

We15-20 Integrating Your Data (Introduction & Practical)

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Integration of Qual/Quan Data

- Outstanding Methodological Challenge
- Limited Repertoire of Models
- Methods of Presentation
 - Narrative Synthesis
 - Tabular Methods (e.g. Matrix method)
 - Graphical Methods

Objectives of Integration

- To juxtapose two bodies of evidence
 - To use qualitative to illuminate quantitative
 - To identify differential (quantitative) effects from different (qualitative) “components”

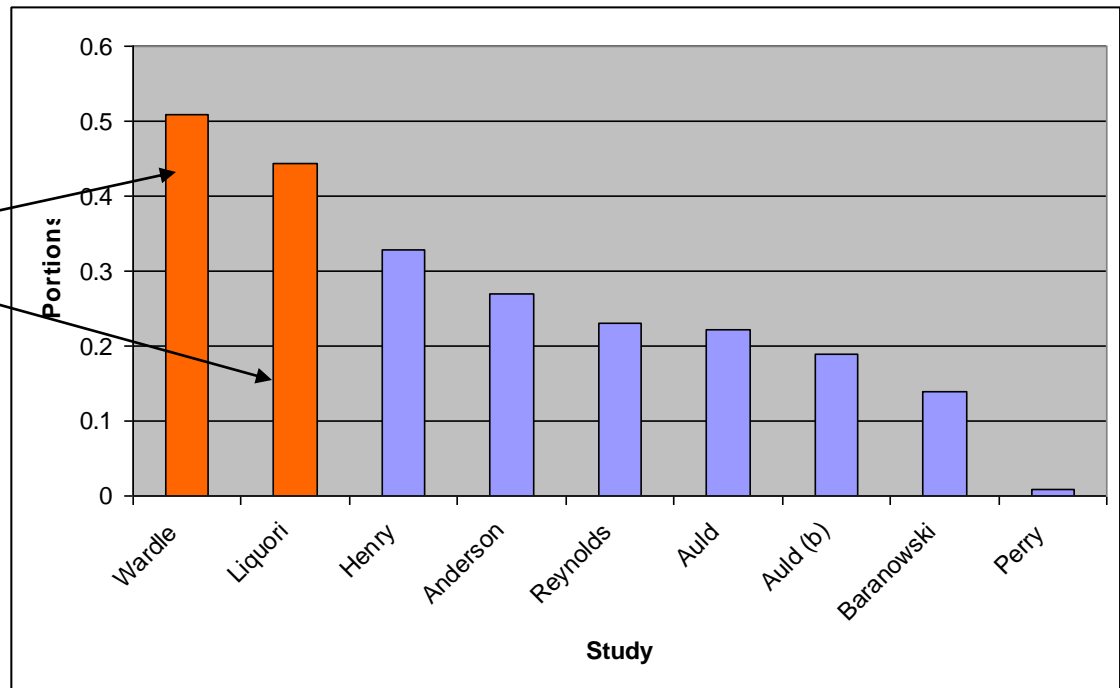
Tabulation (EPPI-Centre)

Children's views	Trials	
Recommendation for interventions	Good quality	Other
Do not promote fruit and vegetables in the same way	0	0
Brand fruit and vegetables as an 'exciting' or child-relevant product, as well as a 'tasty' one	5	5
Reduce health emphasis in messages to promote fruit and vegetables particularly those which concern future health	5	6

