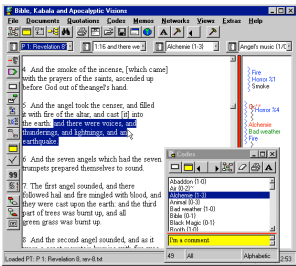


Changing Gears: Moving from Coding to Conclusions with Qualitative Data



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From coding to conclusions...



How???

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Who's "King of the Mountain"? "Nature" as a Criterion of Distinction in a Resort Town

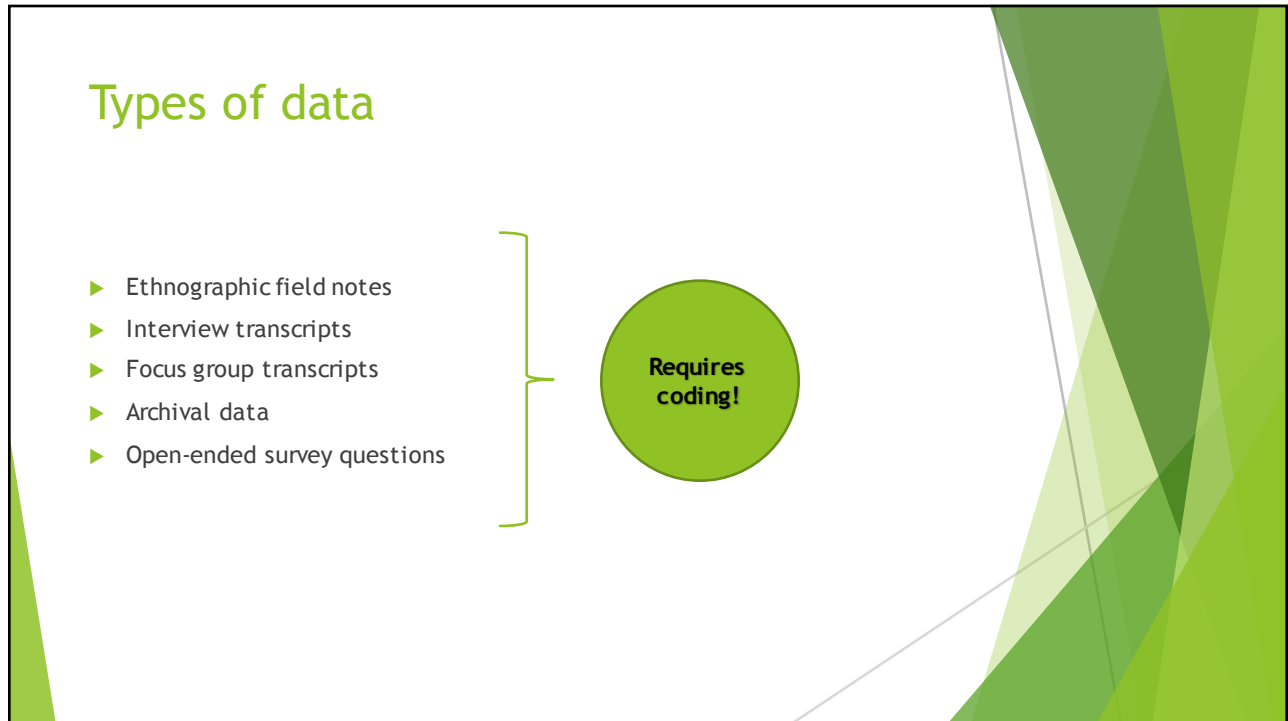
Shelly Steward¹

Abstract
This project examines how three groups in a winter resort town develop criteria of distinction through their everyday interactions. These groups—working-class locals, ski bums from privileged backgrounds holding low-wage jobs, and wealthy vacationers—each employ the idea of "nature" to distinguish themselves. Locals perform their perceived connection to "nature"—their interaction with and dependence on physical surroundings—as ski bums. Ski bums then draw on prior knowledge to redefine "nature," stressing its separation from humans. In order to apply it as a criterion of exclusion back toward the locals, vacationers adopt a similar definition and use it to ally themselves with the ski bums, exclude the locals, and establish their own legitimacy. Challenging most models of cultural diffusion, the privileged ski bums and vacationers intelligibly excavate the terms of distinction set by the

Types of data

- ▶ Ethnographic field notes
- ▶ Interview transcripts
- ▶ Focus group transcripts
- ▶ Archival data
- ▶ Open-ended survey questions

Requires coding!



