

## Ohio's SPF-PFS Needs Assessment Process Listening Session Data Analysis Quick Reference Guide

This Quick Reference Guide summarizes the steps you and your project team need to follow to complete the analysis of your listening session data. The steps below are presented in linear order. For additional details on each step, please reference the webinars, which are located at

Part 1: <http://pfs.ohio.gov/SPF-Phases/Assessment/6-Conducting-Focus-Groups/Qualitative-Data-Analysis-Part1>

Part 2: <http://pfs.ohio.gov/SPF-Phases/Assessment/6-Conducting-Focus-Groups/Qualitative-Data-Analysis-Part-2>

### Summary of Data Analysis Steps

**Stage 1:** Immediately after each listening session has been conducted...

1. Debrief with your co-facilitator and organize your thoughts
2. Summarize notes on who sat where, strong themes that jumped out to you as you facilitated, attendance and if anyone left.
3. Send recording to be transcribed

**Stage 2:** Once you have your transcripts back...

1. Organize and delineate the transcript
  - a. Review each transcript and organize content of the transcripts by speaker
  - b. Fill in any gaps in transcript by listening to the audio recording.
2. Connect your transcripts with the guiding questions
  - a. Download the interview script from the SPF-PFS website to find the guiding questions (<http://pfs.ohio.gov/SPF-Phases/Assessment/6-Conducting-Focus-Groups/Introduction>)
  - b. Organize participant thoughts from all focus groups into a separate document for each guiding question.
  - c. You should have four documents (one for each guiding question) with all relevant focus group quotes on them. It is okay to repeat comments, but not to leave any out.
3. Identify concepts:
  - a. Compare each quote to other quotes to look for similarities and differences
  - b. Group similar quotes together
  - c. Look for concepts among your quotes. How do the quotes fit together into something larger?
4. Form your concepts into categories
  - a. Once you have grouped quotes and have begun thinking about the concepts that tie quotes together, try to summarize the idea behind the grouped quotes. This summary will become your category.
  - b. Some categories may have sub categories
  - c. By constantly comparing quotes to each other and comparing categories as you develop them, you will automatically correct any errors/mis-categorizations and will ensure that you have a well-organized set of categories that do not duplicate each other.
  - d. You should end up with a group of categories for each guiding question.
5. Interpret Your Categories and Create Theories:
  - a. Identify key ideas moving from concrete categories to more abstract theories
  - b. Boil down to the essence of what focus group participants are trying to say and connect that to the intervening variables (via the guiding questions).
  - c. Use your community's intervening variables to help form your theories. You should have 3-5 theories for each intervening variable when you are done.

**Stage 3:** Once you have theories for each intervening variable...

1. Complete the reporting worksheets for each of the 8 intervening variables
  - a. Fill in your PoP, priority population, COMS data, and guiding question
  - b. The 3-5 major themes you identified from each guiding question fill the listening session box