Gender and Rural Transport Initiative
Regional Workshop

Research Methods in the Context of PRSP and Gender Issues

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Session 4:

Data Analysis and Presentation

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Road Map

1. Analysis of quantitative data
2. Analysis of qualitative data
3. Integrating quantitative and qualitative data analysis
4. Presenting the findings

1. Analysis of quantitative data

- **Descriptive statistics** which describe characteristics of the population through:
    - Measures of dispersion
    - Central tendency
    - Relationships among variables
- **Inferential statistics**: likelihood that observed relationships in study are due to chance.

2. Analysis of qualitative data

- Qualitative analysis is used for data collected in a semi-structured or un-structured way
- Challenge of maintaining uniqueness and richness of individual cases while seeking uniformities and patterns
- Two purposes for the analysis:
  - Exploratory
  - Testing hypotheses

- For hypothesis testing essential to develop uniform categories and analysis
- Avoid the trap of selecting the most dramatic cases even though they are not at all representative:
  - Case study of the poorest widow
  - Photo of the poorest house or the child in the oldest clothes.

3. Integrating quantitative and qualitative data analysis

- Using program model as framework for the analysis:

  - Stages of the project cycle

  - Testing key assumptions

  - Influence of contextual variables

- Build triangulation into the analysis plan
- Multi-level analysis combining quantitative and qualitative material
- Do not only put qualitative material (case studies etc) in an annex.
- Use qualitative material to:
  - Illustrate key issues and findings
  - Incorporate contextual variables
  - Explain variations in outcomes

4. Presenting the findings

- Define your audiences
- Different presentation strategies for different audiences
- Combine written and verbal presentations
- Agree on action plan for using the findings