USAID
FROM THE AMERICAN PEOPLE

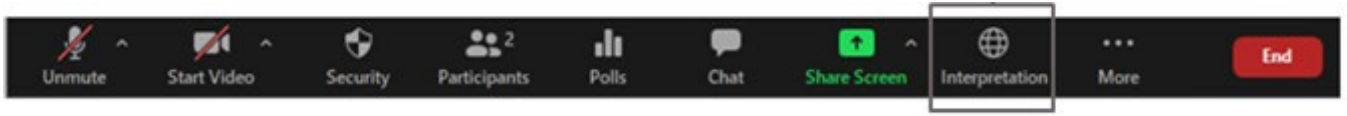
IDEAL

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 <u>not available during breakout rooms</u>



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!

Photo Credit Shashank Shrestha/Save the Children

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 (I4DI)
- 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)

Photo Credit: Jonathan Hyams/Save the Children

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

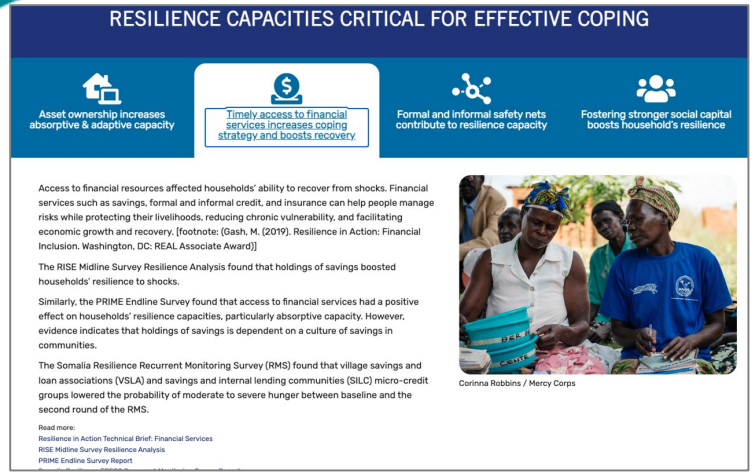
- Engaged stakeholders repeatedly throughout the process to validate findings and gain buy-in to results

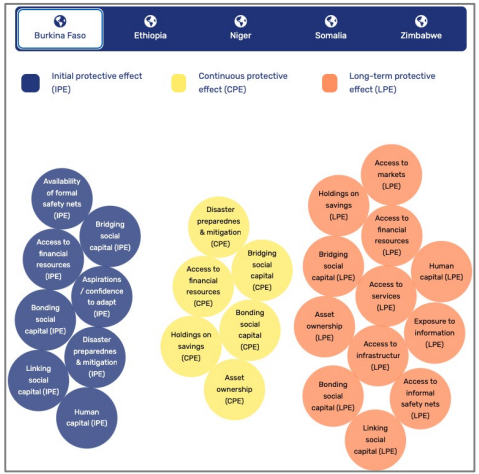
- Created an interactive, dynamic, web-based presentation of results instead of a traditional PDF report

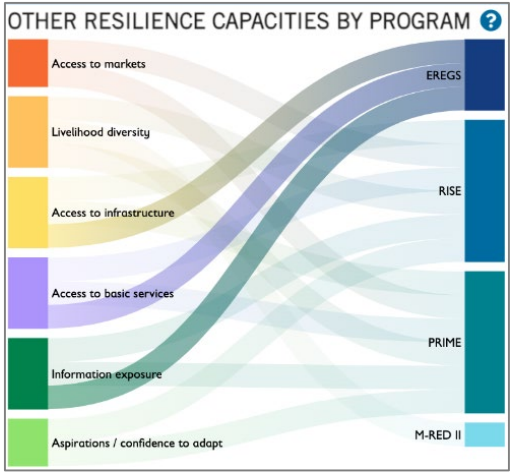
Tips & Lessons Learned

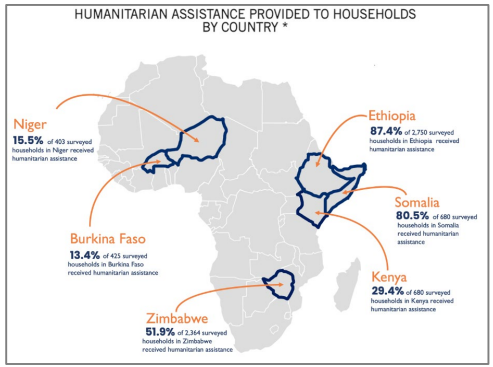
- Encourage development of research or learning agendas prior to program design
- Maintain consistent methodological guidance to facilitate mixed-methods research across diverse contexts
- Establish a clear purpose, scope, and boundaries for syntheses
- Visualize qualitative data using patterns, groupings,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