What is “coding”?

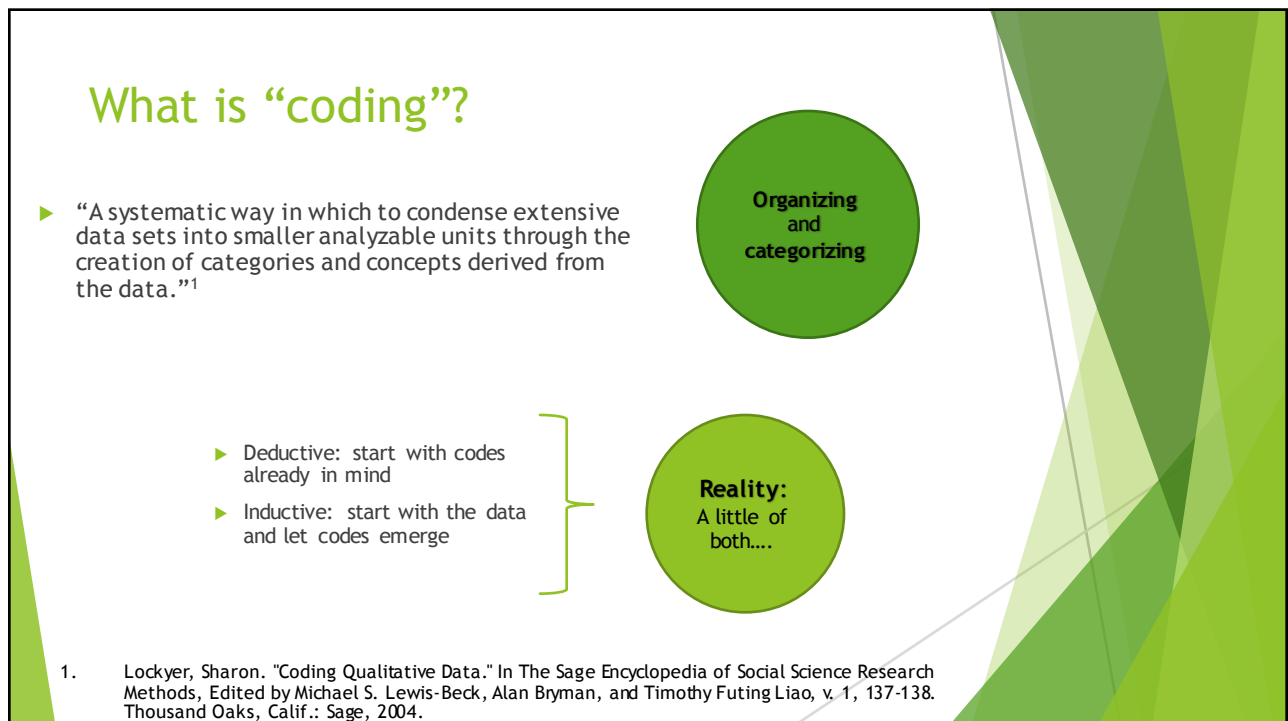
▶ “A systematic way in which to condense extensive data sets into smaller analyzable units through the creation of categories and concepts derived from the data.”¹

Organizing and categorizing

- ▶ Deductive: start with codes already in mind
- ▶ Inductive: start with the data and let codes emerge

Reality: A little of both....


1. Lockyer, Sharon. "Coding Qualitative Data." In *The Sage Encyclopedia of Social Science Research Methods*, Edited by Michael S. Lewis-Beck, Alan Bryman, and Timothy Futing Liao, v. 1, 137-138. Thousand Oaks, Calif.: Sage, 2004.



