



USAID
FROM THE AMERICAN PEOPLE



IDEAL

QualME Meeting: Mixed Methods Data Analysis, Presentation and Application





September 21, 2022 | 9:00-10:30 am ET

Everyone must select a language!

- Click “interpretation” at the bottom of your Zoom window
- Select the language that you would like to hear: **English** or **Arabic**
- Please note that this feature is not available during breakout rooms



Best Practices

-  Activate your video when you are speaking, if possible.
-  Mute your microphone when you are not speaking.
-  During Q&A, raise your hand if you'd like to speak out loud.
-  Use the chat box if you have any questions or comments!

A woman in a red and black plaid sari is working in a field, carrying a basket on her back. She is looking down at the plants. The image is partially obscured by a white curved shape on the right side of the slide.

QualME Peer Community

**Qualitative
Monitoring &
Evaluation**

Community meetings every quarter
Hosted by implementers

Stay tuned for upcoming QualME events!



Agenda

- Welcome (10 min)
- Mixed methods analysis (15 min)
 - Micah Frumkin, Institute for Development Impact (IDI)
- Intro to DataViz (15 min)
 - Carrie Presnall, Labcorp
- Intro to 508 Compliance (15 min)
 - Matheson Sharp, IDEAL/Save the Children
- Small Group Discussion (30 min)
- Conclusion (5 min)



Mixed Methods Analysis

Lessons Learned and Successes from the REAL Evidence Synthesis

Micah Frumkin
Institute for Development Impact (I4DI)

REAL Program

- Resilience Evaluation, Analysis, and Learning (REAL) is a USAID-funded initiative focused on using information to build capacity and best practices around resilience measurement and programming
- The REAL consortium is led by Save the Children, Mercy Corps and TANGO International



REAL Synthesis

I4DI conducted a synthesis of evidence from resilience programming in Burkina Faso, Ethiopia, Niger, Somalia, Zimbabwe, Kenya, and Nepal between 2013 and 2020

PROGRAM SOURCES OF REAL RESILIENCE EVIDENCE



ENSURE

Implementation timeframe: 2013 - 2020
Enhancing Nutrition, Stepping Up Resilience and Enterprise (ENSURE)



RISE

Implementation timeframe: 2014 - 2019
Resilience in the Sahel-Enhanced (RISE)



PRIME

Implementation timeframe: 2012 - 2017
Pastoralist Areas Resilience Improvement and Market Expansion (PRIME)



EREGS

Implementation timeframe: 2014 - 2017
Enhancing Resilience and Economic Growth in Somalia (EREGS)



Amalima

Implementation timeframe: 2014 - 2020
Amalima



M-RED II

Implementation timeframe: 2016 - 2019
Managing Risk through Economic Development (M-RED II)



PREG

Implementation timeframe: PREG: 2016 - 2019, PREG II: 2018 - 2023
Partnership for Resilience and Economic Growth (PREG)

Why Mixed Methods Analyses?

- Qualitative and quantitative data from:
 - Periodic and Final Reports
 - Baseline, Endline, and Recurrent Monitoring Survey Reports
 - Performance and Impact Evaluations
 - Performance Monitoring Datasets
 - Case Studies
- Needed to triangulate and corroborate findings across sources and formats

Challenges

- Conducting a data synthesis wasn't considered until late in implementation
- Studies were demand-driven, leading to methodological inconsistencies
- Finding appropriate visuals to demonstrate both qual. and quant. data simultaneously

Successes


- Engaged stakeholders repeatedly throughout the process to validate findings and gain buy-in to results
- Created an interactive, dynamic, web-based presentation of results instead of a traditional PDF report

Tips & Lessons Learned


- Encourage development of research or learning agendas prior to program design
- Maintain consistent methodological guidance to facilitate mixed-methods research across diverse contexts
- Establish a clear purpose, scope, and boundaries for syntheses
- Visualize qualitative data using patterns, groupings, or quantifying the data

Examples of Synthesis Data Visualizations


RESILIENCE CAPACITIES CRITICAL FOR EFFECTIVE COPING




Asset ownership increases absorptive & adaptive capacity



Timely access to financial services increases coping strategy and boosts recovery



Formal and informal safety nets contribute to resilience capacity



Fostering stronger social capital boosts household's resilience


Access to financial resources affected households' ability to recover from shocks. Financial services such as savings, formal and informal credit, and insurance can help people manage risks while protecting their livelihoods, reducing chronic vulnerability, and facilitating economic growth and recovery. [footnote: (Gash, M. (2019). Resilience in Action: Financial Inclusion. Washington, DC: REAL Associate Award)]

The RISE Midline Survey Resilience Analysis found that holdings of savings boosted households' resilience to shocks.

