Quantitative Analysis

For more information about types of patterns in **missing data** and methods of substituting a derived value for a missing data point, see *Treatment of Missing Data* by David C. Howell: www.uvm.edu/~dhowell/StatPages/More_Stuff/Missing_Data/Missing.html.

The Statistical Guide at statistics.laerd.com is a great overview of the **essentials of descriptive and inferential statistics**, presented in plain English. See especially the sections on descriptive and inferential statistics, measures of central tendency, types of variables, and standard deviation.

For help on using **Excel for descriptive statistics**, see www.bio.davidson.edu/courses/Bio111/Bio111LabMan/Lab%207.html.

Formula for the Borda count method of interpreting ranking data: Take n as the number of options you want respondents to rank. Give each option a number of points for each ranking it receives, as follows: For each response ranking the option first, give it n-1 points; for each response ranking it second, give it n-2 points, and so on, giving 0 points for each response ranking it last. Add up the points to get an overall ranking of the options. A slight variation on the Borda count is that if the number of ranking places is greater than the number of options—e.g., you have eight options but are asking respondents to choose only their top three choices—then n equals the number of places, not the number of options.

Qualitative Analysis

Stephanie's Seven Steps of Qualitative Analysis:
1. Sketch a coding structure
2. Read and code 25%
3. Turn notes into subcodes
4. Read and code everything
5. Read and think
6. Write it up
7. Read it again

To learn more about MAXQDA, a nice **qualitative analysis software**, look here: www.maxqda.com.

Making Sense of Website Data

Google Analytics is a powerful tool for collecting and organizing data on website usage. Even better, it is free. Get it here: http://www.google.com/support/analytics/bin/answer.py?hl=en&answer=55488

Triangulation

When contradictory findings happen, relax and start by checking for errors in data entry or collection. Then, look at the sample demographics and timing of your data collection to probe for major differences that might explain your discrepancy. Then, ask trusted colleagues and your client for their interpretations of the contradiction. Finally, use your exploration to construct an explanation of the contradiction and detail what it suggests you investigate next. For more on contradictory findings, see Sandra Mathison's article, "Why Triangulate?" available from mathison.edublogs.org/files/2008/01/why-tirangulate.pdf [sic] (or *Educational Researcher*, Volume 17, Issue 2, pages 13-18).