

# Trend Analysis

## Data, Patterns, Standouts to Find Your Visitors' Stories



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THE UNIVERSITY OF  
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KNOXVILLE

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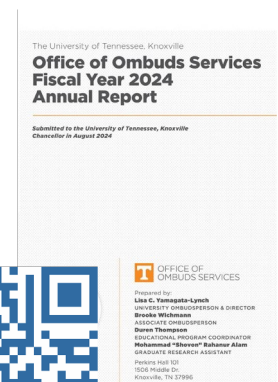

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## Session Trend Data Source

During this session, there is frequent reference to the University of Tennessee, Knoxville Office of Ombuds Services *FY24 Annual Report*.

If you would like, please download the entire report.

Access the Full Report

The University of Tennessee, Knoxville  
**Office of Ombuds Services**  
**Fiscal Year 2024**  
**Annual Report**


Submitted to the University of Tennessee, Knoxville  
Chancellor in August 2024

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## Self-Reflection

You will be asked to engage in **reflection** to support your learning and growth.

During opportunities to share your self-reflections and experiences, note that *sharing will always be voluntary.*



## Session Agenda & Structure



Data as Building Block for Meaningful Trends




Uncovering and Communicating Trends



Q&A

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## Breakout Activity



### Think of a time you learned something from data


- Share your name and where you work.
- Think of a time you learned something from data at work or in your personal life.
- Share in breakout group what the data told you.
- In whole group, person with earliest birthday, share in chat something interesting from breakout discussion.

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# Data as Building Blocks for Meaningful Trends and Patterns

More about Data:  
Yamagata-Lynch (2004)  
[https://ioa.memberclicks.net/assets/docs/JIOA\\_Articles/JIOA-2024-1.pdf](https://ioa.memberclicks.net/assets/docs/JIOA_Articles/JIOA-2024-1.pdf)

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# Numerical Data


Building Blocks for Uncovering Meaningful Trends


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## Valid Numerical Data

Constructs/ideas **represented** as metrics and defined in **observable behavioral terms**.

**You and others agree** that the metrics are a **strong representation** of constructs/ideas.

 **Tip:** *Be precise with your words, so that your metrics represent constructs/ideas you want to keep track of.*



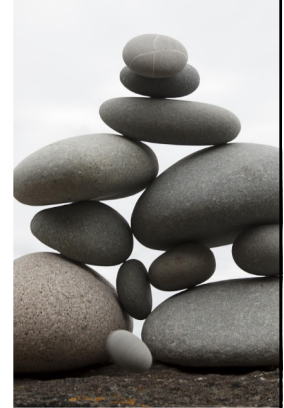
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# Valid Numerical Data Example



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**Reflect:** *Do you agree with the definition of a visitor? If not, what would you add or take out?*



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# Reliable Numerical Data

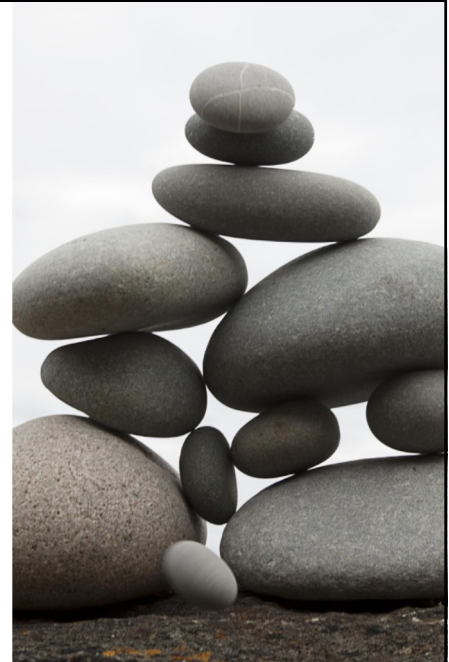


Definition of metrics are **mutually exclusive** from one another.

Metrics can be **consistently tallied** by **you and others** across **multiple instances**.




