

# Coding

- Coding = Analysis
- Codes are tags or labels for assigning units of meaning (a sort of symbolic association!)
- Codes are usually attached to “chunks” of varying sizes; words, phrases, sentences, paragraphs
- Codes are used to retrieve and organize chunks of data
- Clustering and displaying these chunks sets the stage for interpretation of data

# Conventional Approach to Coding

- Go through transcripts or field notes with pencil or marker
- Mark off units that cohere, deal with same topic
- Divide into topics and subtopics
- Identify ideas or topics that recur or emerge with some regularity
- Give these topics a “name”
- Mark names with shorthand label (code)
- With scissors, file cards or computers, sort, cluster and relabel the codes

# Types of Codes

- Descriptive codes: attributing a class of phenomena to a segment of text
- Interpretive codes: assumes a more complex, perhaps “backstage” web of motives--private and public rationales for a behavior
- Pattern codes: even more inferential and explanatory--illustrates an emergent relationship among events