PTV | PREVENTING TARGETED VIOLENCE

LEARN MORE AT PTV.UNL.EDU

Guide to Analyzing and Reporting Results

Distinct approaches are used to analyze quantitative data (often from surveys) and qualitative data (from interviews, focus groups, and open-ended survey questions). Tips for quantitative and qualitative analysis and reporting are each presented in their own section below.

Quantitative Tips:

Survey questions that use numbers, scales and/or fixed-choice response categories are considered **quantitative research methods**.

There are many ways to analyze quantitative data and software/apps available to assist you (Excel, R, SPSS, SAS). The basic analyses methods below can be used with or without specialized software.

Basic Quantitative Data Analysis & Reporting:

1. **Download or Enter Data**: Use data analysis software you are familiar with or Excel.
2. **Analyze Data**: Use statistics appropriate to the data you have.
   - **Scales:** Compute averages (means). (Add all response data for a question together and divide by the number of responses.)

Q: How much do you agree or disagree with the following statements?

Q: The material covered in the [project name] is valuable

STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
1	2	3	4	5

[all items have a response scale from 1 = strongly disagree to 5 = strongly agree]

   - **Categories:** Compute the number of people who selected each response category; use this to compute the percentage of the total each category makes up.

Q: Have you heard about the [project name]?

a) Yes b) No

   - Every respondent who answered selected 'Yes' or 'No'. Provide the total number of people who answered the question. List how many people answered 'Yes' and how many answered 'No'. Calculate the percentage of those who answered 'Yes' by dividing the number who answered 'Yes' by the number who answered the question. Do the same to calculate the percentage of those who answered 'No'.
   - **Open-ended Questions:** See qualitative data analysis tips.
3. **Report Data: Use a standard reporting format (APA or MLA)**
   - **Create Visuals:** Tables or charts may help you convey results in an easy-to-understand format. Consider your results and determine the best way to display the information to your audience.
   - **Describe Results:** Write a narrative description of your results describing what they are and what they mean to you.

Confidentiality for Quantitative Data:

Surveys can often be collected anonymously. If this is not possible, protect the identity and information of survey respondents. Report results in aggregate (averages, percentages) rather than reporting individual responses.

NEBRASKA EMERGENCY MANAGEMENT AGENCY

University of Nebraska PUBLIC POLICY CENTER

PTV | PREVENTING TARGETED VIOLENCE

LEARN MORE AT PTV.UNL.EDU

Guide to Analyzing and Reporting Results

Quantitative Tips:

Focus groups, interviews, and open-ended survey responses are **qualitative research methods** used to collect in-depth insights from participants. These approaches help understand people's thoughts, experiences, and perspectives on a topic.

There are many ways to analyze qualitative data and software/apps available to assist (e.g., N-VIVO, AtlasTi). You can learn from the information you gather even without specialized software. Qualitative analysis often involves identifying themes or patterns along with unique perspectives. Qualitative data is often used to explain or explore a subject area. Quotes that are de-identified are used to illustrate interesting or unique findings.

Basic Qualitative Data Analysis & Reporting:

1. **Organize Data:**

   You may have notes or transcripts from your interviews or focus groups. Responses to survey questions that are open-ended should be downloaded to a spreadsheet or word document. Consider grouping responses by question.

HOT TIP:

There are many low-cost or free services to create transcripts of your interview or focus group. Zoom has a built-in feature to produce transcripts, and Microsoft Word will transcribe an audio file (see the dictate feature).

2. **Clean the Data:**
   - Remove irrelevant data such as the transcribed question.
   - Remove identifiable information.
   - Look for typos, unclear wording, off-topic conversations.
3. **Become Familiar with the Data:**
   - Read through the data multiple times to understand the content.
   - Take notes in the margins of patterns or ideas that stand out.
   - Use different color highlighters to identify key patterns and passages.
4. **Labeling the Data:**
   - Break the data into smaller sections (sentences and paragraphs).
   - Assign labels or "codes" to similar pieces of information (e.g., similar concerns about safety or resource needs).
5. **Grouping in Patterns:**
   - Look for patterns and start to group them; these groups form the basis of themes.
6. **Define Themes:**
   - Identify the main ideas that emerge from the grouped patterns (e.g., community support, barriers to resources).
   - **Keep track of unique perspectives** that stand out in addition to the common ideas.
7. **Interpret and Report the Themes:**
   - Use quotes from participants to support each theme or unique perspective. These anecdotes lend credence to your conclusions.

Confidentiality for Qualitative Data:

Ensure confidentiality of the identities of participants and responses. This may include substituting pseudonyms or removing all names in transcripts and securely storing transcripts in a locked cabinet. Have a dedicated drive on a computer to store electronic versions of transcripts.

NEBRASKA EMERGENCY MANAGEMENT AGENCY

University of Nebraska PUBLIC POLICY CENTER