

MANAGEMENT AND ANALYSIS OF IN-DEPTH INTERVIEW DATA

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Tape and transcribe

- Tape interviews
 - make sure include key information about subject (in recording, in file name)
- Transcribe in full
 - name files systematically
 - Keep as close as possible to verbatim, natural language
 - Assign unique id-numbers to files for quick reference and to anonymize sources
- Keep backups

Exceptions

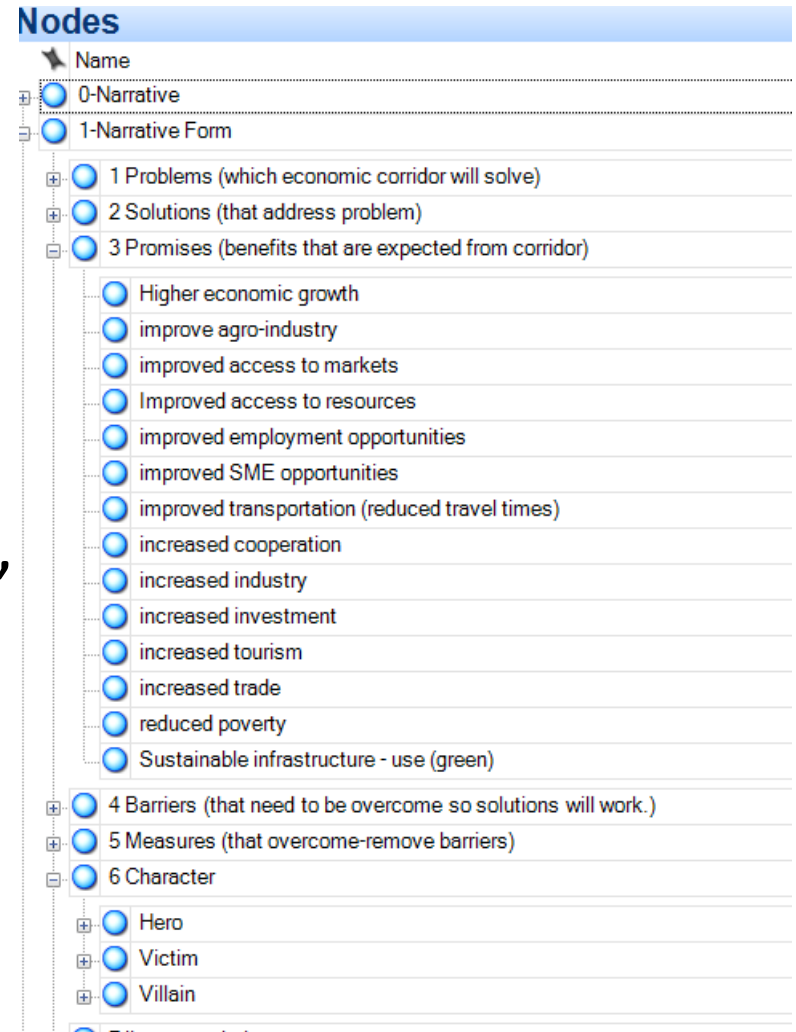
- If highly sensitive topic subject may not allow recording

Suggestions

- Keep short notes, even if you tape
- Allow time and money for transcription work

Code interview transcripts

- Use research questions or analytical framework to design initial code tree
- Code interview transcripts using software tools
- Coding strengthens evidence, improves transparency, and facilitates semi-quantitative analysis
- Codes become an index into your dataset



Selecting codes or themes

Questions

- What policy narratives have proponents and critics of Economic Corridor used? How?

Theoretical framework

- Policy Narrative framework
 - characters
 - Story plots
 - Problems-solutions-promises

• Problems

- Roads low quality
- No investment
- Poor market access

descriptive

• Story plots

- Great victory (success)
- Work in progress
- Decline

abstract

• Characters

- Heroes
 - ADB
 - Thai Government
- Victims
 - Ethnic Minorities
- Villains

NVIVO screenshot

The screenshot displays the NVIVO software interface. The top menu bar includes File, Home, Create, External Data, Analyze, Query, Explore, Layout, and View. The ribbon below the menu contains various tools for navigation, workspace management, and analysis. The main workspace is divided into three panes:

