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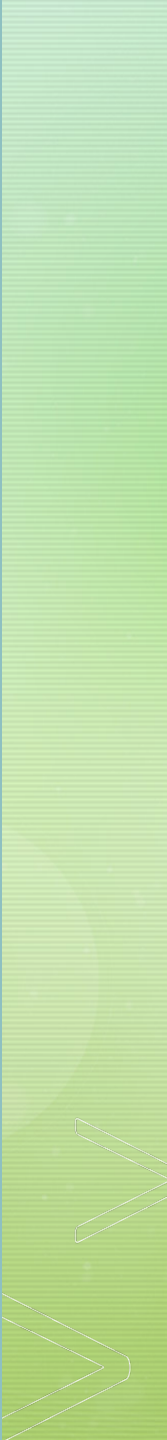
Pacific Institute for Research and Evaluation



Qualitative Data Collection in a New Era



Overview

- Qualitative and quantitative data
 - In the before times...
 - Collecting data using remote technology
 - Tips and more
 - Analysis, briefly
- 

Why qualitative?

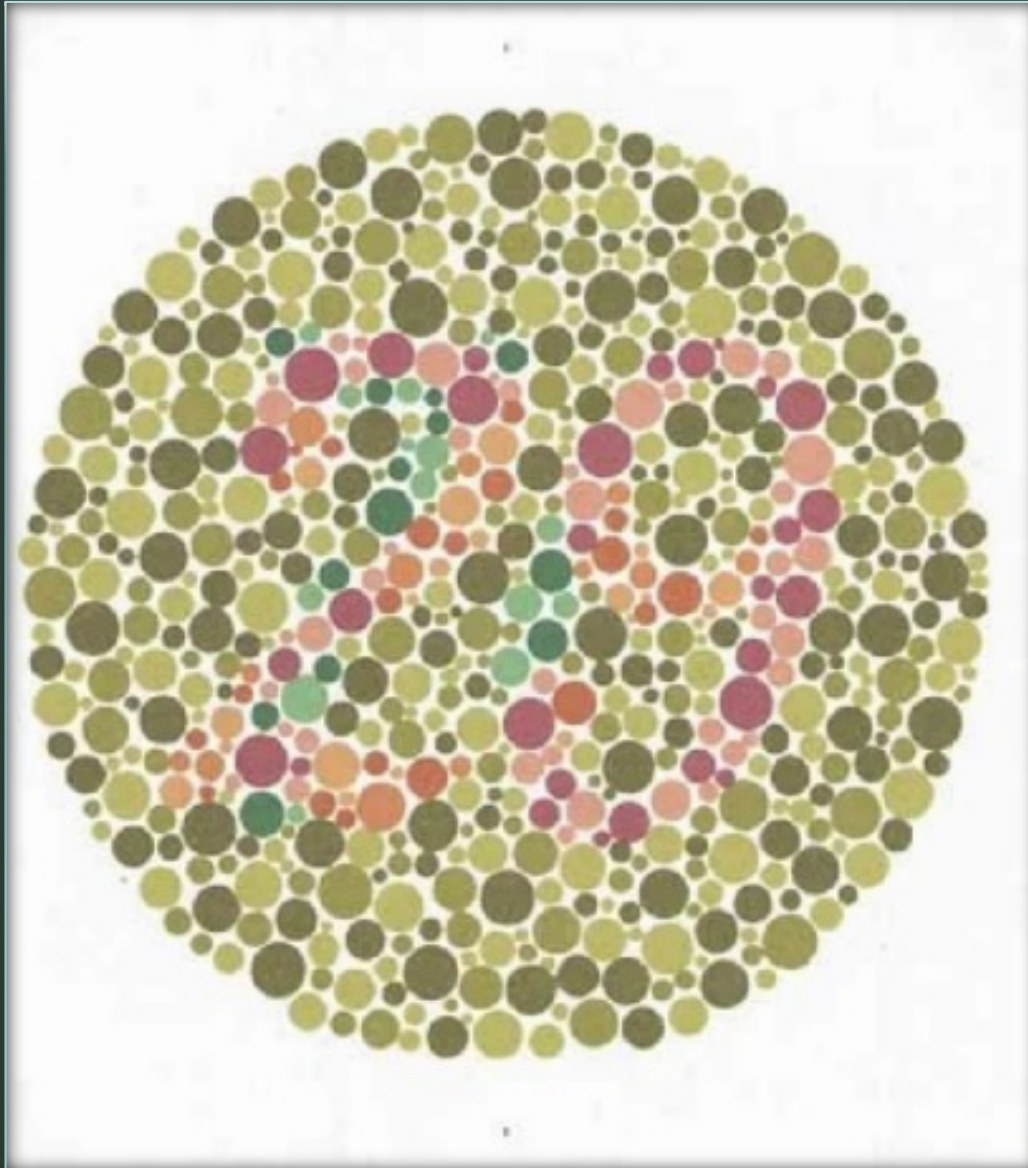
What is qualitative data?