**Tip:** *Be crisp, clear, and distinct with your definition of each construct/idea that your metrics represent so that they are unique.*

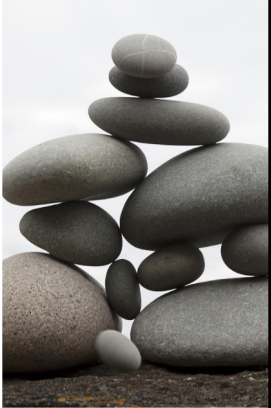


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# Reliable Numerical Data Examples



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**Reflect:** *What metric(s) piques your interest? What is missing?*

CHAT SHARE CHAT SHARE CHAT SHARE CHAT SHARE CHAT SHARE

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# Narrative Data

Building Blocks for Uncovering Meaningful Trends

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## Narrative Data that gain Trust

Lincoln & Guba (1985) and Tracy (2010)

- Rely on multiple sources
- Demonstrate systematic approach
- Transparent about challenges
- Present existing knowledge



**Tip:** *Show that you are methodical, you know your limits, and you are informed of existing knowledge.*

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## Rely on Multiple Sources

- What visitors share with you
- Observations of visitor mannerisms
- Observations of people interacting
- Narratives in documents—policy documents, messages, etc...



**Tip:** *The whole is sum of its parts, develop your understanding of visitor experiences from various pieces of narrative data.*

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## Demonstrate Systematic Approach



- Share what you did with your data to uncover trends.



**Tip:** Say what you did in a way that another ombuds can do the same if they wanted to.



## Demonstrate Systematic Approach



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**Reflect:** What sounds systematic?





## Demonstrate Systematic Approach

- When collecting statistical data, we do not track individuals through multiple months, and instead simply count the number of visitors to the office per month.
- When collecting and analyzing qualitative data about visitor experiences, we do not create in-depth records.
- When collecting both quantitative and qualitative data we do not associate data with information that would reveal visitor identity.

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## Transparent about Challenges



- Share your challenges.



**Tip:** *Much better to be upfront, rather than questioned later.*

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## Transparent about Challenges



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**Reflect:** *What seems like a challenge?*



## Transparent about Challenges

The ethical and practical commitments to independence and confidentiality in the IOA Code of Ethics and Standards of Practice does not allow ombuds to follow traditional methodologies for research (Yamagata-Lynch, 2024).



# Present Existing Knowledge



- In what context did you uncover your narrative data?



**Tip:** *Share information that help others examine your narrative data within the context of existing knowledge in the literature.*




# Present Existing Knowledge



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**Reflect:** *What existing knowledge in the literature may help others examine the narrative data?*



## Present Existing Knowledge

**Dignity Violations:** when visitors experienced harm to their sense of belonging and worthiness and had a difficult time seeing themselves being understood by others (Hicks, 2011, 2018).

**Disruptions to Psychological Safety:** when visitors did not feel safe to be their authentic self in work teams and became hesitant to engage in interpersonal risk-taking while working towards a shared goal with colleagues (Edmondson 1999; 2019).


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## Breakout Activity

### What data might you collect for your ombuds work?



- What type of data might you collect for your ombuds work?
- Share in breakout group.
- In whole group, person with latest birthday, in chat type up to 5 different data points shared.

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# Uncovering and Communicating Trends

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## What is a trend & Patterns?

Cambridge Dictionary

A **general development or change in a situation** or in the way that **people are behaving**

<https://dictionary.cambridge.org/us/dictionary/english/trend>



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## Questions to Uncover Trends in Numbers

- What is?
- What seems similar?
- What seems different?
- What seems interesting/surprising?