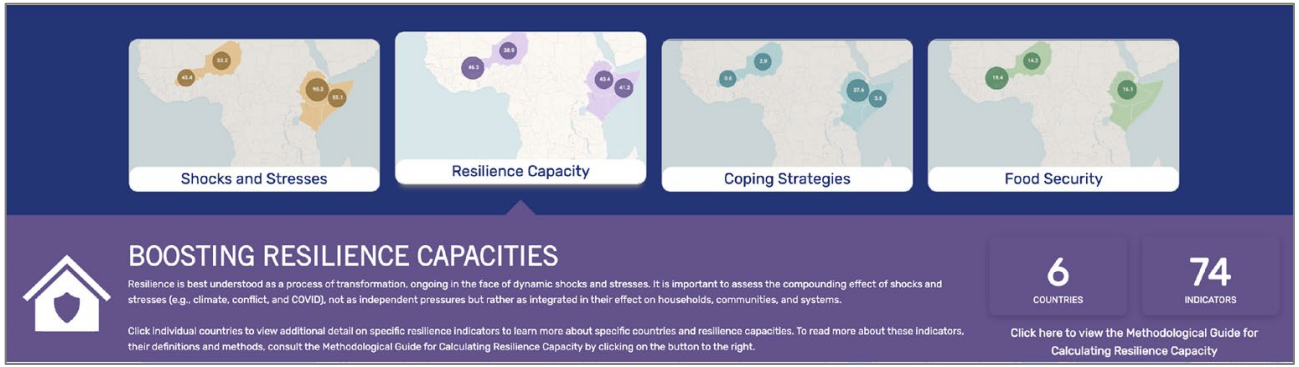
Examples of Synthesis Data Visualizations











