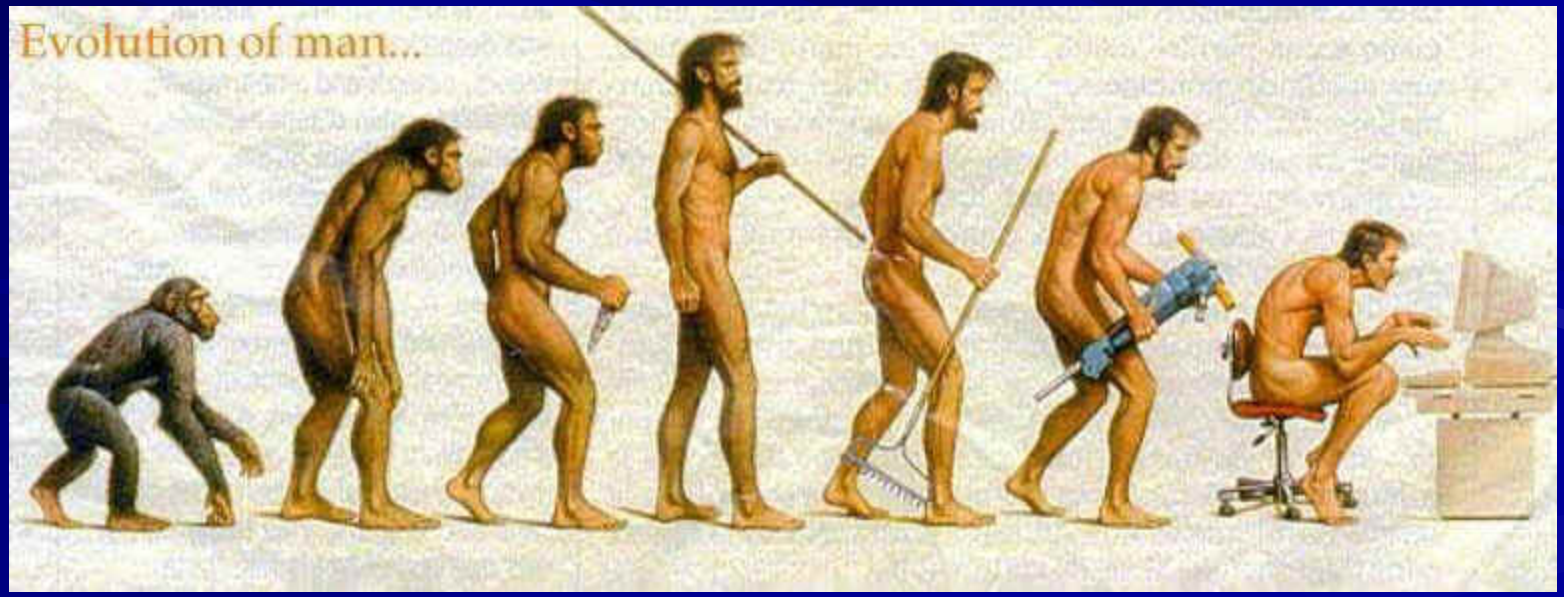
What is Qualitative Data Analysis?

Analysis	Data: Qualitative (Texts)	Data: Quantitative (Ordinal/Ratio Scale)
Qualitative	Interpretive text studies. Hermeneutics, Grounded Theory	Search for and presentation of meaning in results of quantitative processing
Quantitative	Turning words into numbers. Classic Content Analysis, Word Counts, Free Lists, Pile Sorts, etc.	Statistical & mathematical analysis of numeric data

Software: What it does and doesn't do

- Atlas.ti
- NVivo/Nud*ist
- CDC EZ text
- Anthropac



Examples of Structural Codes, Thematic Codes and Memos

Structural Codes				Thematic Codes & Memos
Work Group	Interview Topic	Speaker's Gender	Speaker	Transcript
Worksite #1	Topic #1		Moderator	If we were going to offer a parenting program, what would you like to hear that would catch your interest or make you want to attend this type of program? How could we market it?
		♂	1	I think you'd have a hard time marketing it to men. I don't know….I know my wife would like it a lot. She would lead me into it, but ….
		♂	2	*Probably stressing the communication, somehow portraying that and the problems communicating because that's a universal. We were talking yesterday, that that's the biggest challenge, or one of the biggest challenges, so somehow portraying that well and grabbing attention that way.* **[This is Part II of a 2-day session. During previous day, participants discussed how they communicated with their adolescents about sex and relationships.]**
		♀	3	I think you'd have to sell the success. What is it that you plan on accomplishing with this. If you can tell me that at the end of this thing, our relationship will be better, my daughter will be a better achiever, you know, I won't loose my temper as often, that would do it.
		♀	4	Money back guarantee.
			…	…
	Topic #2		Moderator	If we said, "OK, tonight we want you to have a conversation with your child about sex." What would be hard or easy about that?
		♀	4	I've taken a couple of classes through the years, and my kids get a kick out watching me sit and do homework. And so if I let them know, this is my homework, and gosh mom gets homework too. Ya, and that could be kinda fun for them to know that you've gotta sit and read a book and do a report or have a discussion. You know, you're my homework tonight.
			…	…

Legend: *Italics = Theme #1*, Underline = Theme #2, **[Bold] = Memo**

Source: Eastman et al. (n.d.)

