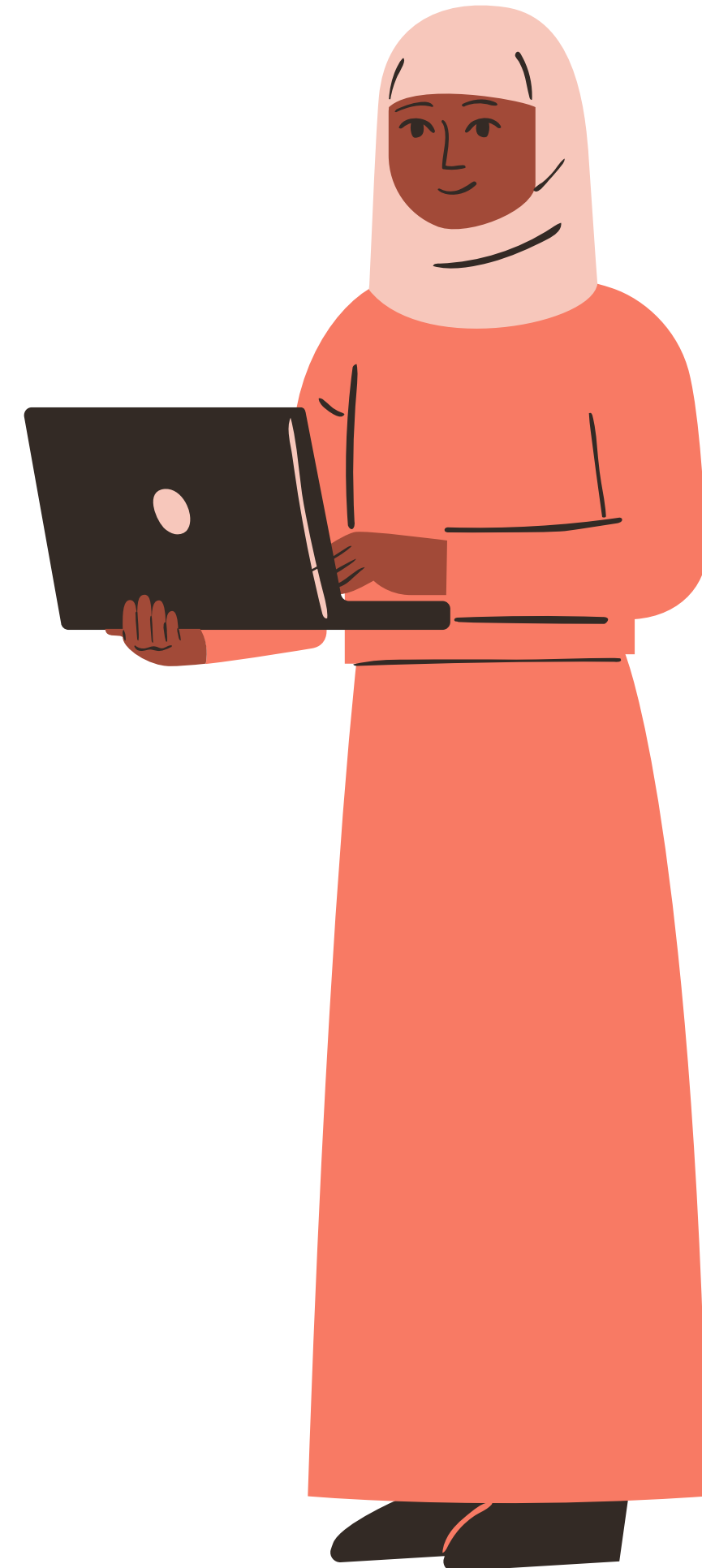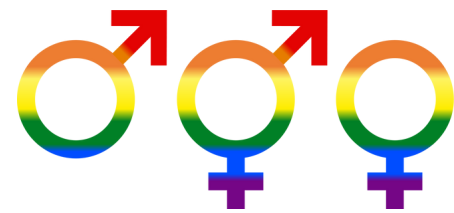# Cheat Sheet 4: Using ChatGPT for Qualitative Data Collection & Analysis

Crafted by Salanga as part of the AI Training Series in Collaboration with CanWaCH in June 2024.
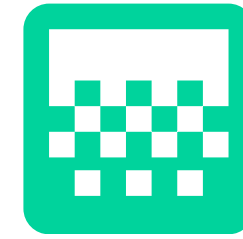
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Using ChatGPT for Qualitative Data Collection & Analysis

Summarize Qualitative Research/Gender Analysis

Extract quotes from Qualitative Surveys

Write case studies/participant stories

Language Translation

Generate Codes and Themes

Design Qualitative Data Collection Tools & Guides

Review Results & Recommendations

Research Ethics and Feminist Approaches

Key Ethical Issues in Qualitative Analysis

- **Bias in Text Interpretation:** Inherits biases present in training data impact the interpretation.
- **Respect for Diversity and Inclusion:** Model may unintentionally marginalize certain voices or perspectives.
- **Privacy and Confidentiality:** Qualitative data may contain personally identifiable information or sensitive details.
- **Contextual Understanding:** May struggle with nuanced contextual understanding, leading to potential misinterpretation of the subtleties present in qualitative data.

