



From Qualitative to Quantitative Data Analysis

Using binary variables coding and non-parametric statistics in industry research

Corina Paraschiv – Canary Health

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Introduction



**Better Choices,
Better Health®**

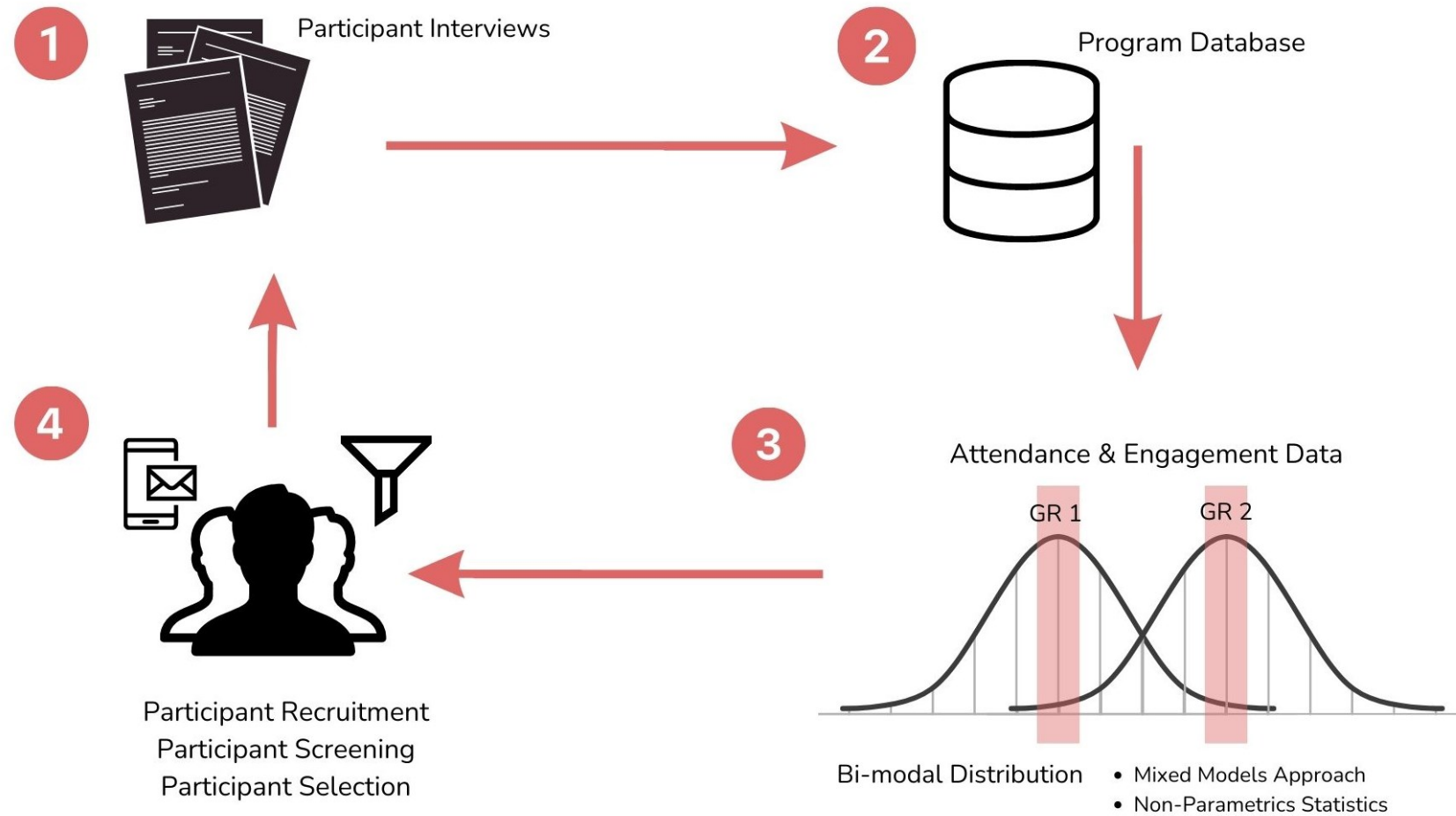
- Six weeks self-management program
- Participants with Chronic Conditions