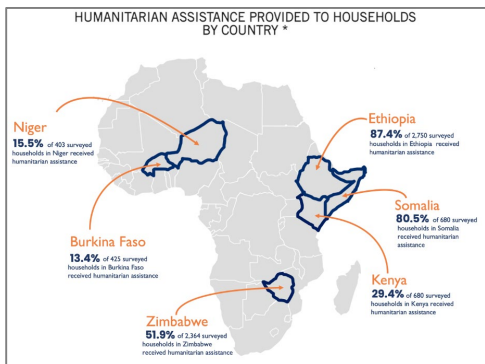
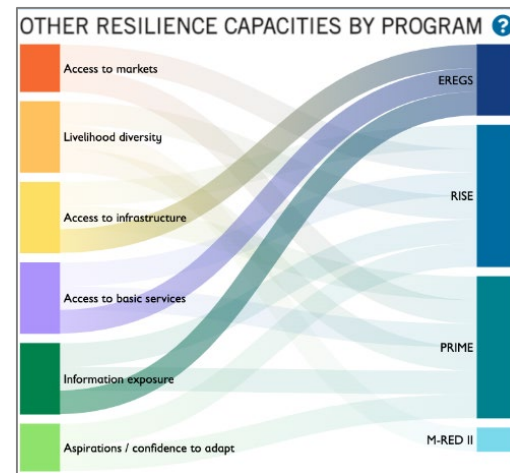
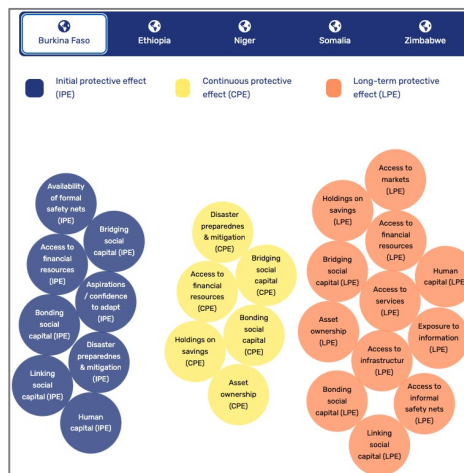
Similarly, the PRIME Endline Survey found that access to financial services had a positive effect on households' resilience capacities, particularly absorptive capacity. However, evidence indicates that holdings of savings is dependent on a culture of savings in communities.

The Somalia Resilience Recurrent Monitoring Survey (RMS) found that village savings and loan associations (VSLA) and savings and internal lending communities (SILC) micro-credit groups lowered the probability of moderate to severe hunger between baseline and the second round of the RMS.


Read more:
 Resilience in Action Technical Brief: Financial Services
 RISE Midline Survey Resilience Analysis
 PRIME Endline Survey Report




Corinna Robbins / Mercy Corps



BOOSTING RESILIENCE CAPACITIES




Shocks and Stresses



Resilience Capacity




Coping Strategies



Food Security

Resilience is best understood as a process of transformation, ongoing in the face of dynamic shocks and stresses. It is important to assess the compounding effect of shocks and stresses (e.g., climate, conflict, and COVID), not as independent pressures but rather as integrated in their effect on households, communities, and systems.

Click individual countries to view additional detail on specific resilience indicators to learn more about specific countries and resilience capacities. To read more about these indicators, their definitions and methods, consult the Methodological Guide for Calculating Resilience Capacity by clicking on the button to the right.



6
COUNTRIES

74
INDICATORS

[Click here to view the Methodological Guide for Calculating Resilience Capacity](#)

The image features a solid teal background. Two overlapping speech bubbles are centered horizontally. The bubble on the left has a tail pointing towards the top-left corner, while the bubble on the right has a tail pointing towards the bottom-right corner. The text 'Q & A' is positioned in the overlapping area between the two bubbles.

Q & A

A large teal circular graphic is positioned on the left side of the slide, partially cut off by the edge.

Tips and tricks for qualitative data visualization in report writing

Visualizing qualitative data for different audiences

Carrie Presnall, Labcorp

Why use data visualization?

- Get the reader's attention
- Convey important messages quickly, memorably

Client Satisfaction Evaluation Ratings

Sed viverra est ut lacus sagittis, eget accumsan magna egestas. Etiam semper scelerisque ipsum bibendum accumsan. Sed placerat id felis nec maximus. Maecenas condimentum blandit ipsum eget eleifend. Praesent porta, enim nec venenatis aliquet, nunc tellus gravida lacus, in vehicula sapien leo in odio. Donec sed aliquet eros.



Description: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum nec sagittis urna. Aliquam ut quam quis sem pulvinar placerat at quis ex. Vivamus placerat interdum diam eu venenatis. Donec id nisi urna. Nam interdum aliquet porta. Nunc tincidunt egestas gravida. Sed fringilla, felis eget consectetur maximus, sapien neque laoreet enim, sed tempus metus dui facilisis lectus. Sed ut risus eros. Aenean vulputate odio in varius aliquam. Proin suscipit, sapien non sollicitudin volutpat, justo nisi ullamcorper libero, ut venenatis nisl non magna. Nulla non sodales enim. In convallis lacinia elementum. Nullam mattis nibh lacus, non laculis tellus facilisis quis.

"Nam interdum aliquet porta. Nunc tincidunt egestas gravida. Sed fringilla, felis eget consectetur maximus, sapien neque laoreet enim, sed tempus metus dui facilisis lectus. Sed ut risus eros. Aenean vulputate odio."

-Respondent

"Nam interdum aliquet porta. Nunc tincidunt egestas gravida. Sed fringilla, felis eget consectetur maximus, sapien neque laoreet enim, sed."

