

Analysis of Ketso data



Hints and tips for using the data analysis spreadsheet: Part Two – more info on coding



The 'Charts & Tables' button allows you to create charts from the data, giving another way to look for patterns and a useful resource for reporting. For example...

GMWP_Wigan_Custodians_Results_Nov23_2013 [Compatibility Mode] - Microsoft Excel

Formulas Data Review View Developer Acrobat

Ruler Formula Bar Gridlines Headings Show Zoom 100% Zoom to Selection New Window Arrange All Freeze Panes Split Hide Unhide View Side by Side Synchronous Scrolling Reset Window Position Window Save Workspace Switch Windows Macros

Education and skills

Leaf + Wetlands Partnership - Mapping Community Engagement

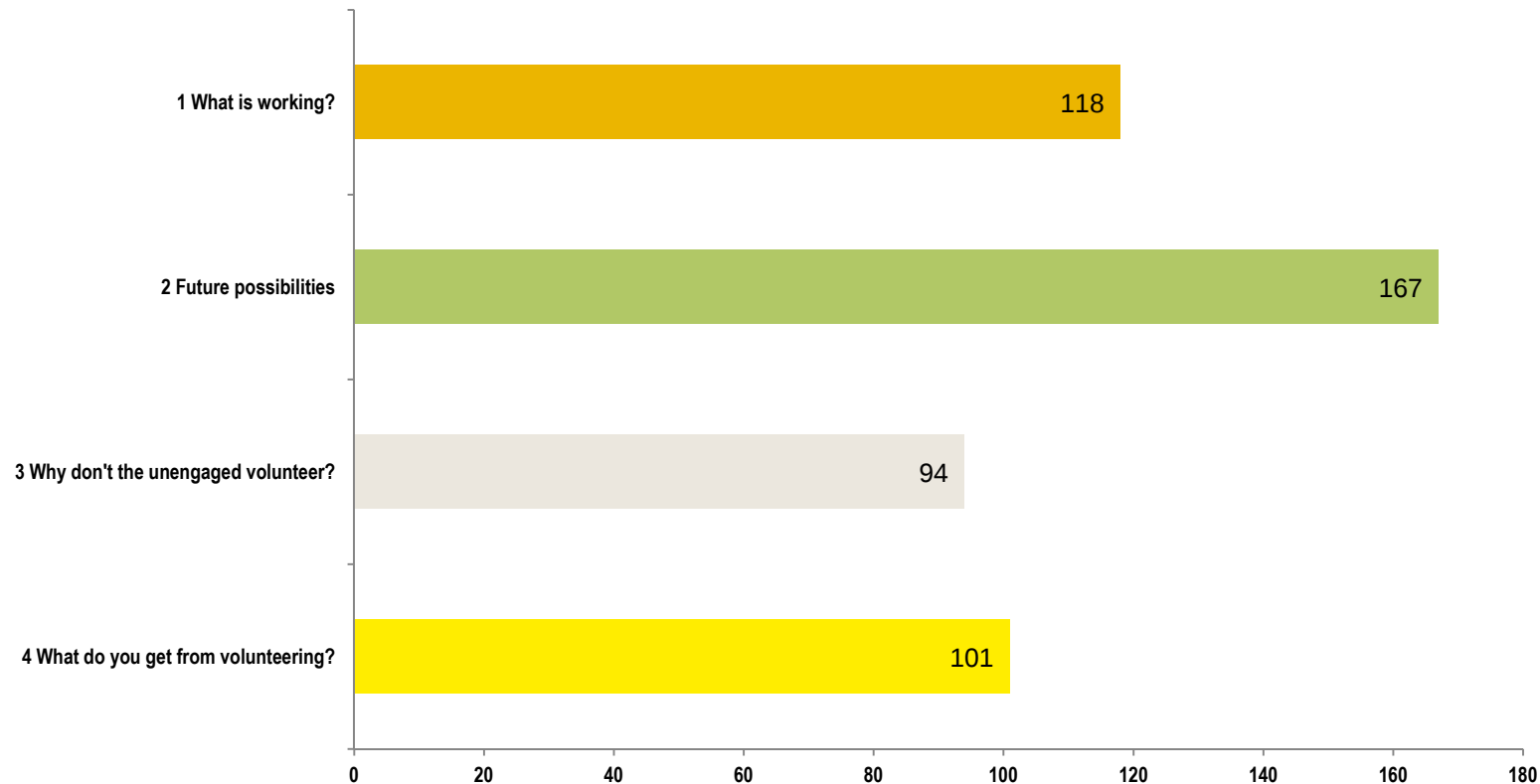
Leaf Type Participants' Idea (written on leaf) Disagreement Blank leaf Cluster ID Joanne's 1st pass analysis

4	What do you get from meeting like minded people		Friendship and connect
4	What do you get from experience		Education and skills
4	What do you get from sense of satisfaction		Satisfaction from makin difference
4	What do you get from see it restored to what it was naturally before industry spoiled it		Satisfaction from makin difference
3	Why don't the unengaged Can't use the internet in a bog		1.01 Tehcnology
2	Future possibilities Find a laptop that works in a bog		1.02 Technoogy
1	What is working? Educating the public		2.01 Education and skills
Comments/Questions	By what means?		2.02 Education and skills

Charts & Tables: Opens new workbook

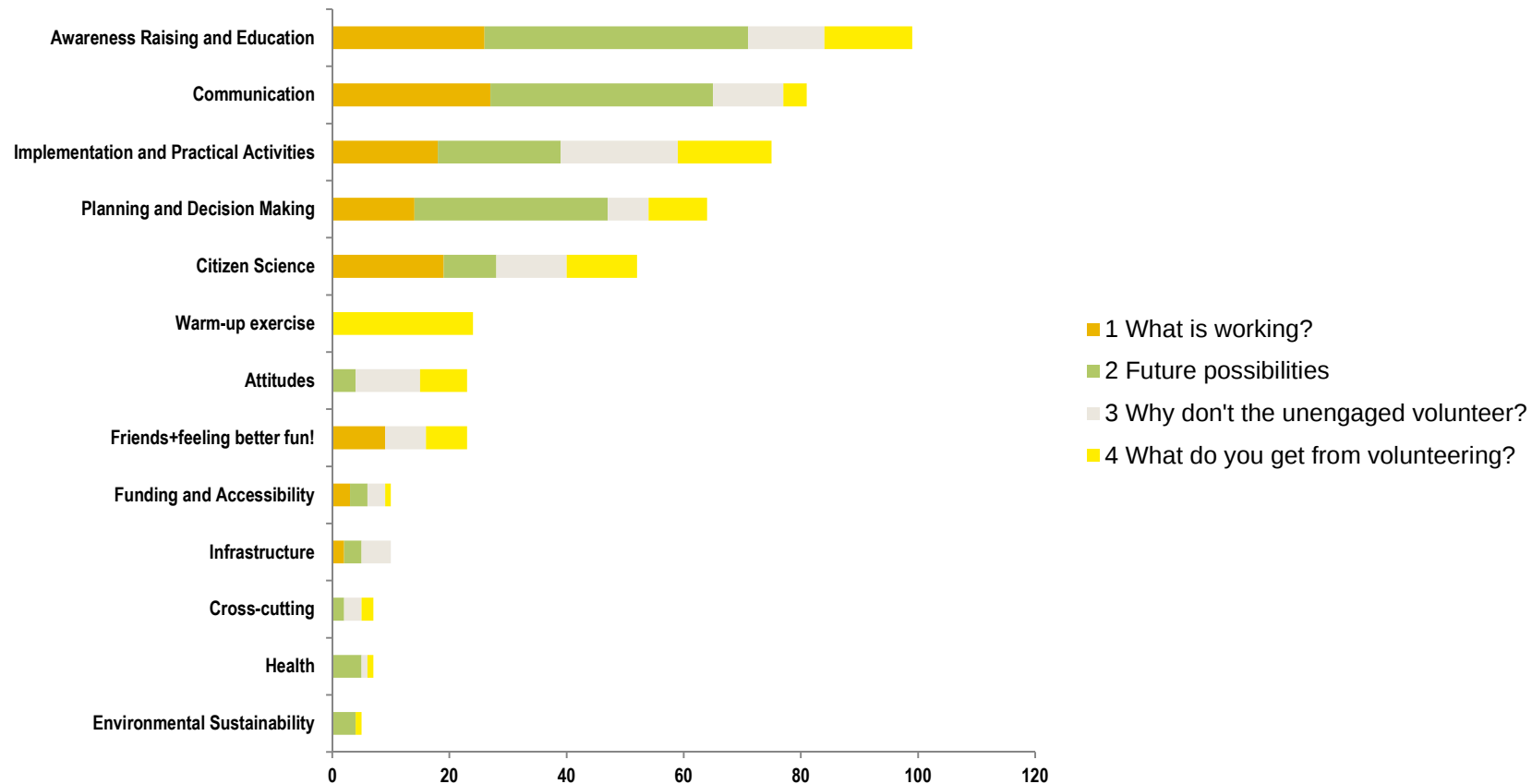
You can see the total number of leaf *types*. Note that the numbers may be affected by the workshop process, e.g. if people were asked to only put in one key challenge each.

