Writing & Visualizing Qualitative Findings

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Reminder about Qualitative Inquiry

Important caveat:

- Aims to 'better understand'
  - Uses non-numerical representations*
    - *Sometimes demographic profiles involve numerical representations
  - Illuminate multiple perspectives

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Writing Qualitative Findings

Variant depending on method

Specific details on how you 'found' your findings (e.g., methods)

"Paint the picture" to showcase how your RQ is supported (or not)

Tips for Writing Qualitative Findings

- Organization is key
  - Utilize headers!
- Know 'who' you are writing for
  - EX: journal requirements
- Data should comprise the bulk of your article
  - EX: rich data quotes, vignettes from field notes, and context descriptions of the study
  - This is the main way readers understand your research/RQ/contributions
- ALWAYS contextualize your findings/quotes
  - Tell your reader why your quotes are important to your claims/overarching RQs

Example Structure

The 1st sentence of a findings paragraph is important. Have a clear topic sentence. Next, have sentences that link to your overarching claim/RQ and contextualize what you are about to present. When contextualizing the data that you are about to present below (e.g., a quote), give specifications about the participant and what topic, question, etc. the quote relates to.

Here, you insert the block quote (e.g., data). Block quotes are usually for words 40+, but this can vary depending on the journal/citation style. Shorter quotes are placed in-text, with ".".

Then, after the above quote, you should have other sentence(s) that stress the importance of parts of the quote—tie it back to the theme you are making a claim about, or use it to transition to the next paragraph/data.

Writing Findings vs. Visualizing Findings

- Variations in:
    - Space/length & time constraints
    - Audiences, learning styles/interest
    - Detail required
    - Influence of nonverbals & presence of speaker
    - Ability for audience to send messages back/ask questions
    - Etc.

Why is Data Visualization Important?

Gen Z is the *"digital, visual, and global"* generation

Many younger generations are visually-oriented

"on track to be the most well-educated generation yet," (Pew Research Center, 2020)

Helps to make academic research more translatable & palatable

More engaging

Displaying Different Types of Data

Handouts/pamphlets
3

Photos
5

Drawings
1
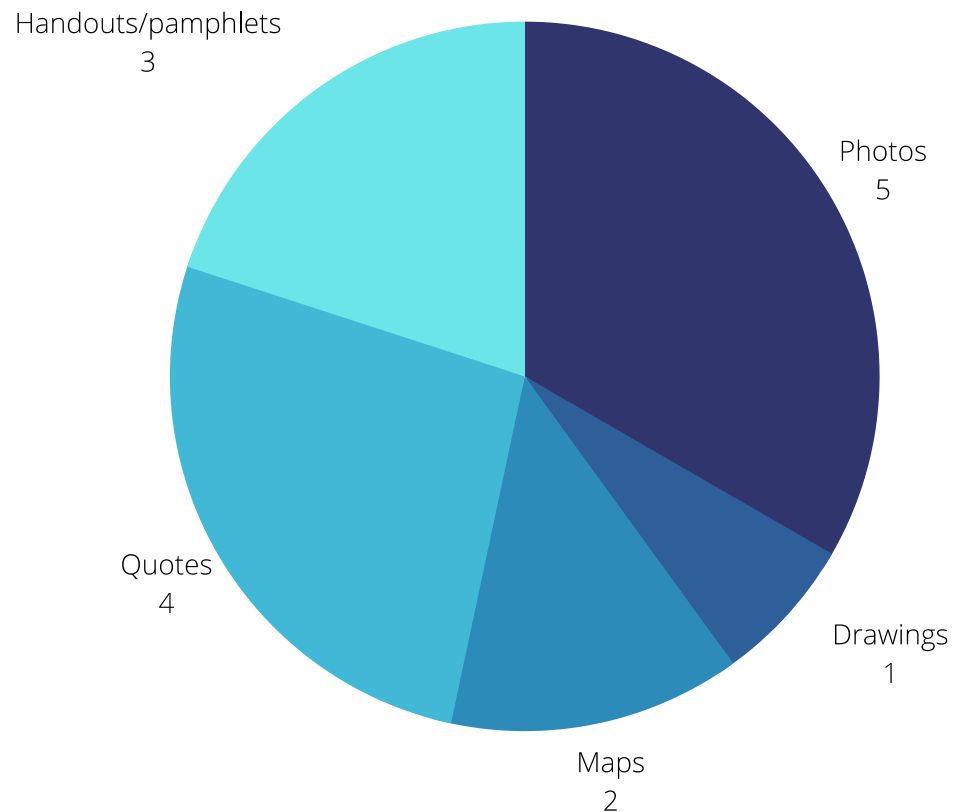
Maps
2

Quotes
4

- "Data" can be:
  - Quotes
  - Photos (researcher or participant taken)
  - Drawings (researcher or participant taken)
  - Maps
  - Handouts/pamphlets
  - Other artifacts/documents

- All the above can be used for visualizing findings

*Don't restrict yourself when conceptualizing your research
  - Think outside of the typical confines of what 'data' are

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Always Consider Your Audience when Creating Visuals

Who is your audience?