-Respondent



Description: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum nec sagittis urna. Aliquam ut quam quis sem pulvinar placerat at quis ex. Vivamus placerat interdum diam eu venenatis. Donec id nisi urna. Nam interdum aliquet porta. Nunc tincidunt egestas gravida. Sed fringilla, felis eget consectetur maximus, sapien neque laoreet enim, sed tempus metus dui facilisis lectus. Sed ut risus eros. Aenean vulputate odio in varius aliquam. Proin suscipit, sapien non sollicitudin volutpat, justo nisi ullamcorper libero, ut venenatis nisl non magna. Nulla non sodales enim. In convallis lacinia elementum. Nullam mattis nibh lacus, non laculis tellus facilisis quis.

"Nam interdum aliquet porta. Nunc tincidunt egestas gravida. Sed fringilla, felis eget consectetur maximus, sapien neque laoreet enim, sed tempus metus dui facilisis lectus. Sed ut risus eros. Aenean vulputate odio."

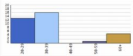




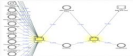

-Respondent

"Nam interdum aliquet porta. Nunc tincidunt egestas gravida. Sed fringilla, felis eget consectetur maximus, sapien neque laoreet enim, sed."

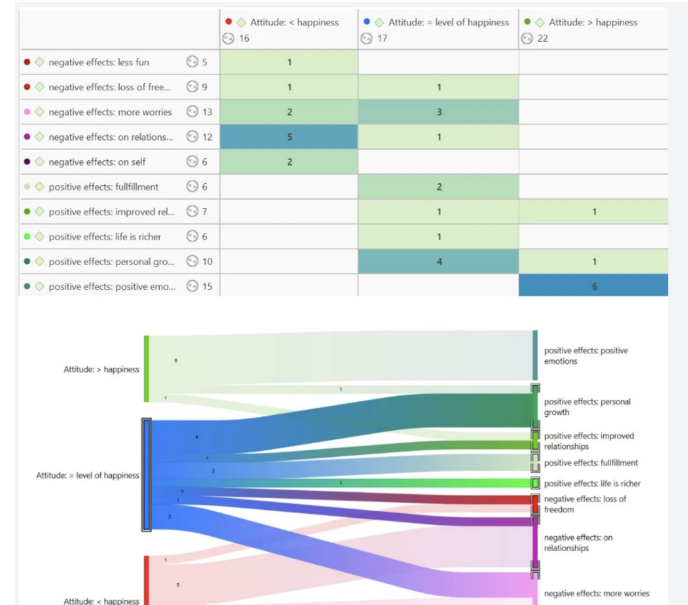
-Respondent

Tools: qualitative analysis software

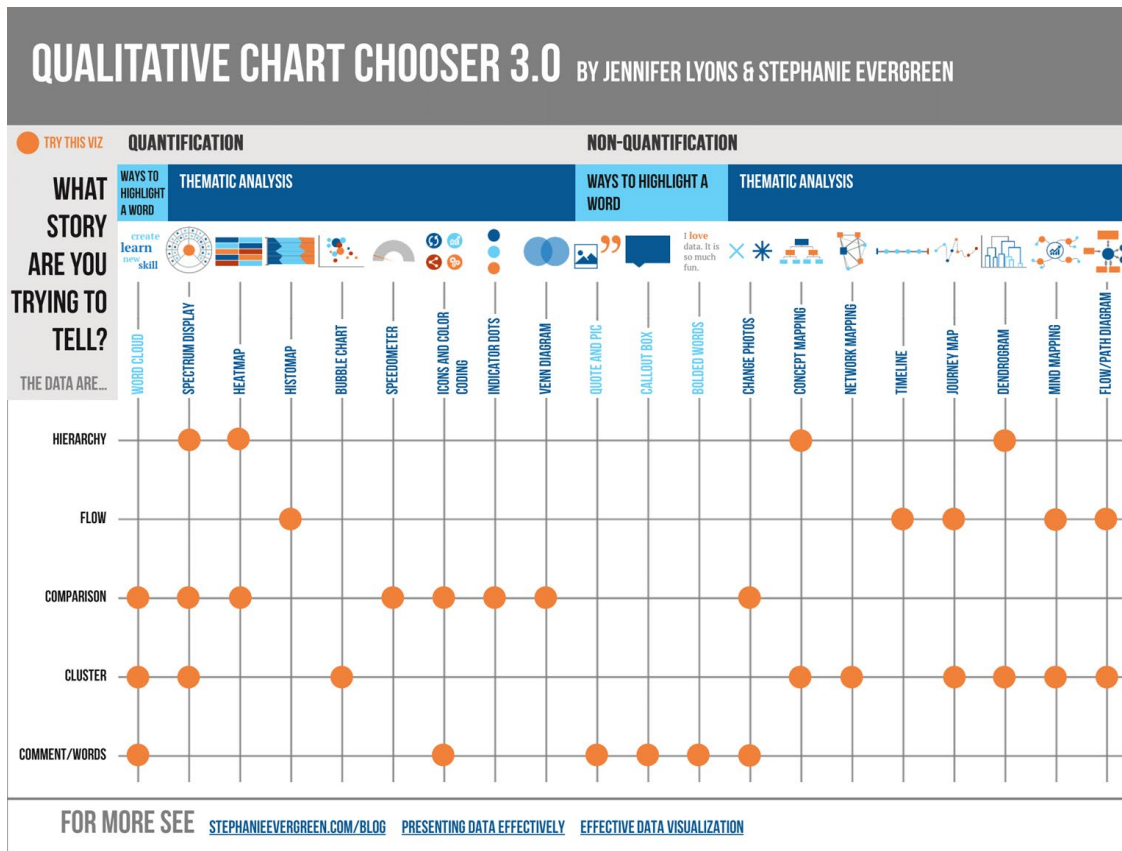
NVivo

Visualization	Description	Example
Charts	Present or explore your project and coding.	
Hierarchy charts	See patterns in your coding or view the attribute values of cases and files.	
Mind maps	Brainstorm your ideas and visualize your thoughts.	
Concept maps	Define concepts and think through their connections.	
Project maps	Display the items and links in your project.	
Comparison diagrams	See what two project items have in common and where they differ.	
Explore diagrams	Show all the items connected to a single project item.	