Great Manchester Wetlands Partnership Ideas by Leaf Type



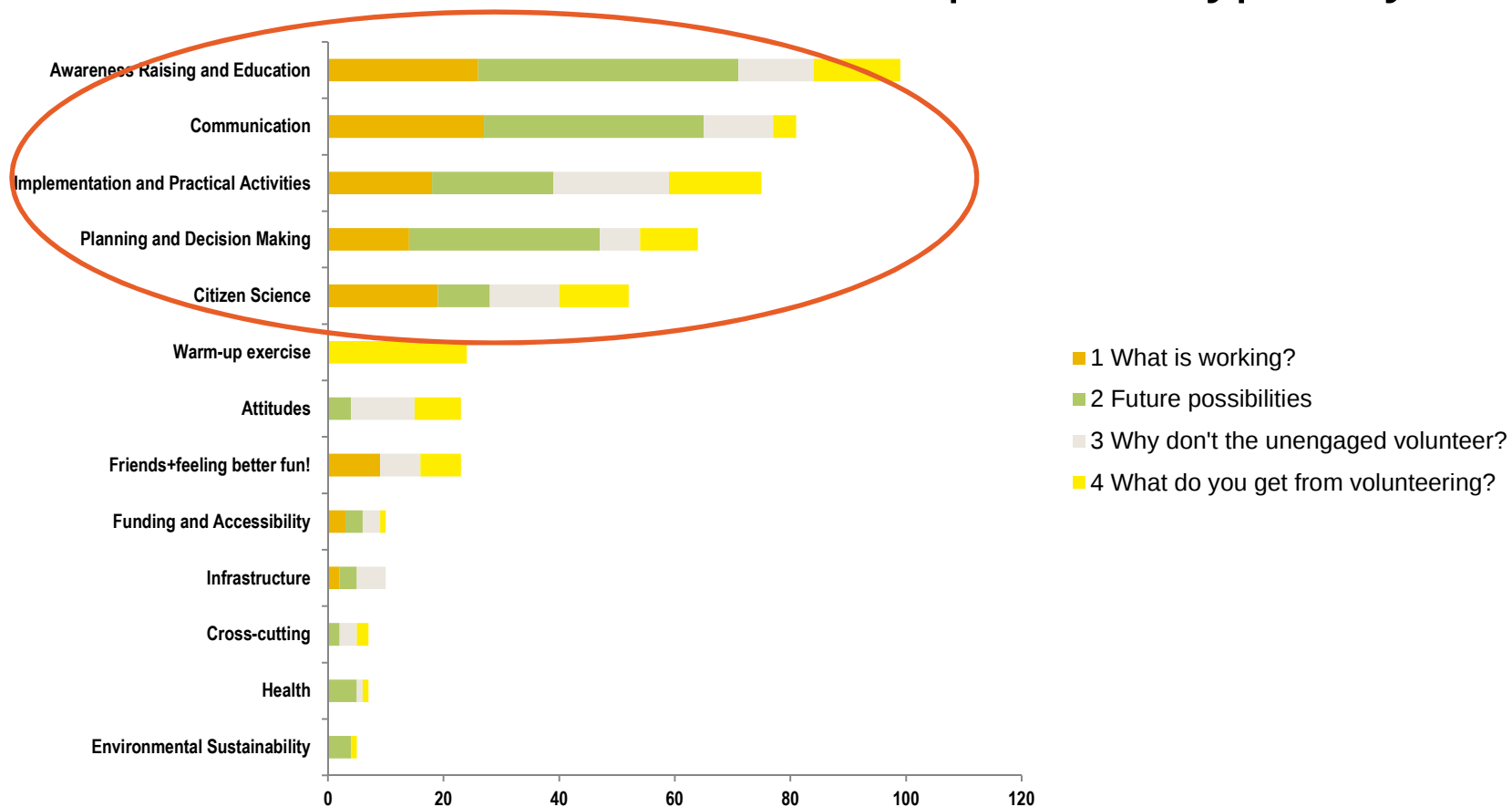
You can see the distribution of leaf *types* by branch (themes given to structure discussion).

Great Manchester Wetlands Partnership – Leaf Types By Branch



Note that the ones with fewest ideas are usually emergent branches & likely to have only been at one table (exercise caution in interpretation & usually focus on pre-set branches).

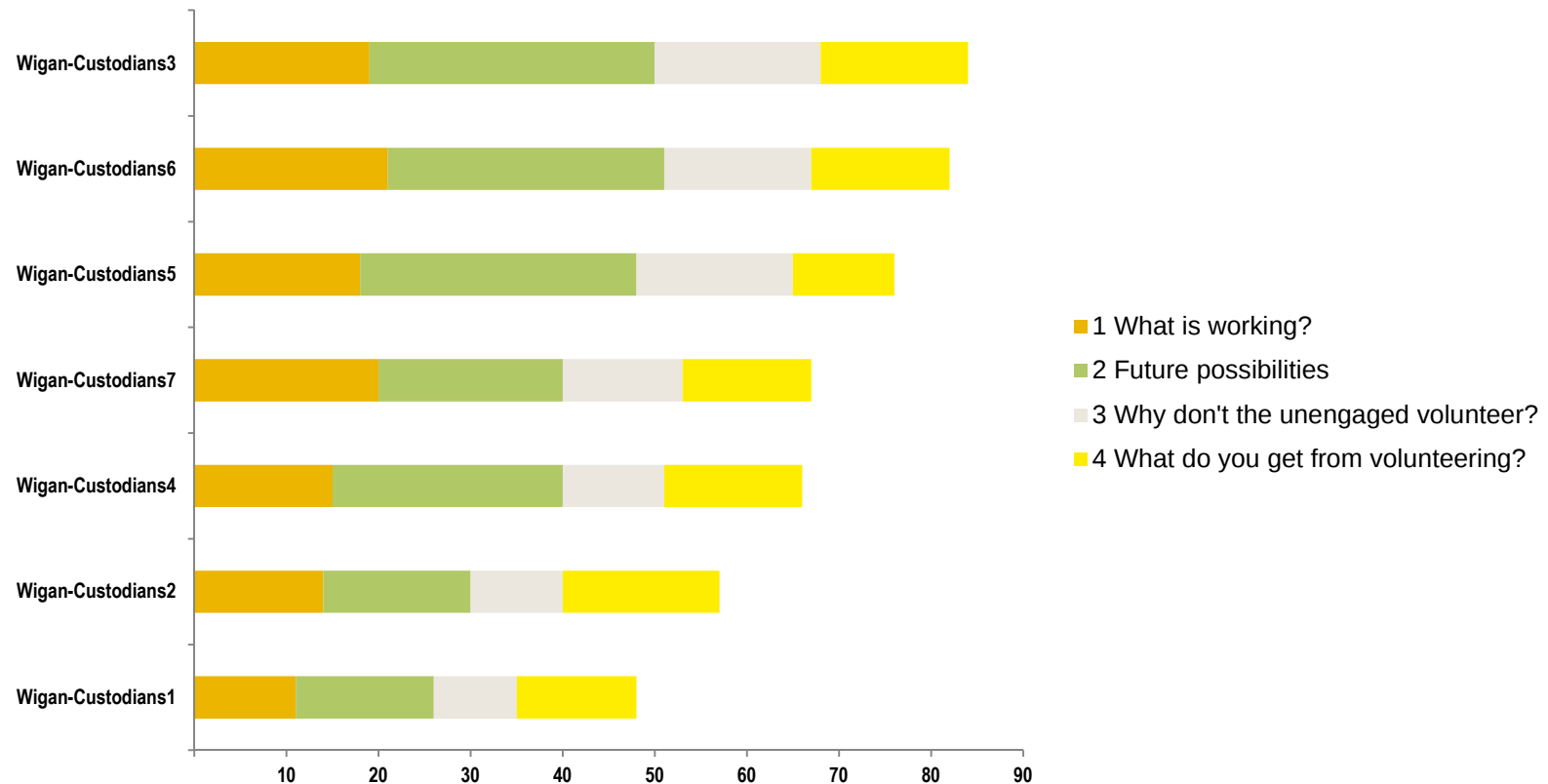
Great Manchester Wetlands Partnership – Leaf Types By Branch



You can see the distribution of leaf types by felt (this can help with comparisons between workshops or groups).

