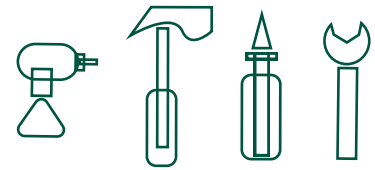


Focus Groups

Understanding Data

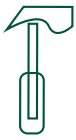


Quality data analysis begins by transcribing the interviews/focus groups. Transcription is a written copy of the interview/focus group. This is why it is important to record each session after you have obtained the signed consent of the participants. It is helpful to organize your recording files and label them clearly with the date of the interview, name of participants, or topic of interview/focus group. The goal of analysis is to draw conclusions, inferences, and identify patterns across the data.



Gather

Gather all notes and transcriptions and read through them thoroughly.



Annotate

Annotate the notes and transcriptions by underlining or marking key words or phrases that stick out.



Coding

While annotating make sure to identify codes, coding refers to attaching a label/keyword to parts of the qualitative data. This allows for an effective way of identifying themes in the data.



Review

After segmenting data into codes, it is time to review the themes and theories that have been found.



Write Up

Using the insights that you have gained, it is time to write up your findings in a cohesive manner.