



# **BRINGING YOUR FINDINGS TOGETHER**

This is the third of five sections of the Qualitative Insight Toolkit. This section provides a step-by-step guide on bringing your findings together.

## Section 3: Bringing your findings together

Once you have gathered your qualitative insight, you can then start to bring your findings together. You can follow the stages below to organise, categorise and 'make sense' of the insight you have gathered.

1

**Read through the insight you have gathered:**

It's important to get familiar with your insights first. At this stage, make some initial notes for yourself, which may include ideas, themes, or reflections. At this point, you're just thinking about the data you have.

2

**Identify common words or topics (also known as coding):**

In qualitative research, there are two main ways to identify common words and topics:

**Inductively:**

Identifying and labelling common words, phrases or topics as they appear to you over time, as you read through your insight. A good approach when you don't know what answers you may find in your insight.

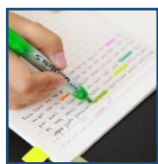
**Deductively:**

Identifying predefined topics and themes in advance, then searching for instances of them in your insight. A good approach when you know the topics you're interested in and want to gather examples or quotes of experience.

For additional guidance and examples of inductive and deductive approaches to 'coding' (the process of labelling common words, phrases and topics), see Appendix 7 in the 'Toolkit Appendices' document on:

<https://www.wirralintelligenceservice.org/local-voice/qualitative-insight-toolkit/>

There are many methods you can use to identify common words and themes, including:



Using **printed or digital copies** of your insight to make written notes and colour code different topics.



Using **post-it notes** to write themes/quotes and arrange them across the table.



Using **spider diagrams** to connect themes and subthemes.

	Count
A	
B	
C	

**Counting** the frequency of words, phrases or topics to compare their prevalence.

Theme	Quote
A	~~~~~
B	~~~~~
C	~~~~~
D	~~~~~

Creating a **theme table** to link common themes, related subthemes and quotes together.



Using **qualitative analysis software** – better suited to large-scale data and individuals/teams with previous research experience.

For additional guidance and examples of how to identify common words or themes in your insight, see the *'Toolkit Appendices'* document on:

<https://www.wirralintelligenceservice.org/local-voice/qualitative-insight-toolkit/>

In particular, you can find out how to use frequency tables to count the prevalence of words, topics, or themes (see Appendix 8 and 9) or use theme tables to bring the topics and themes you have identified in your insight together in one place (see Appendix 10 and 11).

### 3

### Identify common words or topics (also known as coding):

Once you have identified your common words or topics, you can then start to organise these into categories or themes. For example, if participants shared information about their different health conditions, your categories or themes might look like this:

#### **Example words or topics:**

*Anxiety; depression; heart condition; pain; broken leg.*

#### **Example categories or themes:**

*Health condition; physical health condition; mental health condition.*

## 4

### Identify patterns across your insight:

This is where your focus less on the details and more on identifying relationships, patterns, or trends across your insight. You can identify overarching themes, provide definitions for them, and pull together examples of participant experience or quotes. This will help you build a story with your insights. The names and definitions of your themes may change a lot at this stage as you find more examples across your insight.

## 5

### Review your themes:

Take time to step away from your insights, so you can stop, process, and review your themes. When reviewing, ask yourself:

- Do the definitions of my themes reflect the quotes/examples I've gathered?
- Is there any duplication or overlapping of themes? Do I need to adjust these?
- Do my themes really reflect what my participants said?

Remember that your themes are your own interpretations, so they will be influenced by your personal experiences and your connections to the topics, venues, and participants. Asking for a fresh set of eyes on the insight can help you identify new perspectives.

## 6

### Finalise the names and definitions of your themes:

Once you're happy with your themes, their definitions, and the examples/quotes you have to evidence them, you're ready to start presenting your findings.

## Looking for more information on the Qualitative Insight Toolkit?

This guidance is the third of five toolkit sections in the Qualitative Insight Toolkit. The five sections of the toolkit are:

1. Planning Your Approach
2. Gathering Your Insight
3. Bringing Your Insight Together
4. Presenting and Sharing Your Insight
5. Reflecting on Your Work

To access the full toolkit guidance, toolkit templates that you can print and use, or guidance and templates for the specific sections above, see:

<https://www.wirralintelligenceservice.org/local-voice/qualitative-insight-toolkit/>

### Contact

If you have questions or feedback about this resource, email the Qualitative Insight Team at [qualitativeinsightteam@wirral.gov.uk](mailto:qualitativeinsightteam@wirral.gov.uk).

### About us

Qualitative Insight is a type of research that speaks to people to gather their thoughts, experiences, and ideas on particular subjects. The Qualitative Insight Team at Wirral Council work with residents to ensure that their voices are heard when informing council policy and decision making. The team supports the delivery of the Health and Wellbeing strategy, in which residents' voices are a key strand.

### Document information

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