



Qualitative Data Coding Graduate Students' Workshop

DR NATASHA MORTLEY

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Qualitative Research

- ▶ ONTOLOGY – Constructivism (multiple realities)
- ▶ EPISTEMOLOGY – Interpretive approach (knowledge is situated)
- ▶ REASONING – Inductive (bottom up)



Eg Feminist Ethnography

- ▶ Feminist ethnography is driven by feminist theory and aims to understand the ways in which women across **diverse** local, translocal, and transnational fields of culture, power, and political economy **exercise agency**, engendering and negotiating the dynamics of globalization from below.
- ▶ For feminist researchers, **knowledge produced** from this method is linked to their advocacy and activism for women's rights and, more generally, human rights and social justice for all.



Qualitative Research

1. More than just numbers
2. The focus is on lived experiences, and the meanings that people use
3. Meaning resides in language (people think with language), qualitative research largely involves studying texts
4. Smaller samples used to examine phenomena in depth



Qualitative Research

5. Observations and findings depend on understanding contexts and the meanings held by the people within those contexts and the meanings of the things in those contexts.
6. Observations are typically of interactions in smaller groups or selectively defined settings.



Qualitative Research

7. Qualitative research is typically inductive (constructing new knowledge, new theory)
8. The research is reflexive—design is flexible and can change given the needs of the research.
9. The researcher must be reflexive as well—the brain tool must be calibrated, understood, active, paid attention to, controlled



Qualitative Research

10. Qualitative research is very practical, logical, and critical of itself. Researchers constantly ask, “Am I accurately depicting the social world given the ways I am collecting and analyzing my data?”
11. Good qualitative research is often the most rigorous, difficult research.

Assumptions of Qualitative Research

- Assumes that no *single* reality exists—instead there are **multiple realities**—and that concepts about reality should be recognized as constructions of the participants and observer.
- Theoretical perspectives assume that the researcher reconstructs the reality of the participants through careful observation and analysis.



Qualitative Methods

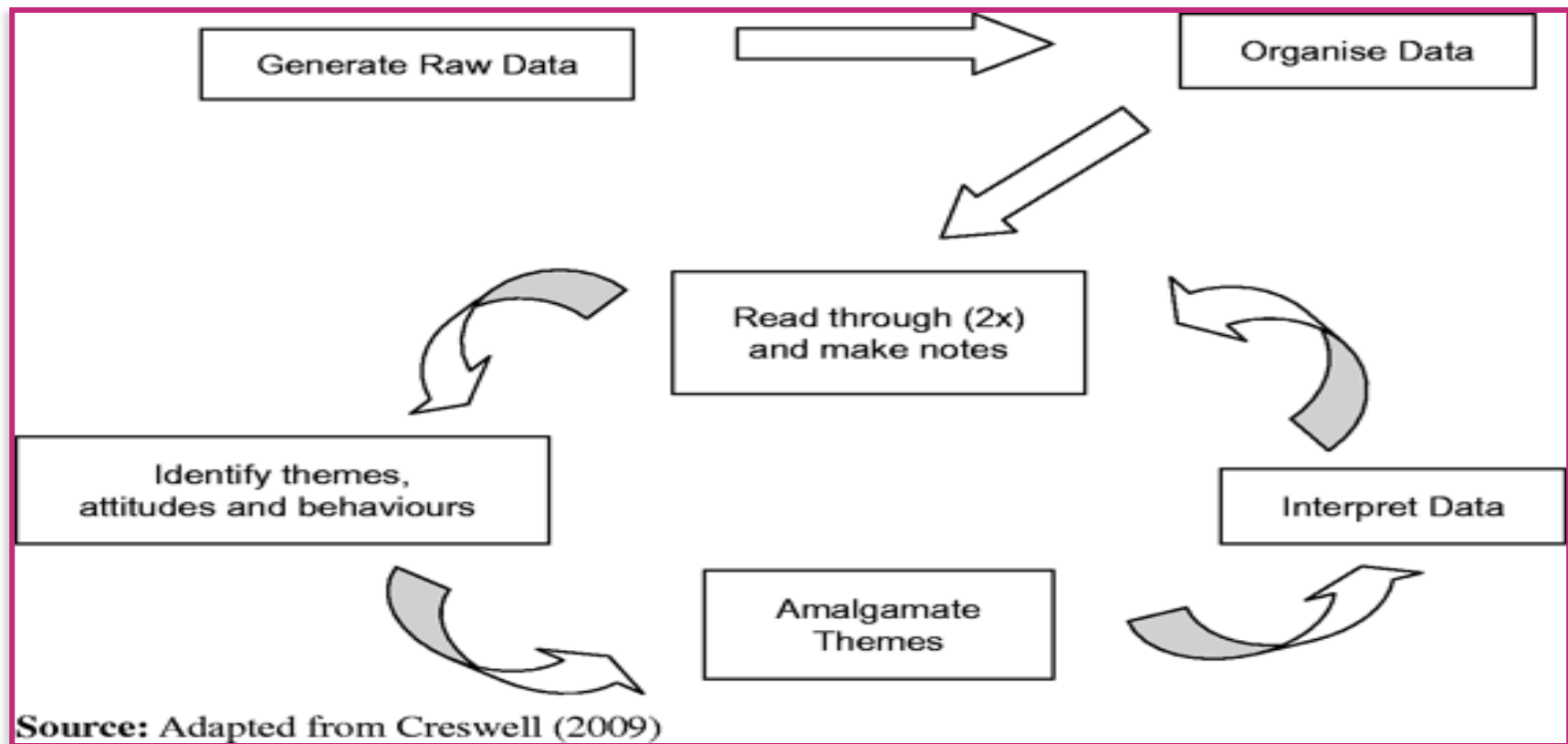
- ▶ Includes virtually any information that can be captured that is not numerical in nature.
- ▶ Qualitative data collection techniques include participant observation, content analysis, in-depth interviews, focus group studies
- ▶ Procedures for understanding the meanings behind people's behaviour.