Great Manchester Wetlands Partnership

Leaf Types by Felt



There are columns to enable further analysis after the data is entered. You can have as many as you like, and rename them. Each time you start to enter data in one, a new column appears

GMWP_Wigan_Custodians_Results_Nov23_2013 [Compatibility Mode] - Microsoft Excel

Wetlands Partnership - Mapping Community Engagement						
Felt	Branch	Leaf Type	Participants' Idea (written on leaf)	Cluster ID	Cross cutting themes	Cross cutting themes
Wigan-Custo	Attitudes	4	What do you get from	Exercise and fresh air	21.06	Health and wellbeing
Wigan-Custo	Attitudes	4	What do you get from	Making friends	45.04	Friendship and connections
Wigan-Custo	Attitudes	3	Why don't the unengag	Shyness confidence	46.01	Attitudes and capabilities
Wigan-Custo	Attitudes	3	Why don't the unengag	Don't like getting involved	46.02	Attitudes and capabilities
Wigan-Custo	Attitudes	3	Why don't the unengag	People don't think they should get involved	46.03	Attitudes and capabilities
Wigan-Custo	Attitudes	4	What do you get from	Friendship, physical activity	46.04	Friendship and connections
Wigan-Custo	Attitudes	3	Why don't the unengag	Apathy	47.01	Attitudes and capabilities
Wigan-Custo	Attitudes	3	Why don't the unengag	Young people don't think it's cool	47.02	Attitudes and capabilities
Wigan-Custo	Attitudes	3	Why don't the unengag	Not cool	47.03	Attitudes and capabilities
Wigan-Custo	Attitudes	2	Future possibilities	Youth zone activities	47.04	Work with young people
Wigan-Custo	Attitudes	2	Future possibilities	Historic walks		Heritage and history
Wigan-Custo	Attitudes	2	Future possibilities	Gap referrals		Education and skills
Wigan-Custo	Attitudes	2	Future possibilities	rebrand' image of town		Communication and making links
Wigan-Custo	Attitudes	3	Why don't the unengag	constraints - time or family		Time
Wigan-Custo	Attitudes	3	Why don't the unengag	Access		Accessibility and transport
Wigan-Custo	Attitudes	3	Why don't the unengag	lack of time		Time
Wigan-Custo	Attitudes	3	Why don't the unengag	they don't know what they can do themselves (e.g.)		Education and skills
Wigan-Custo	Attitudes	3	Why don't the unengag	remoteness of sites		Accessibility and transport

We have a few suggestions for columns that are useful – have a column for ‘notes and thoughts’ & 1 or more for ‘tags’ – to note themes

GMWP_Wigan_Custodians_Results_Nov23_2013 [Compatibility Mode] - Microsoft Excel

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Wigan-Custo	Attitudes	3	Why don't the unengag	remoteness of sites		Accessibility and transport

Project ideas & Noteworthy ideas – a snapshot

You may also want to have columns for 'Actionable' or 'Project ideas' – so that as you are going through the data, you can note seeds of future projects or concrete actions that could be taken.

A 'noteworthy' column means that you can get a snapshot of the ideas that strike you as you go through the data (you may even want to have more than one of these if more than one person is coding).

These just give you further filters for analysis and reporting later and can help you make sense of the data as a practical resource.

It can be useful to have a column for 'quotes' – you can just put a y there – and later you can filter just for these ideas, so you can get words from participants to enliven a report.

GMWP_Wigan_Custodians_Results_Nov23_2013 [Compatibility Mode] - Microsoft Excel

Branch	Leaf Type	Participants' Idea (written on leaf)	Cluster ID	Joanne's 1st pass analysis	HLF Outcomes	Quote
Attitudes	2 Future possibilities	Historic walks		Heritage and history	Heritage	
Attitudes	2 Future possibilities	Gap referrals		Education and skills		
Attitudes	2 Future possibilities	rebrand' image of town		Communication and making links		
Attitudes	3 Why don't the unengaged	constraints - time or family		Time		
Attitudes	3 Why don't the unengaged	Access		Accessibility and transport		
Attitudes	3 Why don't the unengaged	lack of time		Time		
Attitudes	3 Why don't the unengaged	they don't know what they can do themselves (e.g.)		Education and skills		
Attitudes	3 Why don't the unengaged	remoteness of sites		Accessibility and transport		
Attitudes	4 What do you get from	Pleasure in the peaceful environment we created		Enjoyment		
Attitudes	4 What do you get from	meeting like minded people		Friendship and connections		
Attitudes	4 What do you get from	experience		Education and skills		
Attitudes	4 What do you get from	sense of satisfaction		Satisfaction from making a difference		
Attitudes	4 What do you get from	see it restored to what it was naturally before industry spoiled it		Satisfaction from making a difference	Heritage	y
Awareness Raising and Education	3 Why don't the unengaged	Can't use the internet in a bog	1.01	Attitudes and capabilities		
Awareness	2 Future possibilities	Find a laptop that works in a bog	1.02	Attitudes and capabilities		

It is possible to do a systematic, line by line coding of the data (though this is not always necessary, it depends what you want to get out of any analysis).

GMWP_Wigan_Custodians_Results_Nov23_2013 [Compatibility Mode] - Microsoft Excel

File Home Insert Page Layout Formulas Data Review View Developer Acrobat

Clipboard Font Alignment Number Styles Cells Editing

U26

Details Legend Felt Branches Leaf + /etlands Partnership - Mapping Community Engag

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Wigan-Custo	Attitudes	4 What do you get from	see it restored to what it was naturally before industry spoiled it		Satisfaction from making a difference	Heritage	y
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Ready Ketso

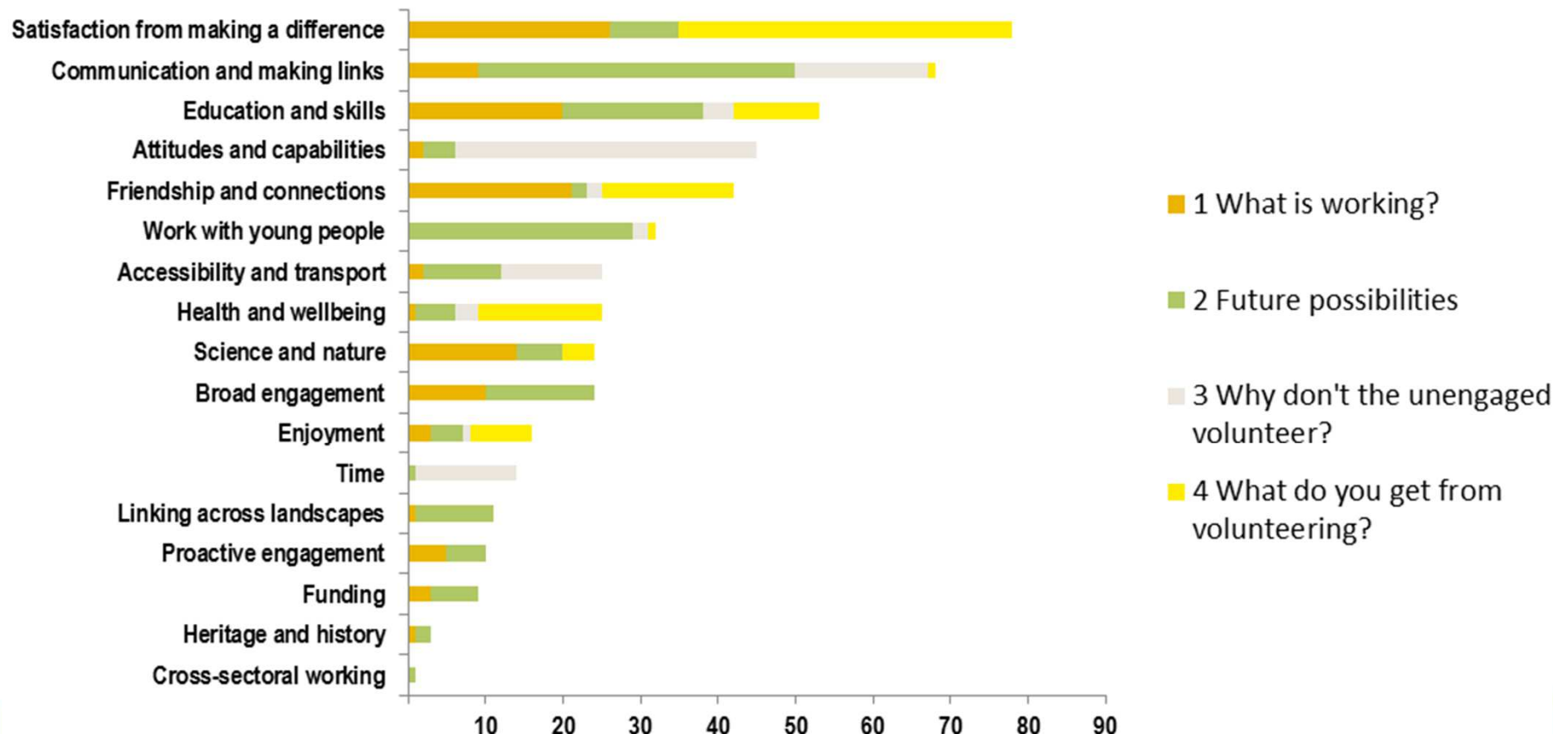
100%

You can look for emerging themes, and/or you can use an existing framework & see which ideas fit with it, e.g. the criteria for a funding bid, a research framework, your strategic goals.

