Action Research Data Analysis

- The purpose of AR is to use your findings to make effective change in your organization

- Look, Think, Act - Data analysis is in the Think phase as you sift through the data that emerges form the Look phase.

- Task of the Researcher is to interpret and render understandable the data being considered

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Qualitative Data Analysis in AR

- Analysis - means to break something down into its components so that it can be understood.

- Qualitative data analysis is a way of recording people's attitudes, feelings, and behaviors in greater depth.

- Systematic process of analysis: organizing data into concepts that enable participants to better understand features of a situation leads to a more effective and sustainable resolution of the problem investigated

- The analysis provides means to formulate clear and useful explanations and interpretations of situations that provide a concise and accurate answer to your research question.

Types of Data Analysis

DISCOURSE ANALYSIS

Conversational analysis that focuses on patterns of speech and how people talk about a subject

CONTENT

Data coded in a systematic way using existing categories or categories developed as the data is reviewed

THEMATIC

Themes that emerge from the data you collected

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"... but there are even more insights to be gained by considering your entire data set."

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"Analyzing data throughout the process can provide insights into your inquiry as it unfolds..."

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Analyzing the Data

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Triangulate Data

Studying the research question from at least three separate pieces of data

Compare

Compare the data collected over time to evaluate progress

Contrast

Look for data that stands out or differs from existing theories

Restate the Question

Remind yourself of the question throughout the process

Speculate

Consider different interpretations of the data, do not stick to assumptions or previous theories

Take a Break

Step away and come back to the data with a clear mind

Categorize and Sort

This process is called coding, disaggregation of the data and breaking it down into segments

Code

Decide how you want to order your findings chronologically, by importance, by frequency and

Visualize

Create a visual of the data

What is Formative Data Analysis? (Ongoing)

...ongoing throughout your inquiry and occurs AS you are collecting data...

What is Summative Data Analysis? (Final)

...takes place towards the end of your data collection AFTER you have finished collecting data...

Data Analysis Methods

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Coding and Categorizing

Review the Data
- Re-immerse in the research question
- Read all Data thoroughly
Unitize the Data
- Identify and pull main points and ideas
- Examples: words, phrases, sentences, concepts, events, experiences
Code Data
- Sort Data into groups/categories
Identify Themes
- Once categories are established within each stakeholder group, you can identify themes across groups and compare/contrast
Organize a Category System
- Determine the clear categories/subcategories that will be used in the analysis
Develop a Report Framework
- Themes and categories will represent headings and subheadings in the Data Analysis report

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PRACTICE

Visualizing Process Behavior

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Abstract and Distill

Practice sitting and letting the essence of your findings set in if you find an insight, write down by focusing on one bit of data at one time in the data

Talk and Validate

Talk to others about the concepts and explore the data interpretations to see if they can articulate

Establish the Theories

The research group reported back at the findings and drew conclusions and implications for the future of the organization.

Restate the Question

Remind yourself of the question throughout the process

Speculate

Consider different interpretations of the data, do not stick to assumptions or previous theories

Take a Break

Step away and come back to the data with a clear mind

Categorize and Sort

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Color

Include how you want to color your findings chronologically, by importance, by frequency and focus

Visualize

Create a visual of the data
- Examples
- Line graph, to compare results between variables
- Pie graph, to compare parts of a whole chronologically

"Analyzing data throughout the process can provide insights into your inquiry as it unfolds..."

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Coding and Categorizing

- Restate the Data
   - Reference the research question
   - Read all Data thoroughly
- Unitize the Data
   - Identify and pull main points and ideas
   - Examples: words, phrases, sentences, concepts, events, experiences
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Contrast

Look for data that stands out or differs from existing theories

Abstract and Distill

Practice stating and writing the essence of your findings as if you had to explain them briefly by focusing on what matters most in the data

Talk and Validate

Talk to others about the research and explain the data interpretations to see if they can understand

Establish the Theories

The research group should look at the findings and draw conclusions and implications for the future of the organization

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Order

Decide how you want to order your findings: chronologically, by importance, by frequency, etc.

Visualize

Create a visual of the data
- Examples:
  - Line graph o show trends over time
  - Bar graph to compare results between variables (pre-test/post-test)
  - Pie graph to compare parts of a whole (demographics)

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