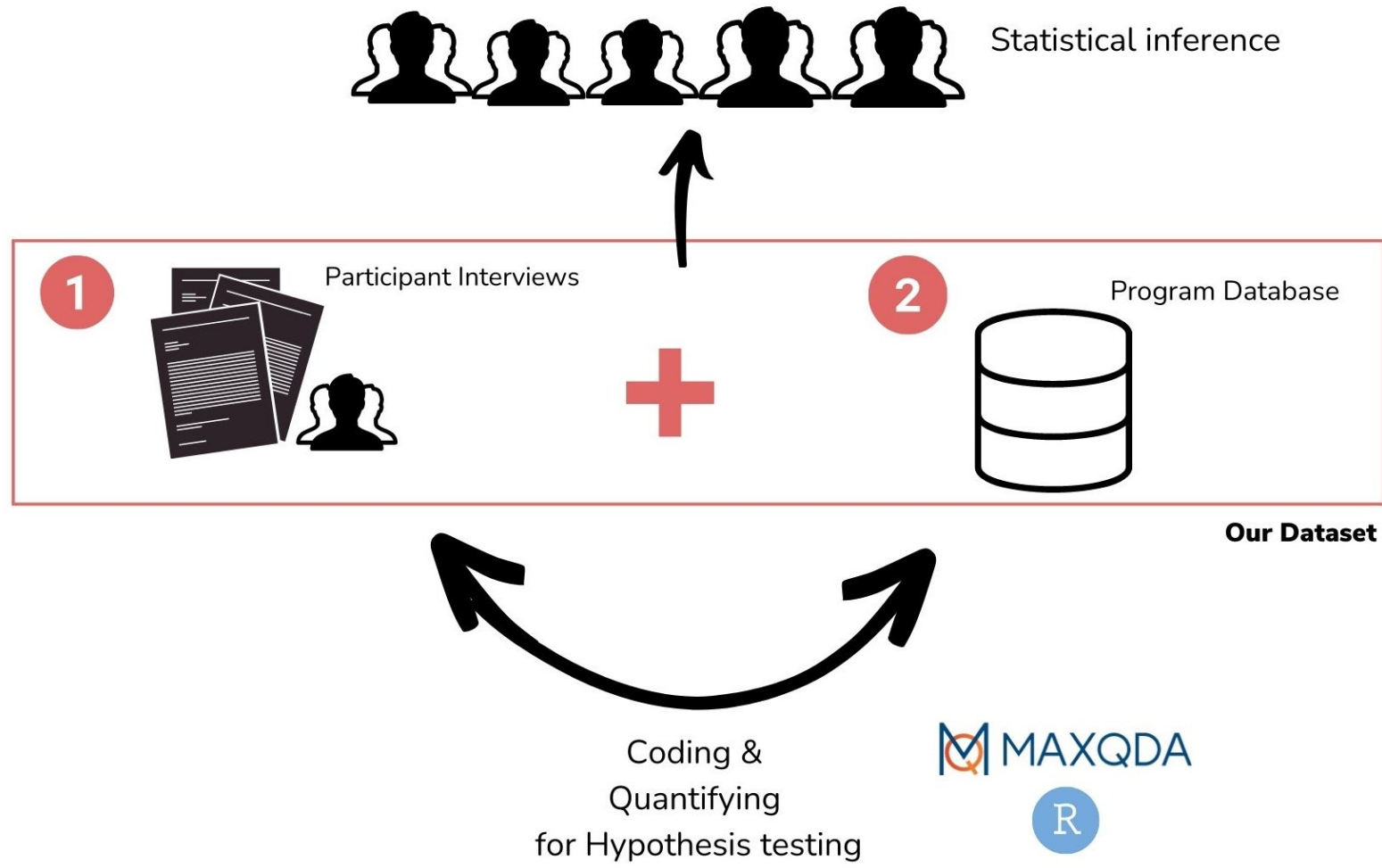
“ How can we tailor
support for participants to
reach their healthy
lifestyles goals? ”