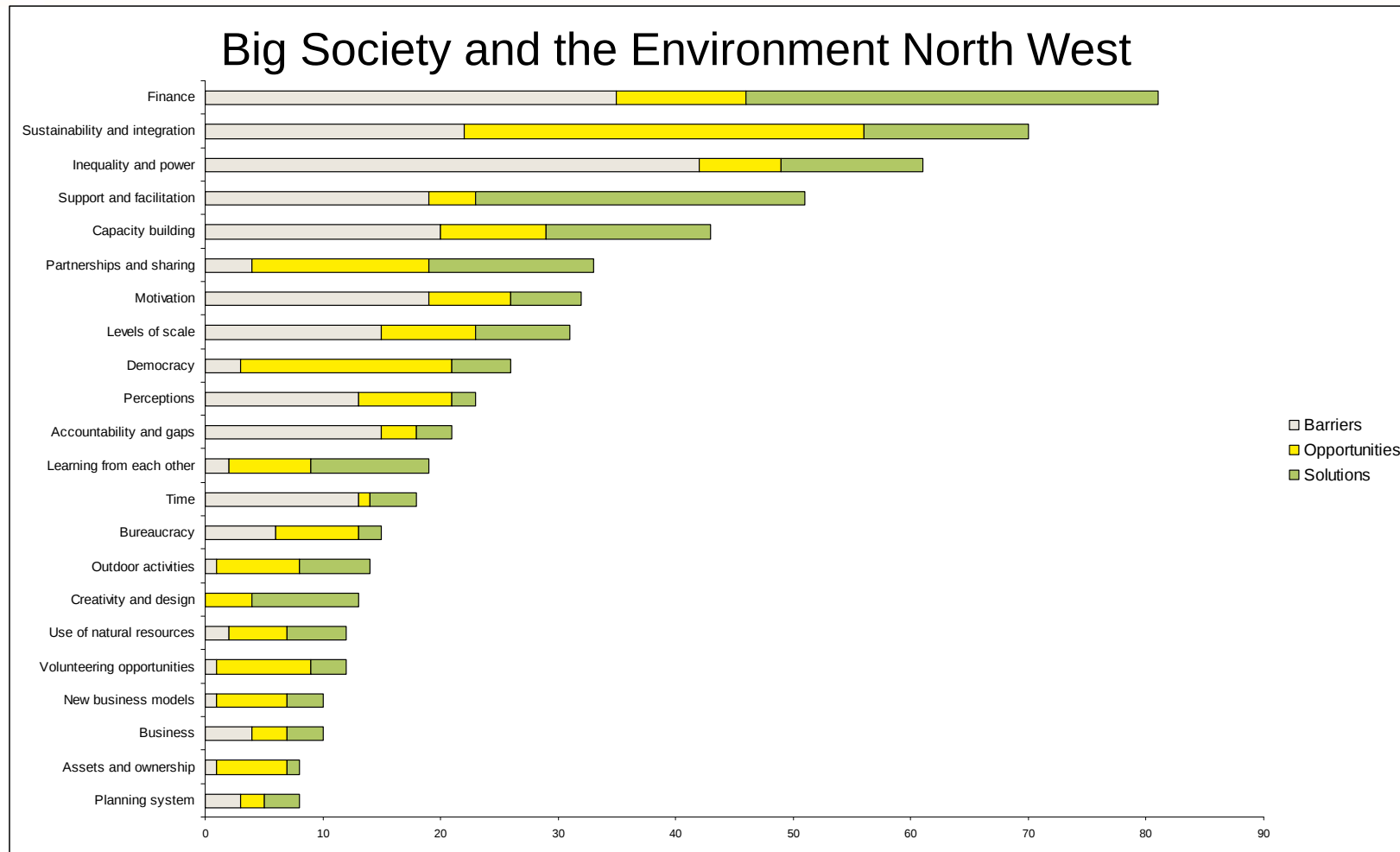
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You can see charts of *types* of ideas by the themes you have used to 'code the data' (if the analyst has used this function)

GMWP, Mapping Community Engagement Custodians Workshop - Cross cutting themes



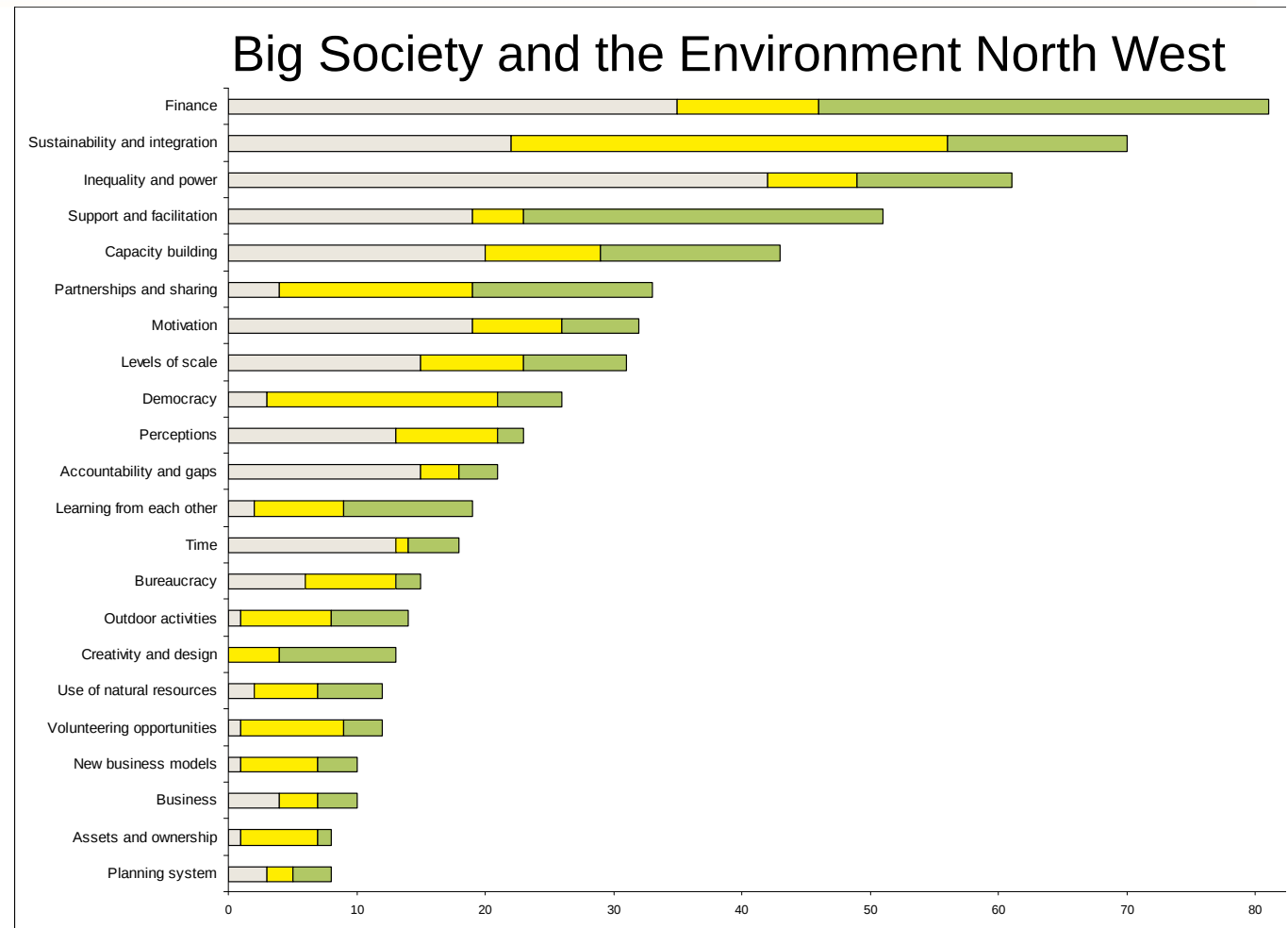
This can help you to notice surprising emergent themes....



