Qualitative Data Analysis PLAN

For Focus Groups

Anne Barna 3/14/12

**Our goal is to move through DESCRIPTION to find PATTERNS and then finally THEMES.**

Process:

1. Anne will listen to one focus group and code it. **Before meeting the week of Mar 19-23**
2. Ross will listen to one focus group and code it. **Before meeting the week of Mar 19-23**
3. Anne and Ross will meet to confer over codes to develop a core set of codes.

**By March 23rd**

1. Anne and Ross will code the rest of the focus groups.  **By April 3th**
2. Data will be re-organized to reflect categories or patterns. **By April 6th**
3. Themes will be identified and quotes will be pulled. **By April 11th**

Coding Procedure of Audio Files

1. Jot down (type on computer) short phrases that summarize the point or story told as you listen to the recording. Using Excel is probably the best for this. So in the lefthand-most column, enter the short phrases.

|  |
| --- |
| Path not well lit |
| Pretended kid sick to get prescription for sick adult |
| Drives 1 ½ hours to get to sliding fee clinic |
| Carries knife when walking to corner store cause feels unsafe |

Organize by the order of the focus group questions, so we can more easily find that part when we go back to the recording. If you feel that a particular statement is compelling, by all means write a verbatim quote instead of a summary – put it in quotes, though, and italics, like this:

*“I feel that people treat you as less than, as you’re not good as them, when you don’t have the right plastic card, if you have Medicaid, it’s like you don’t get the same care. They don’t care as much about you.”*

Please eliminate “ums”. Keep their grammar intact, but don’t write dialect (write “thinking” instead of “thinkin’”, for example).

1. Looking at the phrases, apply one-word or two-word “codes” to the next columns so that we can gather all of the points that relate to that code together if we need to.

|  |  |  |  |
| --- | --- | --- | --- |
| Path not well lit | SAFETY | PATH/TRAIL |  |
| Pretended kid sick to get prescription for sick adult | PRIMARY CARE | PRESCRIPTIONS | STRATEGY |
| Drives 1 ½ hours to get to sliding fee clinic | TRANSPORTATION | PRIMARY CARE |  |
| Carries knife when walking to corner store cause feels unsafe | SAFETY | WALKING | FOOD STORE |

Here is my best guess at how we will organize the data – a bit differently than the focus group questions themselves. The organizing principle here is our “how health works model” diagram – and the domains and quantitative indicators that we’ve selected.

Initial Organizing Questions for Reporting Patterns and Themes :

1. How do participants understand how they came to be healthy (or not)?
2. How have participants made decisions or taken other action to improve their health?
3. What are the health problems of the individuals participating in the groups?
4. What aspects of the health care system were important to the participants? (incl. insurance)
5. What are the key health care experiences of participants?
6. What are important aspects of health reform identified by participants?
7. What are the positive aspects or assets of the community according to participants?
8. What are the negative aspects or needs of the community according to participants?
9. What are some positive personal health behaviors discussed by the participants?
10. What are some negative personal health behaviors discussed by the participants?
11. What are the “social determinants” discussed by the participants?
12. How do participants view the future health of children and individuals in the community?
13. How do the participants suggest making the community healthier?
14. What are the ways that participants identified being in an underserved group (i.e. being poor, being Hispanic, being African-American, being uninsured, being on Medicaid, being disabled, etc) as affecting health…on an personal level? On a family level? On a community level?