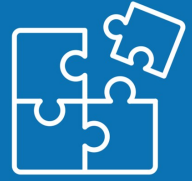# Qualitative Insight Toolkit Templates for:

BRINGING YOUR FINDINGS TOGETHER

This document includes templates and additional guidance to support you to 'make sense' of your findings.

Appendix 7: Identifying Common Words, Themes, and Subthemes Guidance

The examples below show how you could use colour coding and text formatting to identify common words, phrases, themes, and subthemes in your insights. Example 1 uses an inductive approach to identify and label (or 'code') common words, phrases and topics that is found in the data as it is read through. Example 2 uses a deductive approach, starting with predefined labels or 'codes' that are then searched for in the data. The same three quotes, in response to the question *'How do you feel about your local area?'* are used in each example to show how these two approaches differ. For more guidance on bringing your findings together, see page 10 of the Toolkit.

Example 1: Inductive Approach

Participant A:

"We have a great local **park** with plenty to do for the kids and our neighbours are lovely. The traffic is getting worse near the school though."

Code: **park**

Code: **activities for children**

Code: **neighbours**

Code: **traffic**

Code: **traffic near to schools**

Participant B:

"I've enjoyed going to the local community centre recently, they do hot food in the café. The **park** is also great to use no matter the weather."

Participant C:

We use the **park** in all seasons. It's great to just cross over the road and be there. We do live on a busy road though, which can be difficult to cross when you have little ones.

- Common words, phrases or topics are identified in the quote and given labels or 'codes' (see the example of this for Participant A).
- The word 'park' (shown in **bold text**) can be found in all three quotes. This could be identified as a potential theme in this insight, as multiple people have talked about parks in their response to the question.
- Each participant mentions different things about parks (shown in grey highlight), which can also be labelled or 'coded' (as in the example for Participant A). If more instances of these topics occur in further quotes, this could signify a subtheme of the main theme 'park'.
- Potential themes, subthemes and corresponding quotes identified could be collated into a theme table (see Appendix 10) to organise and refine the insight gathered for reporting.
- Examples of potential themes and subthemes identified in the quotes above using an inductive approach include:
  - **Theme:** Park   *Subthemes:* Activities for children, use of park in all seasons, close proximity to park
  - **Theme:** Neighbours   *Subthemes:* Positive views of neighbours
  - **Theme:** Community centres   *Subthemes:* hot food, community cafe
  - **Theme:** Traffic   *Subthemes:* Busy road, safety when crossing the road, traffic near the school

Example 2: Deductive Approach

Participant A:

Code: Green Spaces

"We have a great local park with plenty to do for the kids and our neighbours are lovely. **The traffic is getting worse near the school** though."

Code: **Traffic**

Participant B:

"I've enjoyed going to the local community centre recently, they do hot food in the café. The park is also great to use no matter the weather."

Participant C:

We use the park in all seasons. It's great to just cross over the road and be there. We do live on a **busy road** though, which can be **difficult to cross when you have little ones**.

- Before reading the quotes, two codes were developed. The first one was 'Green Spaces' and the second one was 'Traffic'.
- When reading through each quote, comments about green spaces were highlighted in grey and comments about traffic were shown in **bold text.**
- This information could be collated into a theme table (see Appendix 10) or frequency table (see Appendix 8) to look for subthemes related to each of the main themes, 'Green Spaces' and 'Traffic'.
- A deductive approach can help you to stay focused on the themes you're interested in and can help you to understand what different people say about a specific topic. However, because this approach starts with and focuses on predefined codes or themes, there is a risk of missing other themes that exist in the insight.
- If starting with a deductive approach, once you have identified your insight related to predefined themes, you could then consider using an inductive approach to identify any remaining themes, to get the most of your insights.
- Examples of potential themes and subthemes identified in the quotes above using a deductive approach include:
  - **Theme:** Green spaces   *Subthemes:* Parks, use of green spaces in all types of weather
  - **Theme:** Traffic   *Subthemes:* Traffic near to schools, busy roads, road safety, crossing the road with children

Appendix 8: Frequency Table Guidance

Frequency tables are used to count responses, topics, or themes in your insight. This allows you to break down who said what, and you can compare the prevalence of topics or themes in your insight. See Appendix 9 for a blank frequency table template, or you can create your own version in other formats (such as a Microsoft Excel spreadsheet). For more guidance on bringing your findings together, see page 10 of the Toolkit.

Participant number or pseudonym: Use this to keep a record of who said what.

