

Analysis during and throughout your project

Any research method will amass data or materials of some kind, that then need to be analysed. This is the process of summarising and interpreting what you have seen in your evaluation process so far. Given this, you should consider this final analysis stage from quite an early point in the work.

Multiple interviews with the same people?

Sometimes (but not often, give the time demand on the interviewee) it may be possible or necessary to speak to the same person at least once. This can give the researcher time to reflect on what was said initially, and what might require expansion or a little more depth.

Comparative interviews: baseline vs. project end.

If you've really planned ahead, you may have the opportunity to interview project beneficiaries before and after they are (hopefully) transformed, or some other change has taken place as a result. This might sound clinical, but project objectives are often defined in terms of such transformation, in perception or working practices. If interviews are in impractical way to explore this (requiring again, at least two interviews with each person), such changes might be recorded via survey, for example asking a project leader:

To what extent to do you feel you know about your audience?

Not very much



A lot

Other methods such as 'before and after' **asset mapping** can helpfully reveal what resources and connections someone had at their disposal before the project took place, and how that has developed over time.

Iterative analysis

In our resource about [Interview Questions](#), we discussed how themes or new questions to pose in future interviews can arise during the process. If a pattern seems to be emerging, note it down, and you can later analyse if it also manifests itself in any of the other methods you might be using. For example, if interviewees say that it 'felt like' their audience was talking to them on social media, is there actually evidence of this when you look online? Identifying these themes can be useful in the coding and thematic analysis process we will come to in [the next resource](#). However, also be open to new, perhaps unexpected themes emerging, or extreme cases from your interviews that perhaps aren't typical of everyone's experience, but illustrate a certain point well.

The logo for M&E LAB is displayed in a white box. It features the letters 'M & E' in a large, bold, sans-serif font on the top line, and 'L A B' in the same font on the second line. Below this, the words 'Monitoring & Evaluation' are written in a smaller, lighter, sans-serif font, stacked on two lines.

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