Start by understanding quantitative data

Highly likely	Likely	Neutral	Not likely	Highly unlikely
A	B	C	D	E



5	4	3	2	1
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Why qualitative?

How do we know what we don't know?

Am I asking the right questions?

What the bee sees





What is qualitative data?

- Easier to ask- What is NOT qualitative data?

What is qualitative data?

Newspaper articles

tweets

Youtube videos

Listening sessions

Internet forum posts

Buzzfeed listicles

memos

Meeting minutes

Interviews

Government announcements

Vimeo transcripts

Focus groups

Social media posts

Reflexive notes

Instagram photos

Webinar chats

Field notes

Blog posts posters


photographs

Video timestamp notes

Obituaries

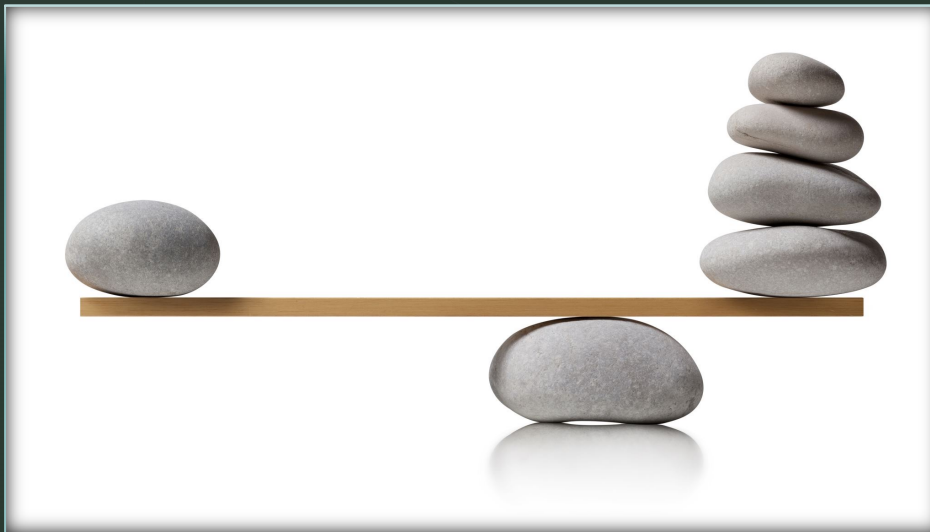
Youtube comments

Podcast reviews

A man with a beard and long hair, wearing a white shirt, is sitting outdoors. He is holding a bowl in his hands and looking off to the side. The background shows a wooden chair and a white wall.

Hey girl,
I know you're struggling
with research right now,
and I just came up with
an easy way to
remember the difference
between types of research:

It would be quantitative
research if I counted
how many times I told you
that I love you, but it
would be qualitative
research if I described
my love for you.



What makes you feel in
balance or at peace?



The way it was...

- Participant observation
- In person focus groups / listening sessions
- In person individual interviews
- Document review
- Anything that isn't quantifiable data



The way it is...

- Participant observation
- **Virtual** focus groups / listening sessions
- **Zoom or telephone** individual interviews
- Document review
- Anything that isn't quantifiable data

What now?



- Time are changing.
- Qualitative data is still anything that can't be reduced to numbers in the analysis stage*