## What is?

General Development: *Gender and Race*  
Behavior: *Contact with Ombuds*

FIG. 2: GENDER DISTRIBUTION FOR INDIVIDUALS SERVED

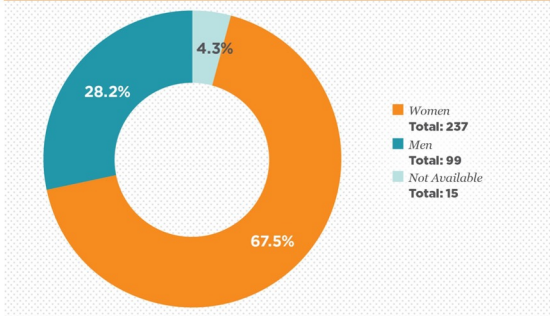
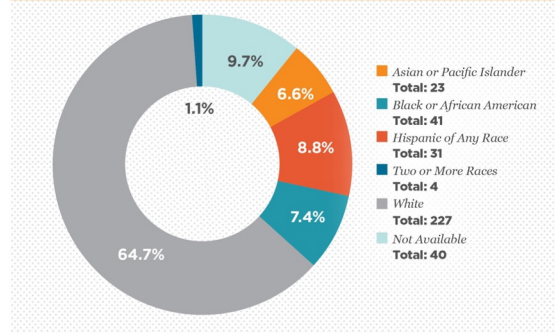


FIG. 3: VISITOR RACE DISTRIBUTION FOR INDIVIDUALS SERVED





# What's similar or different?

General Development:  
*Gender and Race*

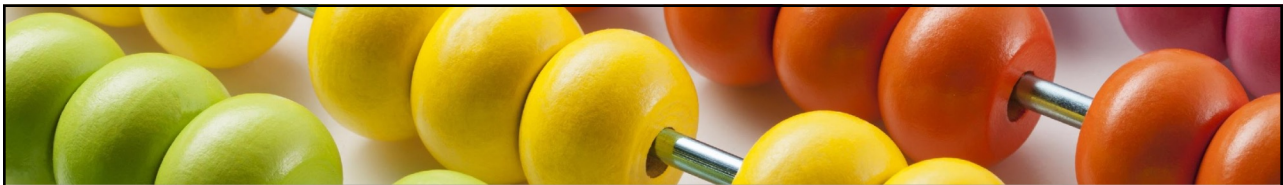
Behavior:  
*Contact with Ombuds*

**TABLE 3: INDIVIDUAL SERVED AND POPULATION GENDER DISTRIBUTION COMPARISON**

	WOMEN	MEN	NOT AVAILABLE
INDIVIDUALS SERVED	67.5%	28.2%	4.3%
UT FACT BOOK DATA	53.1%	46.9%	0%

**TABLE 4: INDIVIDUAL SERVED AND POPULATION RACE DISTRIBUTION COMPARISON BOOK**

	HISPANIC OF ANY RACE	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN OR PACIFIC ISLANDER	BLACK OR AFRICAN AMERICAN	WHITE	TWO OR MORE RACES	NOT AVAILABLE
INDIVIDUALS SERVED	8.8%	0%	6.6%	7.4%	64.7%	1.1%	11.4%
UT FACT BOOK DATA	4.7%	0.3%	7.6%	7.1%	76.9%	2.0%	1.4%

