

# Analyze this

Qualitative and Quantitative  
analysis

# Final Paper

- Introduction to the Problem
- Literature Review
- Methods
- Conclusion
- Works cited
- Graded copy of Methods paper (worth 2 pts).

# Coding

- Process of associating words or labels with passages in your fieldnotes/transcripts/written documents
- Collecting all the passages that are similarly coded into appropriate files
- Deductive coding- looking for specific codes established before data
- Emergent coding- finding what the data has and then defining codes

# Coding

- Descriptive
  - Keeping the facts straight
- Analytic
  - initial stage, what you can define and discover
- Focused coding
  - Eliminating unproductive codes
  - A sort of double-check, coding the codes

# Six Ways to Discover Patterns

Using child abuse as a topic we could analyze the data in the following ways

- Frequencies- how often does child abuse occur in the particular community we are studying?
- Magnitudes- What are the levels of abuse?
- Structures-What are the types of abuse? Physical, mental, sexual? Are they related?

# Six Ways to Discover Patterns

4. Processes- Is there any order in among the elements? Do abusers start with mental abuse and move on to physical and sexual? Or does the order vary?
5. Causes- What are the particular causes of abuse? Is it more common in one social group than another (race, class, gender)? Does it happen more often in times of economic hardship/bad times or in “good” times
6. Consequences- How are children affected by abuse? What changes does it cause in the abuser?

# What are you analyzing

- Nomothetic- achieve a partial, overall explanation of the topic
  - Looking at a few of the variables that impact homelessness
  - We can't study everything that impacts a social problem/event/topic

# When are you done?

- Saturation-getting the same information over and over.
- Coded all available data

# Grounded Theory Method (GTM)

## **Four Stages:**

- Comparing incidents applicable to each category.
  - Specifying the nature and dimensions of the many concepts arising from data
- Integrating categories and their properties.
  - Relationships among concepts

# Grounded Theory Method (GTM)

- Delimiting the theory.
  - Reduction of irrelevant categories
  - Theory becomes simpler
- Writing the theory.
  - What did you find
  - Sharing your findings
  - This improves your understanding
  - Part of the research process

# Semiotics

- The "science of designs".
- Signs are anything that is assigned a special meaning.

# Matching Signs and Their Meanings

- SIGN
  - 1. Poinsettia
  - 2. Horseshoe
  - 3. Blue ribbon
  - 4. “Say cheese”
  - 5. “Break a leg”
- Meaning
  - a. Good luck
  - b. First prize
  - c. Christmas
  - d. Acting
  - e. Smile for a picture.

# Conversation Analysis

## **Fundamental Assumptions:**

- Conversation is a socially structured activity.
- Conversations must be understood contextually.
- Structure and meaning of conversations must be transcribed.

# Coding Methods

- Memoing - writing notes about the project.
- Concept mapping - graphically classifying individual pieces of data.

# Three Kinds of Memos for GTM

- **Code Notes** - identify code labels and their meanings.
- **Theoretical Notes** - reflect meaning of concepts and theories.
- **Operational Notes** -methodological issues.

# Additional types of memos

- Reflexive- your personal experience with the data/research
- Descriptive-the where and when of research
- Thick description

# Quantitative Analysis

- Statistics
  - Descriptive
  - Inferential
    - Generalizability of results
  - Univariate
  - Bivariate
  - Multivariate
    - Number of variables

# Central Tendency

- Mode
  - Nominal
  - Most frequent
- Median
  - Ordinal
  - Middle value, must be arranged in order
  - Less sensitive to extreme variables
- Mean
  - Interval/ratio
  - The sum of all values divided by the number of values.

# Developing Code Categories - Quantitative

Two basic approaches:

- Beginning with a coding scheme derived from the research purpose.
- Generate codes from the data.
  - This would be for those of you using survey's.
  - Similar issues for secondary-data users

# Codebook Construction

## Purposes:

- Primary guide used in the coding process.
- Guide for locating variables and interpreting codes in the data file during analysis.

# Codebooks

- Construct your own codebook from the original codebook.
  - Save you time and headaches down the road.
  - Decreases mistakes
    - Interpreting the analysis
    - Validity- what is the question measuring

# Entering Data

- Data entry specialists enter the data into an SPSS data matrix or Excel spreadsheet. Also known as you.
- Optical scan sheets. Cost
- Part of the process of data collection.

# Quantitative Analysis

- Univariate - simplest form, describe a case in terms of a single variable.
- Bivariate - subgroup comparisons, describe a case in terms of two variables simultaneously.
- Multivariate - analysis of two or more variables simultaneously.

# Univariate Analysis

- Describing a case in terms of the distribution of attributes that comprise it.

## **Example:**

- Gender - number of women, number of men.
  - Dichotomous; ordinal 2 cases
- Age – ordinal, interval, ratio
  - Three age groups; all ages in sample

# Presenting Univariate Data

## **Goals:**

- Provide reader with the fullest degree of detail regarding the data.
- Present data in a manageable form.

# Subgroup Comparisons

- Describe subsets of cases, subjects or respondents.

## **Examples**

- "Collapsing" response categories.
- Handling "don't knows."