Before

After

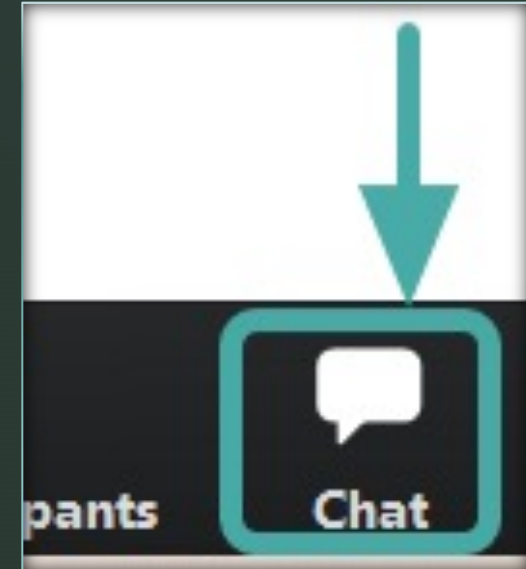


Sidebar: disorderly conduct

- Qualitative data collection takes time and practice
- There are some basic strategies to help make the process easier:
 - Maintain clear objectives
 - Screen participants well
 - Match the number of participants to the method of data collection
 - Listen and be responsive to what people are saying
 - Be prepared to facilitate
 - It's an interview guide, not an order
 - Be humble

Sometimes things do not go as
planned.

Tales from the trenches



I LOVE THE FLAVOR



**OF ORANGE JUICE
AFTER BRUSHING MY TEETH**



Participants have a story to tell

- Everyone chose to be there
- They were screened
- They consented
 - They were told what the discussion would be about
 - They were told they can opt out at any time

“Nobody ever asked me about that before.”



▼ The basics

Collecting data with people



Manners matter!

Who's the boss?

One of these things is not like the other...

Individual interviews

Telephone



Pros:

- Very accessible
- Few dropped calls
- Better quality audio

Cons

- Hard to record/ transcribe
- No body language

Zoom / Teams / GoToMeeting



Pros

- Can see some body language
- Real-time transcription
- More personal
- Shared visual presentations

Cons

- Confidentiality
- Dropped calls
- Tech issues
- Requires equipment

Group Data Collection Strategies

Focus group: small, interactive discussion.

- Value: the participants will work off each other, enhancing the overall quality of the data. Size: <8

Listening session: Medium sized group presentation and discussion period

- Value: participants can provide paragraph-length responses to several questions, with limited interaction. Size: <20

Public (or private) Forum: Large group presentation with comment period

- Value: Attendees can provide a single, time limited response. Size: ideally <50



Focus Group

- Good for collecting data with small groups of people with similar qualities
 - Tapping into hive mind
 - Synergistic effect
 - Data is both text AND interactions
- Can closely engage about difficult topics

Listening Session

- Get a feel for community views on a topic
- Can collect data from a wide range of expert participants
- Not in depth, but covers broad scope of perspectives

Photo: Eduardo Reyes



Public Forum

- Understand community perspective
- Subject to disruption or skewed to activist voices
- Only brief statements possible
- Highly facilitated



Special considerations with online data collection

- Paired data collection teams work best
- Expect to take longer with set up
- In most video interviewing platforms, a person only sees the text in chat from the point they logged on.
- Don't forget to record the session!
- Click the button for live transcription!

Other strategies

- Asynchronous data collection:
 - Emailed open-ended questions
 - Text questions
 - Use a survey platform with open text box fields





Using technology

- Be selective!
- Digital Whiteboards
 - Jamboard
 - Miro
 - MS OneNote

- Binge Eating Disorder is not the same as Food Addiction, but similar in that both have reward dysfunction, impulsivity. Binge Eating Disorder also includes dietary restraint and shape/weight concerns.
- This paper states: "There is general consensus that sugar is not a direct cause of obesity." And "None of these studies have linked SSB to sugar addiction so we cannot adequately assess the direct impact of compulsive SSB consumption on body weight."

Wiss, D. A., Avena, N., & Rada, P. (2018). Sugar Addiction: From Evolution to Revolution. *Frontiers in psychiatry*, 9, 545. <https://doi.org/10.3389/fpsy.2018.00545>

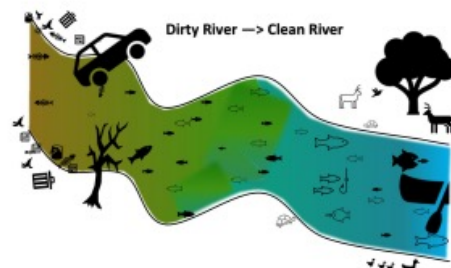
From <<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6234835/>>

Consider the [Yale Food Addiction Scale](#) as a potential measure?