Who are you visualizing the findings for?

What do you want to communicate?

How would they best receive that information?

Often, similar to public speaking best practices

Next, How Will You Create the Visual?

- Qualitative data analysis software can be helpful
- Nvivo, ATLAS.ti, etc. (Must purchase license, but free trial available)

- Canva (free account available) www.canva.com

- Even PowerPoint & Word
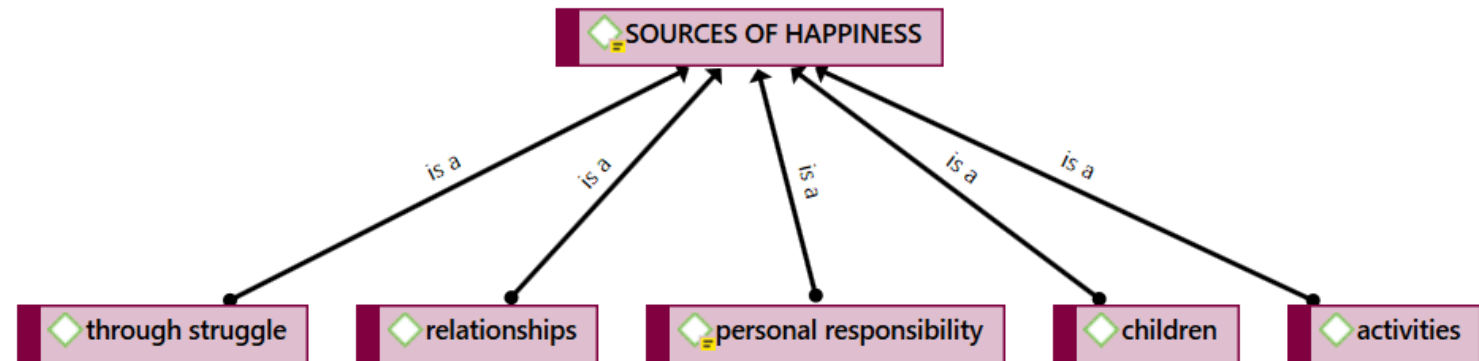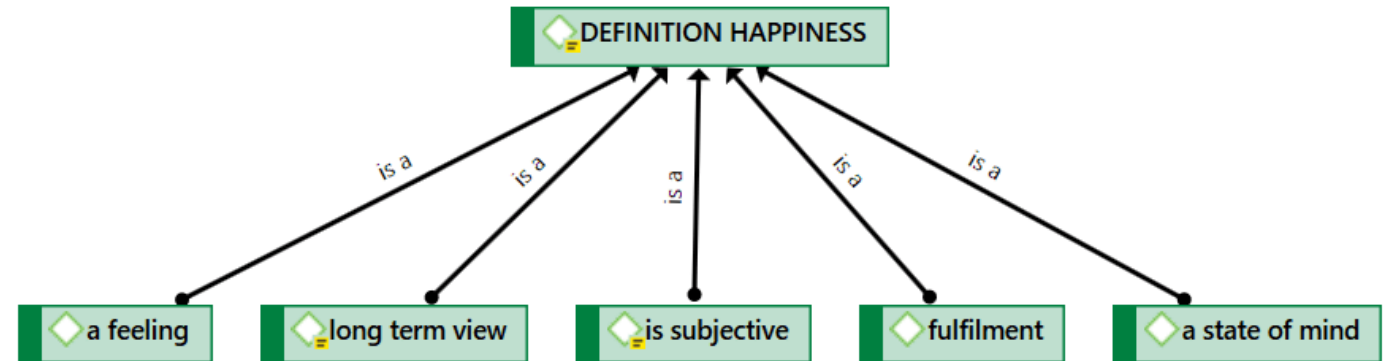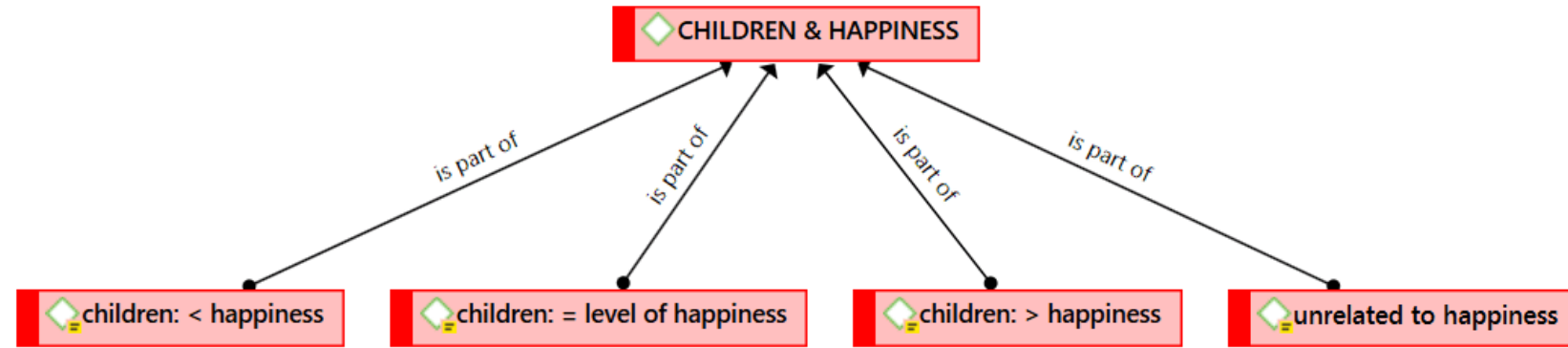- Audio/video clip via YouTube

