

**LISTENING DEEPER:
INTERVIEW & FOCUS GROUP
STRATEGIES TO GAIN UNDERSTANDING**

Data analysis

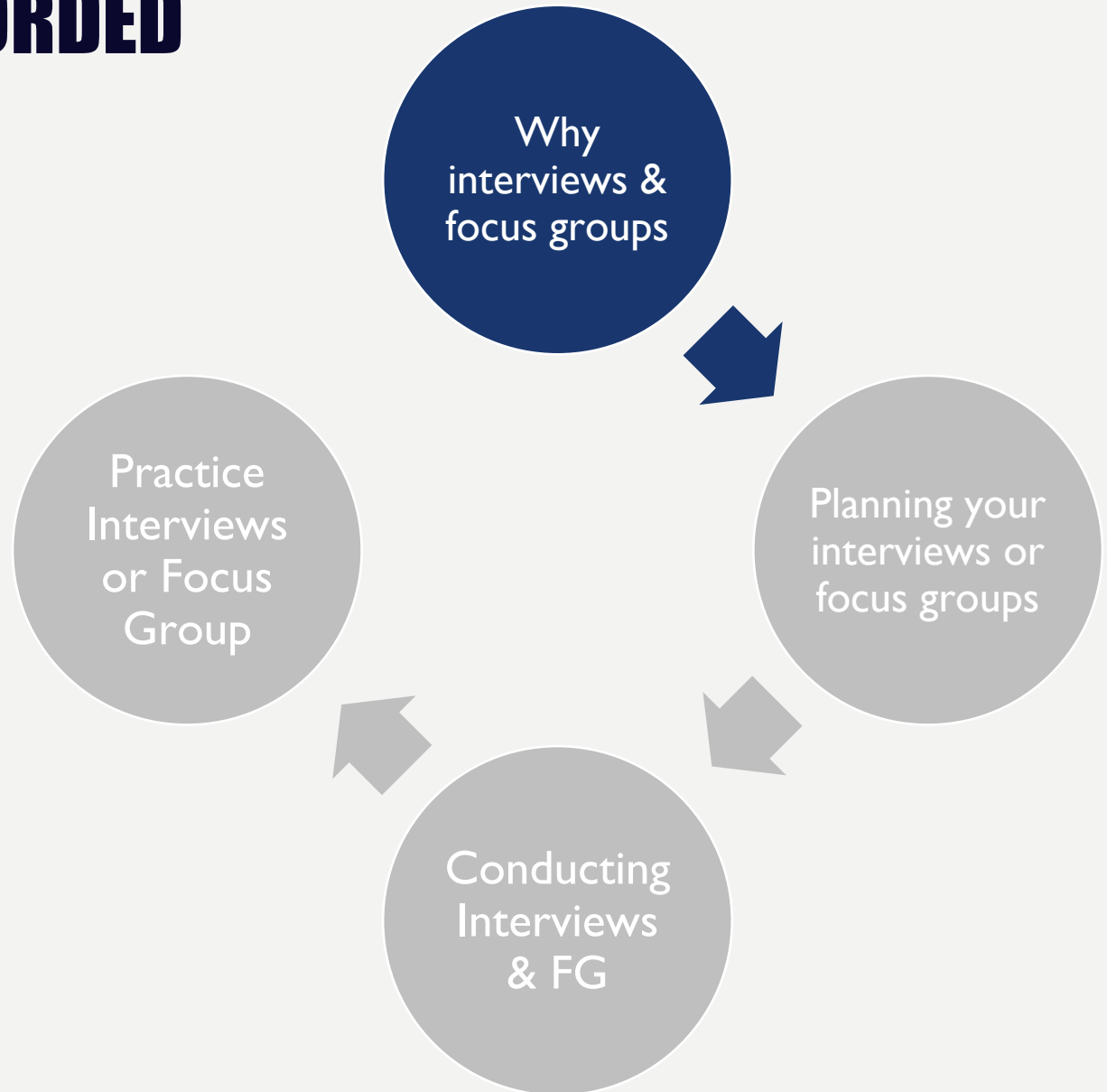
Sharon Morris

TODAY'S PLAN