Instead of MY PERSONAL ACTION PLAN:

List out STRENGTHS and MOTIVATIONS

What is my vision of my health in 6 months? Submit a photo, drawing and/or paragraph



Baskets

New Names:

- Building Routine
- Feeling Good
- Healthy Bodies
- Staying Hydrated

Qualitative Data Analysis:

2-3 symptoms= Mild
4-5 symptoms= Moderate
6+ symptoms= Severe

The DSM 5 recognizes substance-related disorders resulting from the use of 10 separate classes of drugs: alcohol; caffeine; cannabis; hallucinogens (phencyclidine or similarly acting [arylcyclohexylamines](#), and other hallucinogens, such as LSD); inhalants; opioids; sedatives, hypnotics, or anxiolytics; stimulants (including amphetamine-type substances, cocaine, and other stimulants); tobacco; and other or unknown substances.

From <<https://www.verywellmind.com/dsm-5-criteria-for-substance-use-disorders-21976>>

**** Sugar is not included as an addictive substance.**

Rodney reflexive comments 2.7.2022

Water is enslaved in a plastic bottle. Captured from it's natural source, not free-flowing from nature to human as part of nature, rather a broken cycle of capture, bottled, and resold. It's unnatural process of the holistic or whole tic cycle of natural medicine. It doesn't contain source materials (minerals) it doesn't have the natural filtration of nature to human consumption. Rather, it's a process of water collected, additions (additives, preservatives) and placed in an unnatural environment (bottle) and bought from an unnatural environment (corner store, market). A cognitive dissonance between the old ways (e.g., walking to the springs with a family member and drinking from the natural source) and the contemporary ways of purchasing for an often commercialized producer, that collects from uncertain sources, with uncertain additives, with uncertain bottling, with a commercialize message of nature and health. Thus, bringing us back to a "skipped generation" of water knowledge—perhaps another loss due to boarding schools. The process passed from generation to generation on water sources and practice—taken away during the boarding school process and perhaps influenced by the early industrial revolution (the beginning of automation of industry) slowly progressing into modern day routines of packaged products are better than natural sources and collection (traditional ways). Bringing us forward and perhaps even intertwined with early daily routines of schooling (public schools and packaged drinks) vs Indigenous ways of knowing (community teachings of collection and consumption). Further, taking us way from knowledges of our original ways of "sweetening" (e.g., Maple, strawberries, blackberries) and "adding flavor" (e.g., meat broth, bone broth) towards contemporary routines of flavored coffee and pop.

Didn't get into further. But could also elaborate on the pleasure seeking and relationships there... SSB as "[mindchangers](#)" (our word for addictive behaviors; and for drugs). A bit what Corrine was touching on...

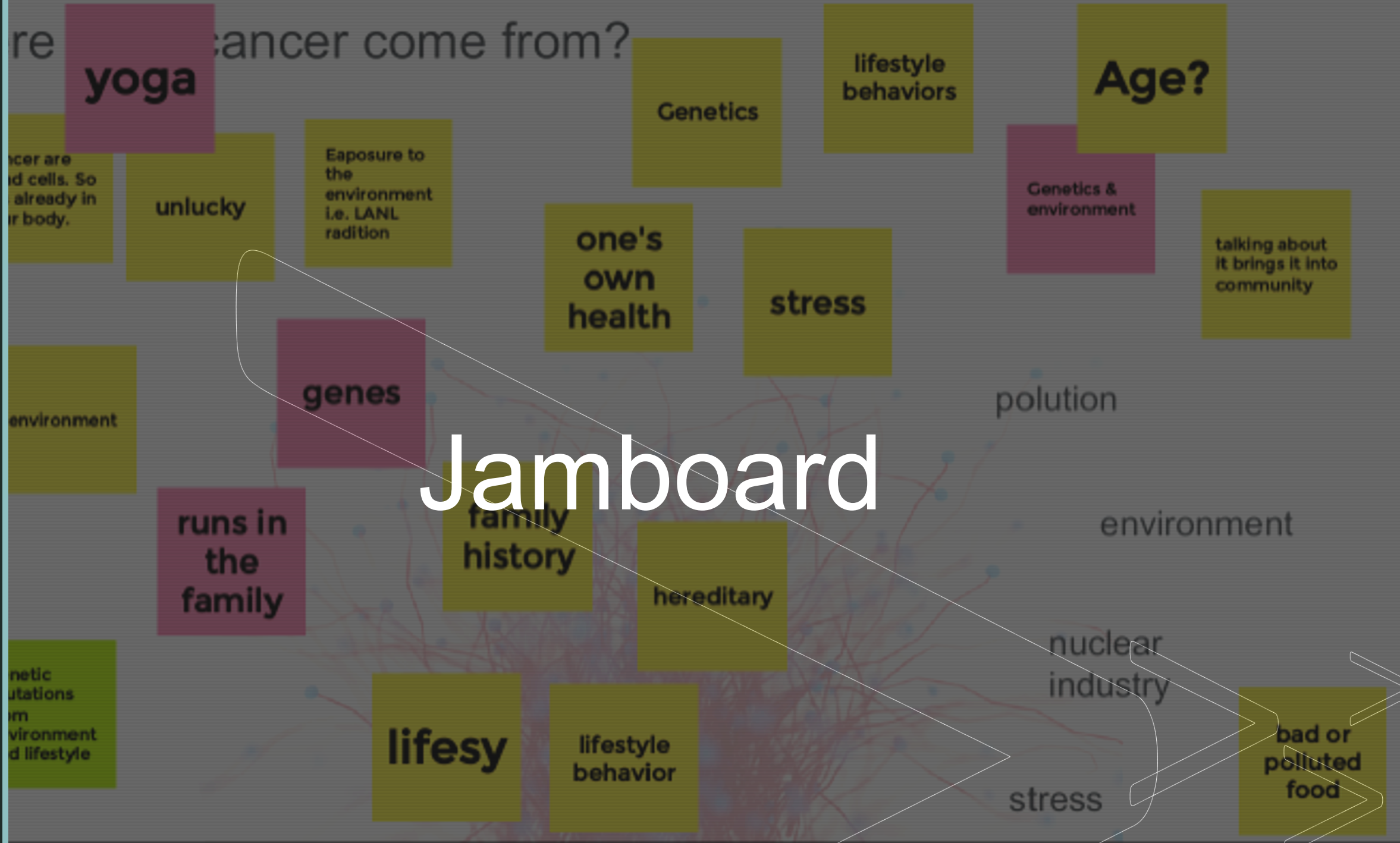
Also, brings me back to one of my first PhD articles I did (crude but similar points)... maybe a good reference and sharing point: <https://scholarspace.manoa.hawaii.edu/bitstream/handle/10125/33335/v3i1-02haring.pdf?sequence=1>

