CODING QUALITATIVE DATA

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Evaluation Lab

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DATA COLLECTION FOR CODING

- Focus Groups

- Interviews

- Questionnaires

- Meetings

- Types of data
  - **Flash cards**
  - **Scribing**
  - **Audio Transcripts**
  - **Questionnaire responses**

TIPS FOR MANAGEABLE DATA COLLECTION

- Keep it simple: dial down to what you need to know

- Be clear in the instructions

- Transcribe data into Excel, Word, or a coding program
  - **Line by line**
  - **Paragraph style**

PROS AND CONS OF CODING TOGETHER VS ALONE

Individual Coding

Pros
- Faster!
- Flexible timeframe
- Possibly less aggravating
- Greater continuity of codes

Cons
- Limited buy-in
- No discussion
- Greater opportunity for bias
- Less accountability

Group Coding

Pros
- Thorough
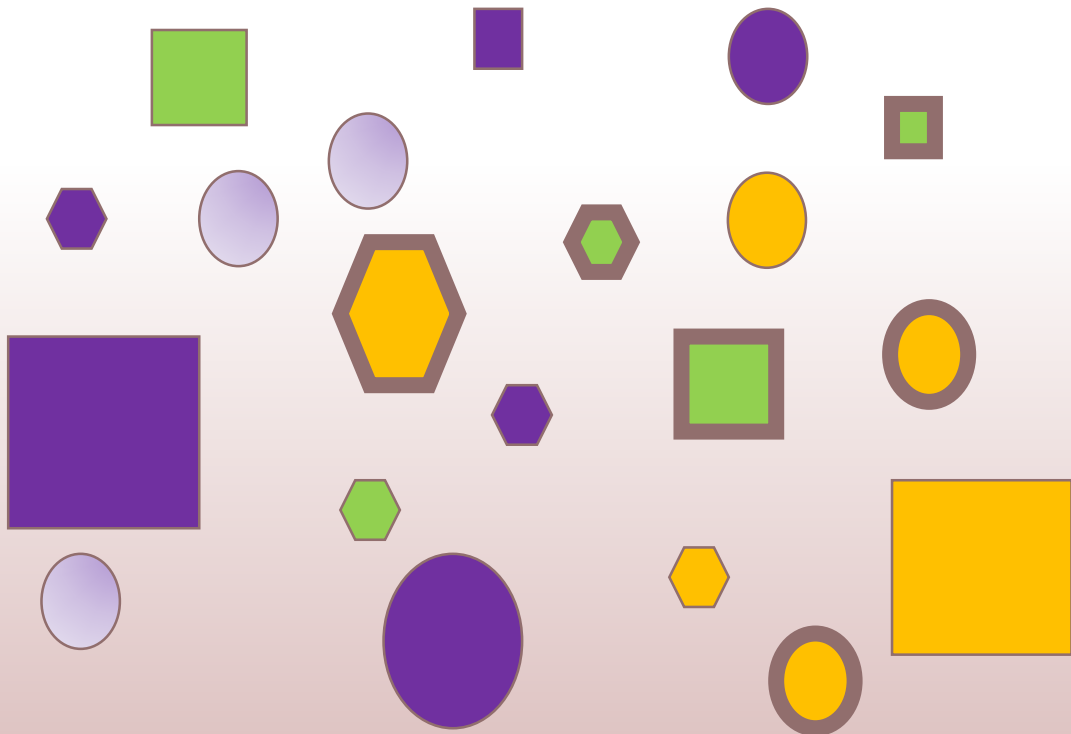- Buy-in
- Rich discussion
- Reduction of bias (perhaps)

Cons
- Slower!
- Can produce conflict
- Less flexible timeframe

If you want to go fast, go alone. If you want to go far, go together.

CODING: WHAT'S THE POINT AGAIN? (HINT: WHAT'S YOUR PURPOSE?)

- A method of organizing data

- Here are two examples:

LET'S GET CODING!