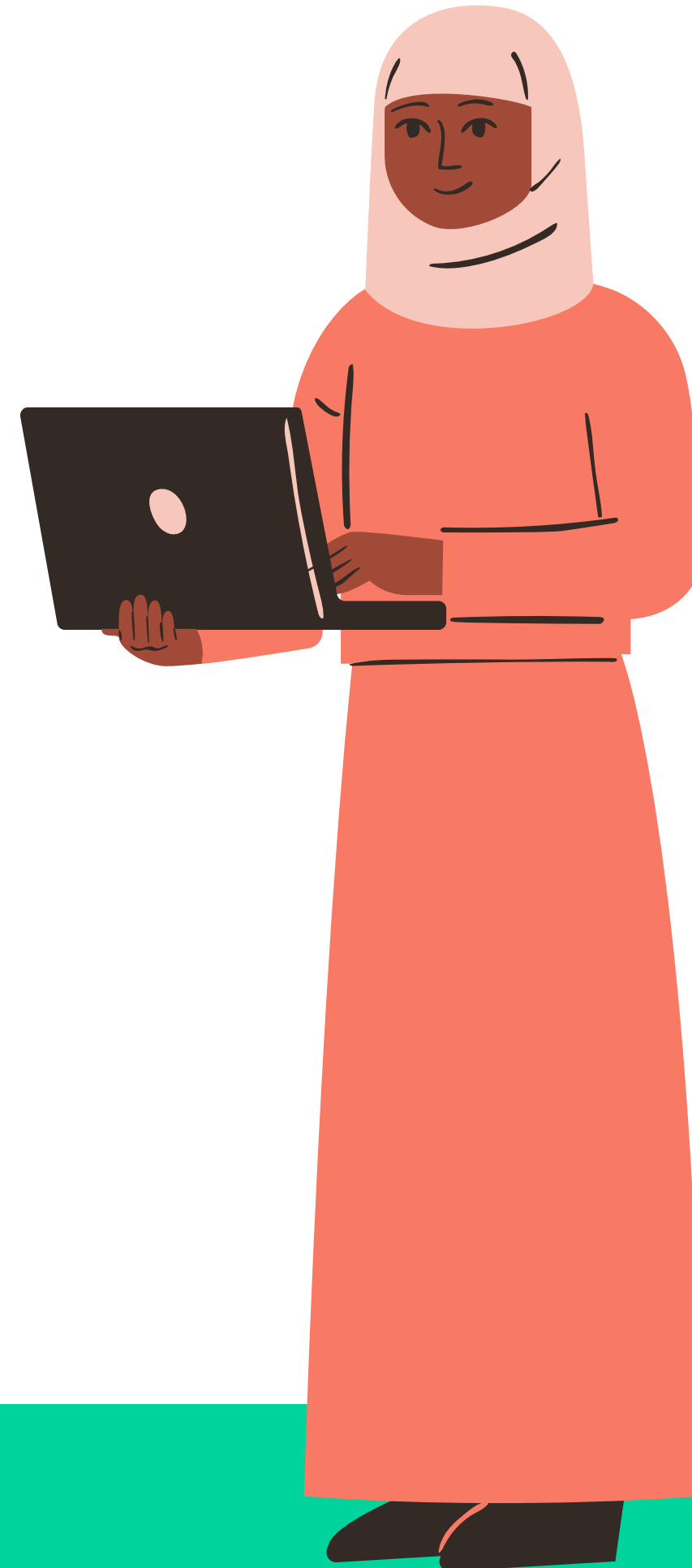