Q & A

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

https://stephanieevergreen.com/gauge-diagram/

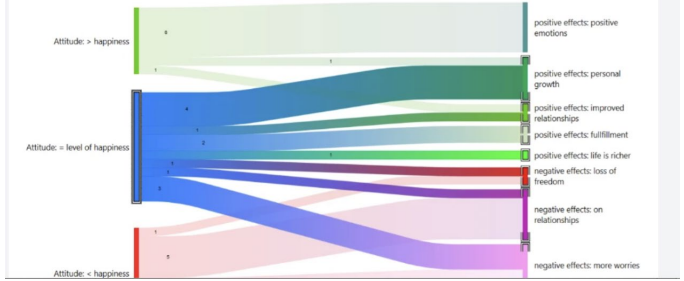
Tools: qualitative analysis software

NVivo

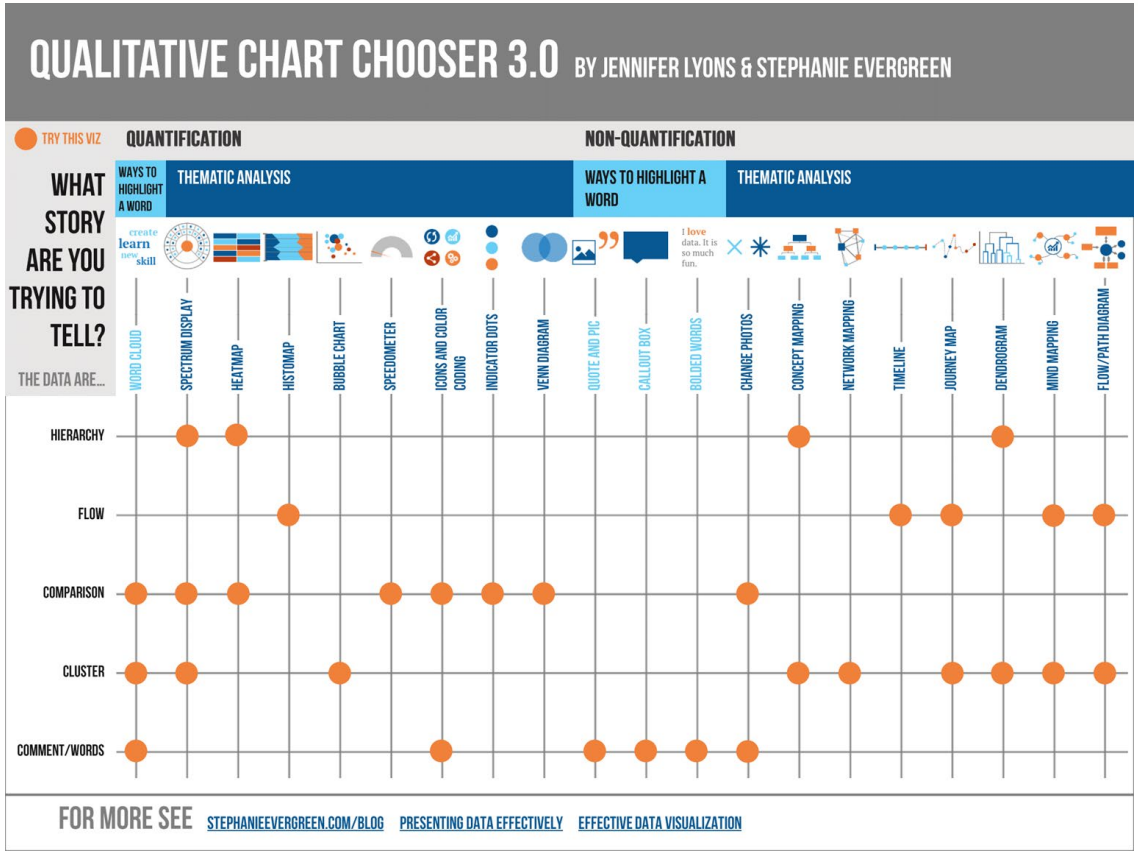
Visualization	Description	Example
Charts	Present or explore your project and coding.	
Hierarchy charts	See patterns in your coding or view the attribute values of cases and files.	
Mind maps	Brainstorm your ideas and visualize your thoughts.	
Concept maps	Define concepts and think through their connections.	
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

	Attitude: < happiness 16	Attitude: = level of happiness 17	Attitude: > happiness 22
negative effects: less fun 5	1		
negative effects: loss of free... 9	1	1	
negative effects: more worries 13	2	3	
negative effects: on relations... 12	5	1	
negative effects: on self 6	2		
positive effects: fullfillment 6		2	
positive effects: improved rel... 7		1	1
positive effects: life is richer 6		1	
positive effects: personal gro... 10		4	1
positive effects: positive emo... 15			6



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
- Dendogram
- Mind mapping
- Flow/Path diagram

https://stephanieevergreen.com/qualitative-viz/
https://stephanieevergreen.com/qualitative-chart-chooser-3/

Examples
- a few of many!

Highlighted text

https://vantagewest.org/newmember/

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

https://www.nytimes.com/interactive/2022/05/25/us/gun-control-republican-senators.html?smid=url-share

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."*

Photo by Annie Spratt on Unsplash; https://pdf.usaid.gov/pdf_docs/PA00WNQ8.pdf

Quotes and photos

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.

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

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.