Types of coded data

- ▶ Manual
- ▶ Software
 - ▶ Atlas.TI*
 - ▶ Nvivo
 - ▶ Dedoose
 - ▶ MaxQDA*

Check out
D-Lab
workshops!

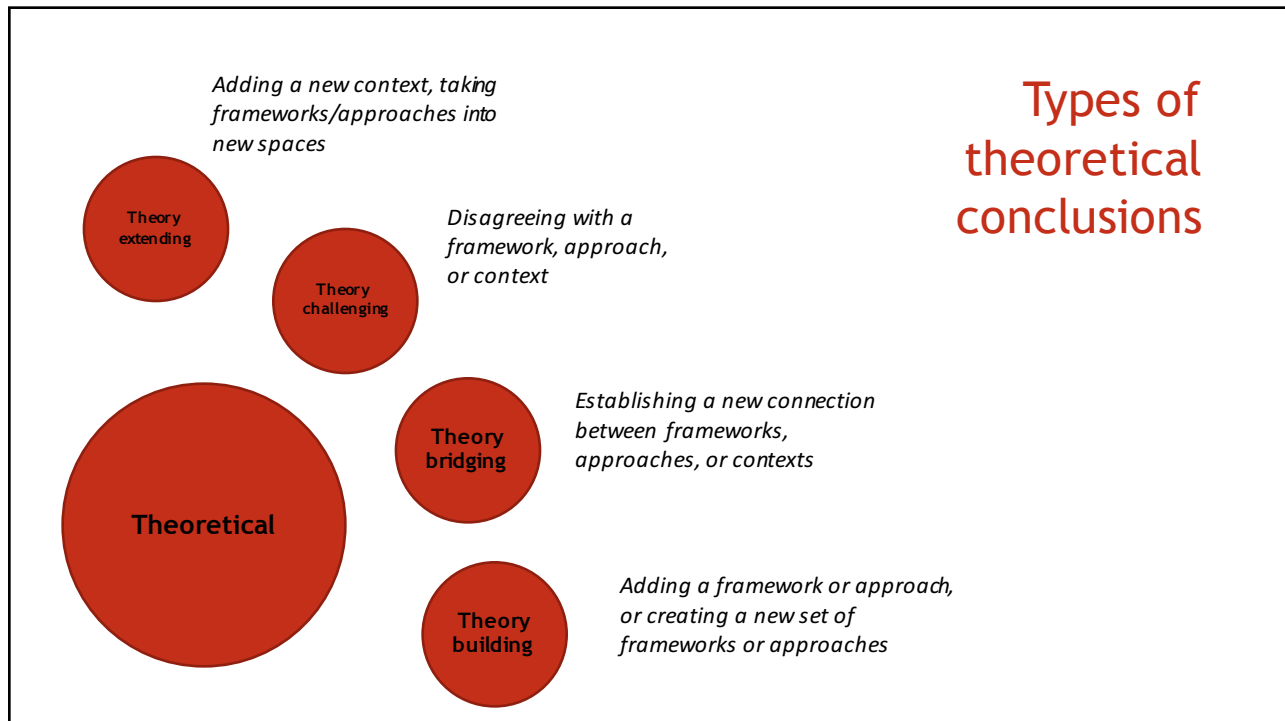
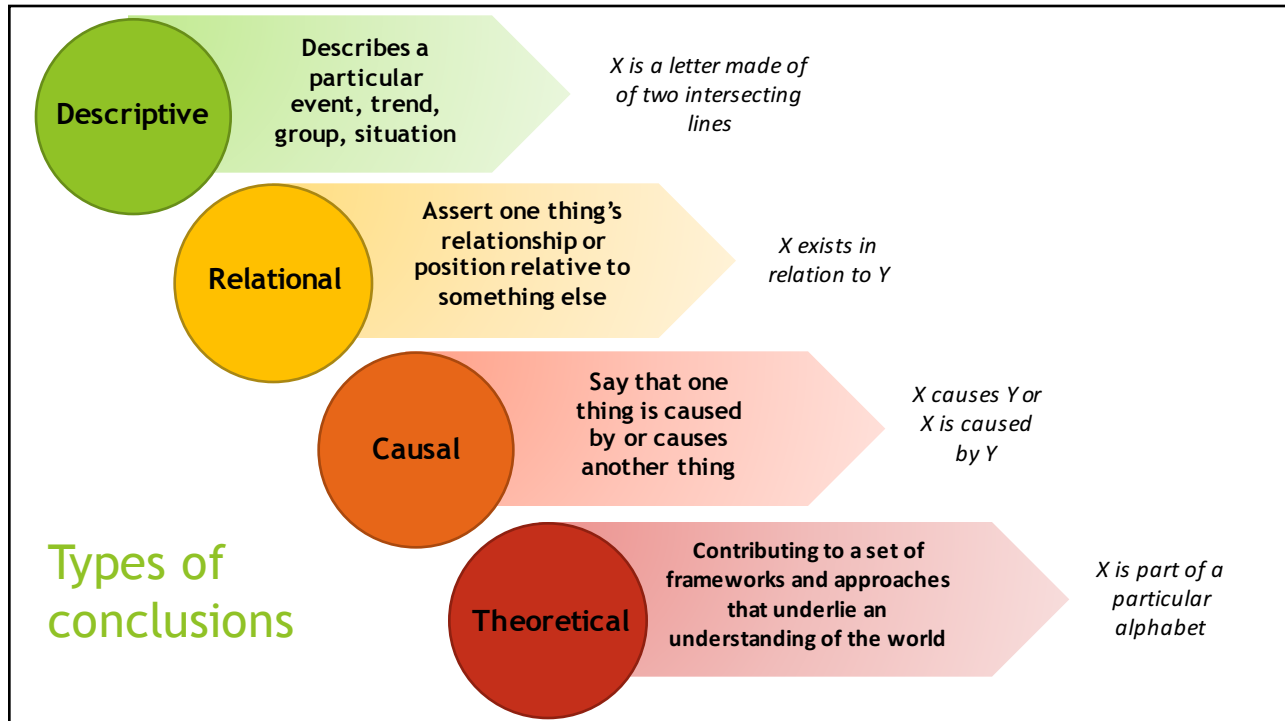


