

Cost effective-approach to qualitative Analysis: Analysis of data from a study of the development of an academic-community partnership.

Several methodological studies have attempted to explore various techniques for qualitative analysis, typically involving expensive and complicated software. However, the literature on cost-effective and (easy-to-learn) methods of effective qualitative analysis is limited. Here we present a method for qualitative analysis that attempts to close these gaps while offering rich data synthesis and internal validity. The method of qualitative analysis being presented is based on an iterative inductive/deductive approach to developing a hierarchical coding system and analyzing qualitative data. Instead of using complex qualitative software, the work is done using Excel spreadsheet templates, keeping the cost down and reducing the need to learn to use complex software. Our poster will describe the application of this approach to the Engaging Partners in Caring Communities (EPICC) project. This study aims to reduce health disparities related to chronic health conditions in predominantly African American communities in Nashville. EPICC has its foundation in community-engaged research (CEnR) and is supported by an academic-community partnership between Meharry Medical College, Tennessee State University, Vanderbilt University, the Congregational Health and Education Network, and various African American churches and church-going community members. One of the main goals of CEnR in general, and the EPICC project in particular, is to enhance the working relationship between academic and community members. This method of qualitative data analysis is being used to systematically examine transcripts of meetings involving academic faculty and community members to gain insight about their collaboration and how that collaboration has changed over time. This presentation demonstrates that this approach is well-suited for CEnR in its capacity to describe patterns in conversations over time, its cost-effectiveness and simplicity.