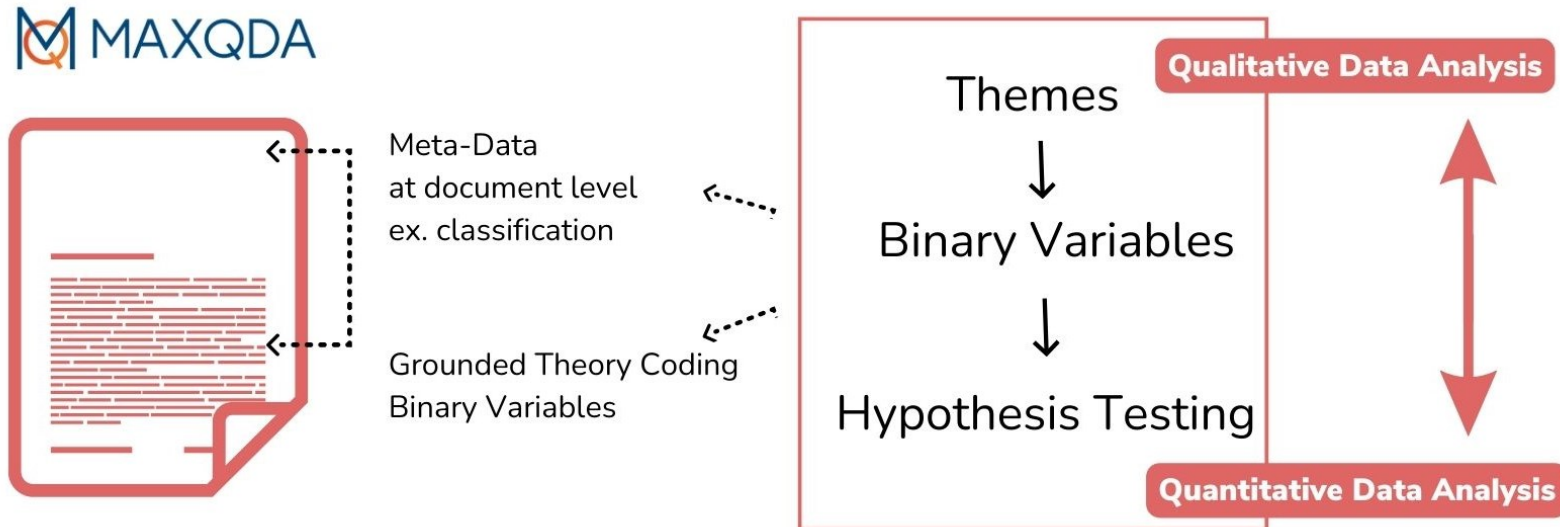
Methods



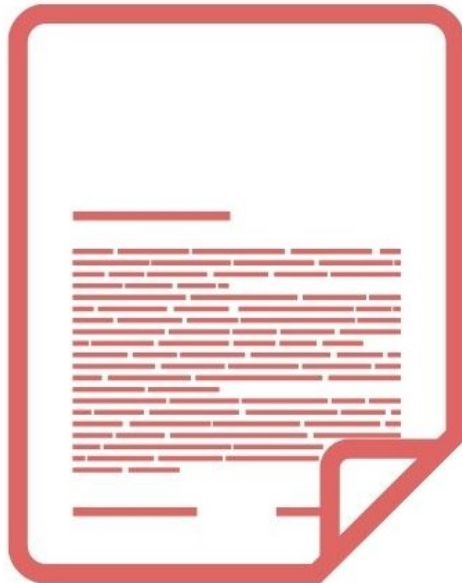
Methods



Methods



Methods



Meta-Data
at document level
ex. classification

Grounded Theory Coding
Binary Variables

Document Variables in MAXQDA 2020



Document group	Document name	Gender	Age Range
Interviews Indiana	Alex	Female	18-24
Interviews Indiana	Jessie	Female	18-24
Interviews Indiana	Devon	Male	25-34
Interviews New York	Max	Female	18-24
Interviews New York	Joanna	Female	25-34
Interviews New York	George	Male	18-24
Interviews New York	Kathryn	Non-binary	18-24
Interviews New York	Ken	Male	25-34
Interviews New York	Vivian	Male	25-34
Interviews New York	Teresa	Female	27-34
Literature	Olsen et al. (2019)		0
Literature	Olsen et al. (2019)		0
Pictures	Joanna playing		0
Pictures	Devon's tears		0
Twitter data	Twitter 1 - 200		0