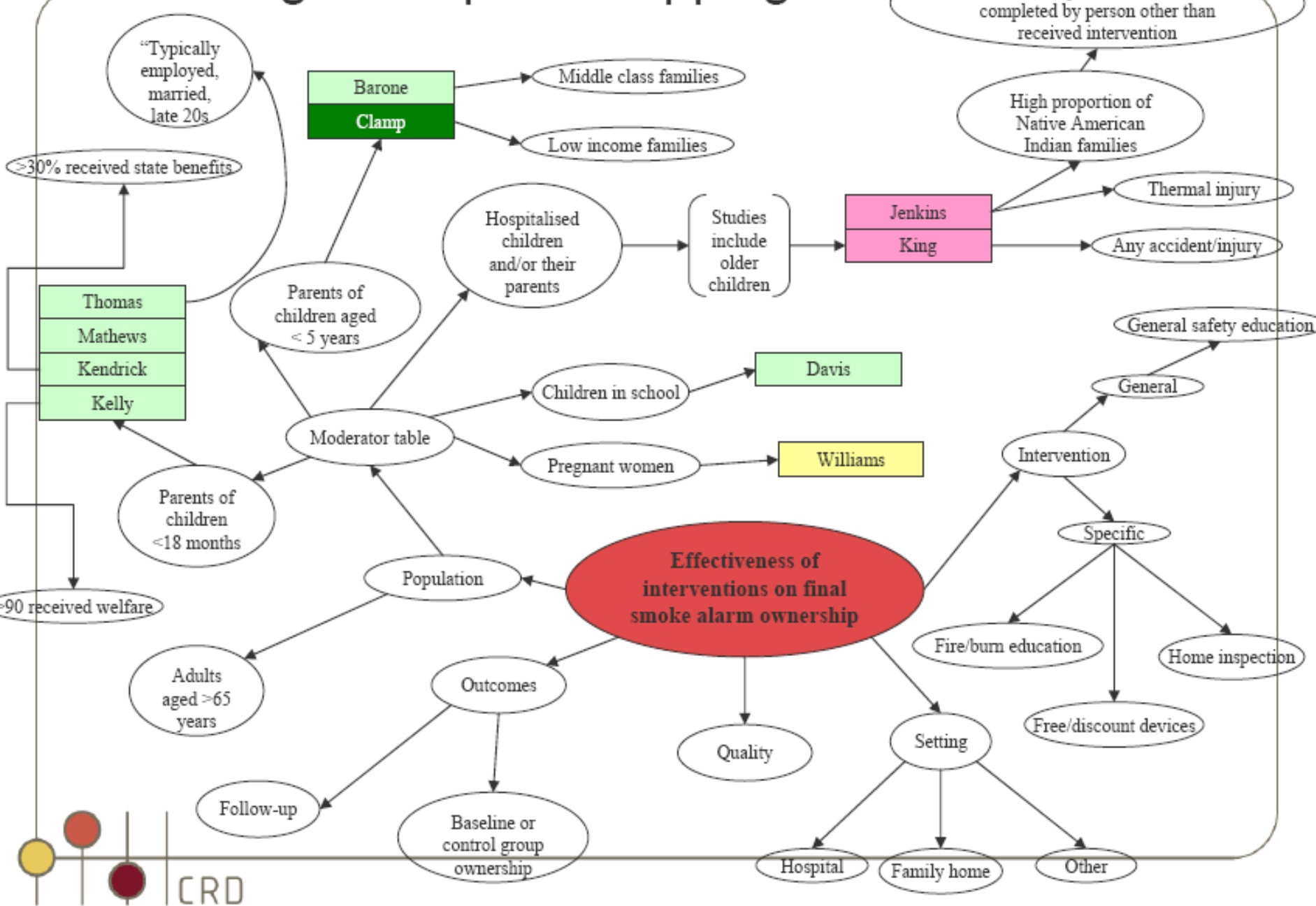
Graphical (EPPICentre)

**Increase (standardised portions per day) in vegetable intake
across trials**

**Little or no
emphasis on
health messages**



Idea webbing/conceptual mapping



Graphical/Tabular

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Reference	Intervention			Population	Setting	Absolute difference (%)	% smoke alarm ownership in control group
Barone (1988)	Burn education	Slides	Handouts	Parents of toddlers	Hospital, family home	4.5	9
Clamp (1998)	Safety advice	Discount devices	Handouts	Parents of children <5yrs	Family home, other	12.2	8
Davis (1987)	Fire safety lessons		Take home material for parents.	Children	School	5.2	0
Jenkins (1996)	Discharge teaching book on burn care/prevention			Children <17yrs	Hospital burn unit	-2.8	7
Kelly (1987)	Child safety education		Home safety inspection Handouts	Families of babies <6mths	Family home	3.4	1
Kendrick (1999)	Safety advice First aid training	Discount devices	Home safety inspection	Families of babies 3-12mths	Community	3.2	9
King (2001)	Tailored education Reinforcement	Discount coupons	Home safety inspection	Families of hospitalized children <8yrs	Family home	-1.6	9
Mathews (1988)	Video Modeling re safety	Free thermometers and choke tube.	Home safety inspection Handouts	Mothers of toddlers (12-18mths)	Family home	8.3	7
Thomas (1984)	Well-baby classes plus burn prevention education lecture.	Discount smoke alarm coupon	Handouts Pamphlet	Parents of infants	Hospital(?)	12.4	8

