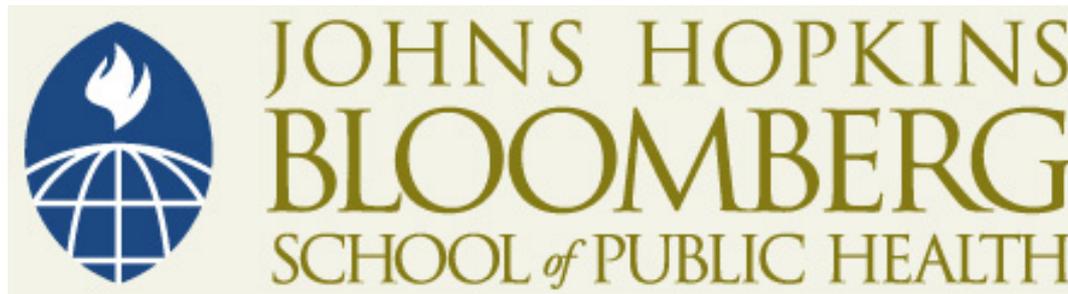


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# Managing Your Qualitative Data: 5 Easy Steps

**Qualitative Data Analysis**  
**Class Session 2**  
**224.691**

# Signs of poor data management

- ◆ You don't know how many interviews/FGDs etc. have been conducted
- ◆ Your data are scattered among computers or file cabinets
- ◆ Your data are left out in the open when not being used
- ◆ Your file names are creating confusion—which interview transcript is the most complete one?
- ◆ You can't locate consent forms for all your data
- ◆ Transcription/translation is incomplete or incorrect

# 5 Easy Steps to Good Data Management

- ◆ Choose and follow a clear file naming system
- ◆ Develop a data tracking system
- ◆ Establish and document transcription/translation procedures
- ◆ Establish quality control procedures
- ◆ Establish a Realistic Timeline

# Step 1: Create a File Naming System

- ◆ This is an essential part of good data management
- ◆ Consistency will save you many headaches
- ◆ Print the file name on footer of all study documents

# Common Problems with File Naming

- ◆ Interv.doc
- ◆ Interv2.doc
- ◆ Writeup.doc
- ◆ Fred.1.doc
- ◆ Fred.2.doc
- ◆ Fred.3.doc
- ◆ Focusgrp.doc
- ◆ Focusgrp2.doc
- ◆ Focusgrp3.doc
- ◆ Tubercul.int.doc
- ◆ Interv on August 3 2006 in West Baltimore.doc

# File Names

- ◆ What are the qualities of a good file name?

# Elements you might include in a naming system

- ◆ Participant ID number (if appropriate)
- ◆ Type of data collection method
- ◆ Site of data collection (e.g. country, region, community, clinic)
- ◆ Interviewer or other relevant team member
- ◆ Date of data collection
- ◆ Demographic or other codes you anticipate may be meaningful for your analysis

# See Example from Project Accept

- ◆ Site
- ◆ Interview number (sequential)
- ◆ Community (control vs. intervention + community number)
- ◆ Household code (numeric code)
- ◆ Interview type (baseline, 6-month, 15-month, 30 month)
- ◆ Demographic code

# Exercise: Your File Naming Convention

- ◆ Think about what file naming convention would be appropriate for your data.
- ◆ What information will it include?
- ◆ Give an example

# Step 2: Create a Data Tracking System

- ◆ Details will depend on the size and complexity of the research study.
- ◆ Example for a large study:
  - Data (e.g. digital audio) and consent form is brought to office by interviewer
  - Coordinator reviews consent form for completeness and files it
  - Data manager or coordinator downloads audio file and gives it a file name
  - Coordinator creates MS word file, names it according to convention, prepares a cover sheet, and assigns to a transcriber

## Step 2: Create a Data Tracking System (cont.)

- Transcriber completes work and returns file to coordinator
- Coordinator does QC & assigns file to a translator
- Translator completes and returns document to coordinator
- Coordinator does QC & assigns transcript to coder
- Coder completes work and submits to coordinator
- Coordinator does QC & finalizes document for analysis

## Step 2: Create a Data Tracking System (cont.)

- ◆ What challenges have you experienced in keeping your own data organized?
- ◆ What tracking procedures would you recommend for a smaller study (your own or one you've been involved with)?

# Step 3: Establish transcription procedures

- ◆ Who should transcribe?

Interviewers:

- They can recall details that may not be clearly recorded (pro)
- They may not have requisite computer skills (con)
- They probably require training (con?)
- They will have less time to conduct interviews because transcription is time-consuming (con)

## Step 3: Establish transcription procedures (cont.)

Professional Transcription Services:

- They can save you a lot of time! (pro)
- They can be expensive (con)
- Quality can vary tremendously, requires vigilance and oversight (con)

Hire your own transcription staff:

- Requires training and oversight (con?)
- Develops in-house expertise (pro)
- Control over process in your hands (pro)

# What to transcribe?

Entirety or selected parts?