... For instance a major theme to emerge from a workshop about the Big Society which was run with environmental groups

Top three themes:

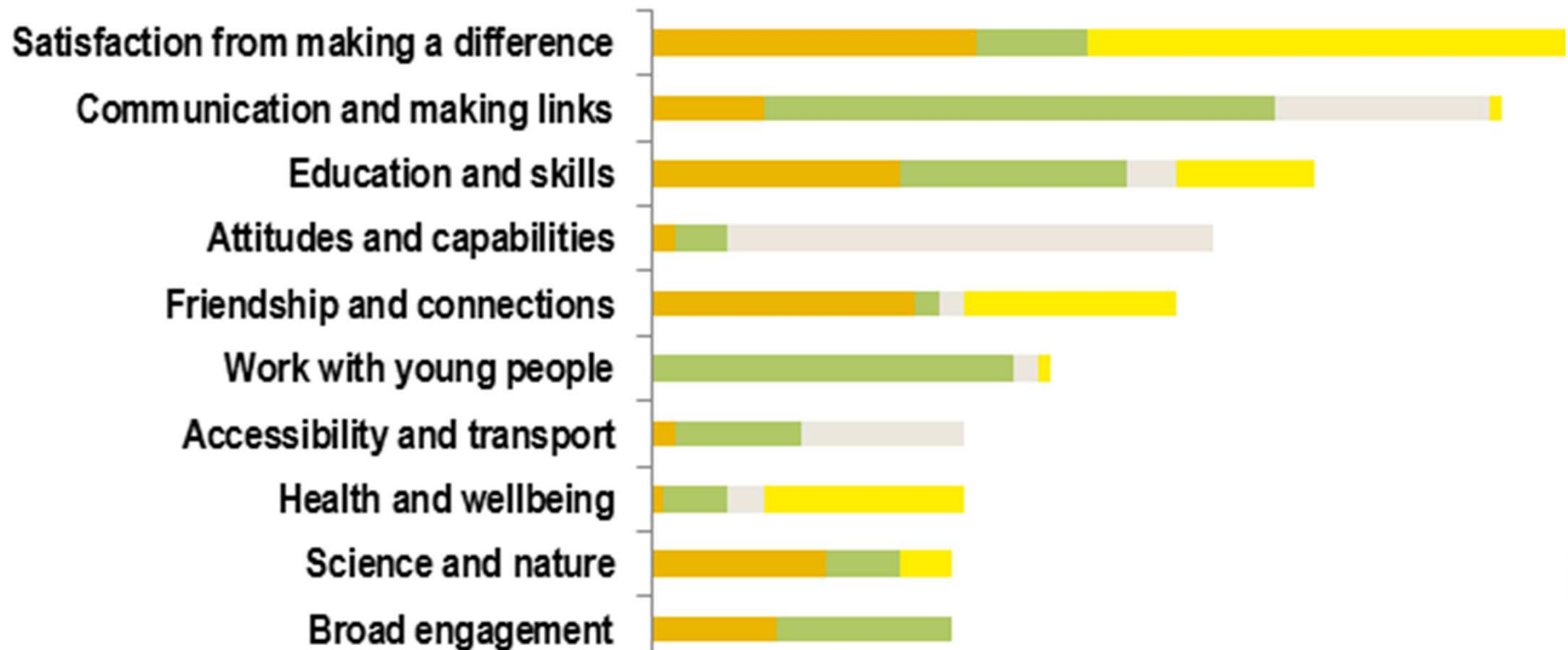
- Finance
- Sustainability & integration
- Inequality & power
- (and this had the most challenges)



http://ketso.com/examples-case-studies/environment-sustainability#Big_Society

Sometimes you find out things that surprise you and your participants (yellow was: why do people engage?)

GMWP, Mapping Community Custodians Workshop - Cross c



You can create a hierarchy of themes, using more than one column – this enables you to sort and filter the data for both presentation and analysis

M	N	T	U	V
Branche	Leaf +	Dementia	ables: Opens new workbook	
Leaf Type	(written on leaf)	Main Theme	Sub-theme 1	Sub-theme 2
2 What is un	support in rural areas and ability to	Support and Health & Social Care Services	Desired Qualities Of Support & Services	Accessible
2 What is un	support in rural areas and ability to	Support and Health & Social Care Services	Desired Qualities Of Support & Services	Accessible
3 What could	easier access to services	Support and Health & Social Care Services	Desired Qualities Of Support & Services	Accessible
2 What is un	Contacting support services	Support and Health & Social Care Services	Desired Qualities Of Support & Services	Accessible
1 What is he	Accessible services	Support and Health & Social Care Services	Desired Qualities Of Support & Services	Accessible
3 What could	Helpline	Support and Health & Social Care Services	Desired Qualities Of Support & Services	Accessible
2 What is un	access to service	Support and Health & Social Care Services	Desired Qualities Of Support & Services	Accessible
2 What is un	no clear pathway	Support and Health & Social Care Services	Desired Qualities Of Support & Services	Accessible

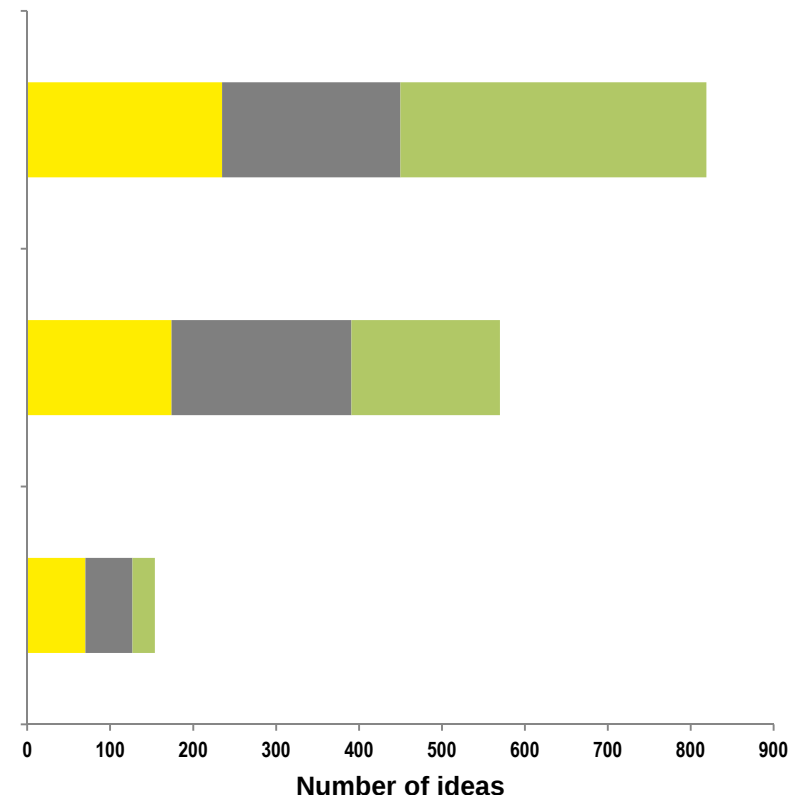
Dementia Action Alliance, over 1000 ideas ended up in three broad themes

Support and health & social-care services

What a dementia friendly society would be like

Healthy lifestyles for people with dementia and their carers

Ideas Shown by Broad Category



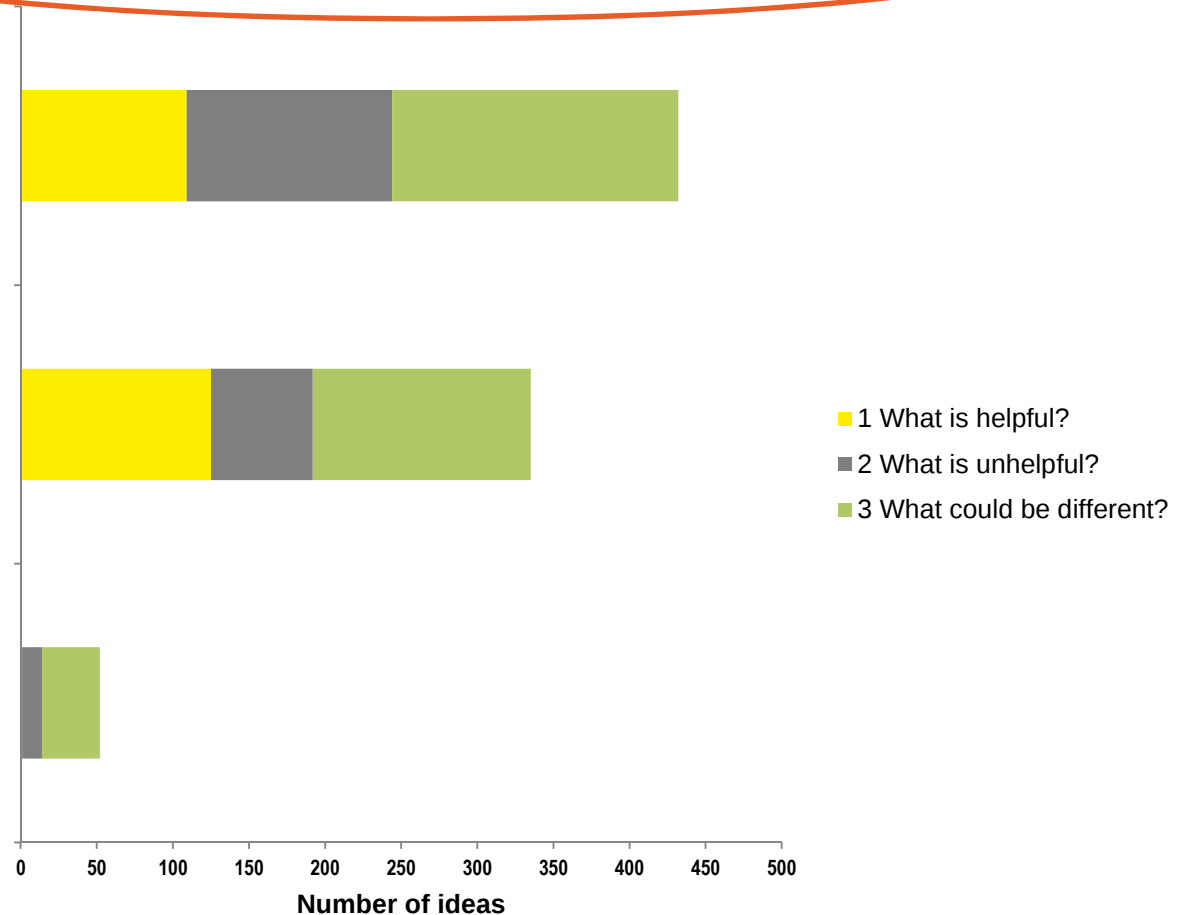
Each broad theme was coded with a series of sub-themes (in an iterative process cycling between broad themes and more detailed / fine grained themes