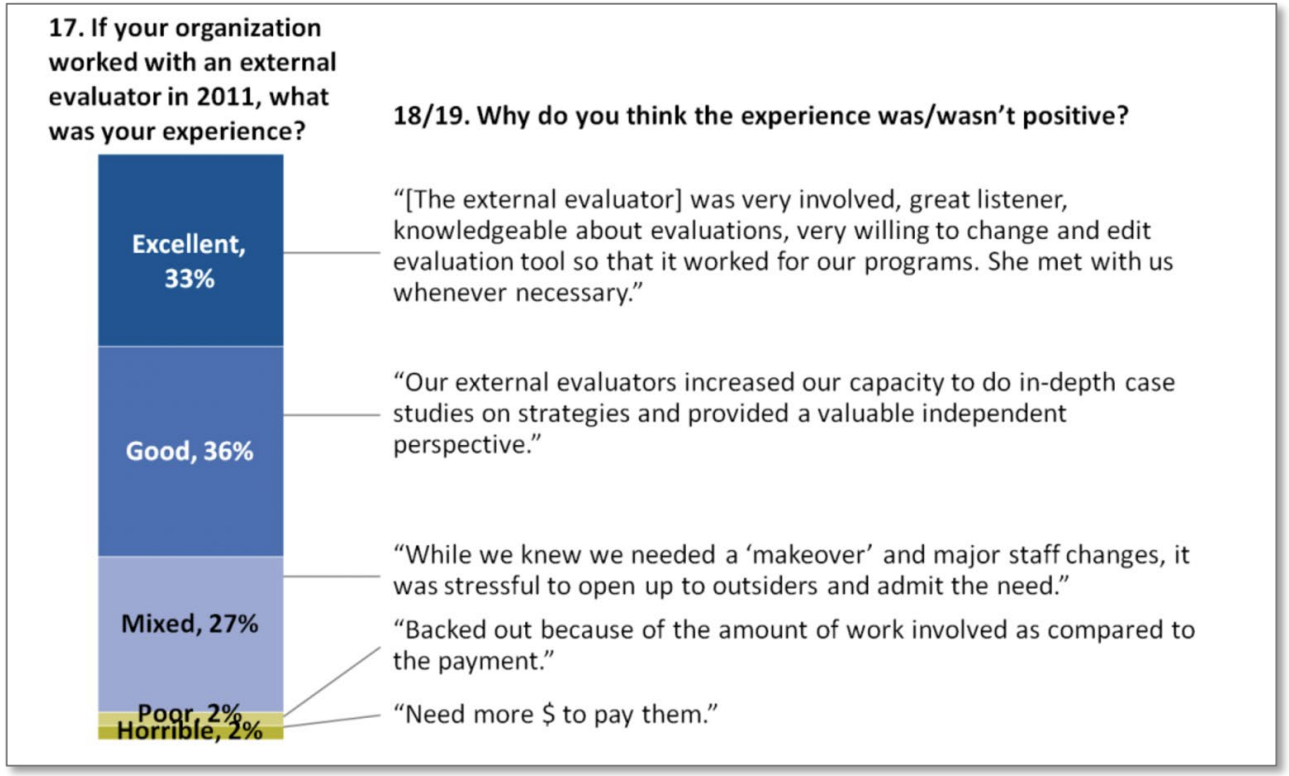
I found myself constantly daydreaming and yearning to be a boy. I watched the men in my family and wanted to be just like them when I grew up. By the time I was 8 years old, I already was dressing and acting like a guy. I wouldn't express my true feelings to anyone for fear of being judged, rejected,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

https://health.hawaii.gov/surveillance/files/2018/09/HawaiiSexualandGenderMinorityHealthReport2018.pdf

Quotes with quantitative data



https://depictdatastudio.com/how-to-visualize-qualitative-data/

Icons & quantitative data

60%

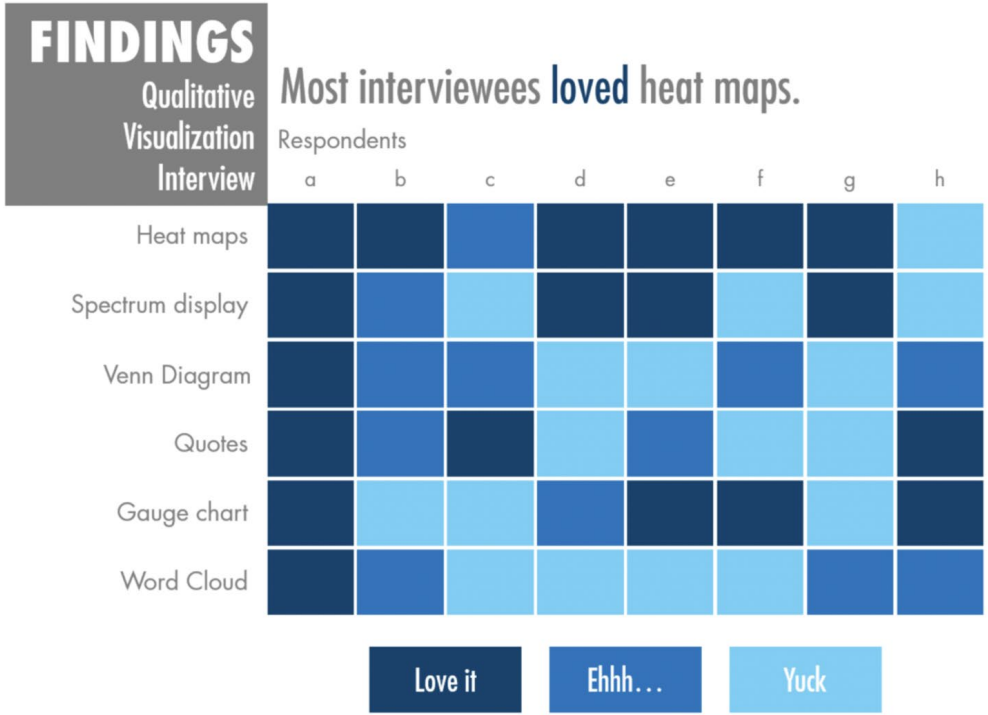
of UNICEF-targeted girls and boys in humanitarian situations participated in early learning, primary or secondary education through UNICEF-supported programmes.