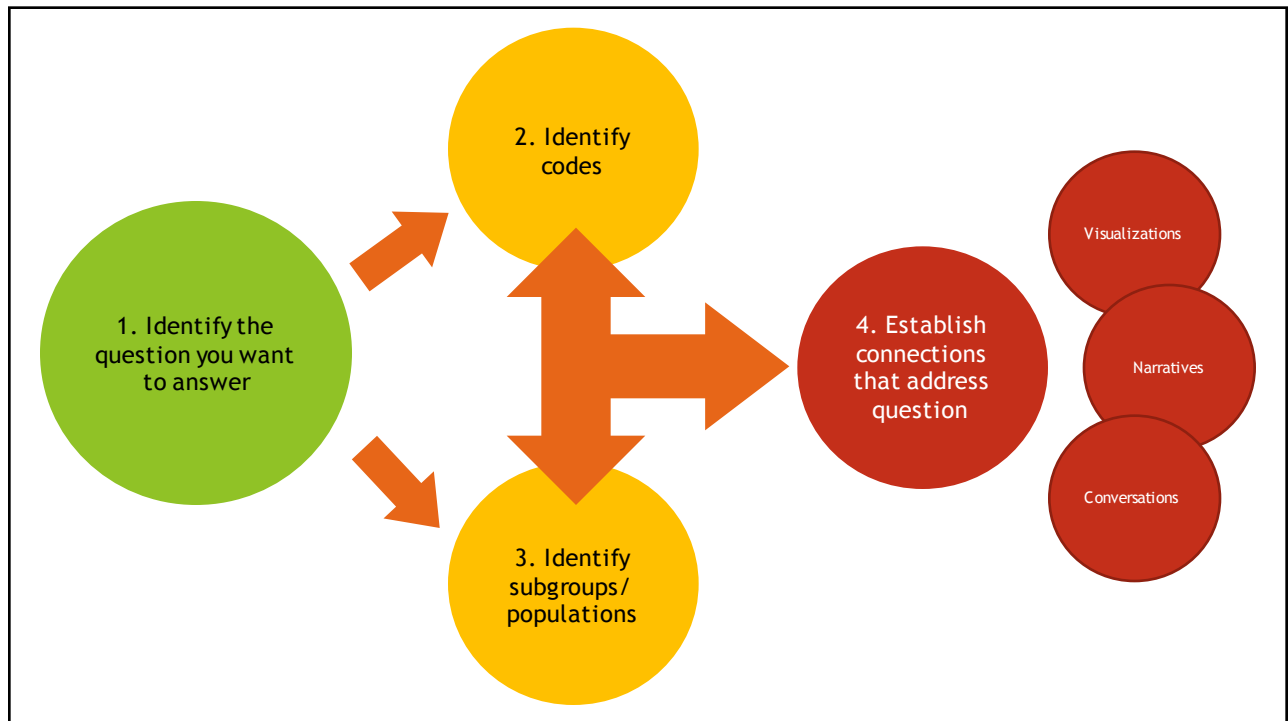
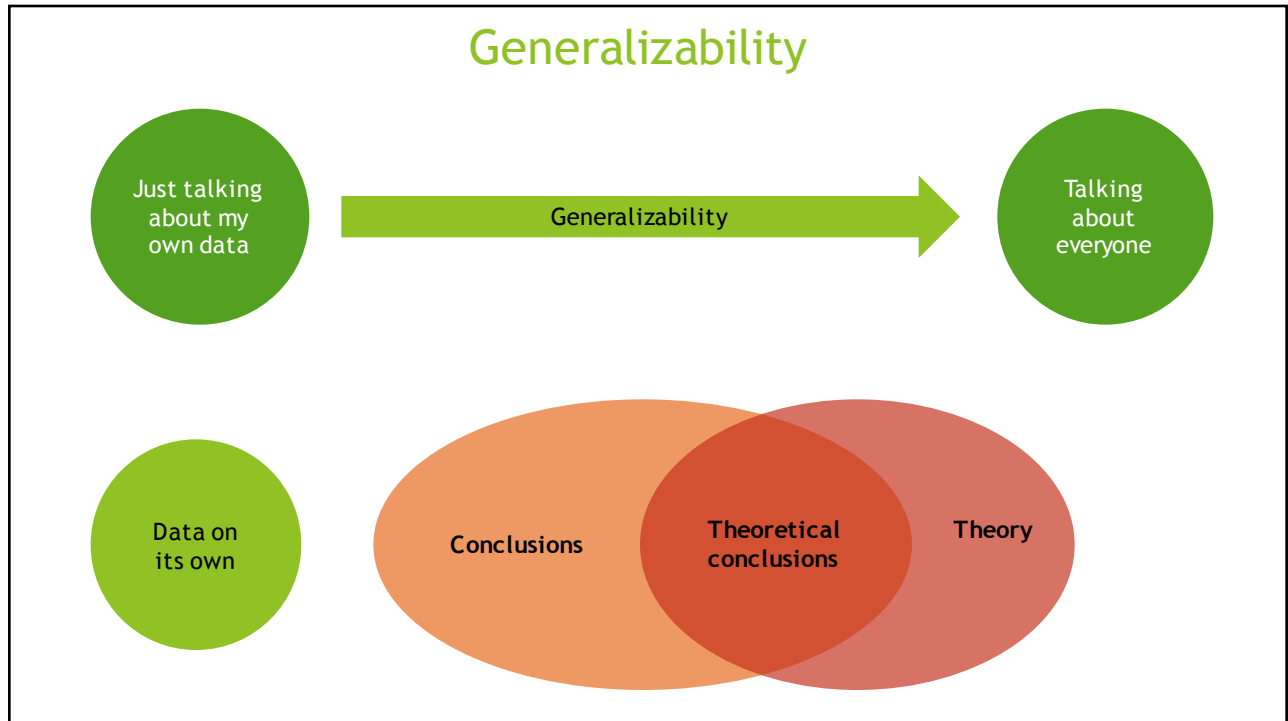
What are “conclusions”?