Specific Visualization Techniques

*These can be used in-text OR a presentation!

QDA Software: Visual Outputs

- ATLAS.ti

- Showcase relationships among variables/codes
  - Useful for methods, too
  - How themes were developed

- Larger, broader view of 'what is happening in the data'

- *Free trainings available from ATLAS.ti*

CHILDREN & HAPPINESS

is part of → children: < happiness
is part of → children: = level of happiness
is part of → children: > happiness
is part of → unrelated to happiness

DEFINITION HAPPINESS

is a → a feeling
is a → long term view
is a → is subjective
is a → fulfilment
is a → a state of mind

SOURCES OF HAPPINESS

is a → through struggle
is a → relationships
is a → personal responsibility
is a → children
is a → activities

Caution: Some Lack Clarity

Illuminating Narratives/Quotes

If text based: one quote per slide

Consider pre-recorded audio/video

- Must consider IRB approval and (de)identifiable data!

EX: [play audio]

- Allows audience to 'hear' intonation, see nonverbals, 'hear' emotion, etc.
- Easy to record & embed in your presentation with Zoom, Canvas Studio, phones, YouTube, etc.
- You still need to contextualize your findings/exemplars in a presentation, just like in your written documents

The Difference: An Example using Demographics #1

Out of the 775 respondents, 6.6% were between 18-25 years old, 41.5% were between 24-44 years old, 40% were between 45-64 years old, 10.2% were between 65-74 years old, and 1.7% were 75 years old or older.

(also a difference between just announcing this verbally, without a visual or a text-based slide)

The Difference: An Example using Demographics #2

Characteristics of Survey Participants	Number of Participants (% sample)	Weighted Fraction of Texas and Oklahoma Residents
Age (n = 775)		
18-24 Years	51 (6.6%)	9.7%
25-44 Years	322 (41.5%)	28.1%
45-64 Years	310 (40.0%)	23.6%
65-74 Years	79 (10.2%)	8%
75 Years or over	13 (1.7%)	5.3%