- Nodes:** A hierarchical tree view on the left showing a project structure. The root node is "Nodes", which contains "Relationships" and "Node Matrices". Under "Nodes", there are several categories: "Good State (good governance, equality, enviro)", "Plot - Story type", "Shared Prosperity (more trade & invest & busi)", "1-Narrative Form", "4 Barriers (that need to be overcome so solutio)", "5 Measures (that overcome-remove barriers)", "6 Character", and "Hero".
- Document Viewer:** The central pane shows a document titled "014-ADB2015". The text is highlighted in yellow, indicating it has been coded. The visible text includes:

for Entrepreneurs in 4 Mon Towns

YAN GON, MYANMAR -Japan and the Asian Development Bank (ADB) are supporting a project that aims to scale up incomes and new employment opportunities for small businesses and entrepreneurs selling crafts and localfood to tourists and residents in four townships in Mon state

--Chaungzon Island,Kyaikto, Mawlamyine and Mudon.These four towns lie onthe Greater Mekong Subregion East-West Economic Corridor, linking Myanmar to Thailand, Lao People's Democratic Republic,and Viet Nam.

A \$3 million Japan Fund for Poverty Reduction grant,administered by ADB,will finance work skills training,help develop business management capabilities, provide links to suppliers and microfinance providers,and support a custom-built public market facility in Mawlamyine and a processing center in Kyaikto.

"In Mon state 55% of the population is self-employed with a large number of families selling agriculturalproducts and crafts but these small businesses are having a limited impact on reducing household poverty," said Uzma Hoque,Senior Social Development Specialist in ADB's Southeast Asia Department."The project aims to identify new craft and food product lines, provide the technical,business and management skills to exploit them, and help small businesses,particularly those run by women and the poor,access affordable credit and link to new markets,giving incomes a substantiallift."
- Coding Scheme:** A vertical pane on the right shows the coding scheme for the document. It lists codes and their corresponding colors: "ADB" (purple), "Hero" (red), "2 Solutions (that address problem)" (orange), "6 Character" (yellow), "Provide loans" (green), and "Victim Women" (blue).

Summarize evidence by codes and sources

- Look at all the excerpts relevant to a particular code
 - If have sufficient data then examine information by relevant categories: gender, location, household structure
 - Summarize findings, note exceptions, and select illustrative quotes
- *“Last dry season is the worst; it was a tense time in the village and at home” [3]*
 - *“...last year there was no water at all, so two of us went to work in the city.” [5]*
 - *“we had very little water, not enough to keep the plants alive, we lost the whole crop” [7]*

The last dry season was a difficult one for most households: crops failed and some went to work in the city.

Extract illustrative quotes

C

- Extract quotes that illustrate common as well as exceptional perspectives
- Pay special attention to passages in which subjects explain their reasoning
- If writing paper in English but transcripts in another language, then keep original quotes as footnotes/endnotes
- Keep track of interviews providing key evidence for claims

- A villager in Moat Peam village noted that, “*now it is easy for me to transport my fruit to sell in the town; before I had to get up early morning to carry fruit into a boat and then to a truck to transport it to the provincial town market. Now it is easy to go to market any time.*” However, observations revealed that the roads were showing signs of wear after the hydropower dam was constructed.

Use tables for intermediate analyses

Specific narrative (problem, solution)	Characters	Proponent	Influence
Floods bring benefits too, so it is important to allow dykes to overflow at least once every three years (Mekong Delta)	Victim: farmers Hero: government	National and provincial government	Accepted by local communities but with modest contestation every 3 years...
Inner Bangkok must be protected at all costs because of its national importance so must strengthen protective infrastructure and water management rules	Victim: inner Bangkok Villain: national government Hero: Municipal government	BMA (Business Interests)	Battle between municipal and national government Outer residents remain wary

- Use combination of codes to explore evidence about associations between 2 factors or to compare cases
- Progressively replace raw notes with synthesis

Write to analyse

- The act of writing about qualitative data is itself a form of analysis
 - consider supporting and counter-evidence
 - Refine claims by taking into account context and subject
- Use illustrative quotes and paraphrases, citing source
 - “the weather is not like it used to be, it is hotter” [41]
- In some situations, indicate level of support for claims (semi-quantitative)
 - “most”, “many”, “few”, “one”
 - “4 out of 20”, “6 out of 7”