2019 MILESTONE: 76%

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

https://www.unicef.org/reports/global-annual-results-2019

Heatmaps



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

https://stephanieevergreen.com/interactive-heat-maps/

Word cloud comparison: before/after

Ideas for your report:

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

https://depictdatastudio.com/how-to-visualize-qualitative-data/

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

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.

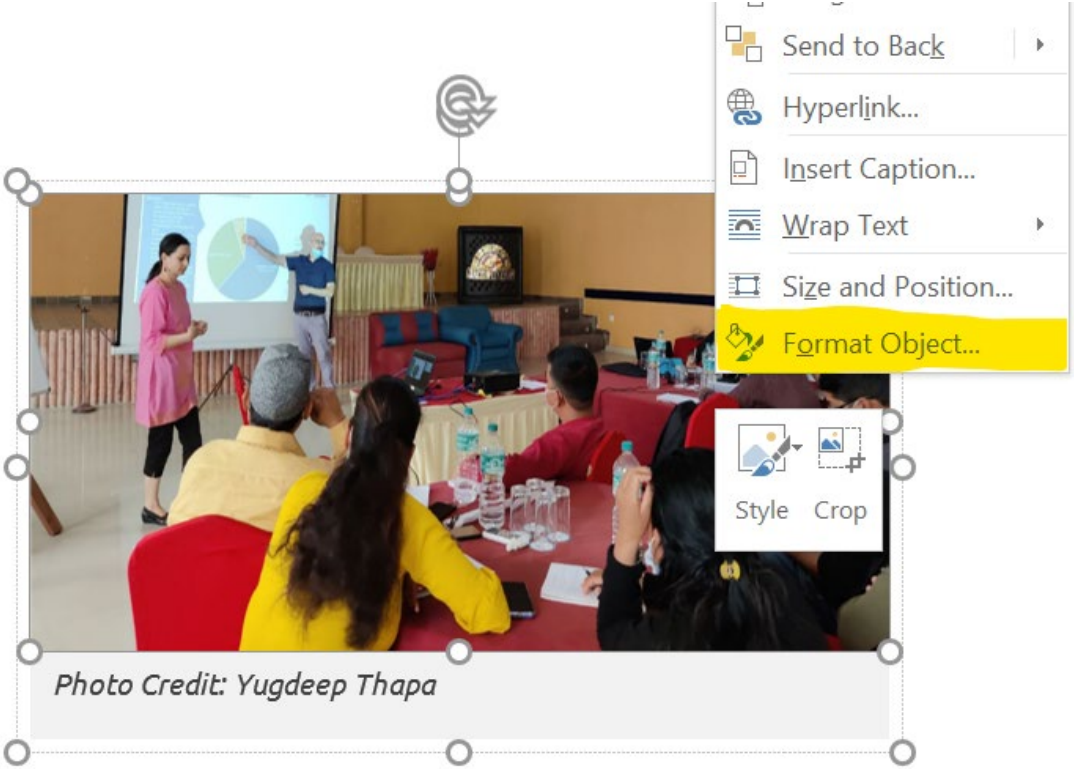
May be an image of one person and strawberry.