Statistical Analysis with Stats
in MAXQDA 2022



Using MAXQDA for a Literature Review

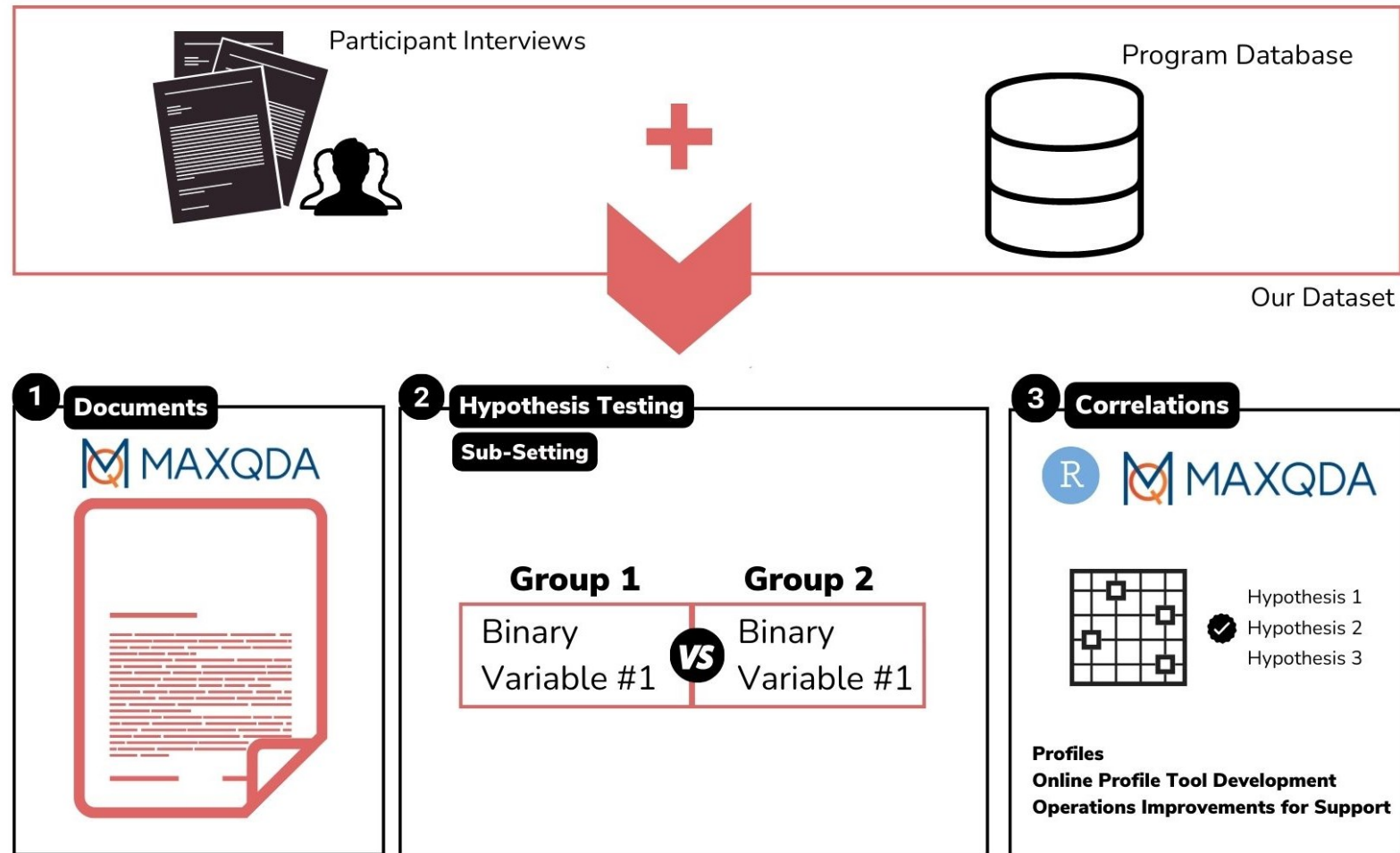
14.03.2023

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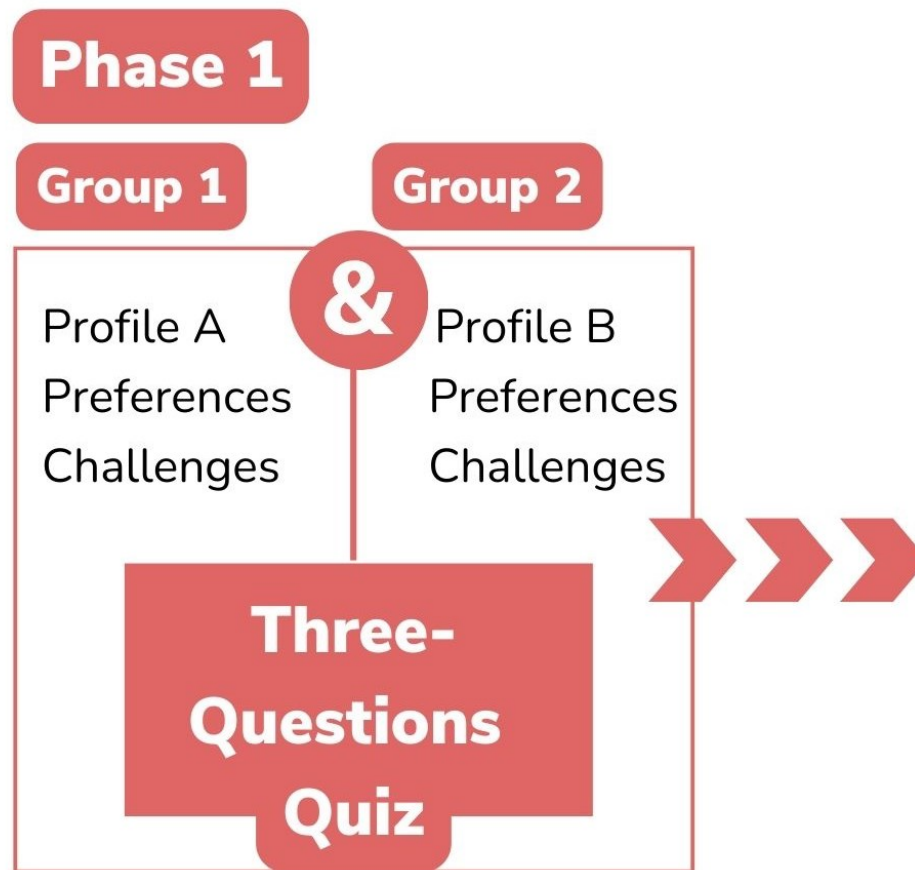


Christina Silver
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Methods



Results



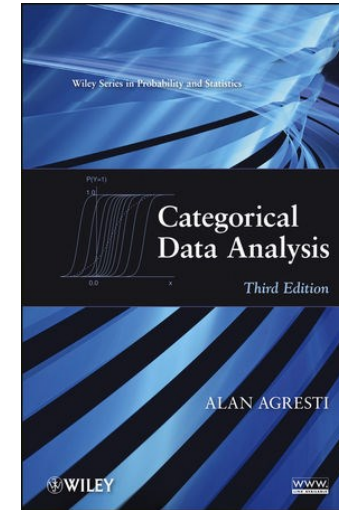
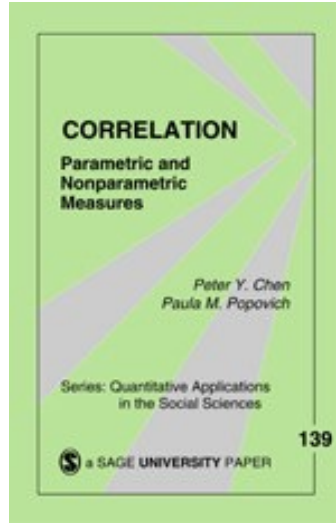
Phase 2

Upcoming Steps

- ? Are these three questions accurate predictors within larger samples?
- ? Which engagement strategies based on identified profiles are best at improving outcomes?



Recommended Readings



- *Correlation*. (2023, March 5). SAGE Publications Inc.
- *Categorical Data Analysis, 3rd Edition* | Wiley. (n.d.). Wiley.Com.

