



Introduction to Qualitative Research Coding

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Introductions

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Agenda

Basic Information

Codes & Coding Schemes

Analysis

Qualitative Data Analysis (QDA) Software

Basic Information

Steps in Research Project

1. Determine Question(s)
2. Conduct Literature Review
3. Determine Methodology & Methods
4. Collect Data
5. Code & Analyze Data
6. Determine & Write Findings
7. Frame & Write Discussion

Methodologies

Case Study
Ethnography
Phenomenology
Grounded Theory
Narrative





Deductive & Inductive Codes

You create codes because you deem the identified topics/concepts/ideas as important and relevant to your study. This typically happens one of two ways:

- Deductive Coding
 - Codes emerge from your research question and/or the literature review.
- Inductive Coding
 - Codes emerge through engagement with your actual data sources and/or data set.



Organization of Coding Scheme

Whether deductive or inductive, codes are organized into a coding scheme that you use to systematically identify relevant segments of data within your entire data set.

- Flat Coding
 - Codes are organized at the same conceptual level.
- Hierarchical Coding
 - Codes are organized into groups and subgroups based on whatever conceptualization the researcher deems appropriate/relevant.



Defining Codes

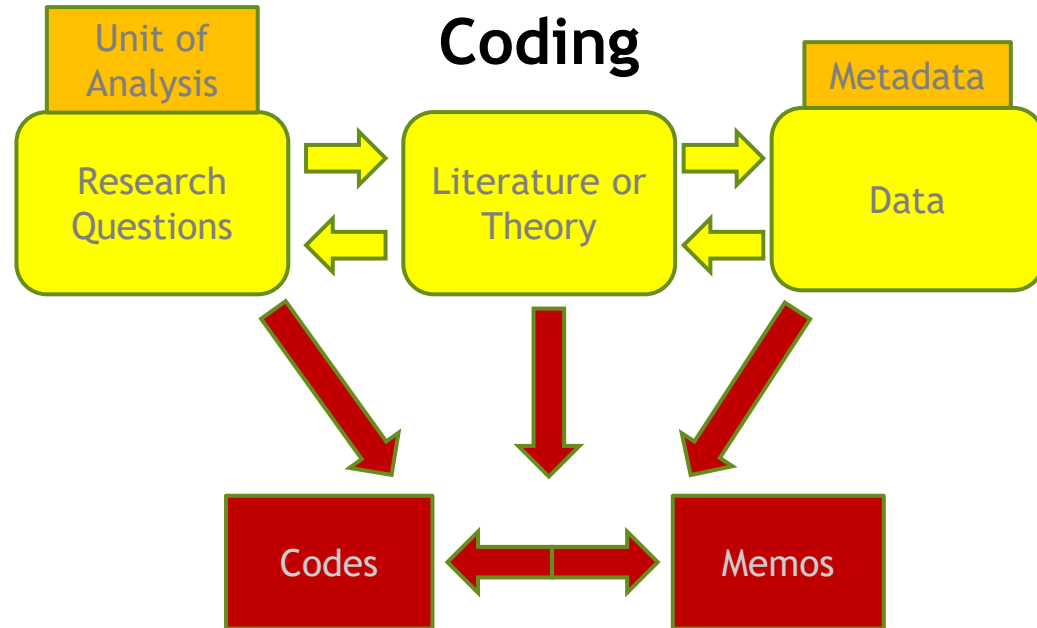
Codes should be defined, just as variables in a quantitative study should be.

The level of specificity will depend on various factors (e.g., complexity of your coding scheme, whether you have a team of coders, requirements of your field)

There are a few common things to consider including:

- Inclusions and Exclusions
- Weighing Scale
- Examples

Coding & Analysis





Code Creation Process – Sample

4 steps in 3 timeframes

1. Prior to Data Collection
 1. Generation of Deductive Codes
2. During Data Collection
 1. Generation of Deductive Codes, cont.
 2. Generation of Inductive Codes
3. After Data Collection
 1. Generation of Inductive Codes, cont.
 2. Organization of Codes into Preliminary Coding Scheme
 3. Test Application of Preliminary Coding Scheme & Editing into “Final” Coding Scheme



Code Creation Process - Exercise

What beverages do first-year college students prefer to drink while studying?

1. Prior to Data Collection
 1. Generation of Deductive Codes
2. During Data Collection
 1. Generation of Deductive Codes, cont.
 2. Generation of Inductive Codes
3. After Data Collection
 1. Generation of Inductive Codes, cont.
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Best Practices

Treat Coding as an Iterative Process

Keep a Codebook

Actively Work with 20 -30 Codes at a Time

Break Up the Coding Process

Memo as You Code



What is Analysis?