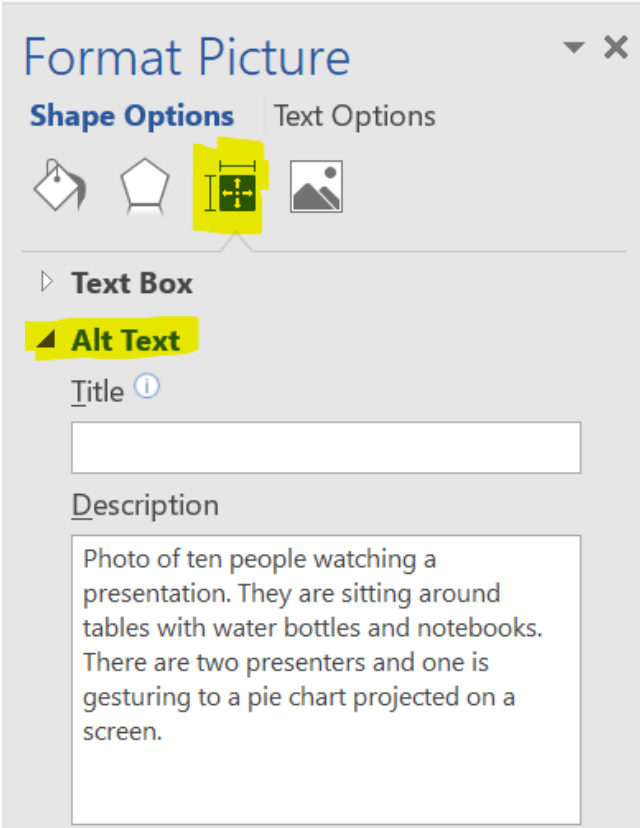
Mona_Lisa,_by_Leonardo_da_Vinci,_from_C2RMF_retouched.jpg

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

Catangui, S., DeSantis, A., Leiderman, D., Safie, T., & Sedgwick, J. (2022, February 2). The Hidden Image Descriptions Making the Internet Accessible *The New York Times*. https://www.nytimes.com/interactive/2022/02/18/arts/alt-text-images-descriptions.html?referringSource=articleShare

Adding Alt-Text





Color AND Text

Always use text with color to convey information.

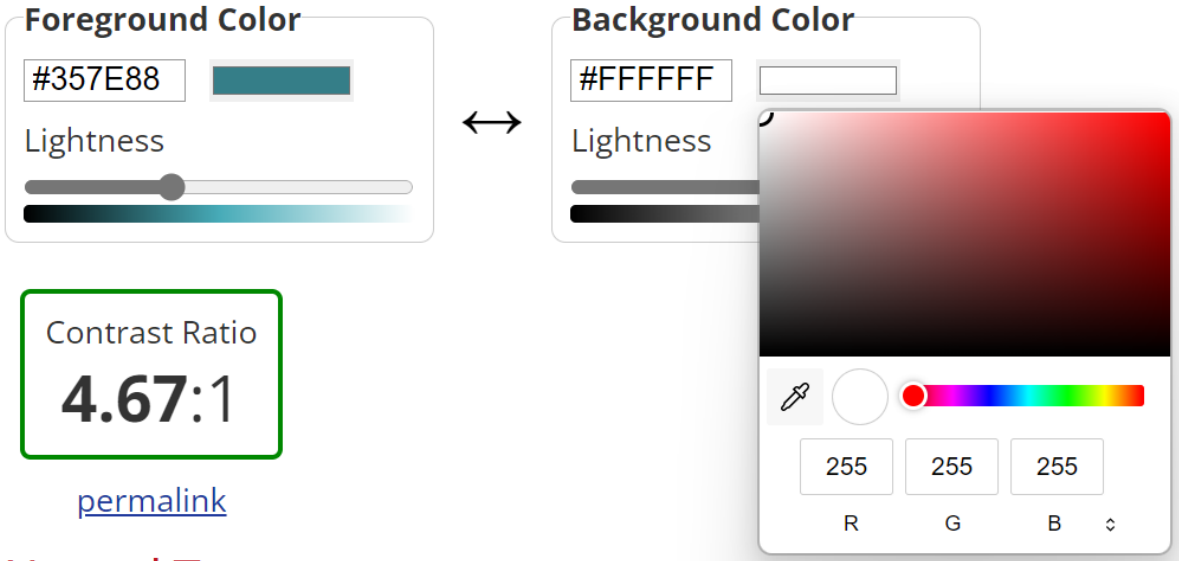
Incorrect

	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
Contrast Ratio
4.67:1
permalink
255
255
255
R
G
B
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

Photo Credit: Jonathan Hyams/Save the Children

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.