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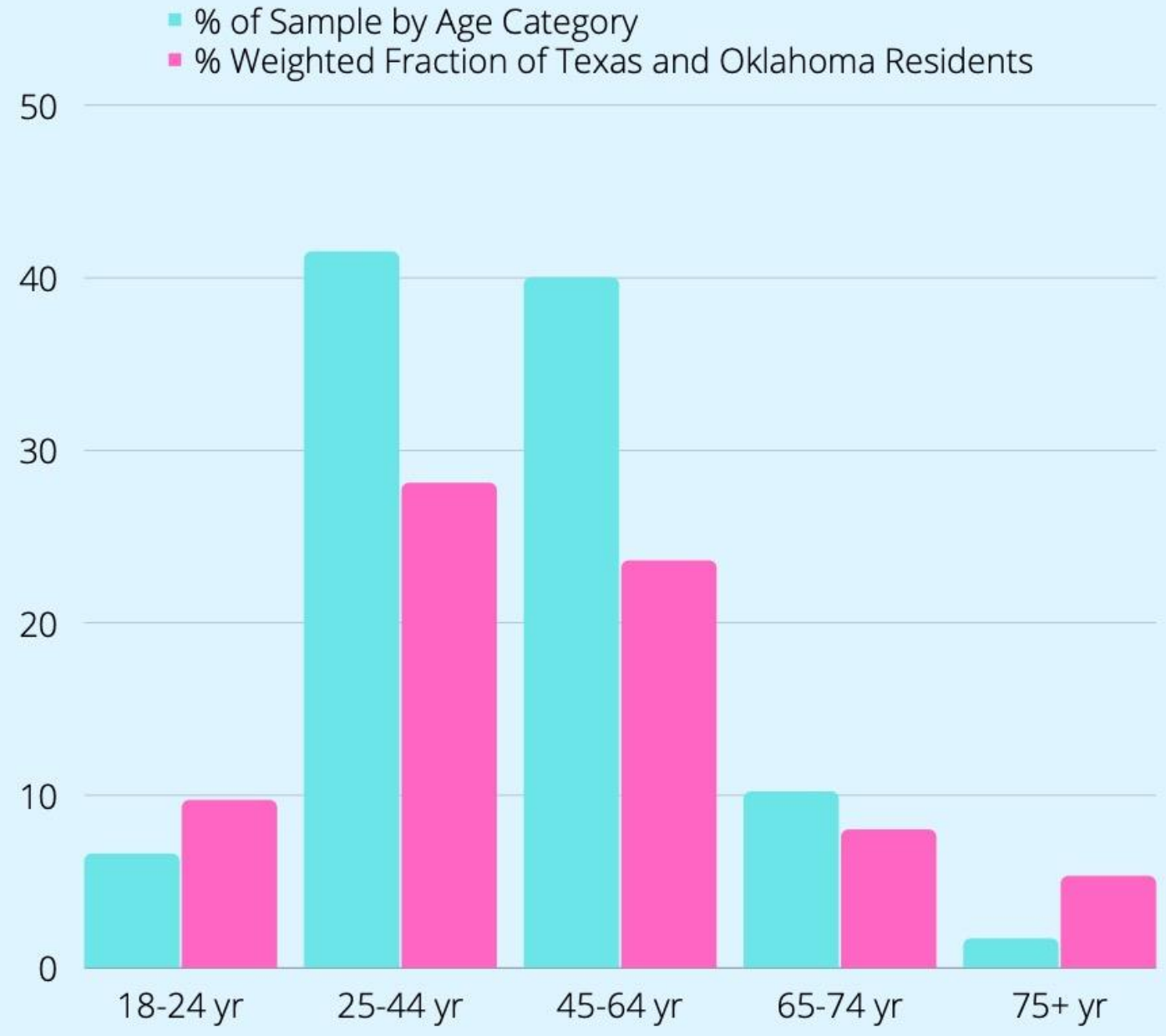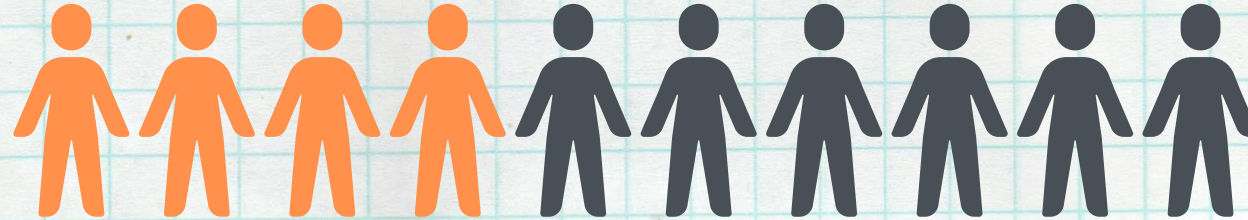
Another Example, with Themes

- <u>Topic</u>: Media Uses during Disasters
  - Social media, largely Facebook and Instagram
  - Interpersonal networks via cellphone
  - Online newspaper
  - Radio

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Example with Themes

Social media

Interpersonal via cellphone

Online newspaper

Radio

Example of Participant Story

Lastly, PILOT TEST YOUR VISUALS!

- Practice your presentation
  - Especially if technology is essential to communicating your visuals, like embedded video clips

- Ask others for feedback on your visuals
 - Especially when communicating technical info./findings to a lay audience

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A Few Helpful Sources to Review

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Resources

- Research Design & Data Analysis Lab: https://www.uttyler.edu/research/ors-research-design-data-analysis-lab/
  - Future webinars/workshops

- Schedule a consultant appointment with me for qualitative questions: https://www.uttyler.edu/research/ors-research-design-data-analysis-lab/ors-research-design-data-analysis-lab-consultants/
  - Other Consultants: Quantitative, academic writing, surveys

- UT Tyler workshops on helpful tech., like Canva

- ATLAS.ti has free trainings/workshops for data visualization
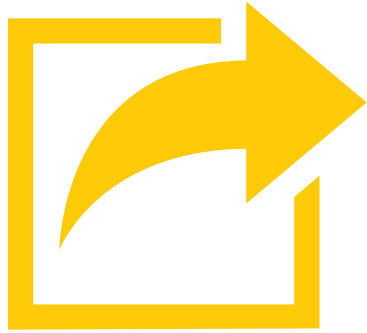
Please take the survey ☺

Sent via email

Questions?

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