Atlas ti



Tools and guides



- Word cloud
- Spectrum display
- Heatmap
- Histomap
- Speedometer
- Icons and colour coding
- Indicator dots
- Venn diagrams
- Quote and pic
- Callout box
- Bolded words
- Change photos
- Concept mapping
- Network mapping
- Timeline
- Journey map
- Dendrogram
- Mind mapping
- Flow/Path diagram

<https://stephanieevergreen.com/qualitative-viz/>

<https://stephanieevergreen.com/qualitative-chart-chooser-3/>



Examples
- a few of many!

Highlighted text

**OPEN A PREMIUM REWARDS
CHECKING ACCOUNT
GET 100 SONORAN DOGS***

PAID IN \$300 CASH*

Quotes and photos

Open or undecided



Susan Collins Maine
NATIONAL RIFLE ASSOCIATION RATING: **B**
CAREER N.R.A. FUNDING: **\$18,000**

A spokeswoman said, “Senator Collins is one of two Republican senators currently serving who voted for Manchin-Toomey, which included background checks for all commercial transactions – including at gun shows and Internet sales – but exempted family gifts and transfers.”



John Cornyn Texas
N.R.A. RATING: **A+**
CAREER N.R.A. FUNDING: **\$584,000**

“Now, we don’t know everything we need to know, but once we do, I expect there will be informed debate about reforms we can make and I look forward to participating in those discussions.”



Kevin Cramer N.D.
N.R.A. RATING: **A**
CAREER N.R.A. FUNDING: **\$13,000**

“I think that’s something we’re certainly going to discuss, probably very openly. That particular bill, my first review of that bill was it went a bit far. I wish we could fix the things that they’re supposed to be enforcing now, with regard to

Opposed or leaning no



John Barrasso Wyo.
N.R.A. RATING: **A**
CAREER N.R.A. FUNDING: **\$27,000**

“We don’t want to take away the rights of law-abiding citizens.”



Roy Blunt Mo.
N.R.A. RATING: **A**
CAREER N.R.A. FUNDING: **\$4.6 million**

“I would hope that Senator Schumer’s view would be to see if there’s any bipartisan opportunity before he gets people started voting ‘no’ on gun legislation.”



Ted Cruz Texas
N.R.A. RATING: **A+**
CAREER N.R.A. FUNDING: **\$176,000**

Faulted Democrats “and a whole lot of folks in the media” for rushing to “try to restrict the constitutional rights of law-abiding citizens.”



Lindsey Graham S.C.
N.R.A. RATING: **A**
CAREER N.R.A. FUNDING: **\$433,000**

“None of these things we’re talking about seems to change the outcome, before these most recent cases. I doubt if any Republicans vote for that.”

Declined to answer or deflected



Marsha Blackburn Tenn.
N.R.A. RATING: **A**
CAREER N.R.A. FUNDING: **\$1.3 million**

“Schools should have secured, limited entry points, and increased funding for school resource officers. School officials with prior military or law enforcement experience should be allowed to carry firearms. Finally, mental health must be taken seriously. We should improve access to resources and treatment for those suffering from mental illness.”



John Boozman Ark.
N.R.A. RATING: **A**
CAREER N.R.A. FUNDING: **\$87,000**



Mike Braun Ind.
N.R.A. RATING: **A**
CAREER N.R.A. FUNDING: **\$1.3 million**

“I’m going to focus on school security, which I know works. We’ve got red flag laws in Indiana that have really measurably worked. A lot of them need to be fine-tuned.”



Richard M. Burr N.C.
N.R.A. RATING: **A+**
CAREER N.R.A. FUNDING: **\$7 million**

“If somebody’s got a solution to this, by all means, let’s talk about it. But nobody’s

Quotes and photos



*"This project **helped me** [learn] how to feed a child well to **avoid malnutrition**. Before I did not know that there are foods that we could mix together to feed a child. Now that I've learned this, **I feed my child mixtures of foods**, such as fish mixed with vegetables."*

Quotes and photos

Hawaii Sexual & Gender Minority Health Report 2018: A Focus on Transgender Youth 15



I discovered a whole new world of love and support

- Keris Kerisiano

I was raised in a house where gender roles weren't questioned because of our cultural and religious beliefs. Growing up, I was constantly reminded of how I had to be an obedient, respectful, and honorable wife every day. I was instructed on how to dress, how to act, and how to walk and talk. I was even taught how to cook, clean, sew, and how to care for children. It was basically everything my family thought I needed to know in order to be that "perfect wife."

The hardest part of all was when I realized that I didn't want to be the wife. Instead, I wanted to be the husband. I was open to doing "wifely" duties, but I wanted to do the "manly" things as well. This was the biggest challenge for me because not only was it against my family's religion, but also it was against western society's rules about gender roles.