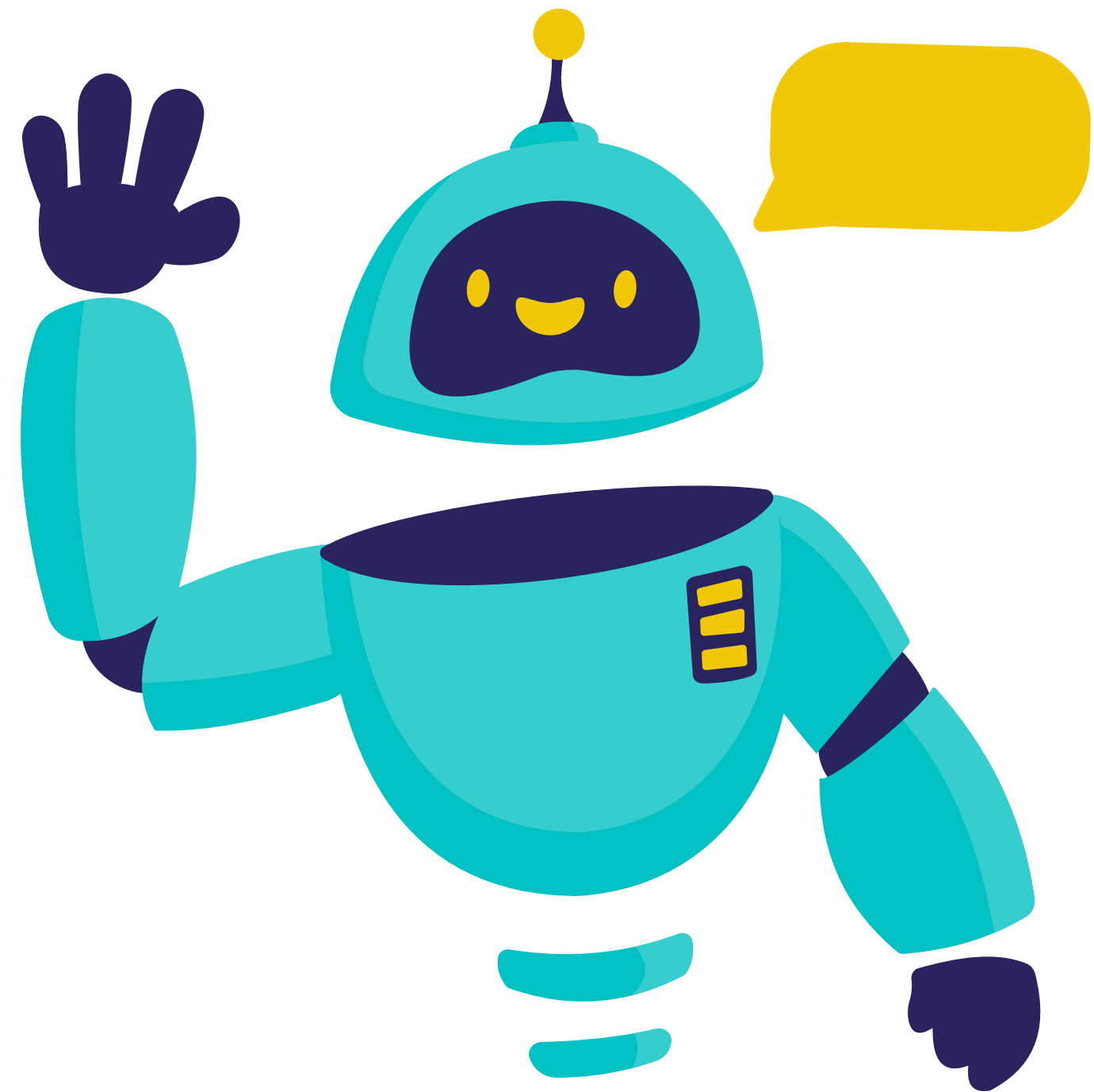