	Original Basket Names	Building Routine	Feeling Good	Saving Money	Creating Energy
	Participant discussions salient to this basket	Routine is like habit or addiction. Environment contributes to routine- always do the same thing at a specific location or specific time (Tim Hortons before work,	Don't expect water to have flavor Beverages must have some sort of flavor or texture (bubbles)	Drinking healthy drinks means spending more money on those drinks Access to healthy drinks is a financial barrier, resource	Be there for your team Caffeine can be harmful Must phase out some beverages (highly caffeinated drinks, for



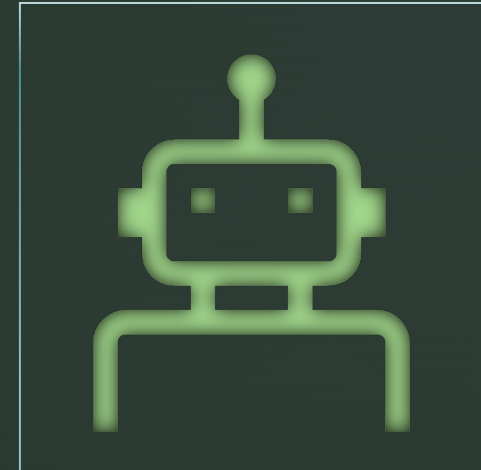
MIRO

Jamboard



Pro tips

- Don't wing it.
- Prioritize the person, not the technology!
- Telephone controls on a zoom:
 - *9 to raise hand or lower hand
 - *6 to mute and unmute
- Repeat what people say. Let them know you are listening.





Word cloud....