So there I was, growing up, being obedient, doing what I was told, but always came up with ways to incorporate masculinity into whatever I was doing. For instance, going to church every Sunday was a must in my family. I would wear shorts under my dress. If something needed to be moved or lifted, you know I was right there to help. Before I knew it, I was doing all the "boy" stuff too. I think after a while, my family realized that my being fa'afatama was positive, even beneficial.

I wondered if I would ever be accepted as "normal" in society.

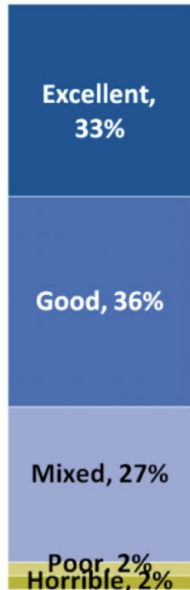
I found myself constantly daydreaming and yearning to be a boy. I watched the men in my family and wanted to be just like them when I grew up. By the time I was 8 years old, I already was dressing and acting like a guy. I wouldn't express my true feelings to anyone for fear of being judged, rejected, or for shaming my family. For the longest time I had accepted the possibility of being abnormal.

By the time I was in high school, my hair was short, I was bigger and stronger, but my family (along with society) felt I still had to be a girl. I had begun wondering if a guy like me could ever be in love with a woman. I wondered if I would ever be accepted as "normal" in society. At the age of 21, I felt secure enough to stand up to my family and tell them I would be living my own life now. I discovered a whole new world of love and support from society and the trans community. I learned so much about who I was destined to be. I have always thought about fully transitioning (by taking testosterone and having gender affirming surgeries), but as of today, I am ok with myself and happy with my life. What is more important for me is that younger trans men have an easier discovery process of themselves than I did.

- Case study
- Photos
- Highlighted quotes
- Varied font size

Quotes with quantitative data

17. If your organization worked with an external evaluator in 2011, what was your experience?



18/19. Why do you think the experience was/wasn't positive?

"[The external evaluator] was very involved, great listener, knowledgeable about evaluations, very willing to change and edit evaluation tool so that it worked for our programs. She met with us whenever necessary."

"Our external evaluators increased our capacity to do in-depth case studies on strategies and provided a valuable independent perspective."

"While we knew we needed a 'makeover' and major staff changes, it was stressful to open up to outsiders and admit the need."

"Backed out because of the amount of work involved as compared to the payment."

"Need more \$ to pay them."

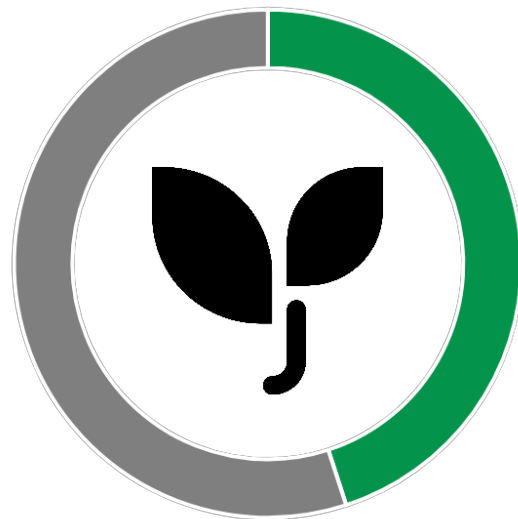
Icons & quantitative data



60%

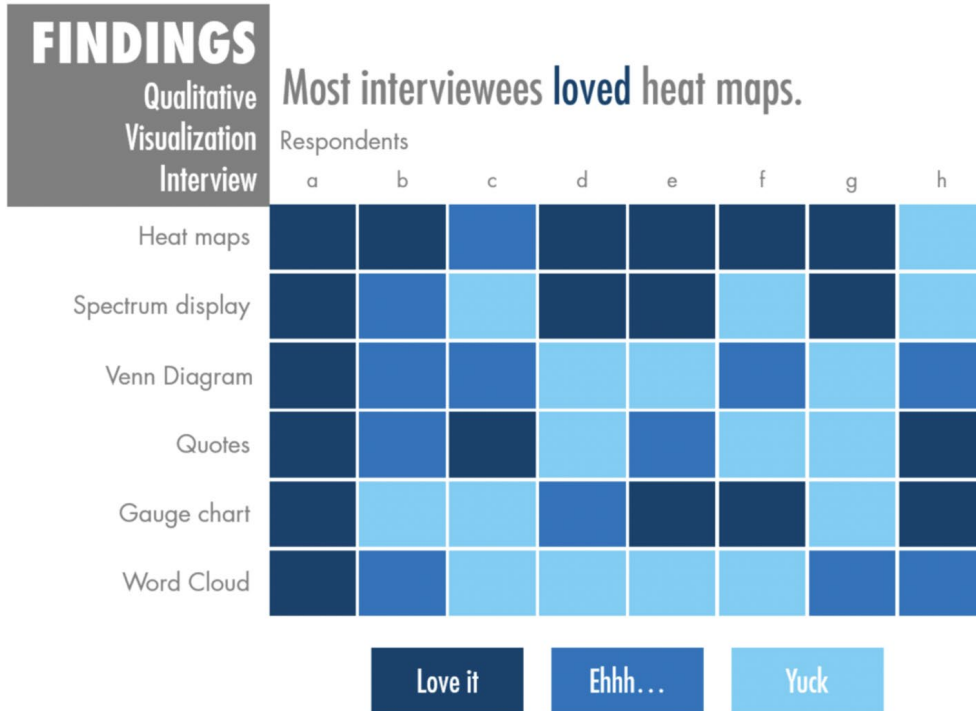
of UNICEF-targeted girls and boys in humanitarian situations participated in early learning, primary or secondary education through UNICEF-supported programmes.