Support and Health & Social-care Services

Desired qualities of support & services

Kinds of support needed

Resources & funding



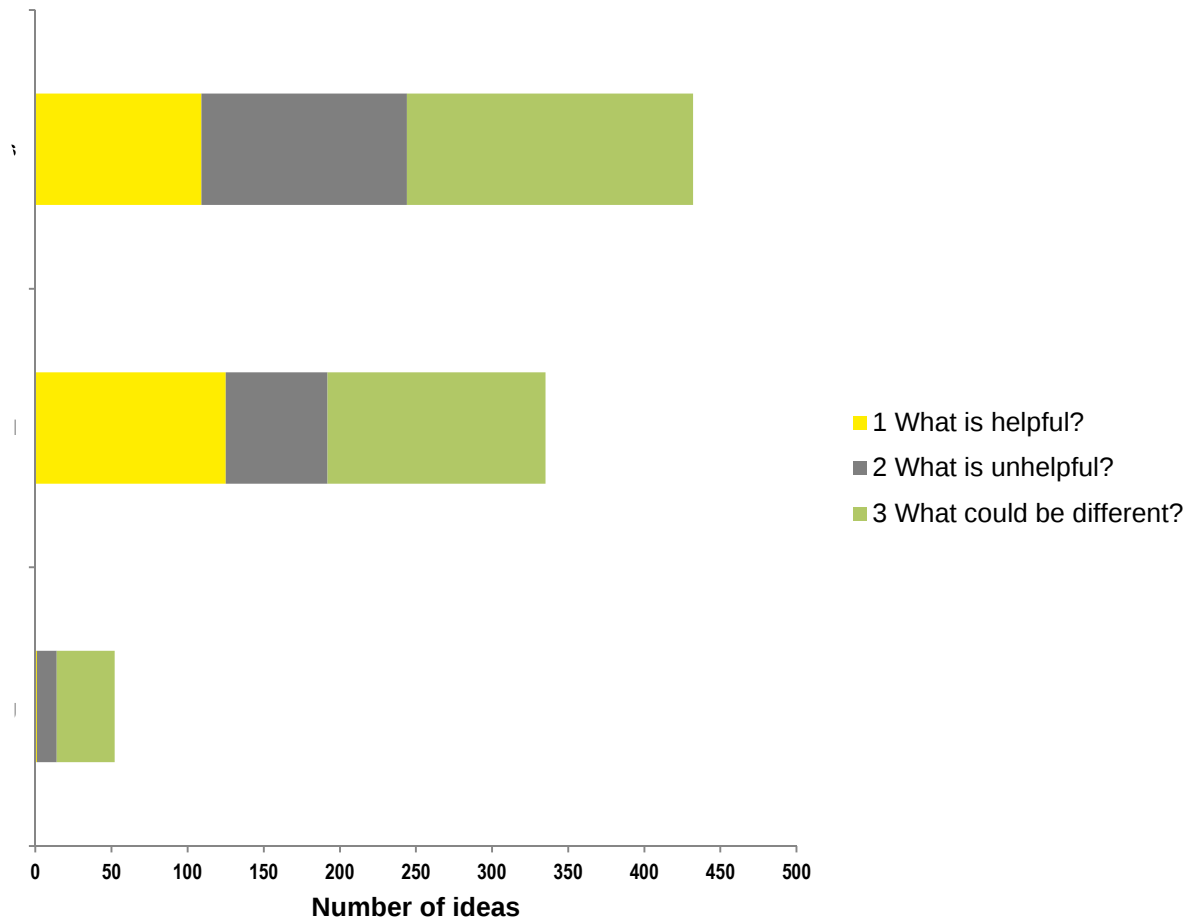
Each sub-theme had in turn a more detailed set of themes (which in this case was where a lot of the interesting ideas emerged)

Support and Health & Social-care Services

Desired qualities of support & services

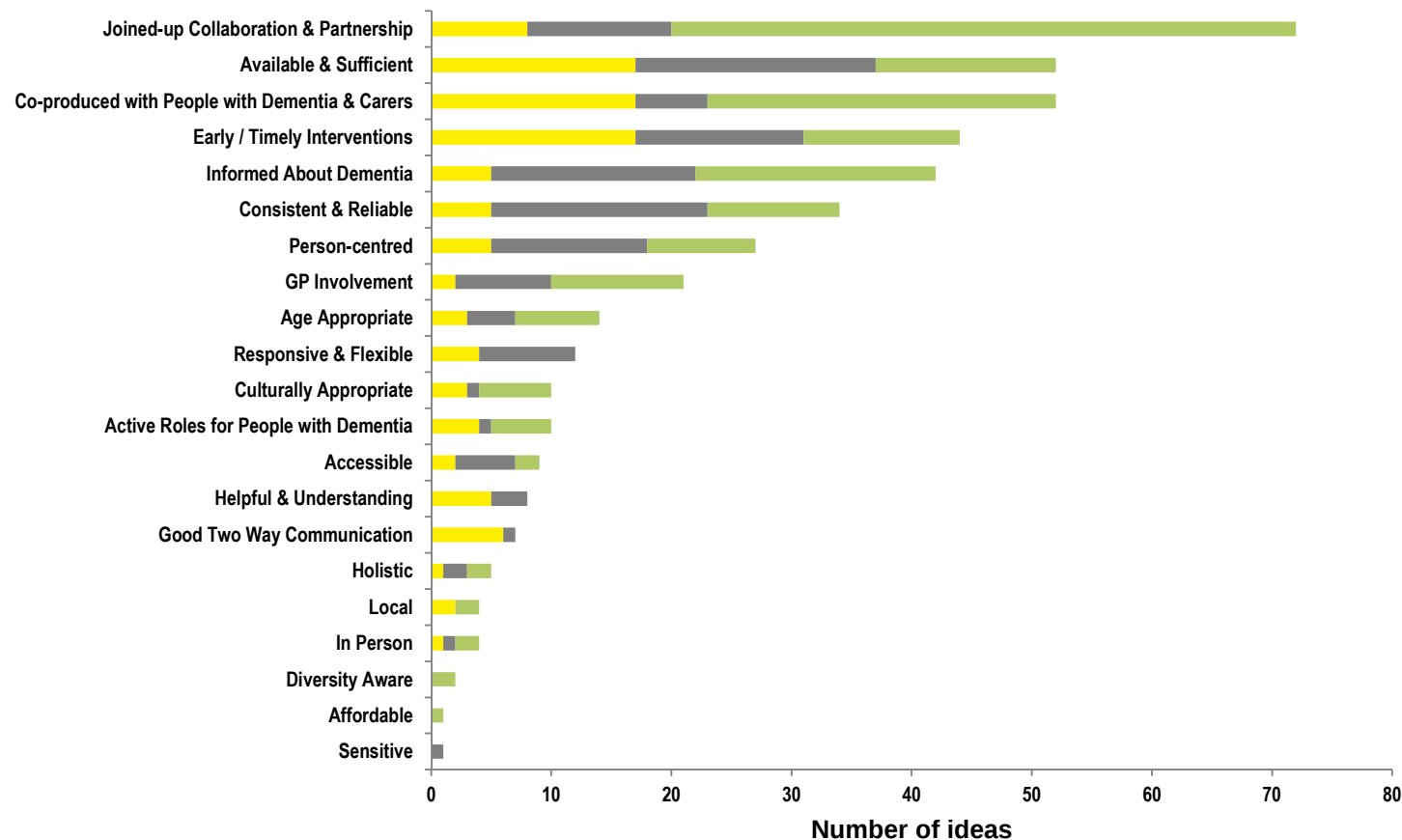
Kinds of support needed

Resources & funding



Here you can see that there were some striking patterns in the distribution of ideas

Desired Qualities of Support & Services



Desired qualities of support & services – some key areas to look into in more detail – go back to the data

1. Joined-up Collaboration & Partnership



2. Available & sufficient



3. Co-production of services



4. Early / timely Interventions



5. Staff informed about Dementia



6. Consistent & reliable



You may wish to report key ideas to emerge under the themes that you have developed in coding (simple synthesis for people who may not look at an excel sheet)

Desired Qualities of Support and Services – Highlighted Ideas

Joined-up Collaboration & Partnership

What could be different?