![BEST PRACTICE]

BEST PRACTICE

KNOW YOUR STUFF

Know how to analyze your qualitative data first. Use ChatGPT as an assisant - not the primary researcher.

UPGRADE*

The paid version has improved research and analysis capabilities, memory, data protection ... etc.

PROMOTE DATA PRIVACY

Turn off "improve the model for everyone." Make any data you upload unidentifiable. Ask respondents for informed consent.

COMPARE & DECLARE

Use different AI systems to do the same analysis and compare (Gemini, Microsoft Co-pilot). Cite ChatGPT: "Our project involved generating content with ChatGPT by OpenAI".

1 Summarizing Text

2 Extracting Quotes

3 Coding
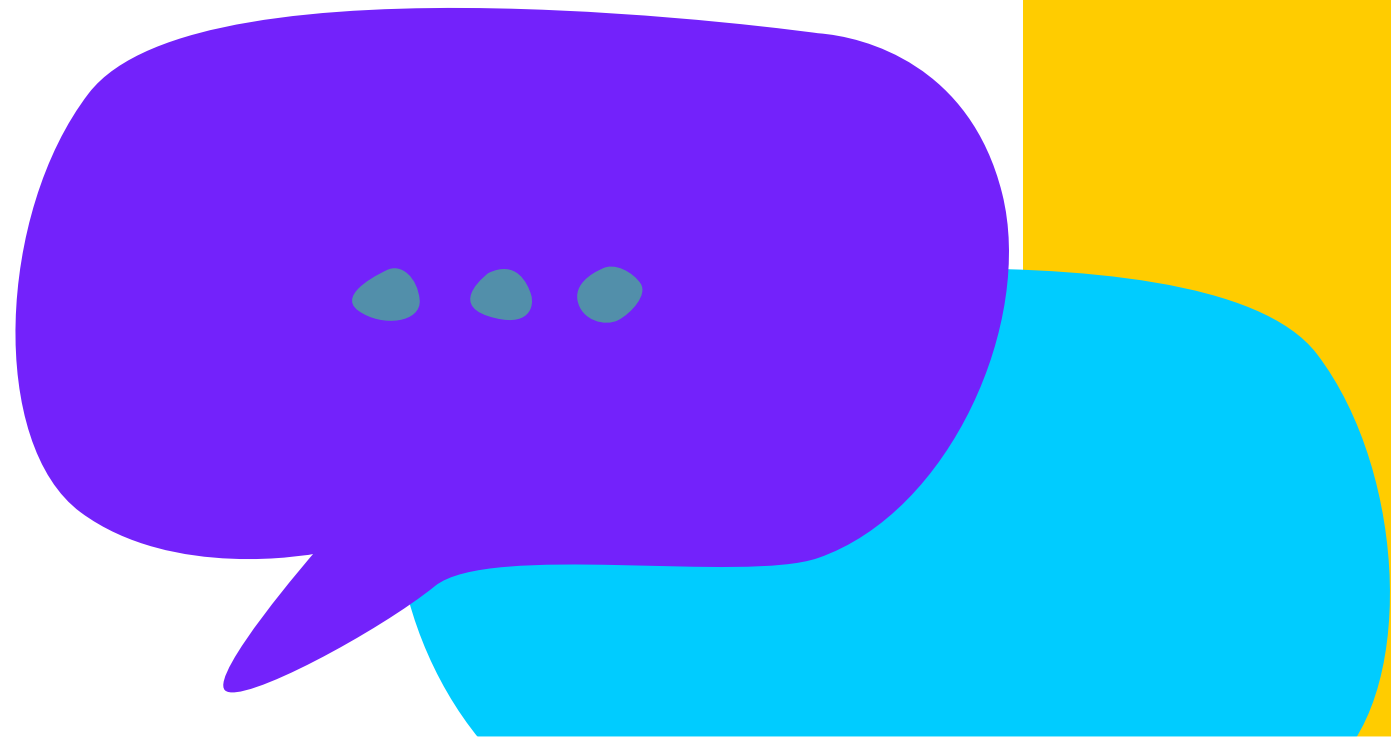
4 Generating Themes

Let's Review some examples!