2019 MILESTONE: 76%



45% of interviewees reported that their seedlings survived the drought and wildfire

Heatmaps



- Summarizes qualitative data
- For more richness, add quotes
- See instructions online to make it interactive (ppt)

Word cloud comparison: before/after



Motherboard 
@motherboard · Follow



What our breakups look like on Twitter bit.ly/1wK4Lgg

Before and after:



10:04 AM · Sep 23, 2014



Ideas for your report:

- Before/after an activity
- Villages with/without an intervention
- Men compared to women

Resource

Free tools

- **Evergreen Data Qualitative Viz:** <https://stephanieevergreen.com/qualitative-viz/>
- **Depict Data Studio:** <https://depictdatastudio.com/how-to-visualize-qualitative-data/>
- **Data Visualization Toolkit: Qualitative Data Considerations:** <https://dasycenter.org/data-vis-toolkit/qualitative-data/data-considerations/>
- **WordClouds.com:** a free online word cloud generator and tag cloud creator. You can make word clouds in many shapes. *Copyright Info:* You are allowed to use the generated word clouds commercially.
- **Icons:** OCHA Humanitarian icons: <https://www.unocha.org/story/iconography-part-un%E2%80%99s-humanitarian-efforts-ocha-releases-new>
- **Icons:** Nounproject.com: <https://thenounproject.com/browse/collection-icon/ocha-humanitarian-icons-v02-62718/?p=1>
- **Photos and Pictures: Unsplash:** <https://unsplash.com>
License: All photos can be used freely for commercial and non-commercial purposes. Attribution appreciated but not required.
- **Clip-art and illustrations: Storyset:** <https://storyset.com>
License: Free for personal and commercial purpose with attribution.

Paid tools

[Nvivo](#), [Atlas ti](#), [Tableau](#)

The image features a solid teal background. In the center, there are two overlapping speech bubbles. The bubble on the left is light blue and has a tail pointing towards the top-left corner. The bubble on the right is a slightly darker shade of blue and has a tail pointing towards the bottom-right corner. The text 'Q&A' is centered in the overlapping area between the two bubbles.

Q&A



508 Compliance

Why it's important and what can we do

Matheson Sharp, IDEAL/Save the Children

What is 508 Compliance?

- 508 = Making products accessible.
- Refers to Section 508 of the Rehabilitation Act of 1973, which outlines:

Programs and activities funded by the US federal government must be accessible.

What does 508 Compliance mean?

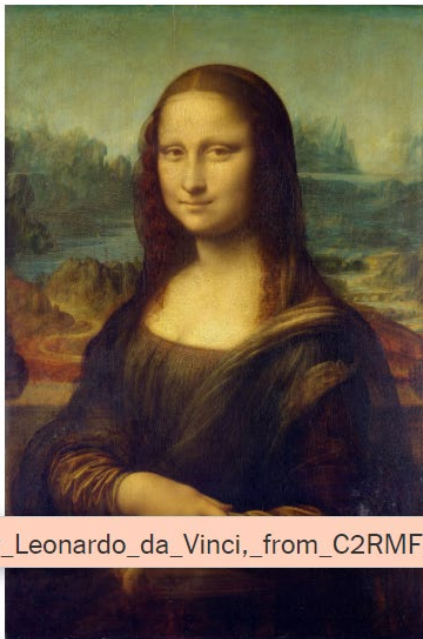
- Reports, briefs, PowerPoint presentations, online learning, social media, etc., must be accessible to people with disabilities.
- We need to ensure screen reading technology can make sense of our documents, people with low vision can see information in color, and people with limited mobility can navigate our online resources.



Alt-Text

- Alt-text = A description of the image that screen readers use
- What needs an alt-text description?
 - Photos
 - Infographics
 - Charts
 - Graphs
 - Tables
 - Diagrams

A painting of a person.