Question asked and insight gathered: Include participant's responses to the question

Remaining columns: Use the remaining columns to place the names of common topics or themes you've identified in your insight. Then, read through each participant comment and mark in the columns if that topic was mentioned. The number 1 is used below, but you could include a quote instead. You can then see the total numbers of responses to each topic/theme at the bottom of the table. You can use these numbers to compare the prevalence of what is spoken about by your participants.
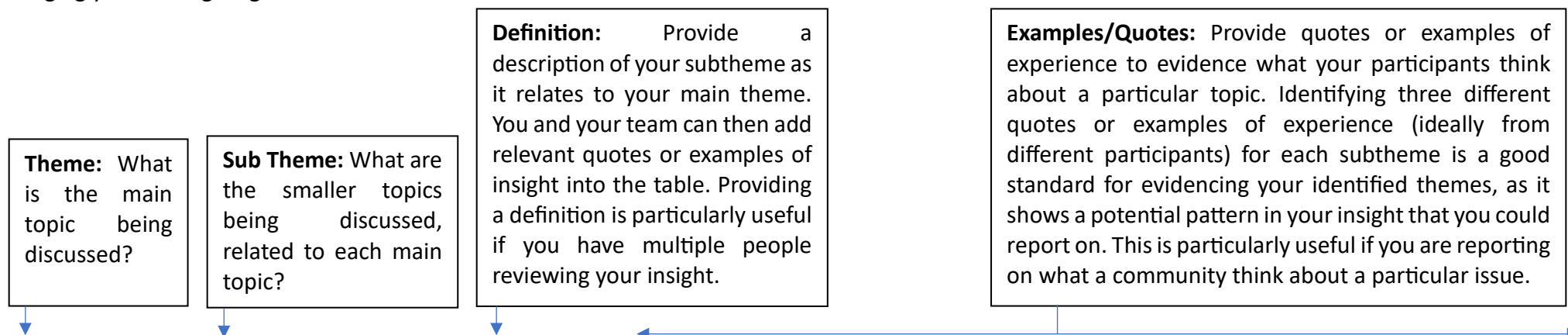
Participant number or pseudonym	Question 1: How do you feel about your local area?	Good quote to use	Positive comment	Negative comment	Neutral comment	Local people	Green spaces	Traffic	Activities for children
01	*"I like where I live. My neighbours are lovely"*		1			1			
02	Takes children to the play groups which helps her to meet local people and reduce isolation.	1	1			1			1
03	*"The park is great, it's always clean"*		1				1		
04	*"The parks are lovely but there are no activities for the kids to do after school hours"*	1	1	1			1		1
05	*"The traffic is getting worse, especially near the primary school"*	1		1				1	
06	Doesn't like living on the main road. Has to keep windows shut to block out the noise of cars.			1				1	
Total Responses		3	4	3	0	2	2	2	2

Appendix 9: Frequency Table Template

Participant number or pseudonym	Question Asked/Topic:	Good quote to use						
Total Responses								

Appendix 10: Theme Table Guidance

A theme table can be used to bring the themes, related subthemes, and quotes/examples of experience from your insight together in one place. They are particularly useful for comparing themes and quotes across your insight. The guidance below shows how a theme table could be used to organise responses to the question: *'How do you feel about your local area?'*. See Appendix 11 for a blank theme table template or see page 10 of the Toolkit for more guidance on bringing your findings together.

Theme: What is the main topic being discussed?

Sub Theme: What are the smaller topics being discussed, related to each main topic?

Definition: Provide a description of your subtheme as it relates to your main theme. You and your team can then add relevant quotes or examples of insight into the table. Providing a definition is particularly useful if you have multiple people reviewing your insight.

Examples/Quotes: Provide quotes or examples of experience to evidence what your participants think about a particular topic. Identifying three different quotes or examples of experience (ideally from different participants) for each subtheme is a good standard for evidencing your identified themes, as it shows a potential pattern in your insight that you could report on. This is particularly useful if you are reporting on what a community think about a particular issue.

Theme	Sub Theme	Definition of Subtheme	Quote/Experience 1	Quote/Experience 2	Quote/Experience 3
Local People	Good neighbours	Insight related to positive experiences with neighbours	*"Me neighbours put the bin out for me when I can't. That didn't happen where I used to live, people just ignored you"*	*"My neighbours are lovely"*	Thinks good neighbours makes a good community
Local People	Community groups	Insight related to community groups	Likes the variety of free day-time activities on offer for older people.	*"The ladies at the knitting group down the road are amazing"*	
Traffic	Increased traffic	Comments about the increase of traffic in the area	*"The traffic by the primary school is getting worse"*	*"It used to be a quiet town, but now there's so much traffic"*	The new supermarket has caused more traffic since it opened last year
Traffic	Noise	Comments about the noise pollution caused by traffic	Doesn't like living on the main road. Has to keep windows shut to block out the noise of cars.		

Appendix 11: Theme Table Template

Question/topic:					
Theme	**Sub Theme**	**Definition**	**Quote / Experience 1**	**Quote / Experience 2**	**Quote / Experience 3**

Theme: What is the main topic being discussed?

Definition: Provide a description of your subtheme as it relates to your main theme.

Sub Theme: What are the smaller topics being discussed, related to each main theme?

Quote or Experience: Provide quotes or examples of experience to evidence what your participants think about a particular topic.

Looking for more information on the Qualitative Insight Toolkit?

The Qualitative Insight Toolkit provides guidance and templates to support people to gather their own qualitative insight. To access the full toolkit guidance and additional toolkit templates that you can print and use, 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.

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

Draft by:	Jennifer New
Draft date:	26/06/2024
Reviewed by:	Petronella Munhenzva
Review date:	01/07/2024
Final version:	Katriona Lloyd
Final version date:	
Accessibility checked:	Jennifer New
Accessibility check date:	03/07/2024