- Why and how should we use qualitative methods in IS ?

Mixing Methods/Qual-quant

Three purposes (Sandelowski):

- Triangulation – convergent validation
- Complementarity – clarify, explain, elaborate
- Development – guide additional data collection

Priority Decision

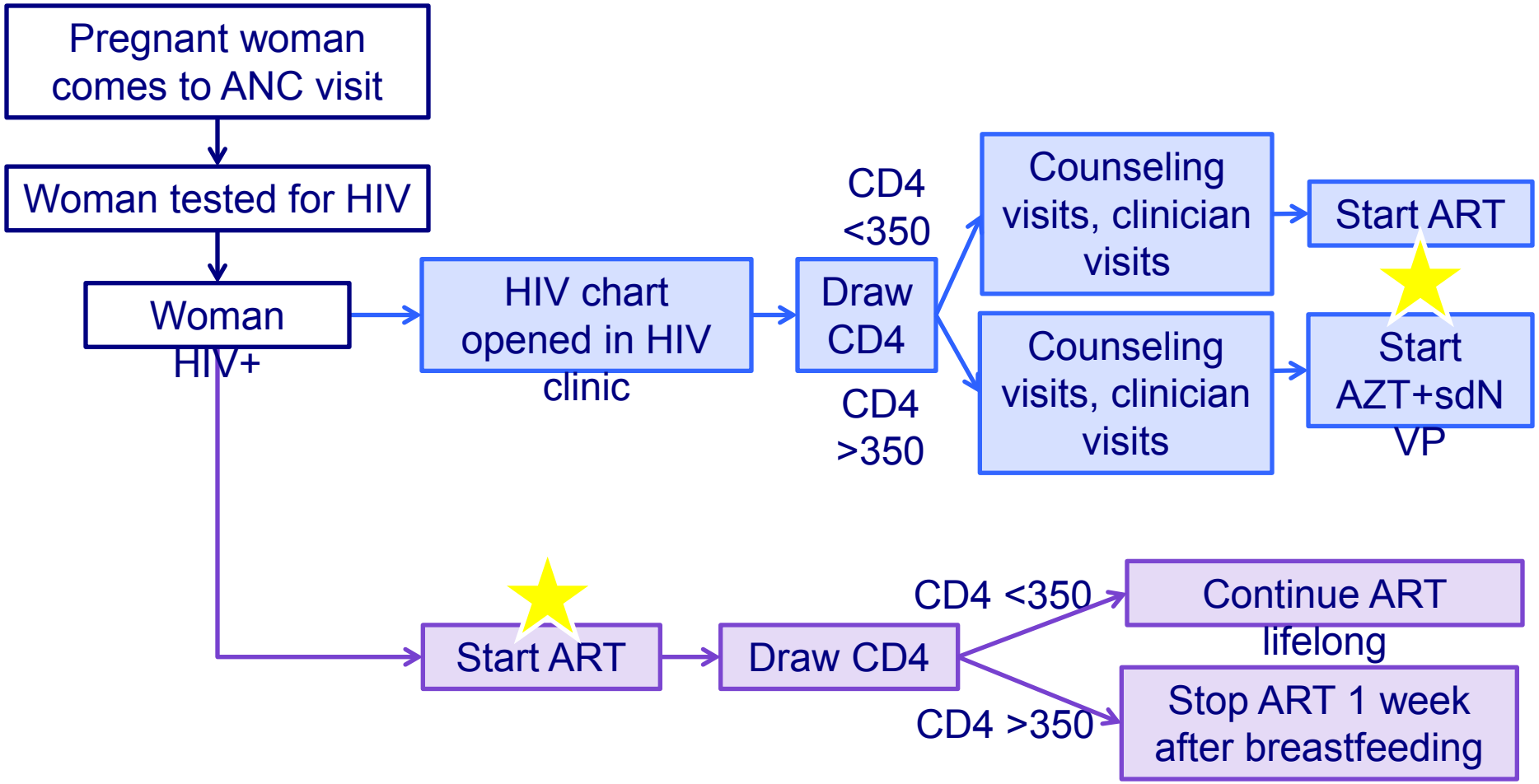
Sequence Decision	Quantitative	Qualitative
Comp Prelim	Qualitative Preliminary Qual → QUANT	Quantitative Preliminary Quant → QUAL
Comp Follow-up	Qualitative follow-up QUANT → Qual	Quantitative follow-up QUAL → Quant

