



# Qualitative Data Analysis

Step Two:  
Initial Coding

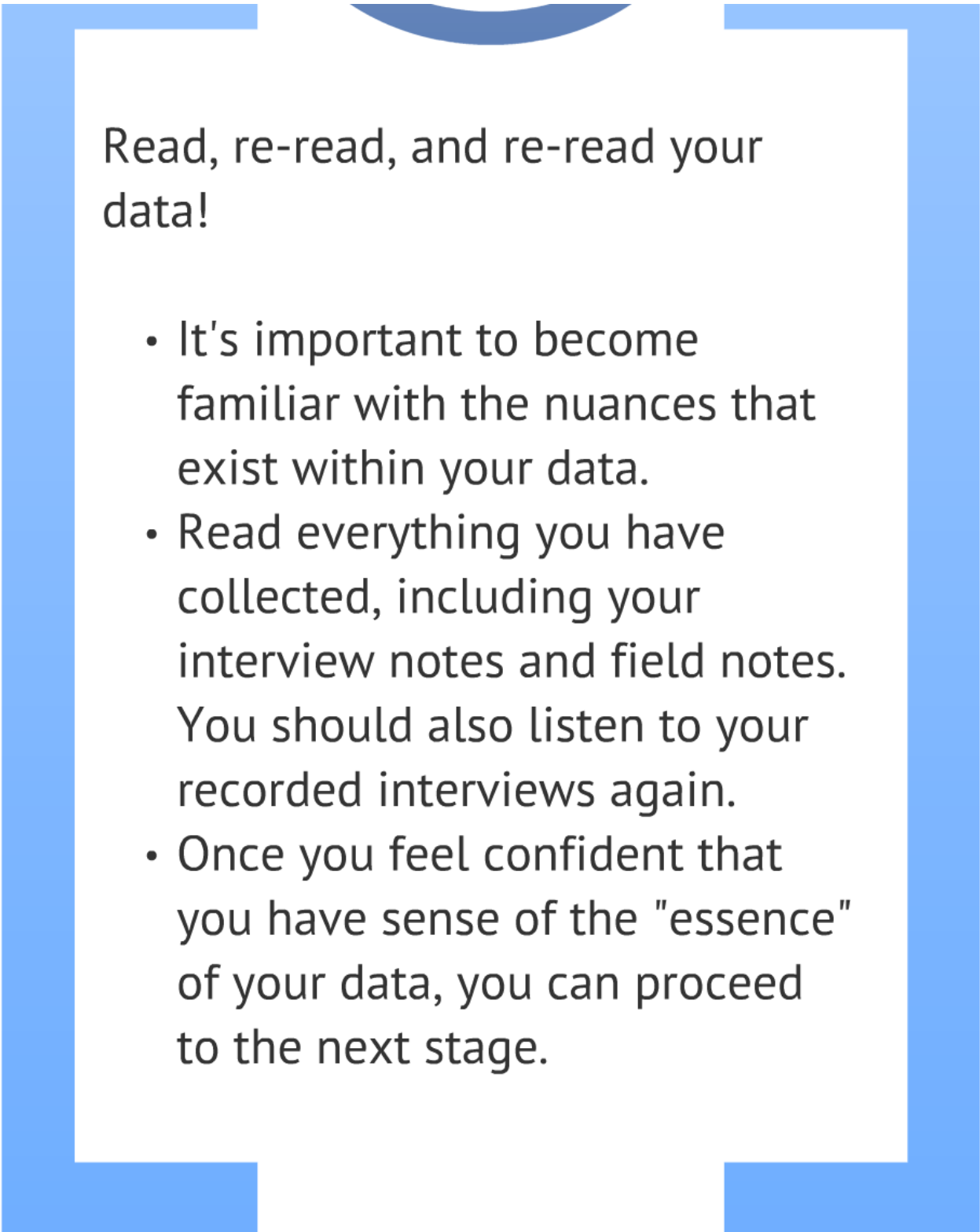
Step One:  
Review your Data

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**Step One:**  
**Review your Data**



Read, re-read, and re-read your data!


- It's important to become familiar with the nuances that exist within your data.
- Read everything you have collected, including your interview notes and field notes. You should also listen to your recorded interviews again.
- Once you feel confident that you have sense of the "essence" of your data, you can proceed to the next stage.



# Step Two: Initial Coding

## What is coding?

- The organization of data into "chunks" or categories that allow you to make sense of the data for your audience.
- During the initial coding stage, you should review your data and identify patterns that exist.
- Then, select terms or phrases that you think best describe what those patterns or chunks of data mean. Once you have gone through this process, you have essentially developed your themes.



Stage Three:  
Developing &  
Refining Themes



# Refining Themes



**There are multiple ways you can develop & describe your themes:**





## Option 1: "in vivo" coding

- Means "in the voice of" your participants. If you choose to use this type of coding, your themes will be the exact words and/or phrases used by your participants.