Session 2: ChatGPT & Qualitative Data Analysis

March 21st 2025





How to talk
AI Language
like a pro!



**QUICK
TIPS**

CREATE A ROLE

PROMPT: Act as a program officer working for Global Affairs Canada and critique my program outcomes and my theory of change...



**What other roles could be
useful?**

Gender-Transformative Global Health

ChatGPT Roles:

**MEDICAL
PROFESSOR/
RESEARCHER**

GENDER SPECIALIST

**COMMUNITY
HEALTH
WORKER/MIDWIFE**

DATA ANALYST

YOUNG MOTHER

**HEALTH POLICY
ADVISOR**

**HUMANITARIAN
RESPONSE
COORDINATOR**

HEALTH ADVOCATE



QUICK TIPS

PROVIDE EXAMPLES

PROMPT: Here are a few of the indicators I have created so far for my gender-transformative education program (XX). Suggest 3-5 additional indicators that specifically measure ...

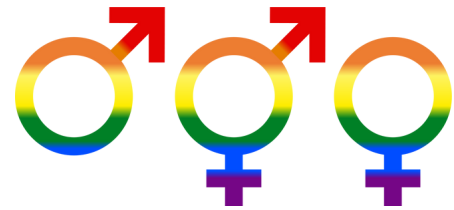


QUICK TIPS

CUSTOM INSTRUCTIONS!

- Custom instructions let you share anything you'd like ChatGPT to consider in its response.
- Your instructions will be added to all new conversations going forward.

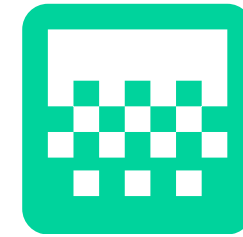
Using ChatGPT for Qualitative Data



Summarize Text



Extract quotes



Help Write case studies



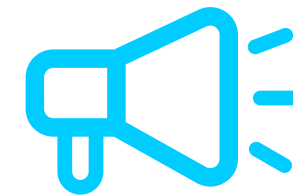
Language Translation



**Help
Generate/refine
and revise Codes
and Themes**



**Design Qualitative
Data Collection
Tools & Guides**



**Recognize &
Analyze Audio
voices
(Paid Feature)**



**Create Custom GPTs
for Qualitative
Research (Paid
Feature)**

1 Summarizing Text

2 Extracting Quotes


3 Coding

4 Generating Themes

**Let's Review
some examples!**



Sexual and Reproductive Health Services Qualitative Survey

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?
- 

**ChatGPT can summarize
lengthy qualitative data
helping identify key
themes and insights**

**1. Summarizing
Text**



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 attaching the data here.
(upload 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

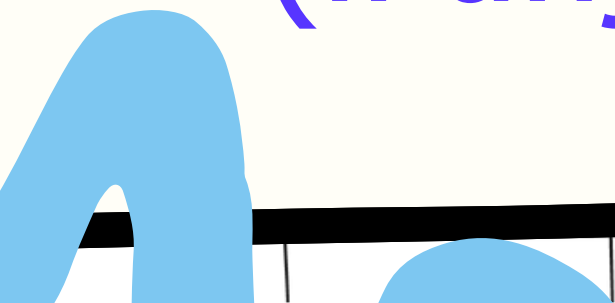
**Specify the
Output**

The summary should be no more than 200 words.