What is your research actually about? What are you trying to say?

- ▶ Deductive: testing a defined hypothesis
- ▶ Inductive: generating ideas out of the data

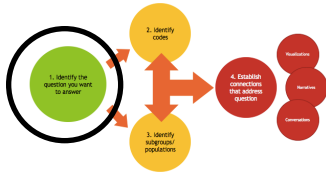
Again:
A little of
both....





1. Identify questions you want to answer

- ▶ Keeping in mind the limitations of the data in front of you, what are you actually interested in finding out?
- ▶ What type of conclusion are you going to draw?
- ▶ You will need:
 - ▶ Original research questions
 - ▶ Hypotheses (implicit or explicit)
 - ▶ Data



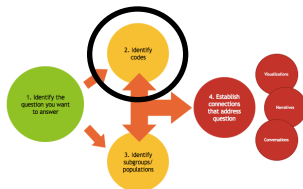
Guiding question: How do workers make sense of the workplace insecurity?

Hypothesis: Workers generate moral meanings that make sense of the volatility and uncertainty.

Question: What discourses or ideas do workers associate with experiences of workplace volatility and insecurity?

2. What codes do you need to answer those questions?

- ▶ What sort of information or evidence might be able to address your question?
- ▶ You will need:
 - ▶ Questions from step 1
 - ▶ Data
 - ▶ Codes



What discourses or ideas do workers associate with experiences of workplace volatility and insecurity?

Discourses/ideas

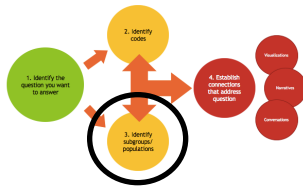
- Moral values
- Patriotism
- Religion
- Work ethic
- Exploitation
- Industry
- Resignation

Volatility/insecurity

- Lay-offs
- Uncertainty
- Variable pay
- Variable hours
- Contracting
- Workplace change

3. What groups/individuals/comparisons within your data might be relevant?

- ▶ Which segments of your population will be able to address your question
- ▶ You will need:
 - ▶ Questions from step 1
 - ▶ Data



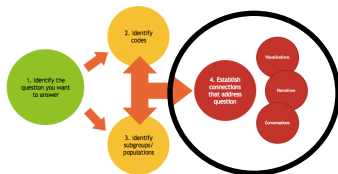
Groups/comparisons:

- Laid off and not laid off
- Blue-collar and white-collar
- Houston versus North Dakota
- White versus non-white
- Years in industry

4. Establishing connections to address questions

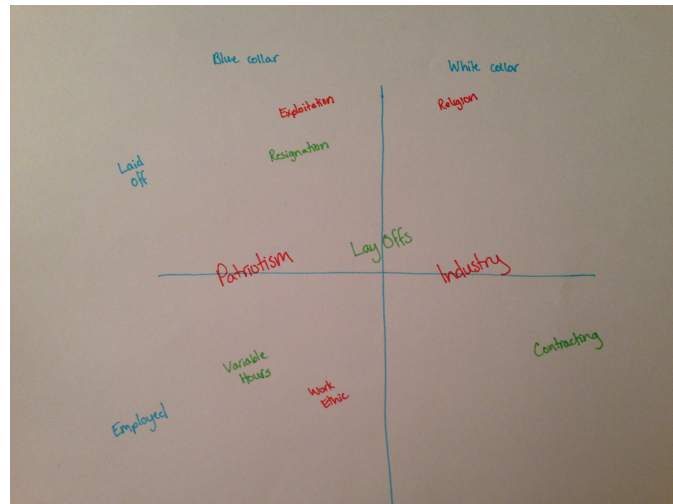
- ▶ Visualizations
- ▶ Narratives
- ▶ Relations to prior ideas

A few ideas to make your own



Visualizations

Create a picture or diagram about what's happening



Narratives

Create a story around what's happening.