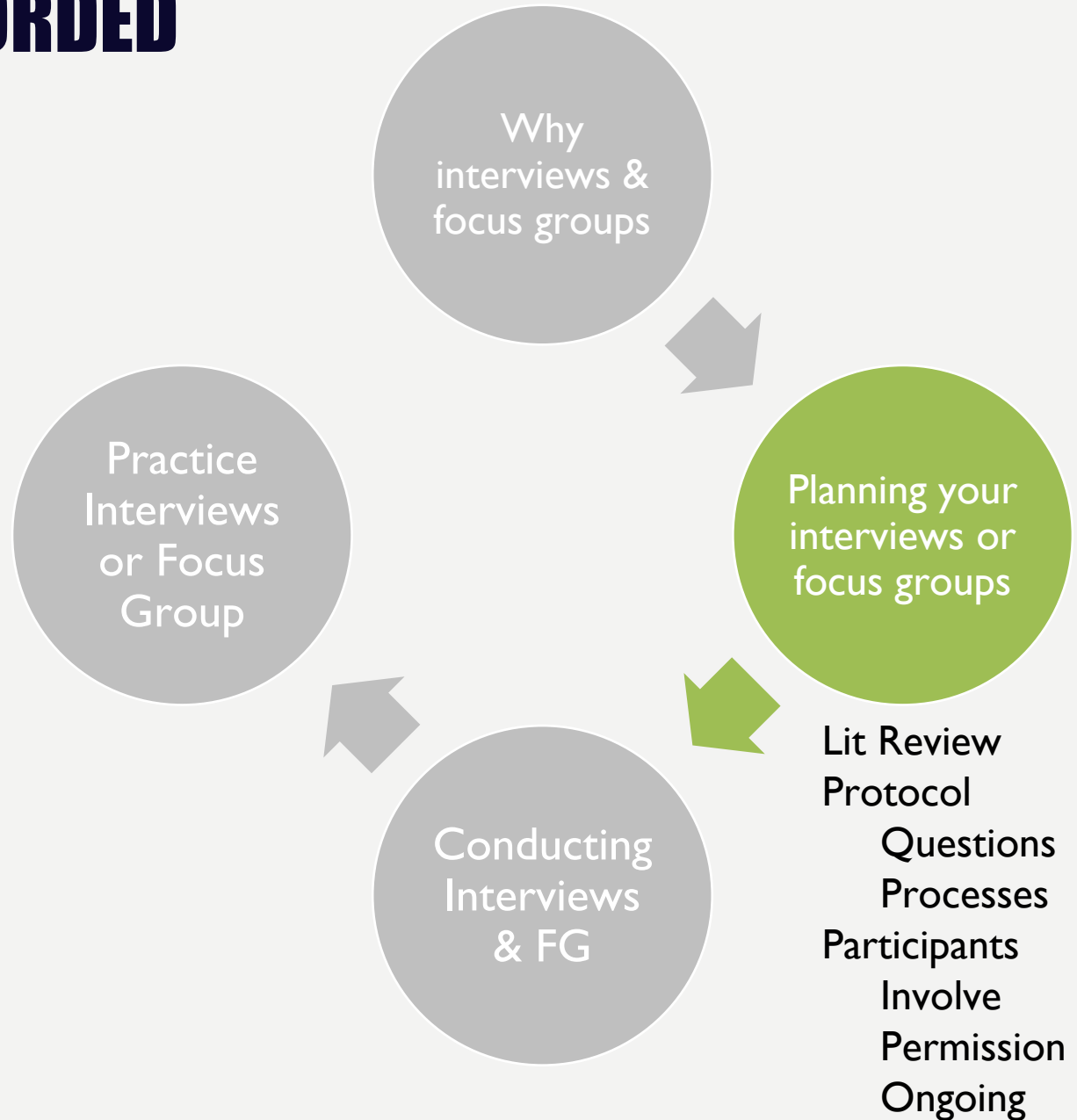
- Review pre-recorded videos & pre-work FAQ (interview/focus group)
- Experiment: Data analysis – coding activity
- Analysis & meaning