Community Interview on Access to Sexual and Reproductive Health Services

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



1. Prompt for Summarizing Text (Focused)

2

Ask Clearly

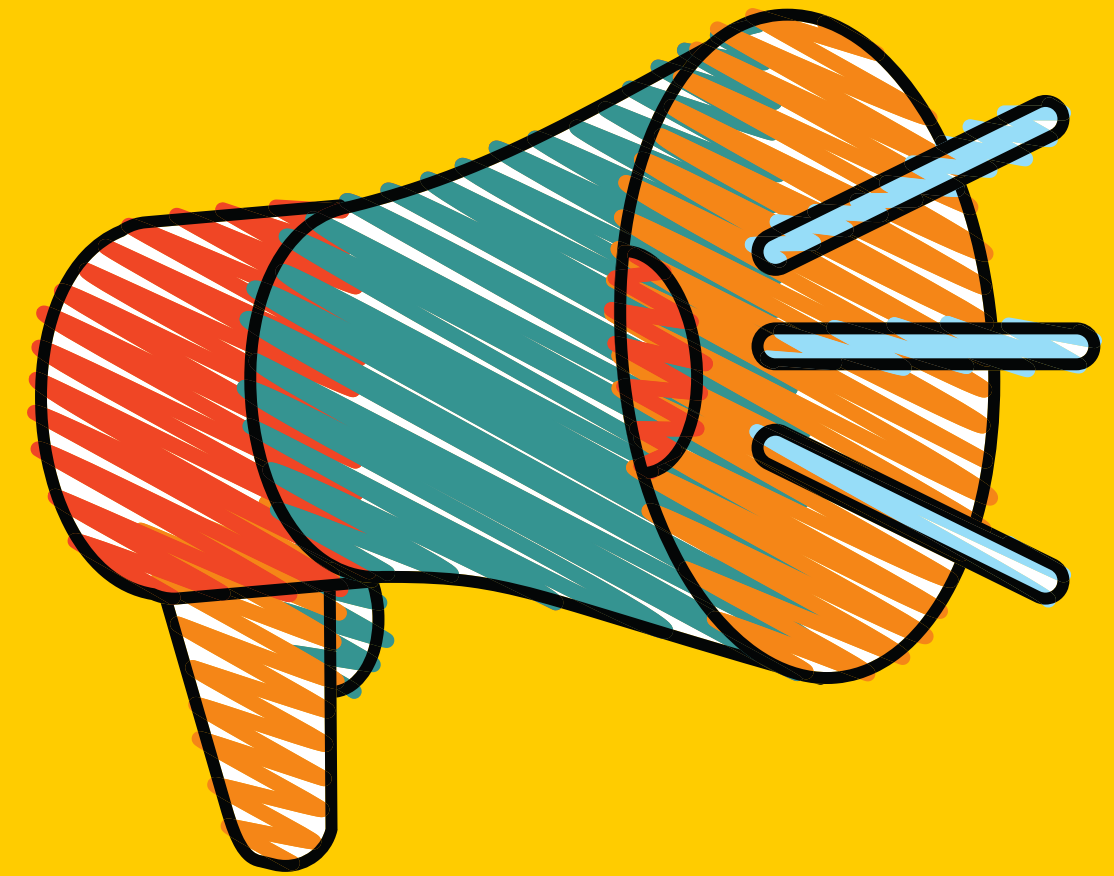
Generate a concise summary based on the data I have provided, focusing on the research question: **“What are the barriers or challenges community members face when it comes to accessing sexual and reproductive health services?”** Utilize a gender-equality and intersectional perspective in your insights.

3

Specify the Output

The summary should be no more than 200 words.

**ChatGPT can extract
quotes from interviews
and qualitative data**



**2. Extracting
Quotes**

2. Prompt for Extracting Quotes

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

Include participant gender/geography and clarify specifically where each quote came from (pg number and paragraph).

3. Coding



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

What is Coding in Qualitative Analysis?

A method to organize and condense information by assigning codes to specific concepts or ideas present in the data.



Example: Coding data from Qualitative Interviews



Participant 1 on barriers and challenges community members face:
“There isn’t a lot of information on where the services are or what they provide - a lot of youth (both boys and girls) aren’t aware of what’s available.”

Code: This specific excerpt from the interview with Participant 1 might be coded as "**Lack of Information,**" indicating that the participant mentioned a lack of awareness about available services.

3. Prompt for Coding Data

2

Ask Clearly

Based on the data I provided, 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?”** Use a gender-equality and intersectional lens—consider how barriers differ across gender, socio-economic status, and cultural backgrounds.

3

Specify the Output

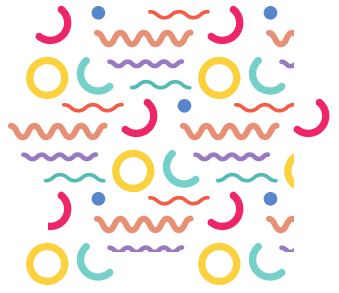
Each code should be between 2-5 words. Provide me with 5-10 codes based on the data and that address the research question.



4. Generating Themes

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

What does it mean to Generate Themes?



- Involves organizing coded data into broader, overarching themes or patterns.
- Researchers look for patterns, variations, and relationships among codes. Themes are not just simple summaries of codes but represent the underlying meaning and significance of the coded data.

Example: Generating Themes from Codes



After reviewing the participant responses about barriers to accessing sexual and reproductive health services (question 5), three codes emerged:

Codes:

1. **"Lack of Information"**
2. **"misinformation"**
3. **"Inadequate education"**

Generating a Theme: The theme **"Knowledge and Information Barriers"** could emerge from synthesizing multiple codes related to lack of awareness, misinformation, and inadequate education. This theme captures the broader concept that participants face barriers due to insufficient knowledge about sexual and reproductive health services.

