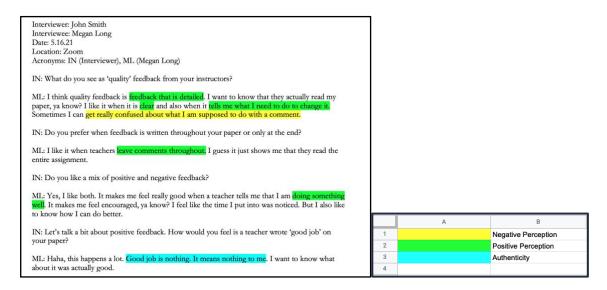


Coding

After collecting your qualitative data, you will need to code the information to help you determine the patterns/themes/similarities.

What is it?

Here is an example of coding. This is a transcribed interview where the researcher was attempting to determine student perception of effective feedback. The researcher set three codes, which were color-coded (negative perception, positive perception, and authenticity). When they saw those themes pop up in the transcription, these were highlighted via the coding system. This will help the researcher to then go back and identify patterns.



Methods

Researchers typically use two approaches when coding:

- (1) Inductive: You go through the data and determine the codes as you notice them
- (2) **Deductive**: You set the codes prior to looking through the data

Types of Coding

Descriptive Coding: Focuses on primary topics (see example above) **Numbering the Lines:** Number each line or chunk of information

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1 Dynamically relivent market-driven opportunities and ubiquitous interfaces. Energistically 2 fabricate an expanded anay of riche markets through robust products. Appropriately 3 implement visionary exercises vis-avis strategic web-readiness. 4 Competingly embrace empowered e-business after user finedly intellectual capital. 5 interactively actualize front-end processes stuht effective convergence. Syneptically deliver 9 performance-based methods of empowerment whereas distributed expertise. 7 Efficiently enable enabled sturies and cost effective products. Completely synthesize 8 principle-centered information after etical communities. Efficiently involve apen-source 9 infrastructures via inexpensive materials. 10 Objectively integrate enterprise-wide strategic theme areas with functionalized infrastructures. 11 Interactively products periodic via the objective interdependent quality vectors. 12 Rapacously utilize enterprise wate expenses via 24/7 markets.	Dynamically relevent market-driven opportunities and ubiquitous interfaces. Energistically fabricate an expanded array of riche markets through robust products. Appropriately implement valorary exertises via via strategic web-readness. Compellingly embrace empowered e-business after user finendly intellectual capital. 5 Interactively actualize front-end processes with effective convergence. Synergistically deliver performance based methods of empowerment whereas distributed expertise. Efficiently enable enabled sources and cost effective products. Completely synthesize principle-centered information after ethical communities. Efficiently innovate open-source infrastructures via Imexpensive materials. 10 Objectively integrate enterprise-wide strategic theme areas with functionalized infrastructures, interactively productize premium technologies whereas interdependent quality vectors.					



Coding

In Vivo Coding: Use participants' own language as notes

Interviewer: John Smith		
Interviewee: Megan Long		
Date: 5.16.21		
Location: Zoom		
Acronyms: IN (Interviewer), ML (Megan Long)		
IN: What do you see as 'quality' feedback from your instructors?		
ML: I think quality feedback is feedback that is detailed. I want to know that they actually read my paper, ya know? I like it when it is clear and also when it tells me what I need to do to change it. Sometimes I can get really confused about what I am supposed to do with a comment.	"When it is clear"	
IN: Do you prefer when feedback is written throughout your paper or only at the end?		
ML: I like it when teachers leave comments throughout. I guess it just shows me that they read the entire assignment.	"Leave comments	
IN: Do you like a mix of positive and negative feedback?	throughout"	
ML: Yes, I like both. It makes me feel really good when a teacher tells me that I am doing something well. It makes me feel encouraged, ya know? I feel like the time I put into was noticed. But I also like to know how I can do better.		
IN: Let's talk a bit about positive feedback. How would you feel is a teacher wrote 'good job' on your paper?	"I want to know what about it was actually good"	
ML: Haha, this happens a lot. Good job is nothing. It means nothing to me. I want to know what about it was actually good.	78	

Software

You can manually code your documents or you can purchase a software system to code your content. A popular one is Computer Assisted Qualitative Data Analysis Software (CAQDAS). It looks like this:

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Additionally, University of Illinois created <u>this free-access resource</u> with lists of these types of software you can select from.