Questions

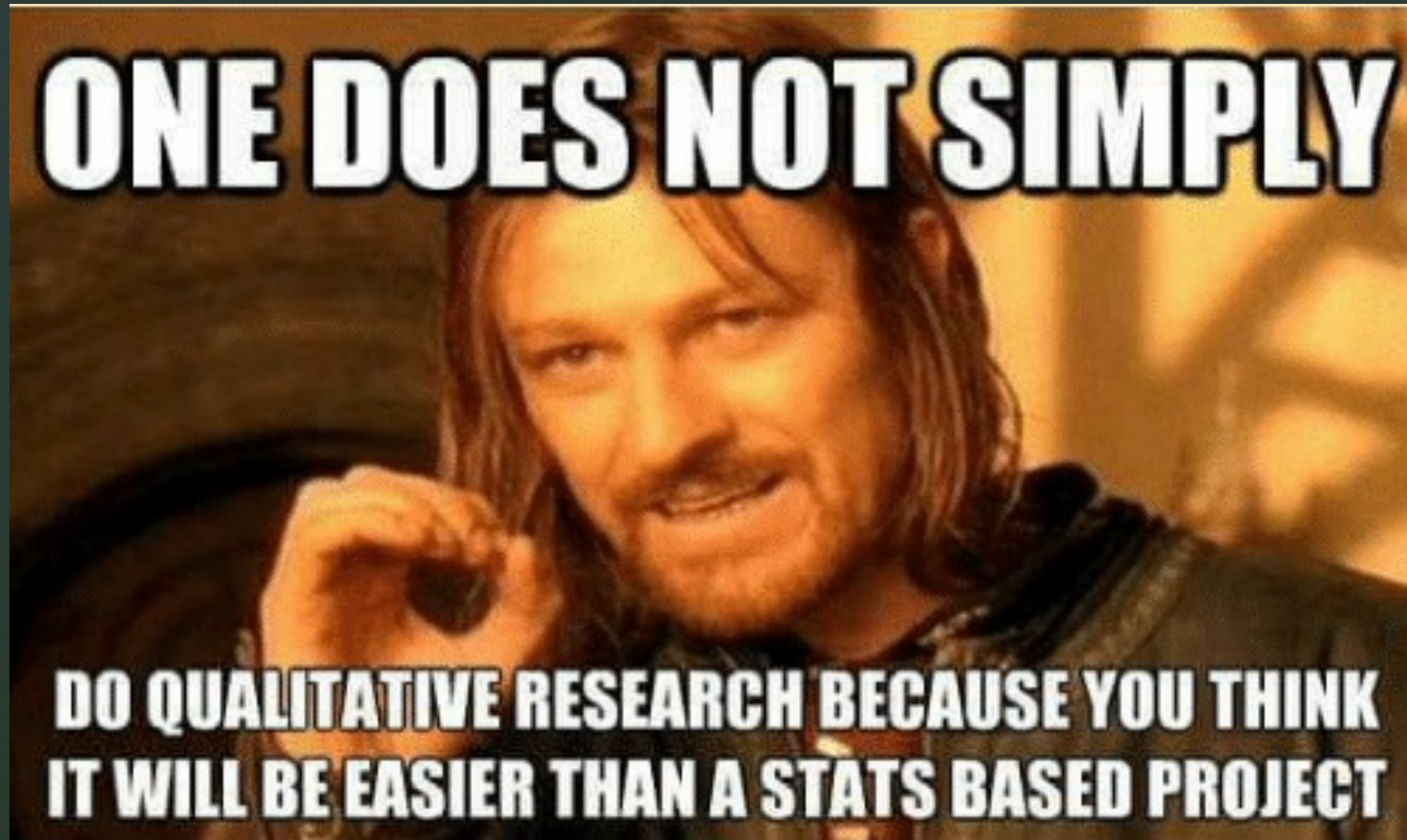
A conceptual image featuring a wooden ladder that recedes into the distance, leading towards a large, solid blue circle centered at the top of the frame. The background is a deep, dark navy blue. The ladder is made of light-colored wood and is positioned centrally, creating a strong sense of perspective. Overlaid on the lower half of the ladder is the text "Going deeper..." in a clean, white, sans-serif font. In the bottom right corner, there are several faint, white, stylized geometric shapes that resemble brackets or chevrons, pointing towards the right.

Going
deeper...



▼ Why is data
collection so
important?

People like numbers.



**Used reflexivity, auditing, triangulation, transferability,
member checking, peer debriefing, authenticity,
prolonged engagement, credibility, relevance,
worthy topic, rich rigor, sincerity, resonance,
significant contribution, ethics, & meaningful coherence**



**Established Trustworthy
Qualitative Study**

Analysis

(what is the value of qualitative research?)

Photo: <https://www.flickr.com/photos/slqc> -



What is the value of qualitative data?



DEVELOPING
MEASUREMENT
TOOLS



FOCUSED
EVALUATION WITH
KEY STAKEHOLDERS



IDENTIFYING THE
AREAS OF IMPACT



UNDERSTANDING
THE WHY OF A
PROBLEM

Cycle of Inquiry



Observation



Qualitative Inquiry



Hypothesis Development



Experiment/ Hypothesis testing



Intervention



New Observation

Fin.

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