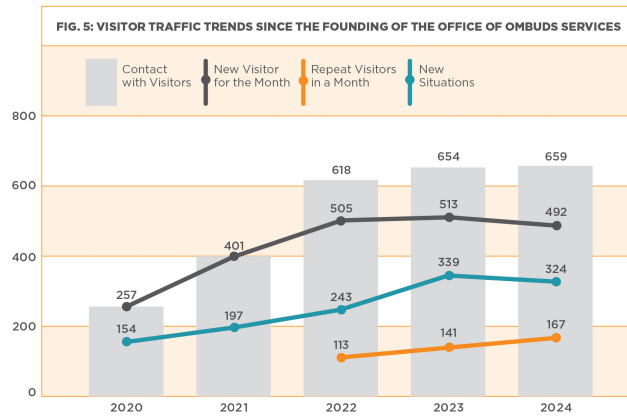


# What's similar or different?

General Development:  
*Contact with Ombuds*

Change:  
*Frequency over time*

Behavior:  
*Contact with Ombuds*



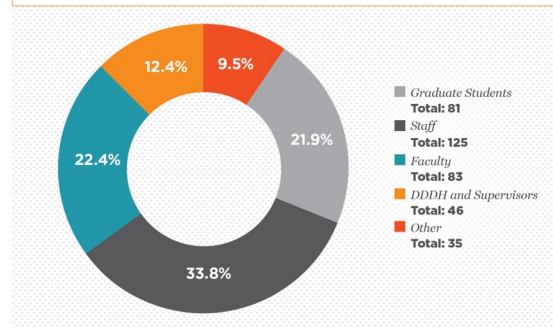


# What's interesting or surprising?

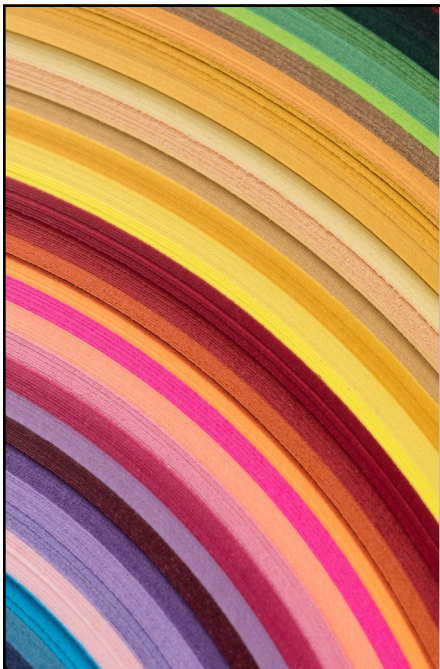
General Development:  
Role

Behavior:  
Contact with Ombuds

FIG. 4: ROLE DISTRIBUTION OF INDIVIDUALS SERVED



Of the 81 Graduate Students 27.2% were International Students, International Graduate students are 14.3% of all Graduate Students.



# Sharing Narratives as Trends that others can Trust

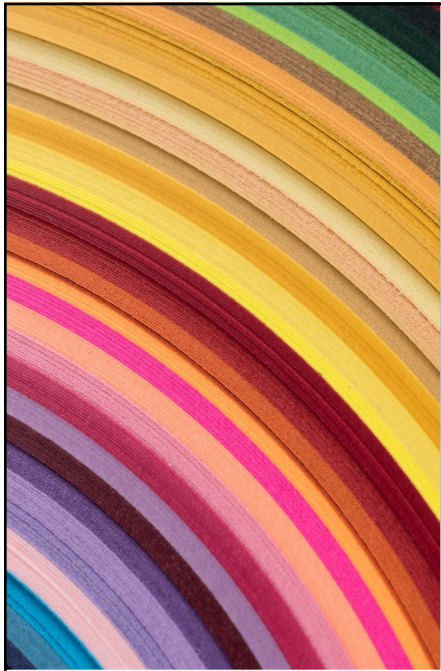
Lincoln & Guba (1985) and Tracy (2010)

- Tell your visitors' story, not yours
- Be a humble storyteller
- Share worthwhile trends



**Tip:** Trustworthy narratives will demonstrate trends by uncovering general development, change in a situation, or the way people behave.





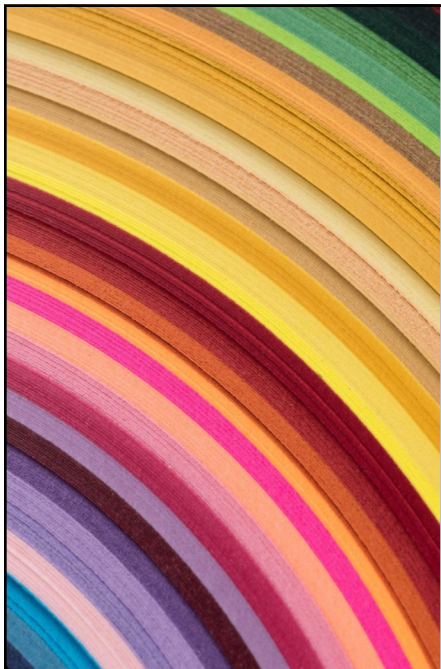
## Sharing Narratives as Trends that others can Trust

