**Wednesday, October 26th (3:45 PM ET)**

Session 1 – Integrating qualitative data in indicator projects

Led by Alyssa Kogan and Sara Jaye Sanford

Notes by Donovan Harvey

Attendees: Nicole Hall (Columbus), Amy Rohan (Milwaukee), Ethan Hug (Columbus), Michael Havelka (Pinellas), Elizabeth Pritchard (Palm Beach and Martin Counties), Danya Littlefield (Milwaukee), Anthony Galvan (Alumni), Jay Dev (Esri), Caroline Bhalla (LA)

***What is your experience with qualitative data? How do you use it in your work?***

Alyssa Kogan: One spiel, qual data has comm. engagement side - surface level at her agency; on other side is large-scale academic studies. Her focus is in-between, taking the academic rigor from large-scale research and making it work in the context of real-world limitations. Worked at Abt Associates prior.

SJJ: Evaluate 85m investment initiative in CYF. Heard from partners that quant data didn’t capture the most important parts of their work. For integrating qual and quant - one of the best ways they’ve done that is building quotes into dashboards. Best Starts for Kids Health Survey has included written qualitative data and a community-engaged component with data outreach

Nichole Hall; CURA at OSU: Partner with interdicplinary scholars on various projects. Presenting on Ghost Neighborhoods project soon, includes qualitative data to give voice to community members and as a tool

Amy Rohan; MKE NNIP, Data Chats - “No data without stories, no stories without data.” An area of improvement is uplifting the value of resident experience

Ethan Hug, MORPC: Limited use of qual data.

Michael: Juvenile () Board of Pinellas County. Stewards of tax dollars. Mostly do quantitative work - governing board focused on capturing # of people served and economic impact

Elizabeth Pritchard, Community FOundation for Palm Beach and Martin COunties: Not really using qual data. Has background in Library Science, managed an oral history program. Not sure if oral history without specific research questions

Danya Littlefield, MKE NNIP: Gearing up for a large qual data

Anthony Galvan, Child Poverty Action Lab: In previous work, did structured interviews for needs assestments and process improvements. Primarily interested in 1) getting away from the version of qual data that is just coding open ends - turning qual into quant and 2) using qual methods to be less extractive in the community. starting to do more small area data collection - want to give folks more opportunity to tell the things they want to share rather than answer the same set of questions. Qual data can be less extractive by giving someone else a stage

* AK: Looking into how to do a co-analysis process w/ the people who were involved in the data collection - create opportunity for co-learning. Also take data and bring it back to the community. Especially in Pub. Health, created resource guides for focus groups.
  + Caroline: Are co-analysts compensated
  + AK: Yes. Consultant recommended paying $60-$100/hr. Co-analysis
* Amy: The bringing it back is super critical

Jay Dev, Esri: push for NLP in qual data analysis “makes their hair stand on end”. Story-telling as praxis: affective use of audiostories to build interest and buy-in in regional planning. helping people see their lives through stories. Qual data and storytelling to build data culture within organizations. Also interested in qual data to analyze UX experience of data. Interested in learning what qual data can say about *impact*

Caroline, Neighborhood Data for Social Change at USC: Mixed-methods research, data stories. Use lots of design-thinking sessions to co-design solutions. Fun way to use qual data in a way that is immediately useful. e.g gathers groups of employers to change hiring practices for “justice-involved” individuals, identify pain points w/ tools like Jamboard

***AK: Have struggled w/ budgetary constraints at her agency - have***

Anthony: For a focus group, has a note-taker who captures tone and body language, “what does the room feel like,” anything that isn’t captured in transcript. They outsource transcription services. S

Been solicited by a tech company with an NLP vendor offering

Danya: This has been useful in learning about how we’ll have to adapt an ongoing project. Co-analysis is built-in to research design and project budget - faced significant client pushback.

SJJ: Qual analysis on a budget tips. 1) if something isn’t at the highest-level of rigor, they don’t pay a transcription service, have a note-taker they trust and the interview recordings. Recalls thesis advisor “qual analysis *is* data reduction.” 2) Uses Dedoose - cheap, paying per-user for the months of use. User-friendly enough that wide range of folks have been able to use it. One theme in the room that is resonating is the relational aspect of qualitative data. Community partners often want to be in relationship with researchers when they enter into a qual data project

* Anthony: Limited amount of time “at front door,” but wanted to ask about aspirations, goals, etc. Offering opportunity to do a lead-behind where subjects send along a video. Would like to take responses back to community in next stage of project. Considering TikTok but core idea is being responsive to the way communication is changing
* Jay Dev: From experience using audio data, two things that are relevant. One, audio data can take longer to process than transcribed data, vetting is also an additional effort. Two, thinking through what reuse looks like at project outset is important. There is sensitivity associated with capturing someone’s voice, which would be identifiable in a community. On the flip side, hearing the voices of community members played back can humanize data.
* Anthony: Trying to figure out the consent piece. Going back to interviewees after the fact to ask about attribution - especially if someone has a great quote
* Nicole: Lots of us are focused on the *amount* of qual data we receive. Honing in on project focus can help narrow the qual data that is useful. Thinking about medium and how quall data is expressed.
* AK: Narrowed budgets by figuring out exactly what the goal of a project is and narrowly tailoring research questions (and focus group questions). Such
* Caroline: Also asking “what can’t I learn from quant data.’ Especially in light of the camp session focus on integration of quant and qual. Asking “what makes you feel safe” rather than “is there lots of crime in your neighborhood.”
* Nicole: Loved Anthony’s quote on body language
* Donovan: Anthony, how do you analyze the body language and tone data?
  + Anthony: “Respondents reacted [this way] consistently” or “everyone hesitated, then it came out.” “everyone was looking down”, “this topic animated everyone in the room - people were yelling!”

SJJ: What communities are we not hearing from in quant data? Tend to get low response rate from Somali community in Best Starts for Kids Health Survey. Have used qualitative data to supplement . Also have experienced survey distrust in some communities - which may be reflective of the focus on family health and wellbeing. Have other people encountered htose problems?

Nicole: Project on co-planning and public participation in the planning process. Hard to get OSU scholars to go into communities - however community members have stressed the importance of coming to them. One member said “If you want to know more about us, I will meet you out here and we can walk this community together.” Can learn what

Unnamed, Tucson: Not always comfortable to meet people where they are - but that’s the point. Literally, data collection in Arizona summer. HIred community leads, folks that would be recognizable in the community. Underserved communities do not trust us, latest in a long line of groups that have made promises. Hiring community leads has made a big difference in meeting undercovered communities

NIcole: Referenced a story of a data collector who would go into communities with dinner

SJS: Community Cafe Collaborative, model of working with parents that she has found to be very culturally flexible . Work with trusted community members to convene gatherings. Beautiful practice of “hosting,” attentive to food, place. “Kids Kafe,” kids have an age-appropriate conversation about the subjects adults are discussing, presenting to parents at the end of the meeting.

Anthony: Importance of CBR principles - hiring community members not just asking for volunteers. Looking back on assessing aspirations - no neat quant analogue but may covary with race, educational attainment, etc. Example of low-education attainment community with strong entrepreneurial mindset - from qual we may learn that business training is more community-preferred than tuition assistance.