4. Prompt for Generating Themes from Codes

2

Ask Clearly

Categorize the provided codes into broader themes that address the research question: **“What are the barriers or challenges community members face when accessing sexual and reproductive health services?”** Use a gender-equality and intersectional lens—consider social, economic, and cultural factors that shape access.

3

Specify the Output

Each theme should be between 2-5 words. Generate up to 6 themes. Group similar codes together to form meaningful themes.

ChatGPT & Qualitative Data



- **ChatGPT is not an expert** – It does not "understand" data like a human and may generate plausible but incorrect responses.
- **It fills in gaps** – If your input is unclear, ChatGPT might "guess," leading to incomplete or misleading results.
- **Bias & inconsistency** – AI models are trained on existing data, which carry biases that can impact analysis.
- **Lack of transparency** – ChatGPT does not always show how it generates conclusions, making it difficult to validate sources.

ChatGPT & Qualitative Data



- Use ChatGPT as an assistant, not a researcher.
- Create clear prompts: Specify the exact format needed (e.g., "Provide 5 codes, each 2-5 words long").
- Provide examples: "Here's an example of a code... Now generate 5 more."
- Always review, revise, and validate outputs. Treat AI-generated analysis as a draft, not a final product.
- Upgrade: For regular qualitative analysis, upgrade to the paid version.

Could AI collect AND respond to qualitative Data for us?



- **AI Conducting Interviews:** LLMs can simulate human-like interviews, posing questions and generating responses that mirror human behaviour.
- **AI Predicting Responses:** Can replicate complex human responses, capturing beliefs, attitudes, and sociocultural contexts. LLMs have been used to simulate survey responses in American politics, closely mirroring human perspectives.

Links: [nature.com/](https://www.nature.com/) <https://www.qualiainterviews.com/> and [pmc.ncbi.nlm.nih.gov](https://pubmed.ncbi.nlm.nih.gov/)



QUICK TIPS

EXPLORE GPTs!

NEW

A GPT is a customized version of ChatGPT, designed for specific tasks.

- Browse & use pre-built GPTs – OpenAI offers free GPTs tailored for different needs.
- Free users can explore & use GPTs, but can't create their own.



Qualitative Research Data Analysis

By Valeria Cardenas

Expert in thematic analysis, identifies themes in transcripts, provides detailed theme info.

★ 4.3

Ratings (1K+)

