

# HNC Data Analysis Process

## **Background**

Two types of qualitative data:

- Focus groups: Long, narrative transcriptions of the proceedings
- Open-ended questions: Short, to-the-point responses

Even though our sessions were like focus groups, the data we have is like responses to open-ended questions.

## **Observations**

1. The data from open-ended questions is typically coded and grouped into categories, so that proportionality can be determined. However, the verbatim comments are still useful for adding depth to the resulting categories.
  - After the due diligence of coding and grouping the responses is complete, then more interpretive conclusions can be drawn. But to make those interpretive conclusions prior to the first step runs the risk of personal perceptions biasing the findings and recommendations.
2. The data from the Round One is just as important as the data from Round Two because it shows where the passion lies. It reveals the source of motivation for the suggestions that were offered in Round Two.
  - Ultimately, it is the passion revealed in Round One that will be the fuel to accomplish the goals of Round Two. Therefore, we need to ensure that the future direction we choose for HNC has a direct link back (taps into) the passion and motivations revealed in Round One.

## **Recommendations**

1. Use tonight to identify 4-6 major categories under which the responses fall for each Round. For Session Two, they may include the following:
  - New Construction
  - Outreach (without construction)
  - Worship
  - Etc.
2. Assign a Round One and a Round Two group to everyone on the team (it's important that everyone spend time with the issues revealed in both rounds, and overlap is good for reliability).
  - Alternatively, each person is just assigned a single round for a single group, but everyone should spend time carefully reading all comments from all groups for both rounds.

3. Cut and paste the comments from your group into the identified categories, but feel free to add sub-categories (or even new categories if needed).
  - Retain the verbatims, but shorten where possible.
4. Tally the number of comments under each category to get a sense of what proportion (percent) of all comments that fall into each category.
  - If working with a partner, compare your results and resolve any inconsistencies.
6. Working session at our next meeting:
  - Discuss the process – any unresolved issues that need clarification before proceeding?
  - Combine the results from everyone’s sheets. Perhaps have a group working on Round One while another works on Round Two.
  - Distribute the resulting document and discuss initial observations from the findings.
  - Compare these findings with self-reported priorities from Round Three (if held).
7. At the following meeting, come prepared to discuss the findings more in-depth and begin to make some interpretive conclusions based on these findings for the direction of HNC.
  - Feel free to use the “hard” findings as a springboard for more interpretive conclusions and comments regarding over-arching themes and motivations. Use passionate comments that stand out from either Round to illustrate your point.