

WORKSHOP

Collecting & Analyzing Data



Data, Research & Consulting

Welcome to our qualitative research masterclass!

INDUSTRY EXPERTS IN PRODUCT, CONSUMER & MARKET RESEARCH

Using a scientific approach to conduct quantitative, qualitative & neuromarketing projects.

BUILDING SCALABLE & SUSTAINABLE BUSINESS

Since 2018 with over 100 in-depth interviews and focus group discussion projects completed.



Outline

What we'll discuss



What?



Why?



Types?



How?
(Collection)



How?
(Analysis)

Qualitative Research

Non-numerical, unstructured/semi-structured

- To understand the underlying reasons, opinions, experiences & motivations
- To uncover trends in thoughts, opinions and to help you dive deeper into a problem



Typical Research Questions

How & Why

- How do people navigate our website?
- Why do people choose us over our competitors?
- How is the service people receive from our agents?
- Why are Nigerians not accessing credit?
- Why are Nigerians less likely to receive the COVID-19 vaccination?
- What is a typical day in the life of a sex worker?
- How effective is our withdrawal program on addicts?

Career

Get started



Opportunities

Grounded in psychology, sociology & anthropology

- Journalist
- Consultant
- Moderator/Interviewer
- Social Worker
- Customer Service Rep

Qualitative Research Tools

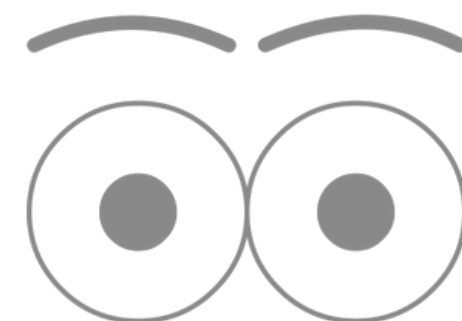
IN-DEPTH
INTERVIEWS



FOCUS GROUP
DISCUSSIONS



ETHNOGRAPHY



DIARIES



SOCIAL MEDIA
DATA



In-Depth Interviews



WHAT

One on one personal discussion between the interviewer and participant is held in the form of an interview

WHY

Conducted with key experts to dig deeper into a problem, issue or topic.

HOW

- A sample size of 5-15 participants per topic
- Interview length of 0.5-1 hour
- Via phone calls, internet calls or in-person



Focus Group Discussions



WHAT

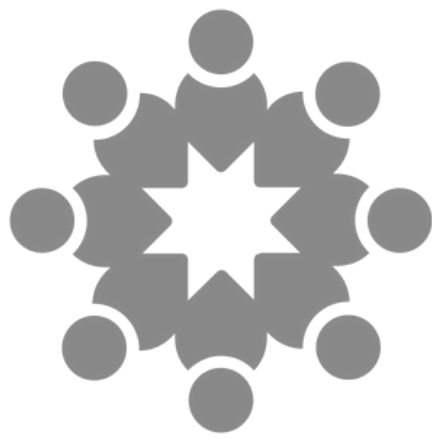
Homogenous small group of people discuss a topic among themselves

WHY

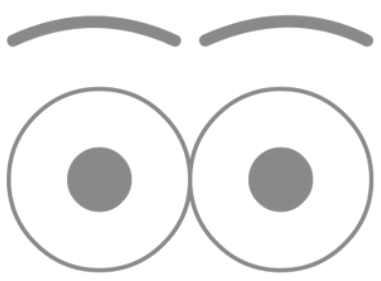
To draw out rich insights and clarification on specific areas of interest but most importantly to understand group behaviour and consenses.

HOW

- A sample size of 6-8 participants per focus group.
- The number of groups depends on the number of demographic groups you are exploring.
- Group length of 2 hour
- Via in-person or internet call



Ethnography



WHAT

The actual behavior of people are observed in their natural environment

WHY

Understanding the how in relation to the setting. Allows you the opportunity to experience first hand

HOW

- Conducted in the location relating to what the research is about
- Can last for a few hours to days to years
- Record what you have seen, heard, or encountered.



Diaries



WHAT

Self-reporting by participants over an extended period of time

WHY

Contextual information about participant's real-time real-life behaviours and experiences.
Longitudinal data.

HOW

- Participant is asked to keep a diary and log specific information about activities being studied
- Can last for a few hours to days to years



Social Media Data



WHAT

Collation of a social media user's data on social media sites

WHY

Allows you to study why and how in real time. Passive, longitudinal data

HOW

- Collate data from social media sites
 - Software to scrap data off social media sites



PRE
DATA
COLLECTION

- Identify your business & research objectives
- Design your guide, NDA & Analysis plan
- Recruit your participants
- Schedule the data collection
- Send reminders

DURING
DATA
COLLECTION

- Explain rules of engagement
- Present NDAs
- Provide refreshments
- Record session
- Show stimuli
- Ask questions/observe behaviors
- Pay incentives

POST
DATA
COLLECTION

- Save recording
- Save all notes
- Get ready for data analysis

Qualitative Data Analysis



Transcription

Transcribe your recording into a Word document (this is your raw data). Each question in your guide should be a column in Excel. Copy each participant's response to a cell in Excel.

Coding

Create themes for each question (column) based on the findings in the data. Create another column next to each question where you convert each cell in Excel into a code; grouping data relating to each theme under the code (Content Analysis)

Checking

Ensure there is no missing data, check all spellings are correct and consistent. Save this file as your clean data.

Analysis

Create a network map to show how the different themes are related to each other within a question and between questions. With this, you will start to see patterns emerge (Structural Analysis)



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Thank you!



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