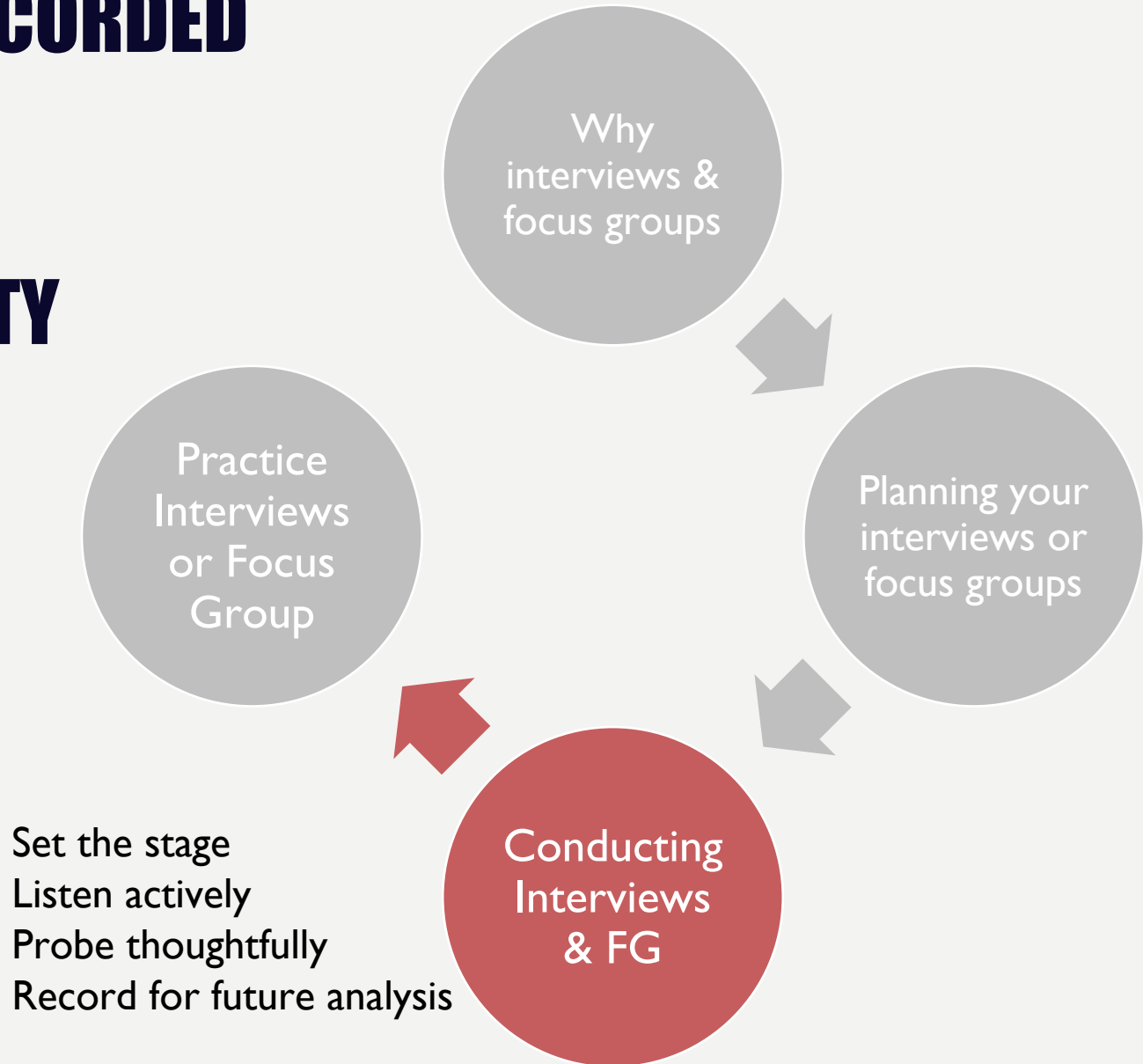
PRE-RECORDED VIDEOS & ACTIVITY



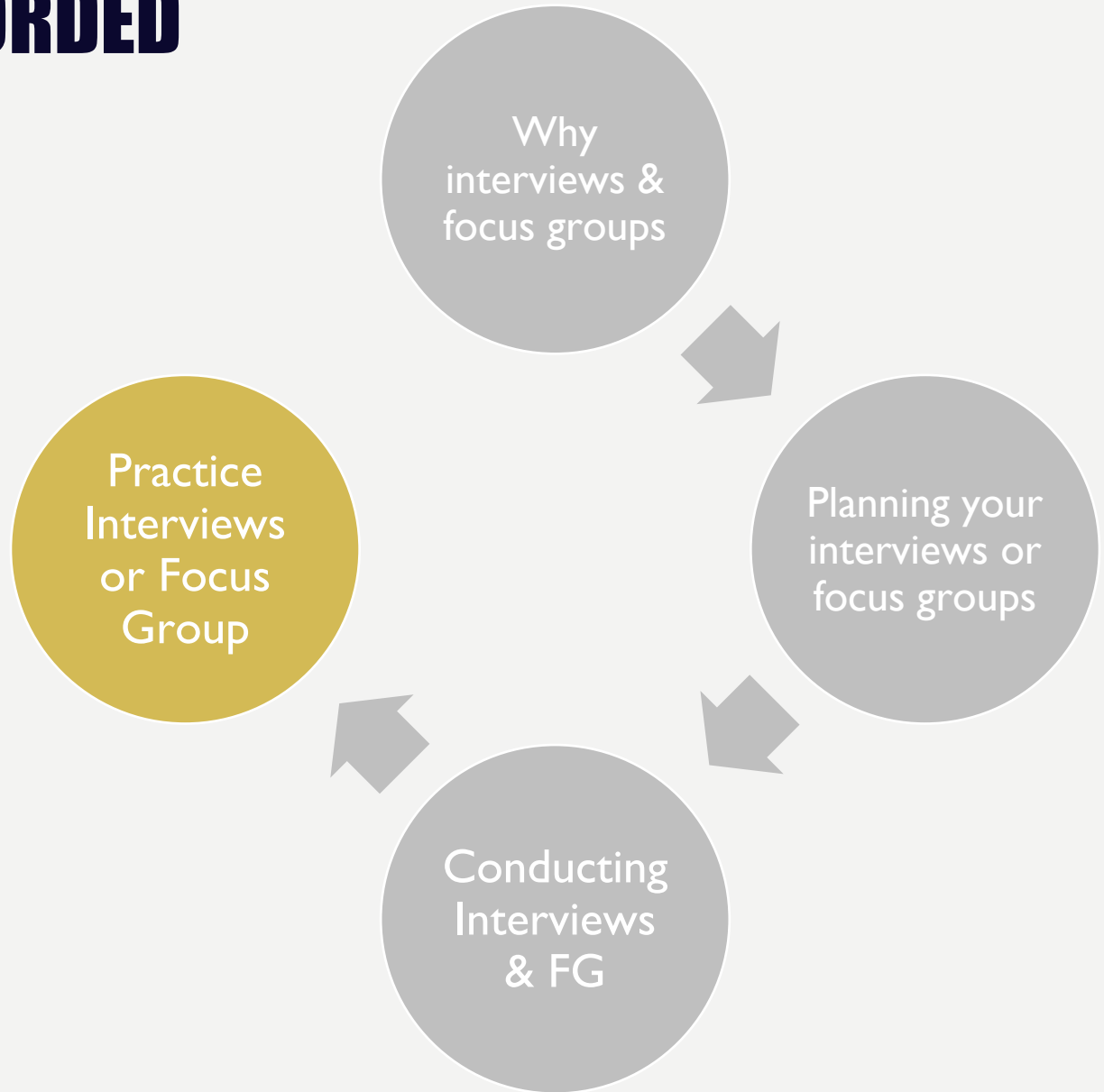
PRE-RECORDED VIDEOS & ACTIVITY



PRE-RECORDED VIDEOS & ACTIVITY



PRE-RECORDED VIDEOS & ACTIVITY



YOUR OPTIONS

Community Needs & Interests

- Interviews - Community leaders

OR

- Focus Group – Community members

OR

Public Service Needs & Interests

- Interviews – Library users &/or potential users

OR

- Focus Group – Library users &/or potential users

- * Pre-test your questions and process



QUESTIONS?

IDEAS?



DATA ANALYSIS

Part I – Coding Your Data

Looking for themes

Start to make meaning

Part 2 – Analysis deeper dive

Interview Results for Coding Exercise

Question: Tell me how you think about maker spaces in your library?

Audience
Teen

"I believe that makerspaces can provide teenagers with opportunities to experiment in **participatory learning** and to **build communities** formed around passions and shared interests. Tinkering, **collaborative learning**, **play**, conversations for learning, **intergenerational learning**, experimentation, inquiry, the act of **creation**, and problem solving—these are just some of the qualities that can happen in makerspaces and encourage participatory learning."

Part. learning
Community
Collab.
Creation
Play

"Maker spaces in libraries are the latest step in the evolving debate over what public libraries' core mission is or should be. From collecting in an era of scarce resources to **curation in an era of overabundant ones**, some libraries are moving to incorporate **co-creation**: providing the tools to help patrons produce their own works of art or information and sometimes also collecting the results to share with other members of the **community**."

Under rep. communit.

"Maker spaces promote **learning** through **play**, have the potential to demystify science, math, technology, and engineering; and encourage **women and underrepresented minorities** to seek careers in those fields."