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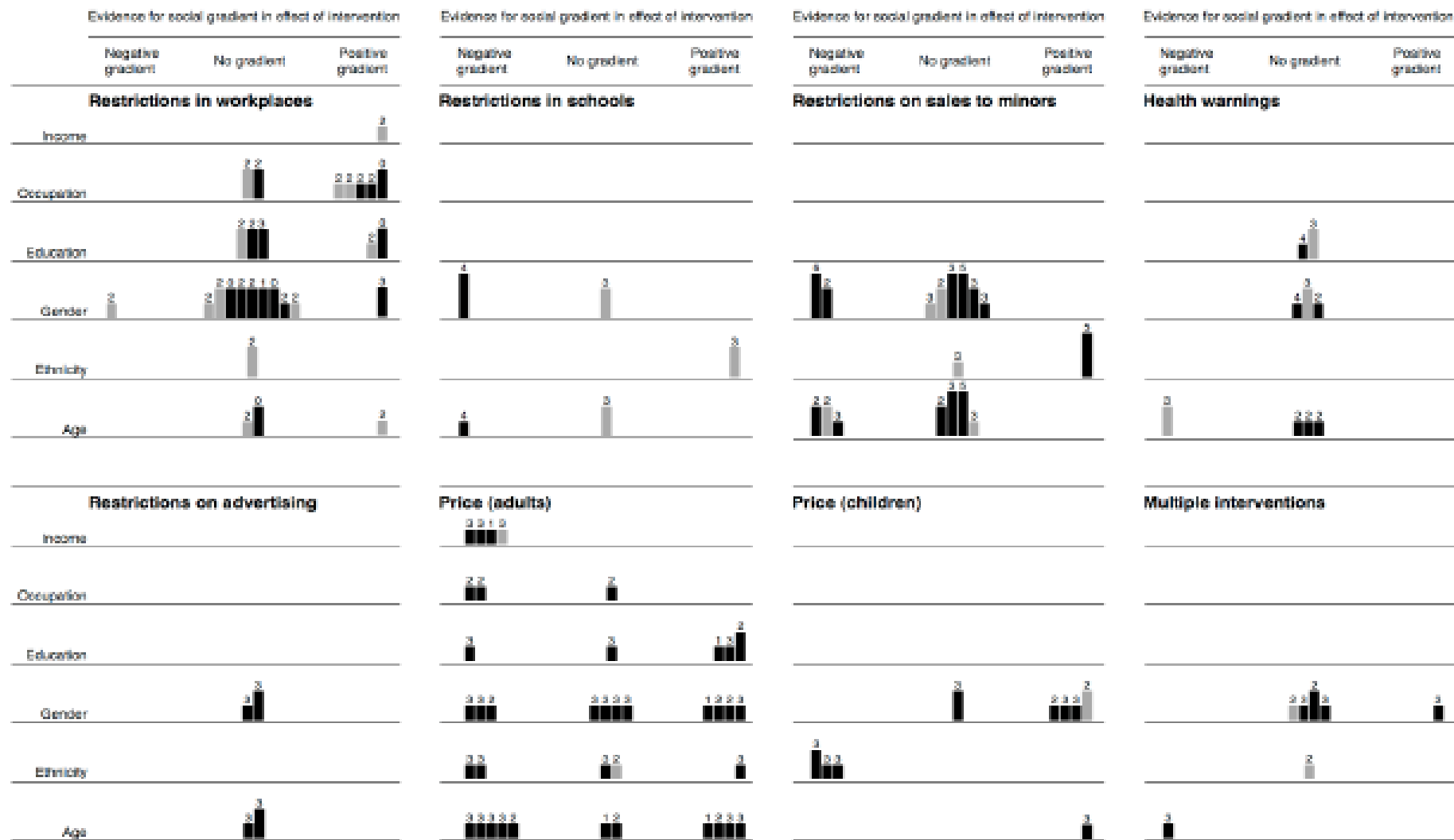


Figure 1
Evidence for social gradients in effects of all categories of intervention. A 'supermatrix' covering all categories of intervention consisting of six rows (one for each dimension of inequality) and three columns (one for each of the three competing hypotheses about the differential effects of each category of intervention). Each study is represented by a mark in each row for which that study had reported relevant results. Studies with 'hard' behavioural outcome measures are indicated with full-tone (black) bars, and studies with intermediate outcome measures with half-tone (grey) bars. The suitability of study design is indicated by the height of the bar. Each bar is annotated with the number of other methodological criteria (maximum six) met by that study. See *Methods: Plotting the distribution of the evidence* for further explanation.

Exercise

- Review Quantitative and Qualitative Data provided
 1. From the quantitative studies, which studies are most likely to produce a significant effect?
 2. Using the matrix provided answer the following:
 - a) Which themes are **supported** by the **quantitative data**?
 - b) Which themes are **not supported/negated** by the quantitative data?
 - c) Are any **additional themes** suggested by the quantitative data but not identified from the qualitative data?