

# 8 Strategies for Reporting QUALITATIVE DATA

This guide outlines eight qualitative evaluation reporting strategies, including an overview, relevant data collection methods, tools and resources. We also include links to examples of documents that use each strategy. To learn more, watch the webinar video and review all resources that accompany this guide.

#	STRATEGY	DEFINITION	EXAMPLE LINKS	DATA COLLECTION METHOD						TOOLS & RESOURCES						
				Observations	Interviews	Focus Groups	Surveys	Document Review	Media Review	Microsoft Word	Microsoft PowerPoint	Microsoft Excel	Canva	Noun Project	Word Cloud Generator	Word Cloud Maker
1	<b>Word Clouds</b>	A visual representation of text data, typically used to visualize free-form text.	<a href="https://bit.ly/WordCloudExp">bit.ly/WordCloudExp</a> <a href="https://bit.ly/WordCloudExp2">bit.ly/WordCloudExp2</a>				X	X	X						X	X
2	<b>Callout Boxes</b>	A type of text box that also includes a line pointing to any location within a document.	<a href="https://bit.ly/CalloutExp">bit.ly/CalloutExp</a> <a href="https://bit.ly/CalloutExp2">bit.ly/CalloutExp2</a>		X	X	X			X	X					
3	<b>Highlight Quotes</b>	A section of colored, bolded, or larger text within a document to call attention.	<a href="https://bit.ly/HighlightExp">bit.ly/HighlightExp</a> <a href="https://bit.ly/AnnotatedExp">bit.ly/AnnotatedExp</a>		X	X	X			X	X					
4	<b>Tables</b>	A grid that helps organize large amounts of data.	<a href="https://bit.ly/TableExp">bit.ly/TableExp</a> <a href="https://bit.ly/TableExp2">bit.ly/TableExp2</a>	X	X	X	X	X	X	X	X	X				
5	<b>Annotated Graphs</b>	A graph that has annotations to add context.	<a href="https://bit.ly/AnnotatedExp">bit.ly/AnnotatedExp</a> <a href="https://bit.ly/AnnotatedExp2">bit.ly/AnnotatedExp2</a>		X	X	X			X	X	X				
6	<b>Photos</b>	A visual that provides context that words may not be able to describe.	<a href="https://bit.ly/PhotosExp">bit.ly/PhotosExp</a> <a href="https://bit.ly/PhotosExp2">bit.ly/PhotosExp2</a>	X				X	X	X	X		X			
7	<b>Icons</b>	Symbols that represent key words or themes in order to provide simpler navigation.	<a href="https://bit.ly/IconsExp">bit.ly/IconsExp</a> <a href="https://bit.ly/JrnyMapExp">bit.ly/JrnyMapExp</a>	X	X	X	X	X	X	X	X	X	X	X		
8	<b>Journey Maps</b>	A visualization of the process that a person goes through in order to accomplish a goal.	<a href="https://bit.ly/JrnyMapExp">bit.ly/JrnyMapExp</a> <a href="https://bit.ly/JrnyMapExp2">bit.ly/JrnyMapExp2</a>	X	X	X		X		X	X		X			