Business

"Maker spaces tie in to the growing trend of indie artists in every medium—including books—who are bypassing traditional gatekeepers, taking advantage of new tools to produce **professionally polished products**, and going direct to the web to seek an audience and customers."

Business

"Incorporating maker spaces into library service can have a life-altering impact on community members, who might not have the tools, access, and training necessary to **tinker** with and **create things**. Just as libraries are reflections of their patrons, maker spaces can reflect the needs and desires of the local residents."

Those w/o Resources

Reflect & Enhance Community

Those w/o Resources

"We have a maker space so that people can **make things**, perhaps writing and illustrating a zine, using the open source Arduino computing platform to program a robot, screen printing, or creating model houses with a 3D printer. We try to purchase tools and equipment that are too expensive or specialized for most people to have in their homes. It's also a **gathering place for like-minded creators**, which also fosters **collaboration**."

ACTIVITY



1. Read through comments
2. Re-read comments additional times
 - a) – underline common words, concepts
 - b) – use margins for notes
 - c) – use different colors of highlighters and/or sticky notes to color code themes

BREAK-OUT SESSIONS


10 minutes

- Share your key themes
- Listen and understand others' identified key themes
- Notice common themes & differences in your analysis
- Plan to share out via chat with the larger group

CODING - DEBRIEF

EXAMPLE: STAFF APPRECIATION

- Thank you (informal)
- Financial Reward
- Celebration
- Director/Board Formal Recognition



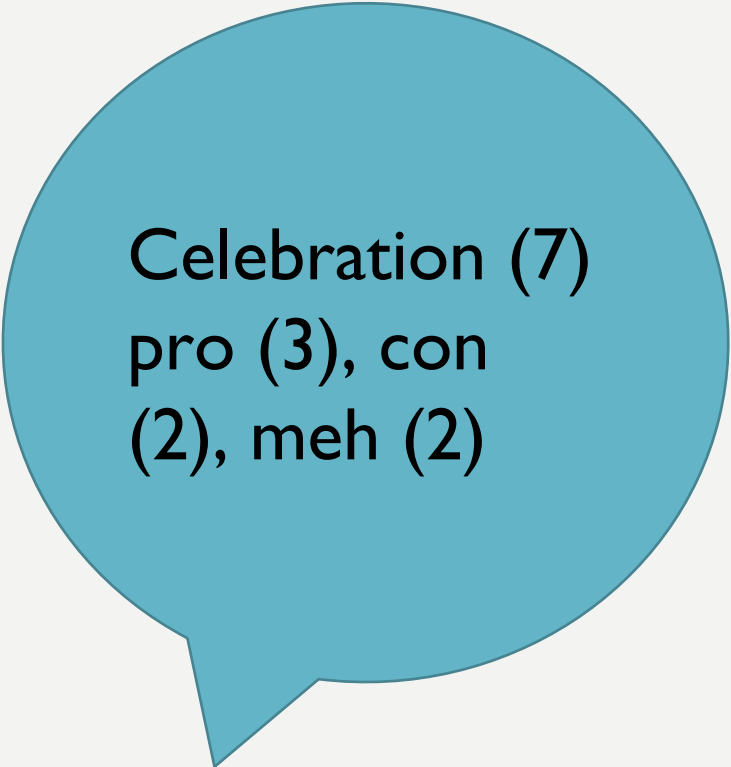
Thank you,
informal (6)



Financial
Reward
(3)



Director
Formal
Recognition
(2)



Celebration (7)
pro (3), con
(2), meh (2)

| | Thank You | Financial | Celebration | Director/Formal |
|----------------|------------------|------------------|--------------------|------------------------|
| Shelver | | | | |
| Shelver | | | | |
| Clerk | | | | |
| Clerk | | | | |
| Librarian | | | | |
| Librarian | | | | |
| Branch Manager | | | | |
| Branch Manager | | | | |

| | Thank You | Financial | Celebration | Director Formal |
|----------------|-----------|-----------|-------------|-----------------|
| Shelver | X | | M | |
| Shelver | X | | P | X |
| Clerk | X | | C | |
| Clerk | X | | P | |
| Librarian | | X | M | |
| Librarian | | X | M | |
| Branch Manager | X | X | C | |
| Branch Manager | X | | P | X |

OVERALL SESSION OUTCOMES

General understanding of
interview and focus group
methods

New skills and techniques for
conducting interviews and focus
groups

New skills and techniques
for coding and analyzing
data collected

Plan to get started with your
research

REFLECTION & PLANNING



QUESTIONS?

IDEAS?

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