

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.

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**.

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.

IN: Do you like a mix of positive and negative feedback?

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?

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.

	A	B
1		Negative Perception
2		Positive Perception
3		Authenticity
4		

Methods

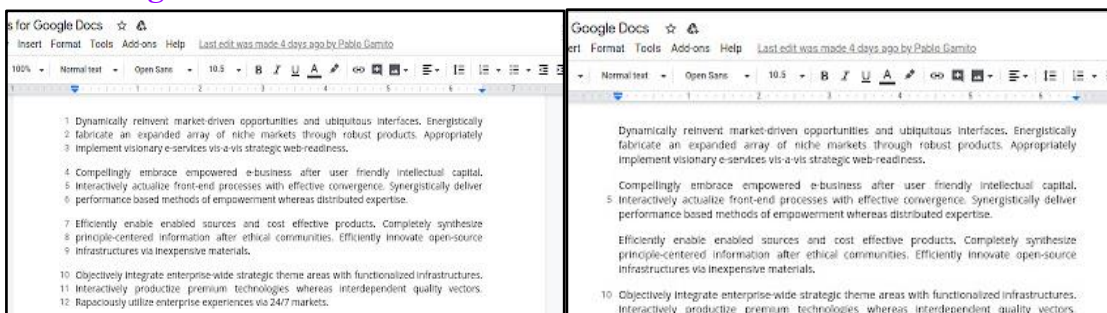
Researchers typically use two approaches when coding:

- (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



The image shows two side-by-side screenshots of a Google Docs document. The text in the document is numbered line-by-line, from 1 to 12. The text is a dense paragraph of business-related terms and phrases, such as 'Dynamically reinvent market-driven opportunities and ubiquitous interfaces. Energetically fabricate an expanded array of niche markets through robust products. Appropriately implement visionary e-services vis-a-vis strategic web-readiness.'

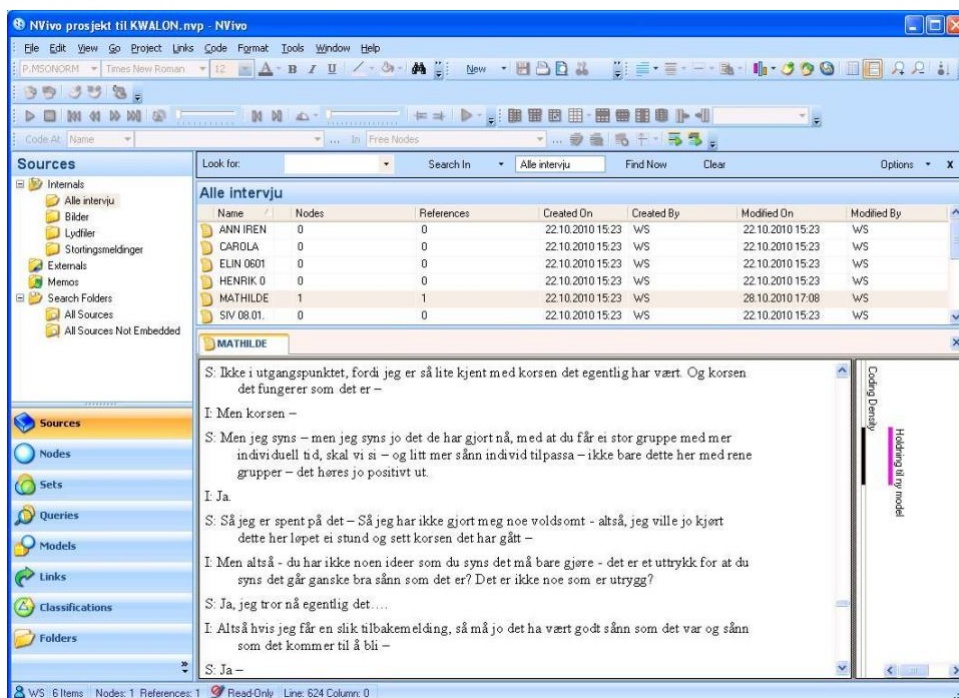
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In Vivo Coding: Use participants' own language as notes

<p>Interviewer: John Smith Interviewee: Megan Long Date: 5.16.21 Location: Zoom Acronyms: IN (Interviewer), ML (Megan Long)</p> <p>IN: What do you see as 'quality' feedback from your instructors?</p> <p>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.</p> <p>IN: Do you prefer when feedback is written throughout your paper or only at the end?</p> <p>ML: I like it when teachers leave comments throughout. I guess it just shows me that they read the entire assignment.</p> <p>IN: Do you like a mix of positive and negative feedback?</p> <p>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.</p> <p>IN: Let's talk a bit about positive feedback. How would you feel if a teacher wrote 'good job' on your paper?</p> <p>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.</p>	<p>"When it is clear"</p> <p>"Leave comments throughout"</p> <p>"I want to know what about it was actually good"</p>
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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:



Additionally, University of Illinois created [this free-access resource](#) with lists of these types of software you can select from.