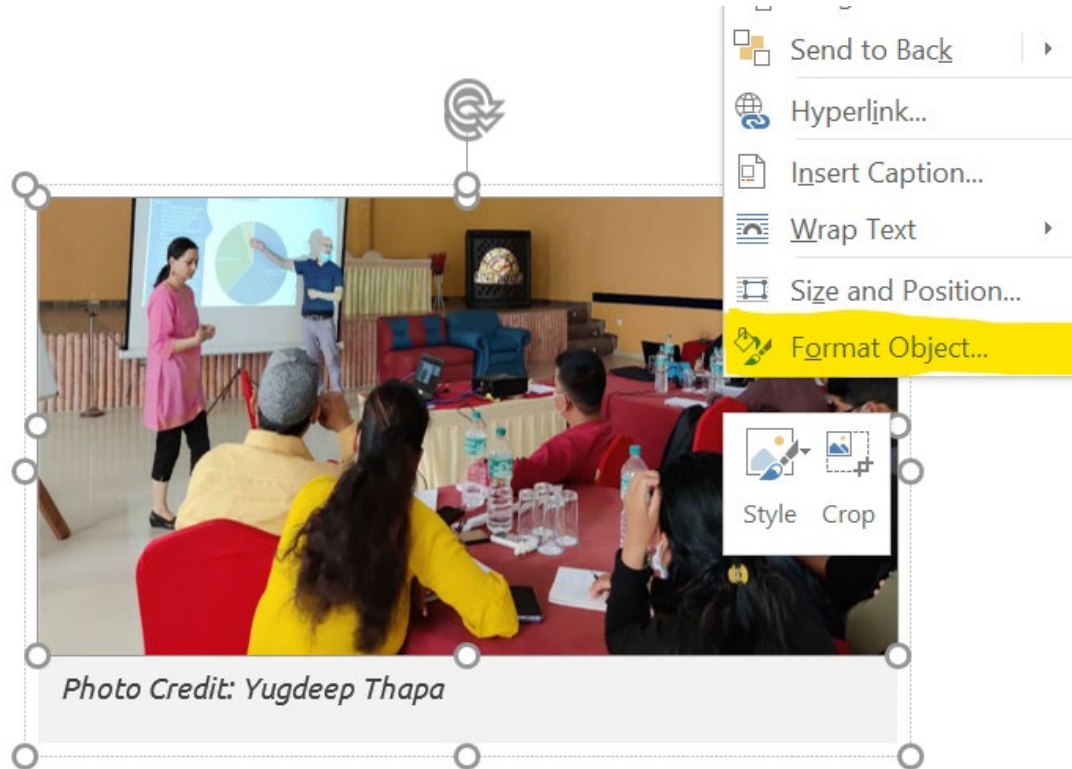


May be an image of one person and strawberry.

Mona_Lisa,_by_Leonardo_da_Vinci,_from_C2RMF_retouched.jpg

Example alt text descriptions from Microsoft Word,
Facebook and Wikipedia.

Adding Alt-Text



Send to Back

Hyperlink...

Insert Caption...

Wrap Text

Size and Position...

Format Object...

Style Crop

Format Picture

Shape Options Text Options



▶ **Text Box**

▶ **Alt Text**

Title ⓘ

Description

Photo of ten people watching a presentation. They are sitting around tables with water bottles and notebooks. There are two presenters and one is gesturing to a pie chart projected on a screen.

Color AND Text

Always use text with color to convey information.



Incorrect


	Status
Activity 1	
Activity 2	
Activity 3	

Correct


	Status
Activity 1	Complete
Activity 2	In-Progress
Activity 3	Incomplete

Resources


Foreground Color

#357E88 

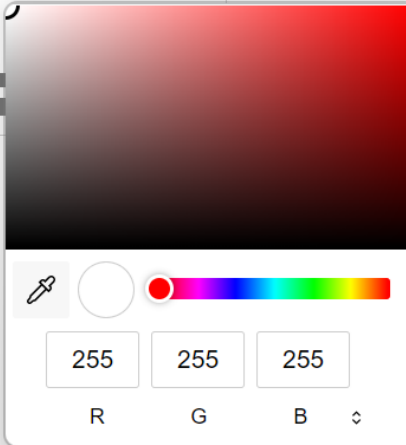

Lightness



Background Color

#FFFFFF 

Lightness



255 255 255

R G B ↕

Contrast Ratio

4.67:1

[permalink](#)

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**


WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Color Contrast


Regular Text

A high color
contrast makes
anything easier
to read

 **Fail** for 17pt and below

Large Text

A high color
contrast makes
anything easier
to read

 **Fail** for 18pt and above / 14pt bold and above

Graphic Components



 **Fail** for icons and actionable graphics

Color Contrast

Regular Text

A high color
contrast makes
anything easier
to read

✓ Pass for 17pt and below

Large Text

A high color
contrast makes
anything easier
to read

✓ Pass for 18pt and above / 14pt bold and above

Graphic Components



✓ Pass for icons and actionable graphics

Table Properties

- Let's review how to make tables 508 compliant!



Table Captions

- Captions function as a heading for a table, and help users understand information contained within.