ChatGPT can quickly summarize lengthy qualitative data, articles and research, helping identify key themes and insights

1. Summarizing Text

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1. Prompt for Summarizing Text (General)

1 Provide Context	I am a program manager for a global health program funded by Global Affairs Canada operating in Kenya, Ethiopia and Ghana. I have collected data from five qualitative surveys. I am providing the data from the surveys here delineated by double quotation marks ""*add data*""
2 Ask Clearly	Generate a concise summary based on the data I have provided. The summary should be insightful and use a gender-equality and intersectional lens.
3 Specify the Output	The summary should be no more than 200 words.

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Example of our Community Interview on Access to Sexual and Reproductive Health Services

1. What is your age?
2. What is your gender?
3. What is your ethnicity?
4. How easy is it to access sexual and reproductive health services in your community?

→ **5. What are the barriers or challenges community members face when it comes to accessing sexual and reproductive health services (if any)?**

6. How would you assess the quality of the sexual and reproductive health services in your community?
7. Do you receive support from male family members in accessing sexual and reproductive health services?

1. Prompt for Summarizing Text (Focused)

1 **Provide Context**

I am a program manager for a global health program funded by Global Affairs Canada operating in Kenya, Ethiopia and Ghana. I have collected data from five qualitative surveys. I am providing the data from the surveys here delineated by double quotation marks ""*add data*""

2 **Ask Clearly**

Generate a concise summary based on the data I have provided, focusing on the research question: **"What are the barriers or challenges community members face when it comes to accessing sexual and reproductive health services?"** Utilize a gender-equality and intersectional perspective in your insights.

3 **Specify the Output**

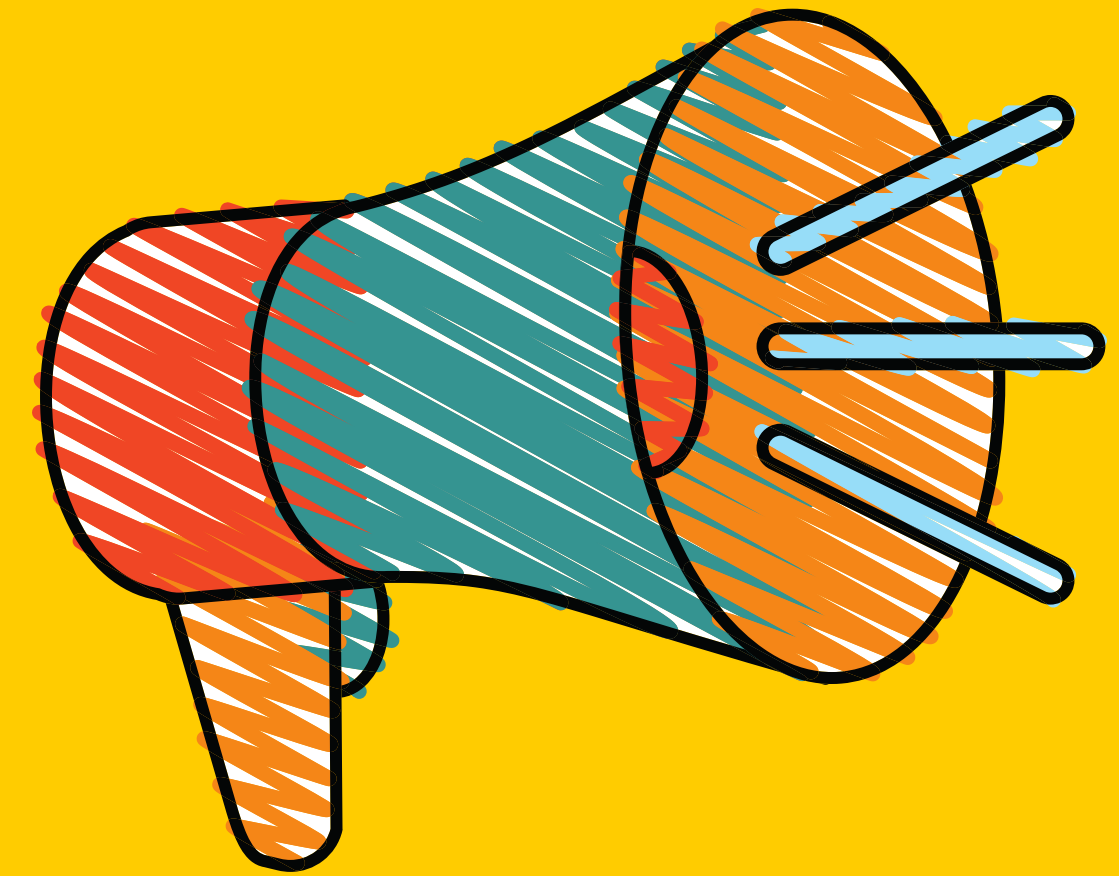The summary should be no more than 200 words.

