

COMMUNITY-LED RESEARCH PROJECT

HOW TO ANALYSE DATA/INFORMATION



community
food and health

(scotland)

The information you collect from your interviews and surveys will need a little work done on it to pull it all together and to find out what your research shows. This is called analysing the information. Analysing involves filtering the information you have collected through a number of stages to identify themes, key messages, and good quotes to use in your report. The process helps you to reach conclusions about what you have found out about.

Once you have collected your information you need to sort through or filter it to identify what it is telling you about your research project.

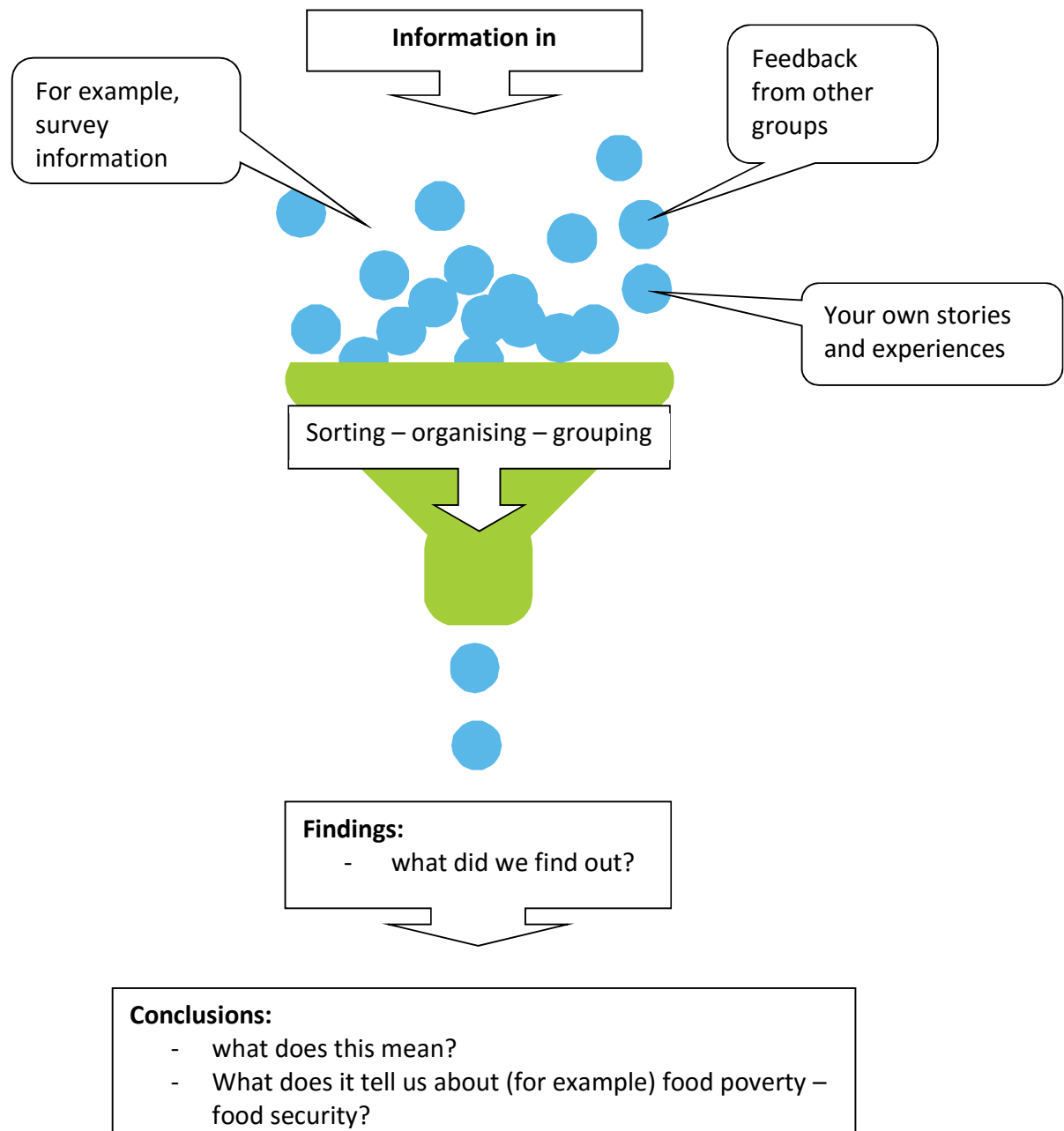
Analysing Quantitative information (the numbers): from your data it should be fairly straightforward to determine for example: the numbers, age, origins, gender and family circumstances of the people who contributed information. This provides a profile of the people that have participated in your research. It's simply a case of adding up numbers to get the total for each. For example, you could present your answers in a table or a chart. You may also have included survey questions that can be analysed in this way.

Analysing Qualitative information (the words, pictures, feedback and stories): These data need to be boiled down to identify the emerging themes. Here's how to do it.

1. Sort the information into piles based on distinct respondent groups and/or responses to a particular question.
2. Working on one pile of information at a time:
 - Read through the information to get a general idea of the contents.
 - Use different coloured highlighter pens to identify main themes and any sub-themes or categories. For example:
Main theme = Eating well: **sub-headings:** yellow = good quality, blue = healthy food etc.
 - Once you have identified all the sub-headings, write a summary sentence for each one.
 - Be sure to include examples and quotations to illustrate the points you want to make.
3. Then compare the results for each group of people and/or across your questions.
 - what 's the consensus view about (for example) food poverty – food security?
 - are there any surprises?
 - are there any issues or aspects of the research you have not found out about?
4. Link your findings to the original research questions.
5. What conclusions can you draw? Are there any actions that you want to take forward? Are there recommendations about future research?

The diagram below illustrates the process and stages of analysis.

Top tip: use different coloured highlighter pens to categorise statements under the key themes that you see emerging from your analysis of the information.



Use your data analysis and summary paragraphs as part of your research report.