

DATA FUNALYSIS

Knowledge is Power! Data Analysis is one of the most challenging and rewarding parts of the research process. Researchers are finally able to make their own meaning of what's going on with their data and have ownership over their projects.

PURPOSE

To collectively examine patterns in the data collected to generate supported findings and recommendations.

OUTCOMES

Findings that are supported by evidence from the research.

Recommendations to specific parties or groups.

The group is prepared for report writing.

TIME

1 - 10 hours, depending on the size, skill and speed of your group

MATERIALS

Data Sets
Funalysis Charts
Poster paper
Tape
Markers
Computers with WiFi
(Optional) Projector

SOURCE

Developed by Levana Saxon, inspired by the activity "Finding Findings" by Youth in Focus.

PREPARATION

If using a SurveyMonkey or other survey software:

1. Look through the data through the analyze results function (if using SurveyMonkey).
2. Ask the group ahead of time how they want to filter the data (to compare data between people who answered questions one way vs. another way, along with the demographic information).
3. Print out data sets. Do this by first downloading a set as a PDF that is filtered or not, opening the PDF, and then printing.
4. Make enough copies so that there is at least one set per person.

If you have recordings:

1. Have all of the relevant recordings transcribed - and/or analyzed through the *Quote Scavenger Hunt*.

FRAMING

This activity is called "Data Funalysis" because sometimes we need to be reminded to have fun with this process! It can get challenging at times, but once you are in it, and discovering what the community is really saying through the data, it can be super rewarding. Instead of just swimming in an ocean of data, which can be overwhelming, we are going to start by identifying a few Possible Findings - and like detectives - try to find evidence to prove our Finding.

This evidence can be in the form of a percentage (e.g. 75% of the survey respondents said), a fraction (e.g. 2/3 of the participants responded to this forum intervention in the following ways), a series of quotes (e.g. here are things that people said about this photo). The important part is that we are writing down enough information that if someone who was skeptical came up to us and said "I don't believe your finding" you can say "Well, check out all this solid evidence".

1. **Review the Findings Poster** (see Sample Poster), and using the *Glossary of Key Terms*, explain what a Finding and a Recommendation are - and tell them that, in teams, they will produce posters like this one by the end of the session.
2. **Review goals for the data analysis.** Discuss some of the following questions to remind people why they are doing this in the first place:
 - What was our primary research question?
 - After looking at all the data we collected, what do we want to be able to say about ____?
 - Given what you witnessed when collecting data, what are some answers to our questions that a number of people shared that might be able to form a solid research finding?
3. **Develop criteria for a good finding.** Ask the group, “What makes a good finding?” Track their answers on a poster that you can refer back to as questions are being developed. This will help you avoid the awkward situation of telling someone in the future that the finding they developed is no good. You can simply ask them to review each others’ findings and ensure that they fit all of the criteria. Some examples of useful criteria (that you can assert) include:
 - It is accurate.
 - It is not too obvious or universally known.
 - It is not biased (or if it is, the bias is explained).
 - It is supported by (3-10) items of solid evidence from the research.
 - Will help us achieve our research goals or answer our research questions.
 - Will make sense to our audience.
 - Is not too redundant.
4. **Review the themes.** Ask for a few volunteers to take on each theme. Distribute the data sets to each person, according to which data sets might make sense for the particular theme that the individual chose.
5. **Create preliminary findings.** Give them a set time period (around 30 minutes) to look through their data together for preliminary findings, or simply patterns in the data, and then include possible supporting data under each finding. If they have natural conclusions, in the form of recommendations as shown in the Sample Poster, have them add those as well. Otherwise just wait until all of the findings are complete and do together at the end.
 - Pass out a piece of flipchart paper for them to write their ideas for each potential Finding on a (separate) poster to share with others (using the Sample Poster as a model.) Have them add what they are coming up with to the poster. They may have multiple rounds and edits, which is fine. This way other groups can see what others are working on, and may find relevant supporting data for each other.

NOTE Remember to include detailed information about who the people are whose answers you are referring to in your supporting data. For example,

- **DON'T:** “5 people said they don’t agree with it”
- **DO:** “5 participants in the focus group conducted at the East Side Community Center, when asked whether they agree with the idea of having more open green space, said they did not because they were concerned with issues of safety....”

- Come back together and have people share out what they came up with.
 - Review and edit each others' work. You can do this as a group, where you go through each question, one at a time, or rotate themes - so that each pair is working with a different pair's questions and editing them.
- 6. Refine and finalize your Findings.** You may have to reduce your number of findings if the group generated more than 10. Use your criteria poster!
- 7. Determine key recommendations.** Discuss with the entire group your key recommendations related to each finding or upon reviewing all of the findings together.

Sample Poster

THEME TITLE

*FINDING STATEMENT OF FACT:
WHEN THIS HAPPENS, THAT HAPPENS.*

SUPPORTING DATA:

- 75% OF THE FORUM PARTICIPANTS AGREED THAT...
- X PARTICIPANTS SHARED THEY FELT THAT INTERVENTIONS IN WHICH Y OCCURS IS MOST SUCCESSFUL
- "WHEN WE JOIN TOGETHER AND ... WE WIN"
- THIS PHOTO (PHOTO INCLUDED) WAS REFLECTED ON BY COMMUNITY MEMBERS AT THE EAST SIDE COMMUNITY CENTER WITH THE FOLLOWING STATEMENTS:
 - "THIS REMINDS ME THAT ..."

AND SO WE RECOMMEND:

THE COMMUNITY SHOULD

- DO THIS
- DO THAT

THE CITY SHOULD:

- INCLUDE THIS IN THEIR PLAN
- INVOLVE THESE PEOPLE IN THE IMPLEMENTATION OF XY