R., a roustabout in North Dakota, had seen many coworkers laid off, and lived with the near-constant fear that he was next. He carried his fear with him in the workplace, so needed something to balance it out. He drew on _____ to do this.

It was different for J, a geophysicist in Houston. He also carried a lot of anxiety and was regularly surrounded by lay offs. However, he was able to draw on _____ in the face of this anxiety.



Relate to prior ideas

Use ideas from theory or prior research to act as the “glue” making your connections

- **Marx:** workers are being exploited
- **Gramsci:** employers must generate consent among workers
- **Burawoy:** consent generated through game
- **Kunda:** consent generated through corporate culture

What might consent look like among oilfield workers?

- Is there a game happening?
- To what extent is a corporate culture present?

Consent generated by drawing on patriotic ideals, and connecting the work of the industry directly to those ideals

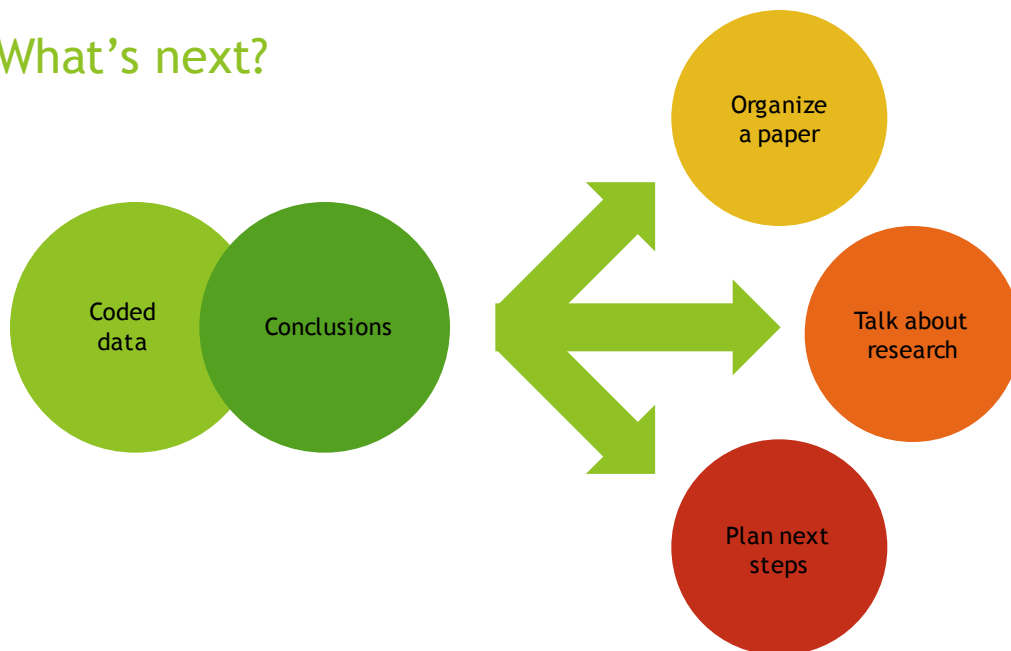
Keep track of the process...

- ▶ Whatever method(s) you use, write as you do them
- ▶ Write notes to yourself about the process
 - ▶ Keep track of any ideas you have, no matter how far-fetched or seemingly irrelevant. They may be helpful later on!
 - ▶ Many call these notes “memos”
- ▶ These memos can be the foundation for later writing

Practice...

- ▶ Review coded data
- ▶ Think about possible research questions
- ▶ Identify **codes** and **groups** related to your research question
- ▶ Establish connections that address your question

What's next?



Thank you!

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