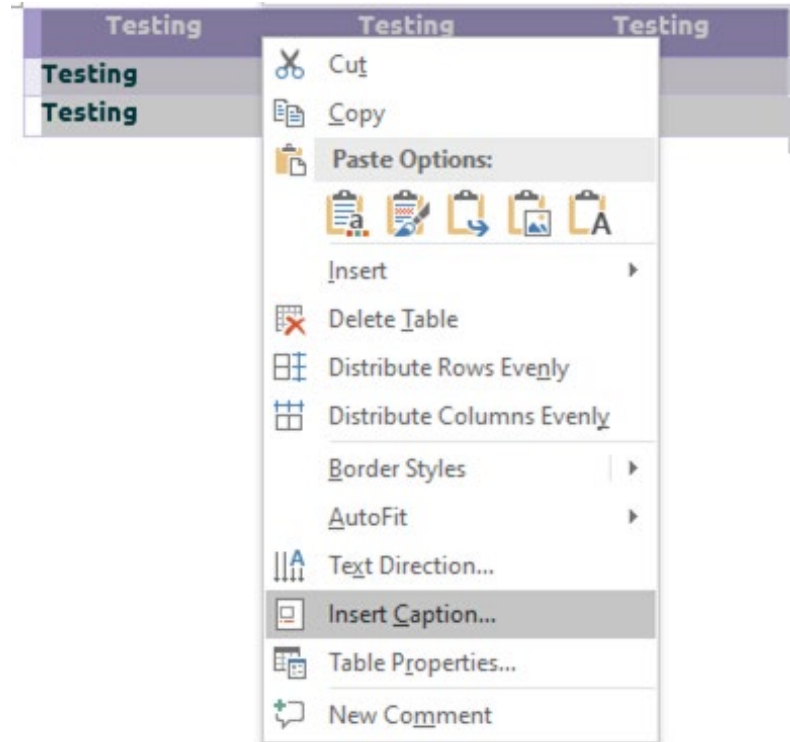


Table Alt-Text

- As with images, adding alt-text to tables is an important step.

Table/Figure Caption

Testing	Testing	Testing
Testing	Testing	Testing
Testing	Testing	Testing

The screenshot shows the 'Table Properties' dialog box with the 'Alt Text' tab selected. The dialog has a title bar with a question mark and a close button. Below the title bar are tabs for 'Table', 'Row', 'Column', 'Cell', and 'Alt Text'. The 'Alt Text' tab contains a 'Title' text box, a 'Description' text area, and a section for 'Alternative Text' with explanatory text and a 'A title can be read...' note. At the bottom are 'OK' and 'Cancel' buttons.

Table Properties ? X

Table Row Column Cell Alt Text

Title

Description

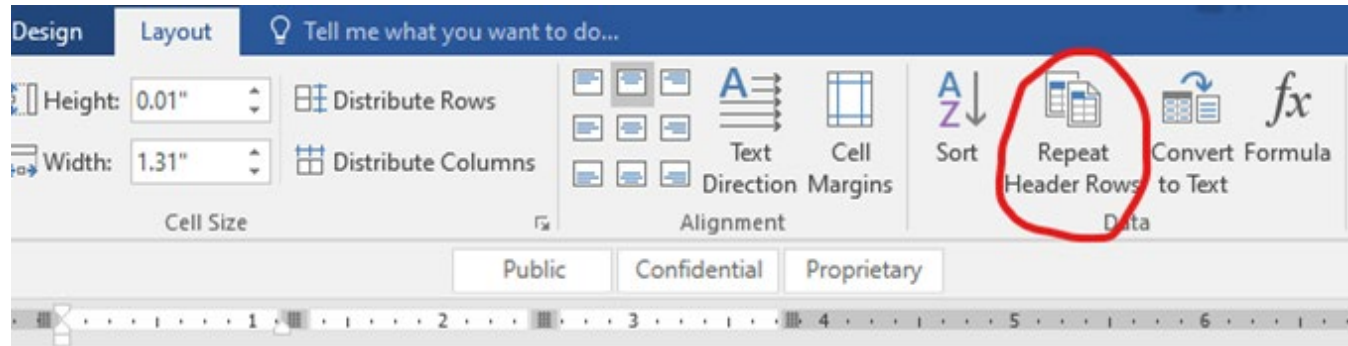
Alternative Text
Titles and descriptions provide alternative, text-based representations of the information contained in tables, diagrams, images, and other objects. This information is useful for people with vision or cognitive impairments who may not be able to see or understand the object.

A title can be read to a person with a disability and is used to determine whether they wish to hear the description of the content.

OK Cancel

Repeating Table Header Row

- Click Repeat Header Row in the Layout tab.



Table/Figure Caption

Testing	Testing	Testing
Testing	Testing	Testing
Testing	Testing	Testing

Table Color Contrast

- Make sure colors, used for alternating text or header rows, and font colors provide enough contrast to meet these standards and allow low-vision users to read content.

Table 1: Table title

IDEAL	508	TUTORIAL
COLOR	CONTRASTS	MUST
BE	COMPLIANT	IN
TABLES	HEADERS	AND
TEXT	ON	PAGE!

WebAIM
web accessibility in mind

services articles resources projects community

Search:

Introduction to Web Accessibility

WebAIM Training

Contrast Checker

Home > Resources > Contrast Checker

Foreground Color: #0000FF
Background Color: #FFFFFF

Lightness:

Contrast Ratio: 8.59:1

73 172 184
R G B

permalin

Related Resources

- [Contrast and Color Accessibility](#)
- [Quick Reference: Testing Web Content for Accessibility](#)
- [Web Accessibility for Designers](#)
- [Link Contrast Checker](#)

The image features a solid teal background. In the center, there are two overlapping speech bubbles. The bubble on the left is light blue and has a tail pointing towards the top-left corner. The bubble on the right is a slightly darker shade of blue and has a tail pointing towards the bottom-right corner. The text 'Q&A' is centered in the overlapping area between the two bubbles.

Q&A

Small Group Discussions

- Group 1
 - What steps can researchers take to improve the ability for mixed-methods data to be analyzed and synthesized effectively?
- Group 2
 - What challenges have you experienced trying to present qualitative data?
- Group 3
 - What challenges have you had with mixed methods research? (e.g., more complex, requires more expertise, requires extra resources such as time and money, etc.)



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Thank you!

Questions?

Contact Karyn Fox at kfox@tangointernational.com and Robin Al-haddad at robina@tangointernational.com

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