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ChatGPT can significantly enhance the qualitative research process by automating the extraction of insightful quotes from interviews and qualitative data

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2. Prompt for Extracting Quotes

1 **Provide Context**

I am a program manager for a global health program funded by Global Affairs Canada operating in Kenya, Ethiopia and Ghana. I have collected data from five qualitative surveys. I am providing the data from the surveys here delineated by double quotation marks ""*add data*""

2 **Ask Clearly**

Review the data I provided and extract all quotes that specifically address the research question: **"What are the barriers or challenges community members face when it comes to accessing sexual and reproductive health services?"** An example would be "Language barriers can make it challenging to communicate with the healthcare providers, especially if they are not fluent in the local dialect."

3 **Specify the Output**

(Optional: Include participant gender/geography)

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3. Coding

ChatGPT can support in systematically categorizing and labeling segments of qualitative data to code data

What is Coding in qualitative analysis?

- Involves systematically assigning labels or codes to segments of qualitative data. These codes represent concepts, ideas, or patterns found in the data.
- Coding is a more granular and detailed level of analysis, breaking down the data into manageable units.

3. Prompt for Coding Data

1 Provide Context

I am a program manager for a global health program funded by Global Affairs Canada operating in Kenya, Ethiopia and Ghana. I have collected data from five qualitative surveys. I am providing the data from the surveys here delineated by double quotation marks ""*add data*""

2 Ask Clearly

Review the data I provided and develop codes addressing the following research question - **"What are the barriers or challenges community members face when it comes to accessing sexual and reproductive health services?"** Utilize a gender-equality and intersectional perspective in your insights.

3 Specify the Output

Each code should be between 2-5 words. Provide me with 5-10 codes based on the data and that address the research question provided.

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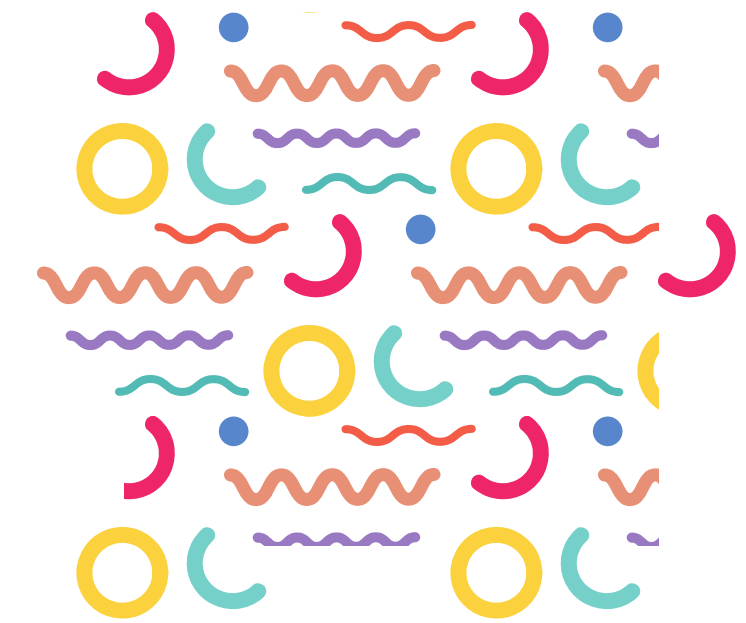Canadian Partnership for Women and Children's Health

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4. Generating Themes

ChatGPT can support in systematically categorizing and labeling segments of qualitative data to code data, identify patterns, themes, and relationships

What does it mean to Generate Themes?

- After coding, researchers move to the next step of generating themes.
- Themes emerge through the identification and grouping of related codes that share commonalities or connections.
- This process involves a higher level of abstraction, as researchers synthesize codes to create overarching themes that represent patterns or concepts in the data.

4. Prompt for Generating Themes from Codes

1 **Provide Context**

I am a program manager for a global health program funded by Global Affairs Canada operating in Kenya, Ethiopia and Ghana. I have collected data from five qualitative surveys. I am providing the data from the surveys here delineated by double quotation marks ""*add data*""

2 **Ask Clearly**

Categorize the codes leading to the development of themes addressing the following research question - **"What are the barriers or challenges community members face when it comes to accessing sexual and reproductive health services?"** Utilize a gender-equality and intersectional perspective in your insights.

3 **Specify the Output**

Each theme should be between 2-5 words. Generate not more than 6 themes.

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Great Resource: Using ChatGPT to Analyze Qualitative Data by Philip Adu, Ph.D

- https://www.youtube.com/watch?v=stB9oeKvw2Y&list=PLSOjmgd2Fg_IL1kovKk2mWQSVKubjrG3e

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