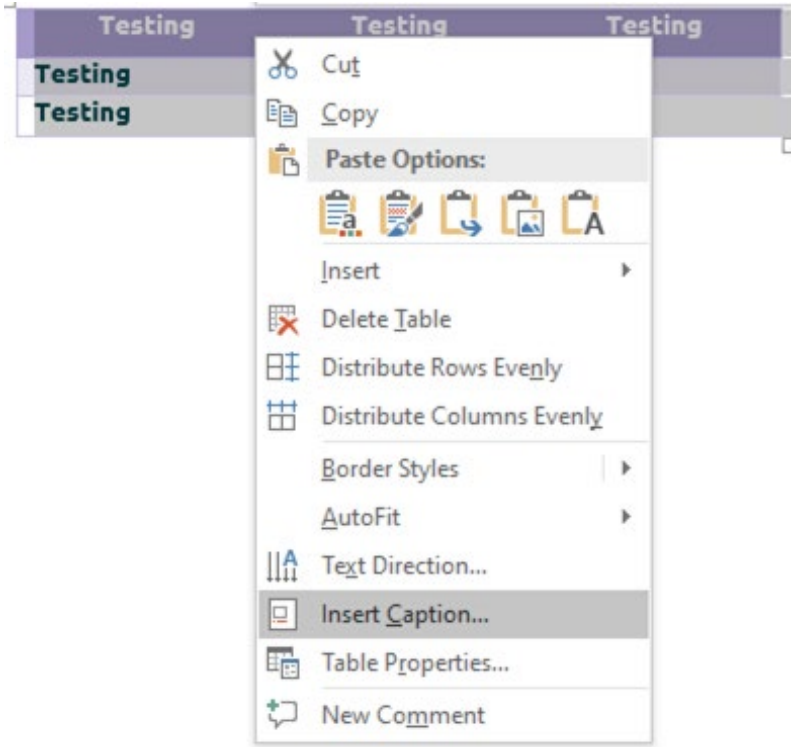
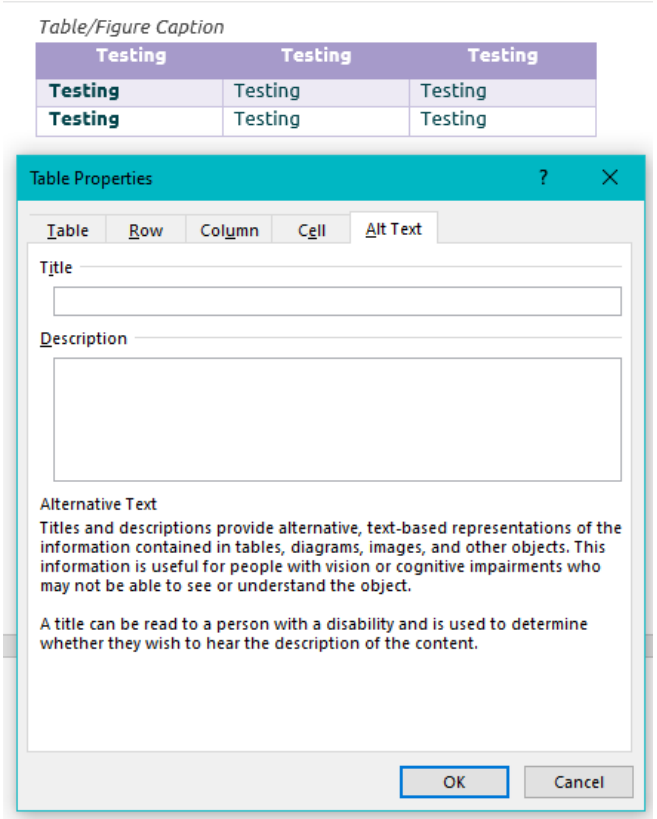