## Option 2: "sociologically constructed" coding

- Means that that the researcher assigns based on his/her perspective and experiences in society the themes that he/she "sees" in the data. In other words, you develop the themes that make sense to you.

### Option 3: coding from a framework or literature

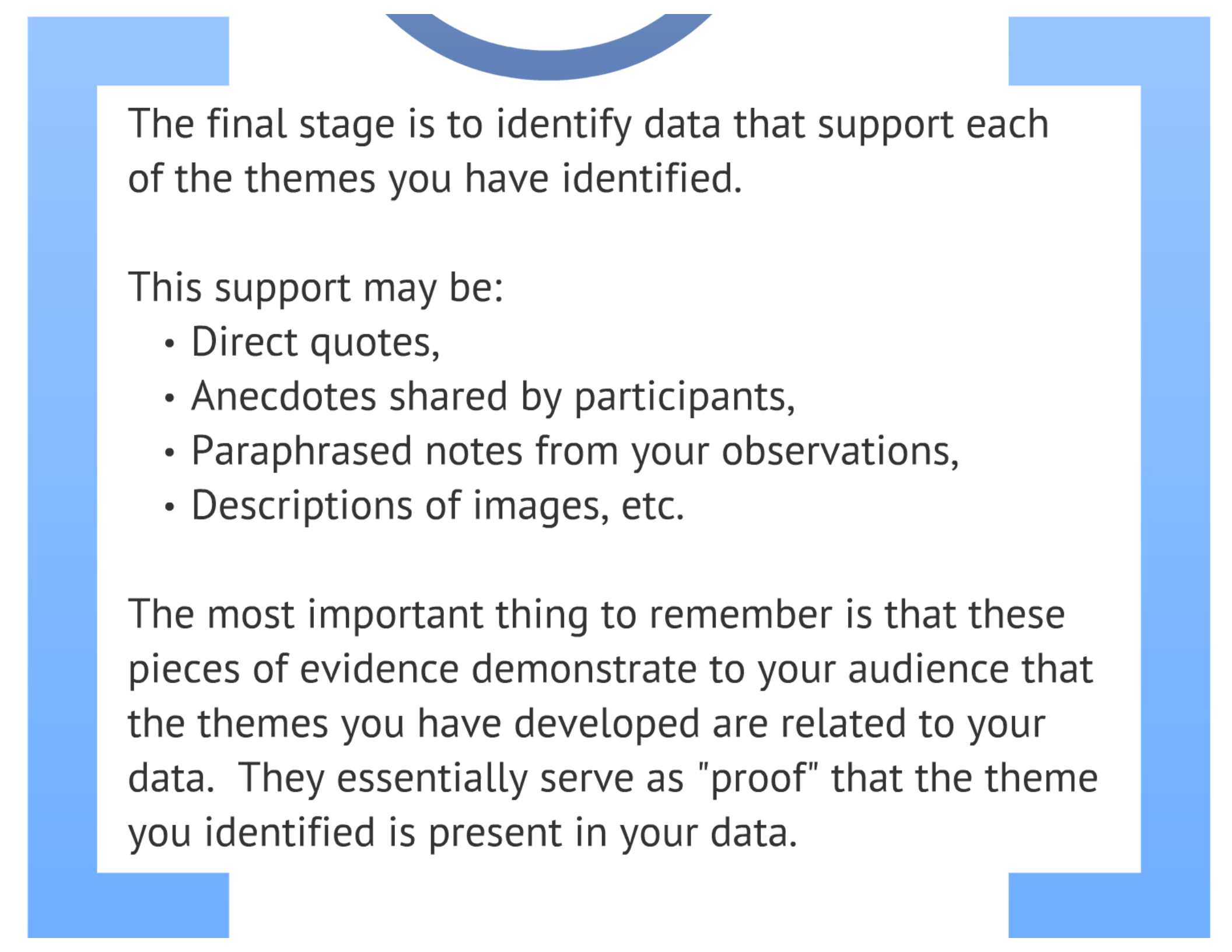
- Means that you use phrases or concepts that have developed by another researcher or author in a theoretical framework or within the literature you reviewed that helped frame your study. In this case, your themes should mirror what has been written in another source, unless you find a way to expand upon that author's work by adding or adapting a theme.

**No "best" way to  
do this - it's your  
choice as the  
researcher!**



**Stage Four:  
Supporting Evidence**





The final stage is to identify data that support each of the themes you have identified.

This support may be:

- Direct quotes,
- Anecdotes shared by participants,
- Paraphrased notes from your observations,
- Descriptions of images, etc.

The most important thing to remember is that these pieces of evidence demonstrate to your audience that the themes you have developed are related to your data. They essentially serve as "proof" that the theme you identified is present in your data.