- health and social care work TOGETHER and share funding
- Joined-up care services
- Joined up services
- Main diary / co-ordinator of ALL groups
- Sharing information to identify those who may need support
- Coordination of activities in local area

Active Roles For People with Dementia

What could be different?

- People with dementia as building mentors for newly diagnosed i.e. NHS
- More people with dementia talking at events

Services Co-produced with People with Dementia & Carers

What is helpful?

- Having a voice
- To be listened to

What could be different?

- Professionals become geographically "attached" to relevant social groups: trust/ relationships/ efficiencies/ 2-way knowledge
- More groups like Liverpool Service User Reference Forum (SURF) & educate all over the country
- Empower diverse populations to solve their own problems
- more service user involvement in service development
- Listening and acting on what people + carers say

Examples of different kinds of coding: thematic & theoretical AND/OR pragmatic & practical coding (ending mental health stigma – SeeMe Scotland)

Questions answered by participants	Framework component
<i>1) Why?</i>	Vision of Success
<i>1) What to change, and how to change it?</i>	ABC-D
<i>1) Where, when, who?</i>	Contexts
<i>1) What to do?</i>	Potential projects

More thematic & theoretical

ABC-D Overview

Attitudes (negative & positive)

Behaviours (negative & positive)

Professional standards

Social acceptability

Conditions (negative & positive)

Embedded/structural S&D

Systemic conditions

More pragmatic & practical

Change Contexts (broad) – Where, Who, When

Society in general

Neighbourhood and community

People With Lived Experience (PWLE)

Circle of support

Policy / Governance / Law

Public services

Health Services

Mental Health Services

Partnerships and collaboration

Mainstream education

Media / Press

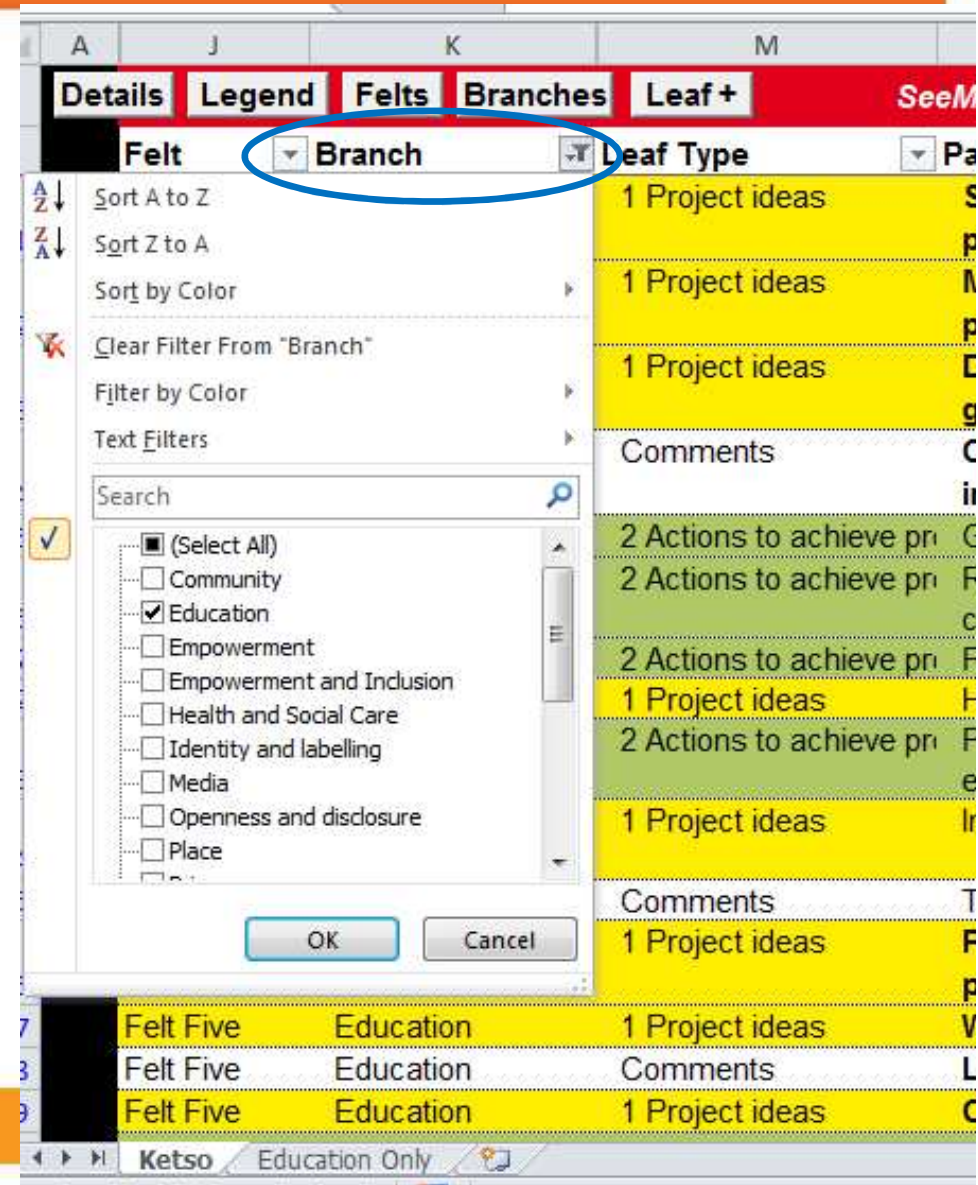
Workplace

Some more hints on coding



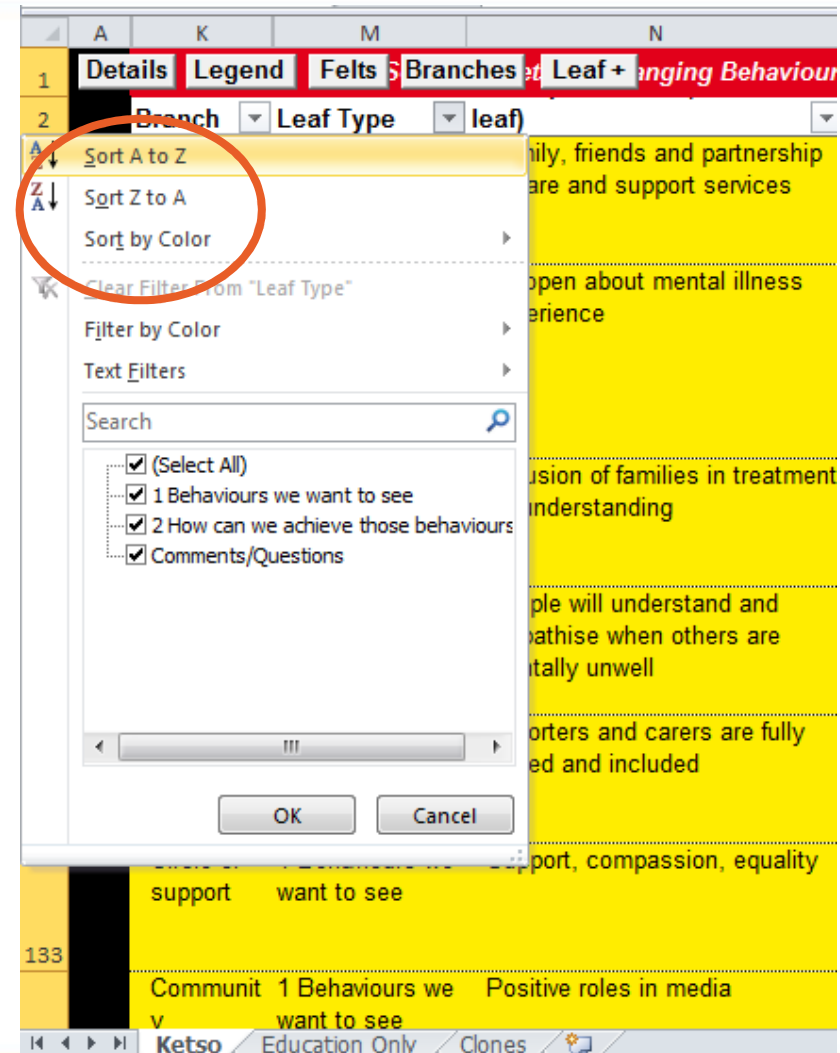
Filtering data

- Each column has a square button with a downward arrow at the top
- These can be used to filter the data, e.g.
 - Show only the 'Education' branch