Data Coding

- ▶ Coding the process of identifying a passage in the text (data), searching or identifying concepts or themes and making connections among those themes.
- ▶ In qualitative research you can pre-code but I have found that most coding takes place after data collection (preferred way as you allow the data to reveal its own truth)

DATA ANALYSIS





Step 1 - Raw Data Management

- ▶ Audio recordings transformed into transcripts



Step 2 - Data Reduction

- ▶ Get a sense of the data holistically, read several times (immersion)
- ▶ Classify and categorize repeatedly, allowing for deeper immersion
- ▶ Write notes in the margins (memoing)
 - ▶ These should include notes on the research setting, the participants, and other observations



Step 2 - Data Reduction

- ▶ Develop Data Matrix
- ▶ Chunking – classify sections of the data that are broadly similar
- ▶ I do my chunking according to research questions –
 - ▶ For each question, go through transcripts for each participant and cluster similar responses



Step 3 - Coding

- ▶ Assign codes to chunks
- ▶ Codes can be:

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- ▶ Codes derived from literature, theoretical frames

In Vivo (inductive or grounded)

- ▶ Codes derived from the data by using code names drawn from participant quotes or interpretation of the data



Coding Sample

I always wanted to get my doctorate but I never felt I had the time; then I reached a point in my career where I saw that without the credentials, I would never advance to the types of positions I aspired to..but I doubted I could do the work. I wasn't sure I could go back to school after so much time. And did I have the time, with working and a family? These were the things I struggled with as I looked for the right program*



Codes or Themes

- ▶ Red – career goals, aspirations
- ▶ Blue – self doubt



Step 4 – Interpreting Codes (Inductive meaning)

- ▶ Career goals/aspirations – need a doctorate for professional advancement and to meet professional goal of self development and empowerment
- ▶ Self doubt – because of challenges such as time management and family commitments



Interpretation and telling a story – Discussion

- ▶ Interpretation
- ▶ Linking themes and explanations across research questions
- ▶ Developing a discussion which explains and provides illustrations (through direct quotations)
- ▶ For feminist research its important to use narratives so women/marginalized voices are brought to the fore



Interpretation

REMEMBER!!!

- ▶ Depends on the perspective of the research
- ▶ Your research objectives
- ▶ Your personal experiences (bias)
- ▶ Need for reflection (ask yourself am I biased? How so?)
- ▶ Verification (go back to your participants) – done with grounded research
- ▶ I've used dissemination events to verify my findings



Sample – Masculinities & Crime Study

Research Objective 1

- ▶ To identify meanings, perceptions, expressions and manifestations of masculinity and manhood



Research Questions/Question in the Focus Groups

- ▶ How would you define Caribbean Masculinity and Manhood?
- ▶ Are there several masculinities within the Caribbean?
- ▶ How do perceptions vary according to age, socio economic status, religion/ethnicity?

	QUES 1	QUES 2	QUES 3
	Definition of Masculinity & Manhood	Variations in definitions	Vary according to age, class, religion
Respondent			
Tom Banks	<p>Masculinity means independence</p> <p>"men pride themselves in being independent and not depending on anyone"</p>	<p>Yes Caribbean has many variations in people's minds. In Jamaica there is a strong need to defend oneself & positions</p>	<p>It's about the culture and where we come from</p>
Don Pedro	<p>There is not one masculinity to be honest and personally I try not to define it because I am not even sure myself</p>	<p>Contradicting view. On one hand it's positive in terms of provider, supportive and on the other hand it's abusive</p>	<p>I would say culture and generational differences</p>
IB	<p>Masculinity is very economic here "when you lose your job & can't provide for family or give back to your mother, half your manhood is gone"</p>	<p>Masculinity now different from the version that I grew up with. The priorities older men had are different from younger males today who are lazy and have a freeness mentality</p>	<p>Yes age makes a difference and I think if you are from country or town</p>
AB	<p>Alpha male dominating but also taking responsibility in life</p>	<p>My understanding growing up as a child was diff. from broader societal views</p>	<p>It changes with your social setting and the other males that you are around at the time</p>



Codes or Themes

- ▶ Masculinities – independent, responsible, provider , elusive/hard to define
- ▶ Variations – Caribbean people define it differently

Some TIPS!!!!

- ▶ Make notes during interviews, focus groups, observations
- ▶ Transcribe as soon as you complete interviews/focus groups
- ▶ Leave out unnecessary words and chatter from transcripts
- ▶ Use quotations during chunking



References

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