Research &
Analysis

Category

25K+

Conversations

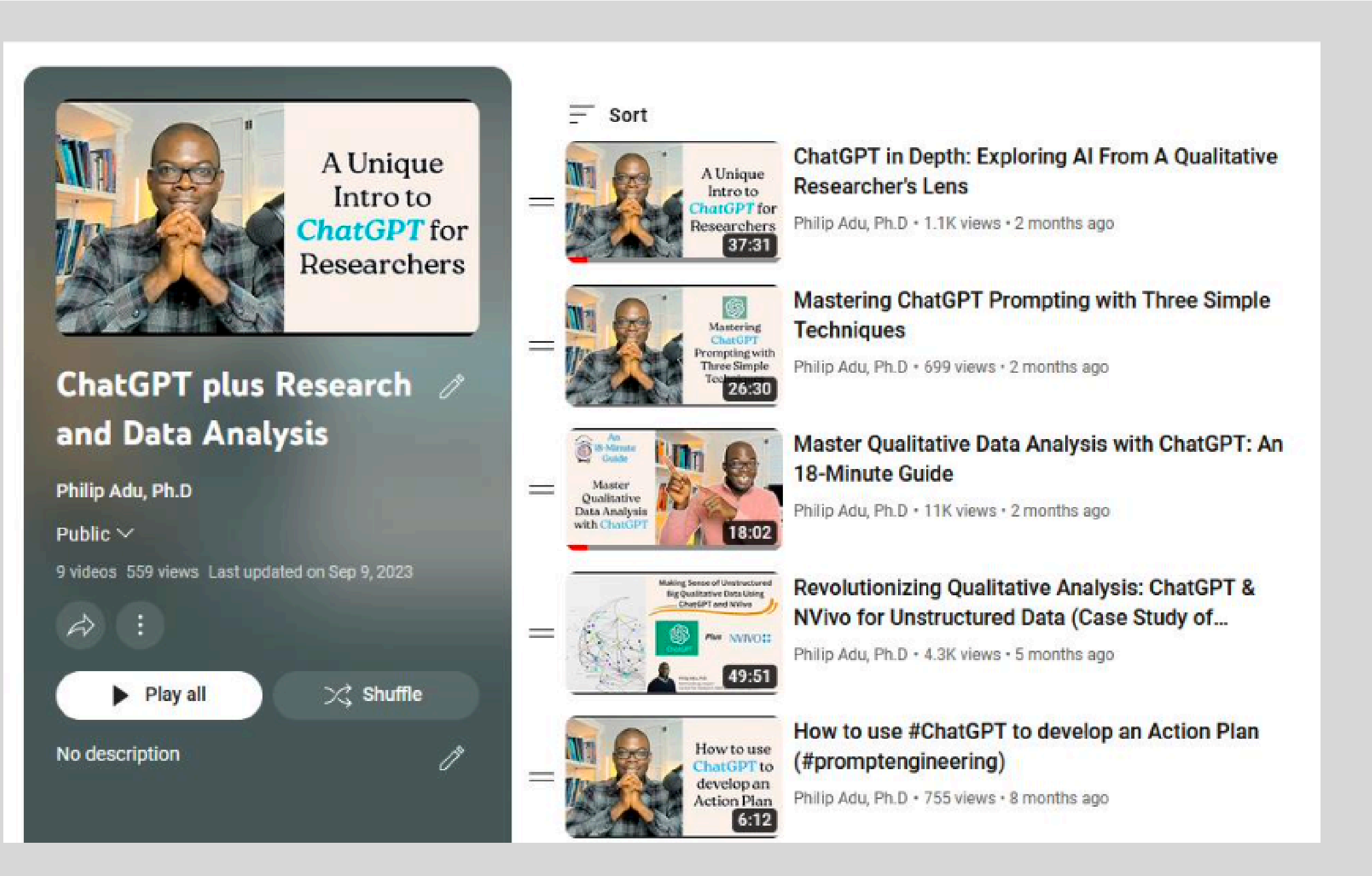
Voice Recognition & Analysis



Voice recognition detects tone, pauses, interruptions, and emotions and can detect who is speaking.

- AI has been used to identify signs of depression in CEOs by examining vocal cues during earnings calls.
- Real-Time Transcription and Analysis: Tools like Otter.ai provide automatic transcriptions and meeting summaries.

Using ChatGPT to Analyze Qualitative Data



The image shows a YouTube playlist interface. On the left is a large video player with a thumbnail of Philip Adu, Ph.D. with his hands clasped. The video title is "A Unique Intro to ChatGPT for Researchers". Below the player, the playlist title "ChatGPT plus Research and Data Analysis" is displayed, along with the creator's name "Philip Adu, Ph.D.", the privacy setting "Public", and statistics "9 videos 559 views Last updated on Sep 9, 2023". There are buttons for "Play all" and "Shuffle".

On the right is a list of five videos from the playlist, each with a thumbnail, title, and view information:

- ChatGPT in Depth: Exploring AI From A Qualitative Researcher's Lens**
Philip Adu, Ph.D • 1.1K views • 2 months ago
- Mastering ChatGPT Prompting with Three Simple Techniques**
Philip Adu, Ph.D • 699 views • 2 months ago
- Master Qualitative Data Analysis with ChatGPT: An 18-Minute Guide**
Philip Adu, Ph.D • 11K views • 2 months ago
- Revolutionizing Qualitative Analysis: ChatGPT & NVivo for Unstructured Data (Case Study of...)**
Philip Adu, Ph.D • 4.3K views • 5 months ago
- How to use #ChatGPT to develop an Action Plan (#promptengineering)**
Philip Adu, Ph.D • 755 views • 8 months ago

- https://www.youtube.com/watch?v=stB9oeKvw2Y&list=PLS0jmgd2Fg_IL1kovKk2mWQSVKubjrG3e

Salanga

We are reimagining the purpose and practice of monitoring, evaluation & learning to advance gender equality, inclusion and community-driven change.

We provide tools, training and technology services in monitoring, evaluation, accountability and learning (MEAL) to organizations around the world.