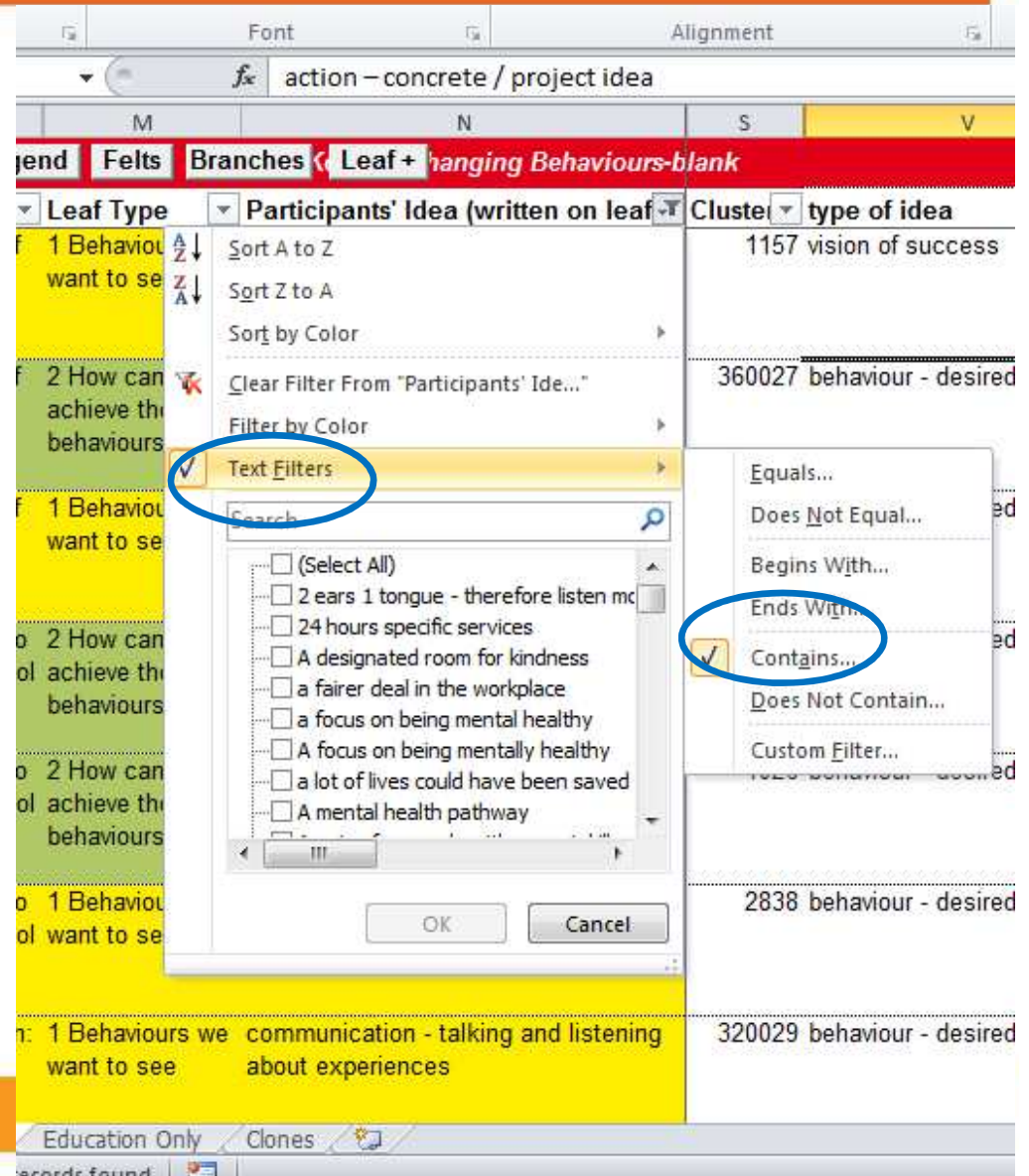
Sorting with the drop down button

- You can sort data easily by using the arrow button next to every column



Filtering by key word

- The filters can be used to filter the data in lots of different ways, e.g.
 - Show only those leaves that contain a particular key word or phrase – such as 'schools' or 'rural' 'mental health'
- You can use this to quickly search and code for key words



Advice for coding

- Go for the quick wins first! Coding can be overwhelming, especially when it is a big dataset.
- Add as many columns as you need
 - Keep a column for questions / confusing areas, especially if there is more than one person coding
 - Keep a column just for quick ideas and notes, especially if you are using a pre-set coding scheme – don't lose thoughts as you go along
- It is a good idea if possible to have more than one person coding for themes to cross-check – but this does require communication and checking in!

What if the way people have used branches and leaves seem confused?

- Ideas can pop up across branches, these may suggest an emergent theme – use columns for this
- Colours can be messed up – either because:
 - people got confused and used the wrong colour
 - they have just had an idea and written it down
 - the stage of green leaves (future possibilities) often merges into yellow (goals / visions of success)
 - one person's 'what is working' (brown) is another person's 'future idea' (green)
- You may choose to change the colour or branch – but note in a column that you have done so

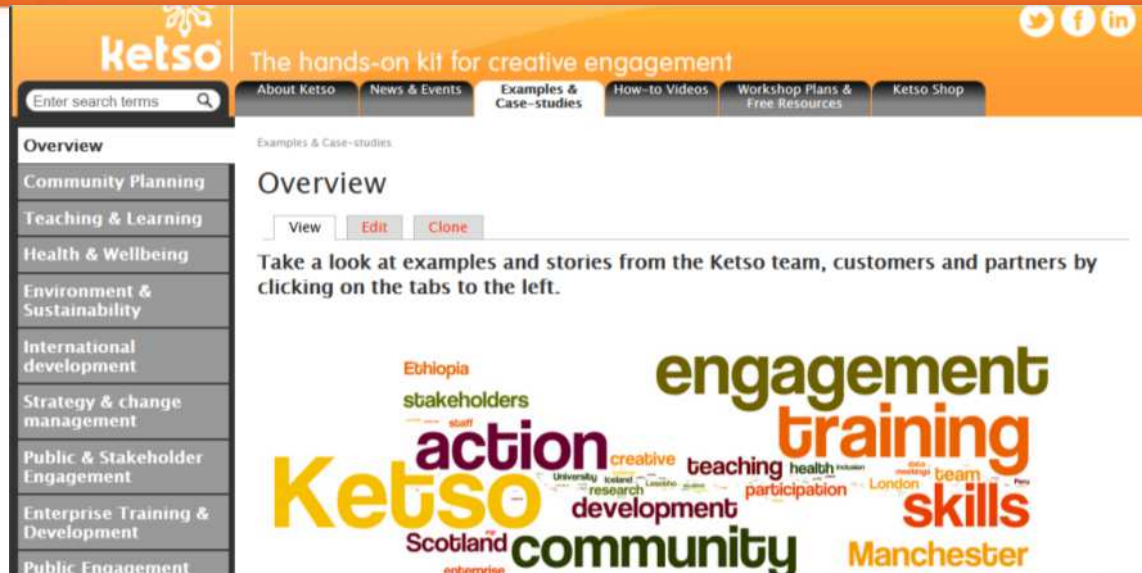
Making the most of your analysis

- After any stages of coding, it is a good idea to do a visual and numerical analysis on the new columns to get some powerful charts and see what patterns are emerging
- When you write the report, make sure to cross-check with icons so that ideas marked as important get special attention

You may even want to make a 'word cloud' of the words in the cross cutting themes (or the words on leaves, but they will need editing to get to key words) – see <http://www.wordle.net/>



There are lots of resources on the Ketso website to help.



The FAQs link to examples of reports – from simple summaries to full reports:
<http://ketso.com/faqs#reports>

Further examples of reports can be found throughout the case studies:
<http://ketso.com/examples-case-studies>

The software can be downloaded here:
<http://ketso.com/resources-downloads/downloads/software>

Joe Brady, Head of Integration Services Scottish Refugee Council

“I have discovered that using the Ketso spreadsheet allows the analyst to see surprising themes from the synthesis of participants’ ideas that may run counter to the dominant power structures and perceived wisdom.

Ketso is unique in its ability to not only surface new thoughts but also to provide a credible and traceable evidence base for recommendations that emerge from consultation.”