- Pros and cons of each
- Case study

Always verbatim, include

- Elisions
- Mispronunciations
- Slang
- Grammatical errors
- Nonverbal sounds
- Background noises

# Transcribing conventions

- ◆ Consistency is key
- ◆ Choose a page layout and spacing format that is easy on the eye and stick with it
- ◆ Choose a lexicon of symbols to use and stick with them

# Example

- ... Ellipses indicate talk omitted from the data segment.
- [ ] Square brackets indicating the beginning ([) and end (]) of overlapping talk.
- (.) A dot enclosed in parentheses indicates a short silence.
- ((**Laughing**)) Double parenthesis enclose transcriber's comments.
- ( ) Empty parentheses indicate that some talk was not audible or interpretable at all.
- : Colons indicate an elongated syllable; the more colons, the more the syllable or the sound is stretched.

# Overlapping Talk

I: Whether it is right or wrong, but you are the one, who know as a resident of this community.

P: Yes, yes.

I: So if there are questions, which you feel that you are not comfortable to answer, [feel free...

P: Okay]

# Trascriber's Comment & Elongation

I: Yes

P: No, I was born right here at Sinathinggi.

I: Uhm

P: The year w:as '72 ((1972)) arou::nd '72.

# Talk not interpretable & overlapping

I: Maybe if you think, can you move again to Durban?

P: Ey [( )

I: To stay] there.

P: It can depend on the opportunities.

# Ensure subject confidentiality

- ◆ What are the issues transcriptionists need to be aware of in protecting participant confidentiality?
- ◆ What types of information are in your data that need protection?
- ◆ How will you provide that protection?
- ◆ What other data management techniques can you use to protect participant confidentiality?

# To translate or not?

- ◆ **Logistical**: How much time will it take?
- ◆ **Validity**: Is the translation accurate? Is the original meaning distorted? Is anything omitted?
- ◆ **“The customer”**: Is there a customer for the translated interviews, and how much time will this person devote to the analysis?
- ◆ **Ownership and control**: How does ownership of the data and control over how data are used change after translation?
- ◆ **Implicit, unintended message**: What message is being conveyed by translating the data?

# Considerations in deciding whether to translate

## ◆ **Benefits**

- If you plan to do your analysis in English, then you may have no choice
- For multi-site studies, it allows you to have a common language for analysis

## ◆ **Drawbacks:**

- Translation is VERY time consuming
- Translation can be expensive
- Translation requires quality control measures

# Common problems in translation

- ◆ Translation is too literal

ITW: Do your friends drink alcohol?

SYF: Yes.

ITW: And you?

SYF: No.

ITW: When do they drink? When they get together?

SYF: When there is a festival.

ITW: So they go there.

SYF: Yes.

ITW: Not so long ago, at time of illicit things eradication, did your friends involve with it?

SYF: No. There are not many students in *Baan Pong*. The teachers can look all over.

- ◆ Translation is “cleaned up”
  - Commercial sex worker vs. whore
  - I.V. drug user vs. addict
- ◆ Original word implies a concept that is culturally unique and has no equivalent
- ◆ Translation can’t gloss the associated meanings or connotations
  - Amy’s example of women becoming “wild”

# Consider using a “Do not translate” list

- ◆ Example: Beer hall research do not translate list
  - Terms used to label a woman who exchanges sex for cash or goods
  - Words for friend or friendship
  - Words for beer (various types)
  - Words for HIV
  - Terms referring to the act of sexual intercourse

# Annotated dictionary/glossary

- ◆ Done for terms that are most important for your topic
- ◆ Glossary captures the range of meanings and nuances in the meanings
- ◆ Informs selection of terms to use in health communication, social marketing, survey instruments etc.

# Annotated dictionary/glossary

|   |  |
|---|--|
| Term: Sahwira                                 |  |
| Language                                      | Shona  |
| Literal meaning                               | Ritual Friend (Standard Shona Dictionary, 1996)  |
| Additional or expanded meanings term can have | The word “sahwira” has no direct translation in English. A “Sahwira” is a particular type of friend (only male-male friends) who are tasked with performing duties such as representing each other on ritual occasions or in family gatherings. Sahwira are chosen early in life and are kept throughout life. |

# Step 4: Establish a QC routine

- ◆ Transcription:
  - Create a manual to guide the transcription process
  - Monitor the quality of transcription by comparing the transcribed interviews against the actual tape (either all or random sample)
  - Do this more often in the beginning to catch and correct problems early in the process
  - Provide feedback to transcriptionist/translator and ask them to make corrections
  - Keep tabs on frequent or systemic mistakes in translation/transcription and provide on-going training

# Step 5: Planning your time

- ◆ Giving yourself enough time will avoid rushed work that lends itself to data chaos
- ◆ Be harshly realistic when establishing a timeline
- ◆ Consider all the activities you or your team will have to engage in. Some of these are hidden.
  - Locating the participant (may take more than one try)
  - Setting up equipment, greeting people, building rapport
  - Time to review and revise, correct problems, give and receive feedback

# Sample Time Allocation

