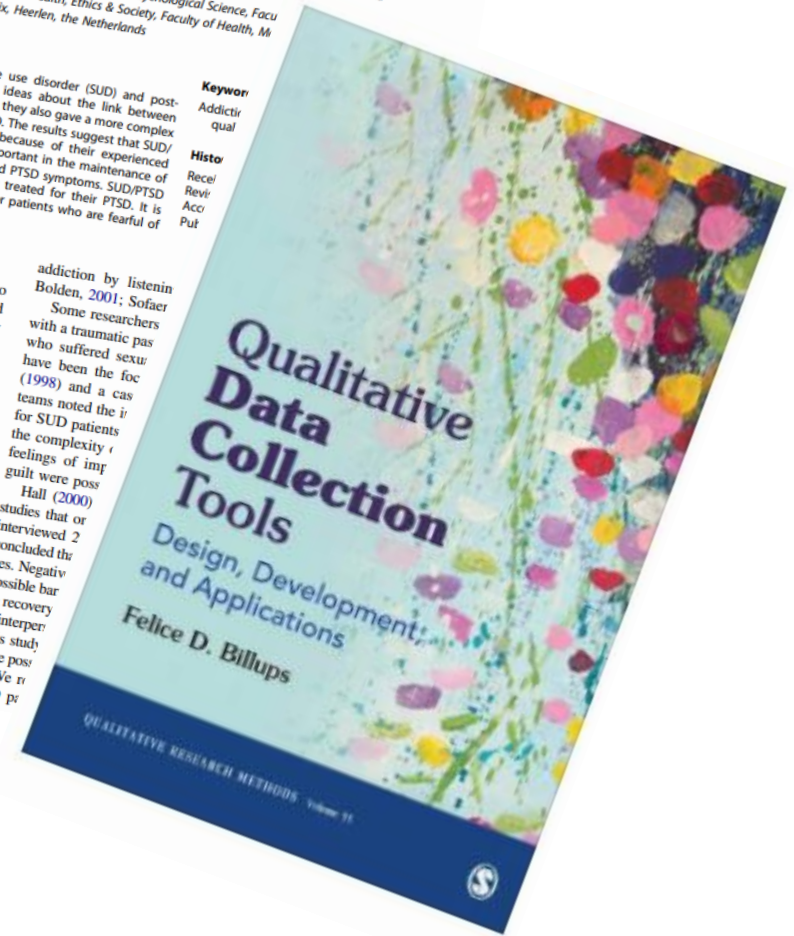
### How patients perceive the relationship between trauma, substance abuse, craving, and relapse: A qualitative study

Nele Gielen<sup>1,2</sup>, Anja Krumeich<sup>3</sup>, Mignon Tekelenburg<sup>4</sup>, Chantal Nederkoorn<sup>2</sup>, and Remco C. Havermans<sup>2</sup>

<sup>1</sup>Mandriaan, Trauma and Addiction, Heerlen, the Netherlands, <sup>2</sup>Department of Clinical Psychological Science, Faculty of Health, Behavior and Society, Maastricht University, Maastricht, the Netherlands, <sup>3</sup>Department of Health, Ethics & Society, Faculty of Health, Behavior and Society, Maastricht University, Maastricht, the Netherlands, and <sup>4</sup>Mandriaan, Radix, Heerlen, the Netherlands

**Abstract**  
 In this qualitative study, patients with comorbid substance use disorder (SUD) and post-traumatic stress disorder (PTSD) were interviewed on their ideas about the link between SUD and PTSD. Although they clearly reported self-medication, they also gave a more complex picture because of their experiences with SUD. The results suggest that SUD/PTSD is important in the maintenance of SUD and PTSD symptoms. SUD/PTSD should be treated for their PTSD. It is important for patients who are fearful of relapse.

**Keywords:**  
 Addictive  
 Qualitative  
 History  
 Research  
 Accidents  
 PTSD



QUALITATIVE RESEARCH METHODS - Volume 11

# Resources

- [Duke Initiative on Survey Methodology Qual. Interviewing Tipsheet](#)
- [Center for Community College Student Engagement Focus Group Guide](#)
- [Designing and Conducting Focus Group Interviews](#)
- [The Coding Manual for Qualitative Researchers](#)
- Email us 😊 [Miranda.Pollock@hca.wa.gov](mailto:Miranda.Pollock@hca.wa.gov)  
[Tyler.Watson@hca.wa.gov](mailto:Tyler.Watson@hca.wa.gov)

Thank you!

Questions?

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