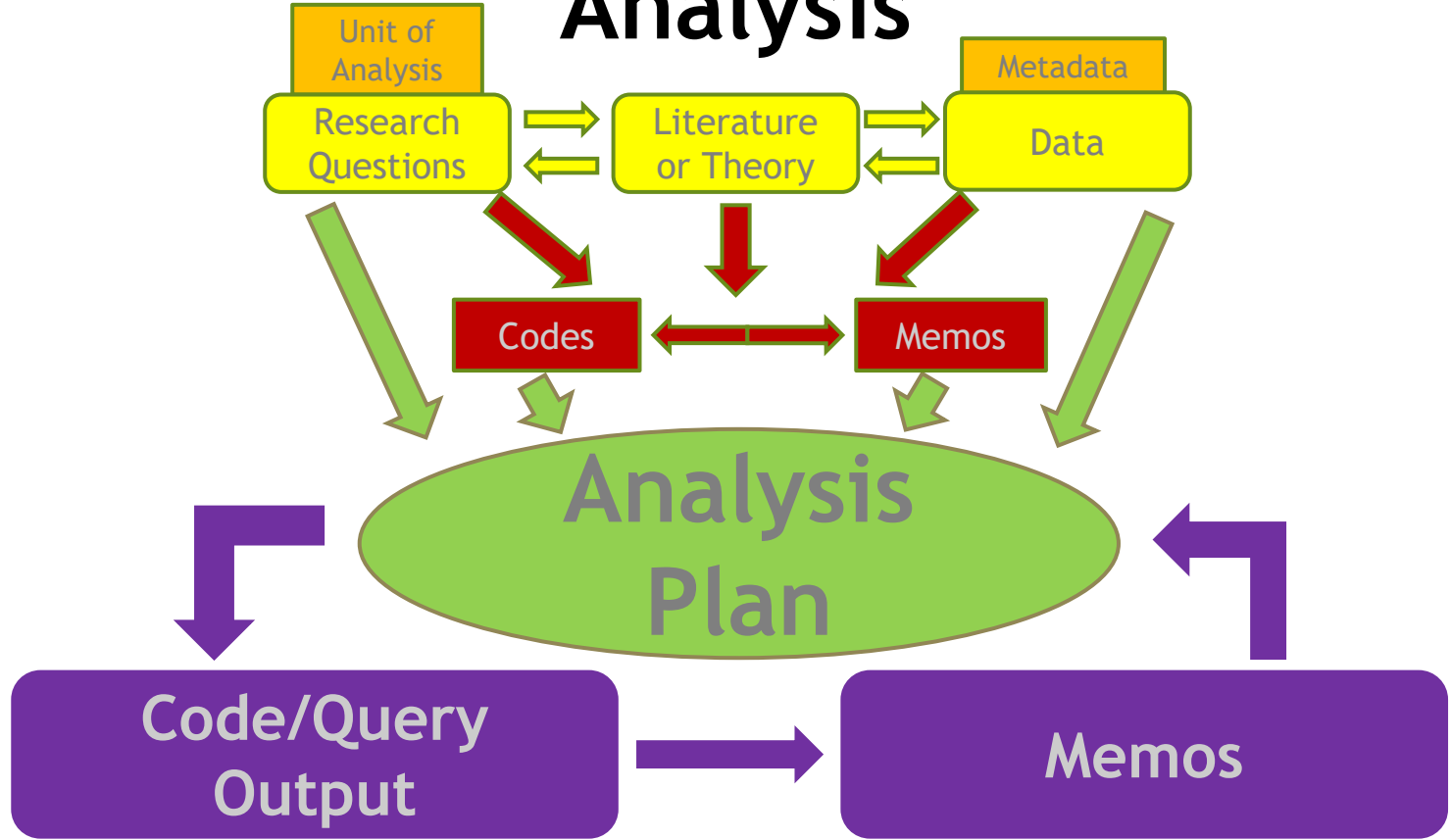
The process of identifying **themes** related to your research findings.

This is different than identifying ideas/concepts/topics that come up throughout your data set. It's “bigger picture” stuff...

- Overarching Themes
- Subgroup Themes
- Typology Themes

Analysis

Coding
&
Analysis





QDA Software as a Tool for Organization & Engagement

What It Does

- Structure Data & Codes
- Code Manually & Automatically
- Explore Data & Coded Segments
- Memo Generally & Specifically
- Create Visualizations & Summaries
- Quantify Qualitative Data
- Export Almost Everything

What It Does Not

- Eliminate Bias
- Error-Free Autocoding
- Analytic Thinking
- Advanced Quantitative Analysis
(MAXQDA can do some quant analysis)

Potential Benefits

- Frees Time to Focus on Analysis
- Can Deal with Large Data Sets
- Improves Auditability
- Improves Credibility
(among some audiences)
- Allows for Easy Transition to New Projects

Potential Drawbacks

- Can Produce Erroneous Findings
- May Create Pressure to Engage Excessive Features &/or Use Large Data Sets
- Requires Learning the Software



Overview of Relevant Programs

QDA Software





References & Reading Recommendations

Paradigms of Research for the 21st Century: Perspectives & Examples from Practice edited by A. Lukenchuk

Qualitative Inquiry & Research Design: Choosing Among Five Approaches by J. Creswell

Qualitative Data Analysis: A Methods Sourcebook by M. B. Miles, A. M. Huberman, & J. Saldaña

Qualitative Research: Bridging the Conceptual, Theoretical, & Methodological by S. M. Ravitch & M. Mittenfelner Carl

Qualitative Research Design: An Interactive Approach by J. Maxwell

Stanford Encyclopedia of Philosophy at plato.stanford.edu

The Coding Manual for Qualitative Researchers by J. Saldaña

Thinking Qualitatively: Methods of Mind by J. Saldaña

Other recommendations may be available based on specific areas of interest.