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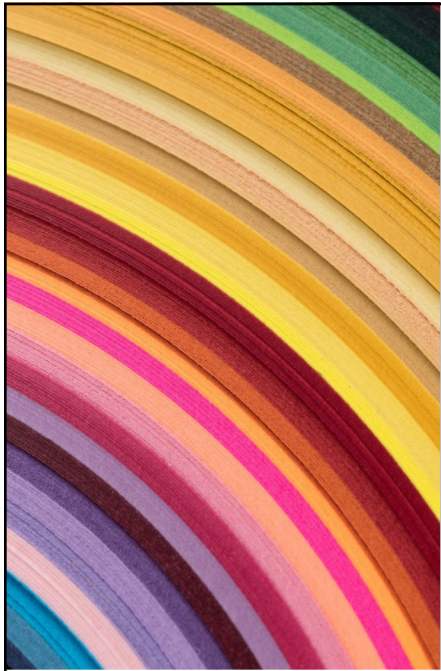
**Tip:** *In the western culture, we tend to get drawn to numbers, but narratives are just as impactful.*



## Tell your Visitors' Story



**Tip:** *It's not about you.*



# Tell your Visitors' Story



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**Reflect:** *What makes this the visitors' story?*



# Tell your Visitors' Story

## ***Non-Exempt Staff Challenges with Dignity and Psychological Safety***

**Non-exempt staff** frequently met with the ombuds when they were concerned about being treated by others in ways that violated their dignity and disrupted their psychological safety. These concerns often were related to:

- communications with supervisors,
- interactions with colleagues, and
- the department climate.

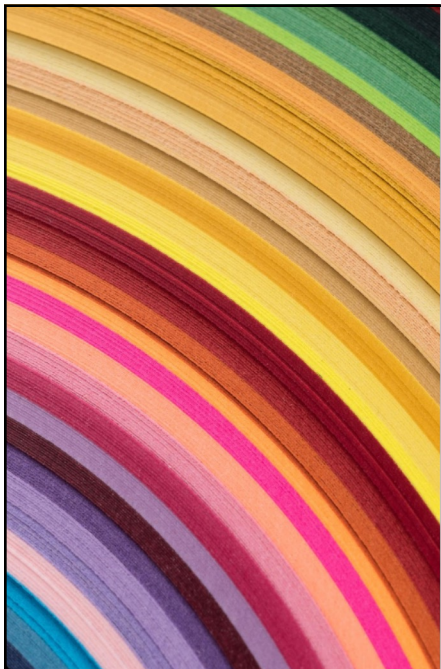
We observed that **non-exempt staff visitors** with the above concerns often worried about job security, shared a desire to leave their unit, and expressed feelings of being stuck and powerless.



## Be a Humble Storyteller



**Tip:** *When sharing narrative trends, you can't be too confident. Being tentative can be powerful.*



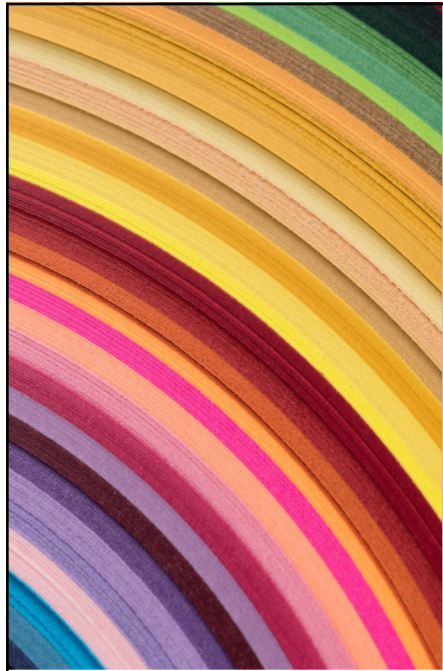
## Be a Humble Storyteller



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**Reflect:** *What makes this storytelling humble?*



