Analysing your Data

Evaluation webinar handout

Introduction

- This handout relates to the 'analysing your data' webinar and covers the following:
    - Techniques you can use to analyse your data
    - How to interpret what your data is telling you

Road safety example: RoSPA evaluation of a young driver's project

RoSPA Evaluation of Derbyshire Young Drivers Project

- **A young driver education programme, consisting of three one-hour workshops. The evaluation aimed to test the effectiveness of the programme and identify areas for improvement.**
- **Questionnaires were filled out by those who attended the workshop, and a similar group who had not attended (comparison group). The questionnaires were completed before the workshops took place, three weeks later and 12 months later.**
- **Focus groups and interviews were conducted with those who attended the workshops to gain an in depth understanding of the effects of the workshops and to suggest improvements.**
- **A focus group was conducted with the presenters of the workshop to identify strengths and weaknesses of delivery.**

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How to analyse your data

- The most important thing when you are analysing data is allowing yourself enough time. Think realistically about how long analysing the information is likely to take, particularly if you have collected any qualitative data.

Quantitative data

- Firstly, check all of the information you have collected and enter it into a database. You can do this in a number of ways, including using an excel spreadsheet or more specialist software, such as **SNAP**.
- Once you have entered the data into your database, make sense of the data, by summarising it in a numerical way. For example, '6% of respondents said that they would accept a lift from someone who says they have had two alcoholic drinks'. However, be careful using percentages if your sample is only small!
- You could also present your data in a clear table or graph. As a rule of thumb, it should be clear enough for someone to understand without a lengthy explanation of the graph, but you should still provide a brief summary of the information e.g. 'figure 1 shows that 6%of respondents would accept a lift from someone who says they have had two alcoholic drinks'.

Qualitative data

- One of the easiest ways to analyse qualitative data is by looking for common themes in answers.
- This involves reading and re-reading the data looking for similarities and differences to form the themes of your analysis. As you look at the data more thoroughly, this may develop into sub-themes.
- However, this must be carried out in a systematic way, or you could introduce bias into your data.
- It is helpful to have all of the data relating to a particular theme together. You can analyse in a number of ways, including using Excel spreadsheets, highlighting transcripts in different colours or by using specialised software such as **NVivo**.

What does the data tell you?

- Write down some notes about what the data you have collected is telling you. How do themes relate to one another? Does the data suggest or reject the idea that your intervention has been effective?
- Once you have done this, think about what you will do as a result. Are there improvements to be made? Does the intervention need to be completely changed or has it achieved its aims and objectives? These notes will be really important when you write the recommendations section of your report.

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Summary

- This handout has covered:
  - How to analyse your data.
  - How to interpret your data.

Contact details

If you have any further questions about the evaluation process, please email: rneedham@rospa.com