



Perspective/Opinion

Qualitative data analysis: So, I've talked to people, now what?

By Lana M. Minshew, PhD, MEd

Dr. Minshew shares how the Kern Institute Collaboration for Scholarship (KICS) team can assist with qualitative research design and analysis...

If you need support to analyze qualitative data collected for educational research, the KICS group is ready to help, including through a workshop series planned this fall.

Last fall, several individuals and teams in the MCW community requested assistance to analyze qualitative data they had collected or were collecting. So, the KICS team partnered with qualitative experts in the MCW community, as well as other local institutions, to lead a four-part, qualitative analysis workshop. Each session focused on a different part of analysis, from organizing qualitative data, to getting started on coding, diving deeper into analysis, and finally, writing the results. Six teams participating in the inaugural workshop series were assigned a qualitative expert coach to help answer their questions and provide guidance as they navigated analysis.

We hope the encouraging words and insights shared below in this conversation with two participants in last fall's workshop series will entice you to sign up for our upcoming workshop this fall:



Corina Norrbom, MD. Assistant Professor & Co-Director Physician in the Community, Medical College of Wisconsin – Central Wisconsin

Why did you sign up for the workshop, Dr. Norrbom?

We had several collections of qualitative data we had been wanting to analyze and hopefully incorporate into some publications. It was so much, however, that it was daunting. I wanted to gain perspectives about which data to analyze and how best to go about it.

Biggest takeaway or new knowledge?

Learning the different types of qualitative analysis, what each of the methods are typically used for, how to present/report out results.

Why should someone attend?

It was great to hear from peers about their projects, their challenges, and strategies

Specific help provided – progress you've made?

Amy and I have been working on coding individually. We have continued to meet weekly with the medical student who is working on the quantitative data piece for our manuscript. We also met with the Director of Research for the LENA Foundation to discuss our results thus far and get further info about other LENA research.

Where are you now? What are your next steps?

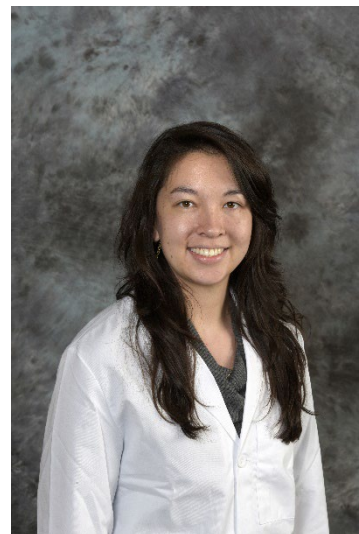
We will be looking at our individual qualitative analyses together. We are working together with the student mentioned above and the quantitative data and getting input from a LENA facilitator. We are excited about how our manuscript plans are coming together. The qualitative piece really complements the quantitative.

More help needed – What else are you excited to learn about?

We will keep you posted as we decide to tackle other data sets. Thanks for your insights and support! 😊

**Beth Corbin, MD, Pediatric Hospital Medicine Fellow,
Medical College of Wisconsin – Milwaukee:****Why did you sign up for the workshop, Dr. Corbin?**

Qualitative analysis is a completely new methodology that I needed to learn for my Fellowship project, and I wanted to take a deeper dive into the different approaches and options within this realm to ensure I was taking the best approach to my project. This workshop provided this, along with having the opportunity for mentors/additional people to help trouble shoot my analysis.

**Biggest takeaway or new knowledge?**

I am a very visual and experiential learner, so getting to practice some qualitative analysis with experts here at MCW, and this workshop also providing books on methodology/the different qualitative approaches (grounded theory, thematic, etc.), was very helpful for me to have a better framework of qualitative analysis.

Why should someone attend?

Take this course if you are looking for more expertise and mentorship in qualitative analysis, or if you are looking for some peer-to-peer feedback on your approach or current progress on any qualitative analysis.

Specific help provided – progress you've made?

I was able to troubleshoot some issues I had with my current qualitative analysis, and this workshop helped me feel more confident when I was doing my next round/block of qualitative analysis on my project.

Where are you now? What are your next steps?

I am currently two-thirds of the way through my qualitative analysis of my patient interviews and am on track to have the full qualitative analysis done by later spring. Thanks so much for all your awesome education and guidance during this workshop!

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