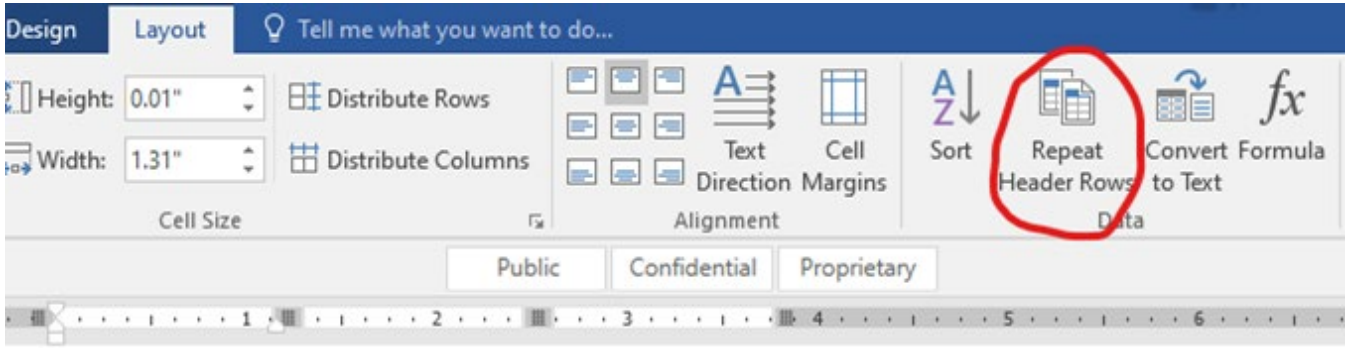
Table Alt-Text

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



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.

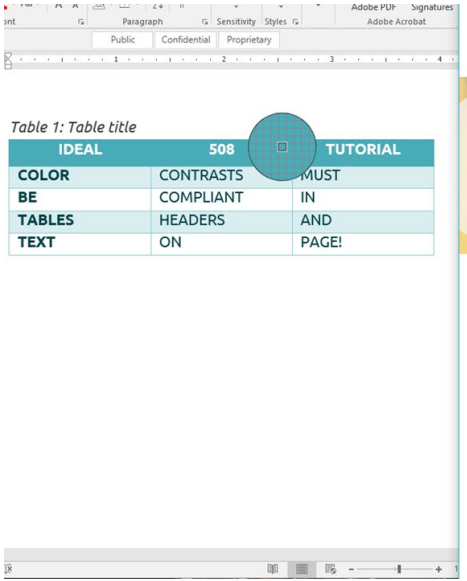
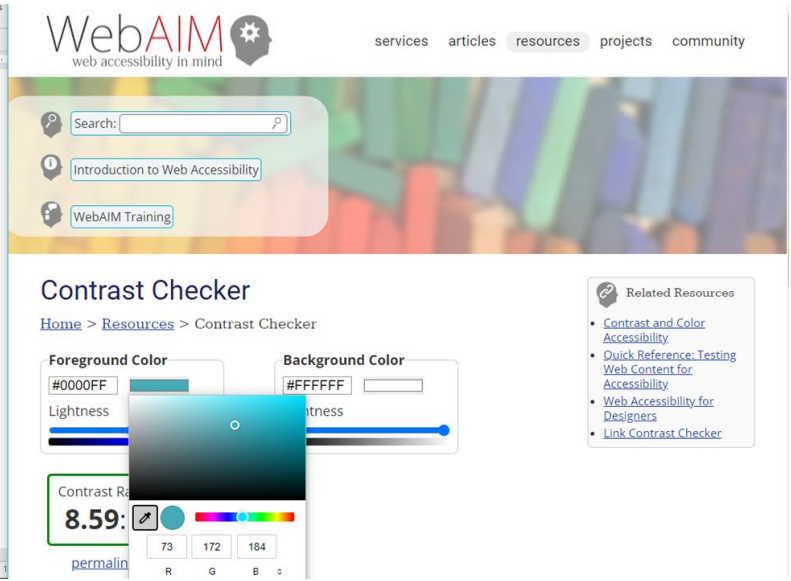


Table 1: Table title

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



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.)

Thank you!

Questions?

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

This presentation is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of the Implementer-led Design, Evidence, Analysis and Learning (IDEAL) Activity and do not necessarily reflect the views of USAID or the United States Government.