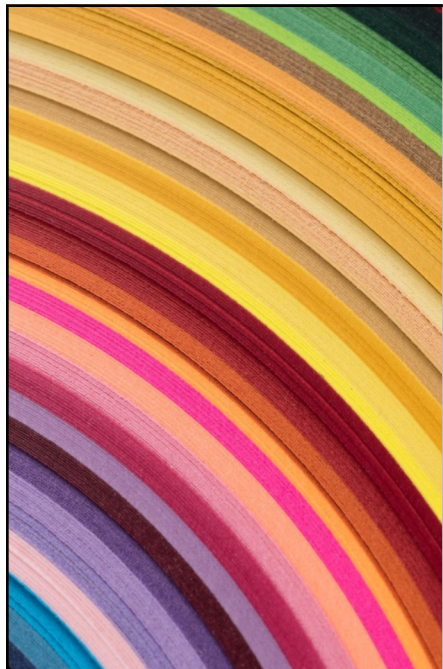
## Be a Humble Storyteller

### ***Non-Exempt Staff Challenges with Dignity and Psychological Safety***

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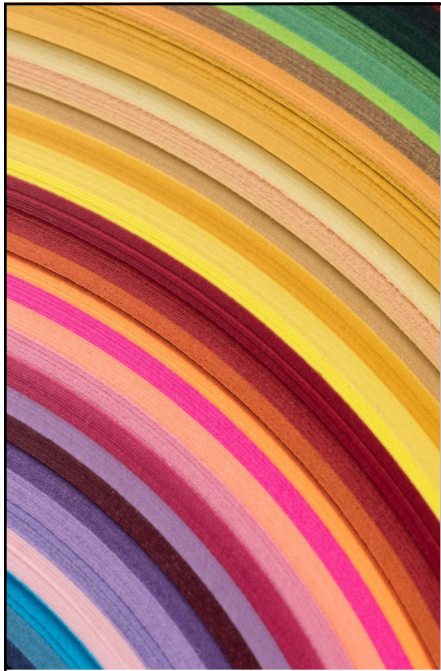
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## Share Worthwhile Trends



**Tip:** *When sharing narrative trends, don't get caught up on everything you find, communicate what is likely to be important to others.*



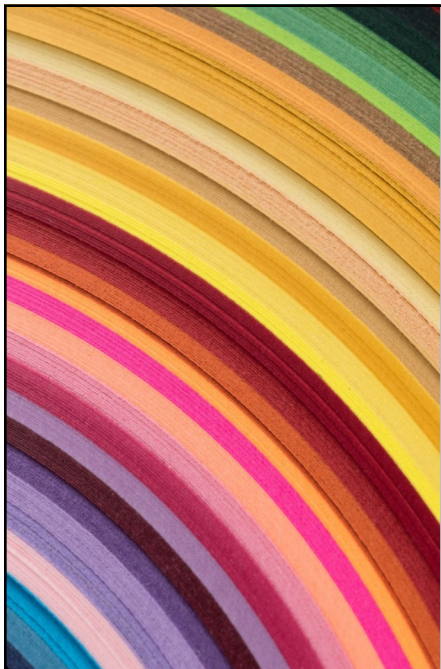
## Share Worthwhile Trends



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**Reflect:** *What makes this storytelling worthwhile, and who may think that it is worthwhile?*



## Share Worthwhile Trends

### ***Non-Exempt Staff Challenges with Dignity and Psychological Safety***

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- communications with supervisors,
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We observed that non-exempt staff visitors with the above concerns often worried about job security, shared a desire to leave their unit, and expressed feelings of being stuck and powerless.

## You Found Trends Now What?

- How often? What format? To whom?
- What are my stakeholders interested?
- What are my visitors interested?
- What seems useful/worthwhile to others?
- What seems useful/worthwhile to operations?


**Chat:** *What will you do with trends you uncovered?*



## Some Ways to Communicate Trends

- Monthly Report to Leadership
- Annual report
- Trends presentations
- Just-in-time meetings
- Ombuds curious individuals from other organizations






# Questions?

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## References

- Lincoln, Y. S., & Guba, E. G. (1985). *Naturalistic inquiry*. Sage Publications.
- Tracy, S. J. (2010). Qualitative quality: Eight “big-tent” criteria for excellent qualitative research. *Qualitative Inquiry*, 16(10), 837–851.  
<https://doi.org/10.1177/1077800410383121>
- Yamagata-Lynch, L. C. (2024). Striving to effectively communicate ombuds values: Lessons learned by an ombuds working with data. *Journal of the International Ombuds Association* 17(1), 22-34.



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