Morgan

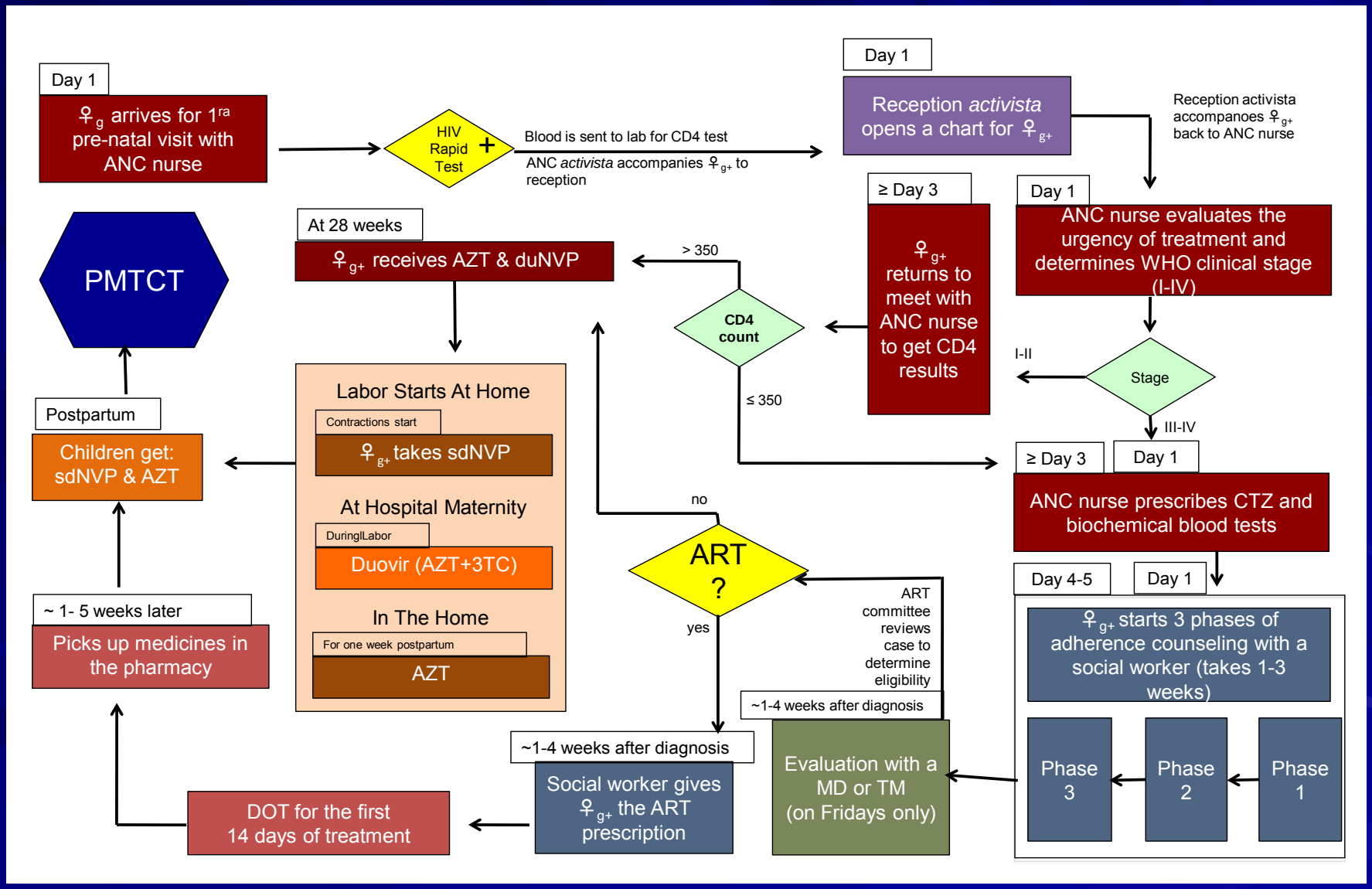
Example: New “Option B” project in Mozambique

- Redesign patient flow and treatment steps in antenatal care so that all mothers who test HIV-positive start triple therapy ART immediately in the same visit.
- Requires careful flow mapping of patients, drugs and materials to determine how best to restructure patient visits and promote adherence.
- Pilot test in six sites.

Option A vs. Option B



Munhava Health Center PMTCT patient flow



Qualitative Preliminary
Qual → QUANT

- Complementarity – clarify, explain, elaborate
- Development – guide additional data collection

Example: Option B “formative research”

- Focus group discussions with patients and health workers at the six sites about patient flow, system functions, and adherence challenges.
- Key informant interviews with facility health workers and chiefs, and health system leaders at district and provincial levels.
- Observation and mapping of patient flow at six sites.
- Collection of patient flow and pharmacy data from health system.
- Development of new processes, visit sequences, and future state flow maps with enhanced adherence support activities.

Qualitative OR/IS Design Issues

- Need to scale design and plan to rapid turnaround
- What mix of qual and quant data will you need?
- How will qual and quant methods relate to each other?
- What is your unit of analysis?
- What should your sample strategy and size be to answer the question?
- What kinds of interviews will you conduct. Do you need unstructured free flowing responses or structured responses, or both?
- What contextual data will you need?