

Coding as an initial step of qualitative data analysis



Different approaches to theory

The problem:

years, I think, after completing your doctorate. And then the expectation is that you'll gain external funding. So, the two well known ones are the early career staff one and the new career researcher, which are both in the 10,000 to 15,000 - 10,000 to \$12,000 range, as long as your project is approved and it's - yeah.

I: So therefore you have to apply for them?

Yeah, yeah, that's right.

I: There's nothing that you - - (That you can tap into ...)Automatically?

No, no, that's right. But that's where this consultancy is a potential alternative source because the consultancy work that I do through the centre, I employ post-graduate students as researchers, but we charge out their labour in the way a small business would. So, we work out a professional fee which is based upon we expertise because I'm spectrum the project, and there's a differential there between what v

I: And you make some profit?

Yeah. So, everything we do mak now, I've spent that on things lik journal. We publish an annual jo

Text contains raw data and irrelevant information

e student is paid as a researcher

count for the centre, and up til uey into the departmental , and I now fund that journal

through Historico directly. And also the publications of the centre lisen, and we publish a section within proceedings is also dedicated to the applied history field. And all of those publications are funded through the centre, through that consultancy money. And so, theoretically, in the future that's a reserve of money which I can call upon to develop my own research if I wanted to, but I would rather treat it as an expense for the centre, not as a private researcher's expense to me. So it's spent on things that are appropriate for the centre, as whole, not to me individually as a researcher.

I: Yeah, okay. We were interrupted here.

That's the north Ipswich project, yeah, yeah.

I: What's this?

That one came about as a result of an initiative that was happening at the Arts Faculty. The Ipswich Railway Workshops was originally being considered as a site for the university up at Ipswich. In the end it wasn't taken, but for a while there, the university was playing with the idea of opening a new campus at the old Railway Workshops, and the university art museum, one of the curators there is a photographer, and so he developed the idea of a photographic exhibition dealing with the old Railway Workshop site, which would then be on display at the new museum which has since been set up there. And so, because he worked at the university art museum, the dean of the Faculty of Arts was behind the idea because of that connection with Ipswich, and that the university now has a campus up at Ipswich. And so that was a project where they got a mumber of people from across the university to do research and to write interpretive essays on aspects of the site's history and heritage. So, it was to accompany a sort of photographic exhibition of the Railway Workshop and, of course, a catalogue

ldentification and Processing of relevant information

by indexing raw data

Coding

Procedure (initial step):

- 1. We read a text sequence (e.g. a line, a paragraph)
- 2. We interpret it

3. We decide which code to assign (indexing a paragraph, line, word ..)



What is a code?

Codes are categories (keywords, phrases, mnemonics, numbers) which are assigned to a text segment

Where do the codes come from?

From the empirical data

From theoretical considerations

Battle field of Grounded Theorists

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Why is this an important question?

principle of Openness

The empirical research process must be open for unexpected information principle of theoryguidedness

We must proceed from the existing theoretical knowledge; only this way we can contribute to it



using a general model of action (Strauss/Corbin 1990)

Axial coding is bad!, it forces categories on the data (Glaser 1992)



Where do the codes come from?

From the empirical data

From theoretical considerations

Start with theory! (Miles & Huberman 1994)

Our recommendation:

-Start with theory

-Use middle range theory

External Context	EC (PRE) (DUR)
EC: Demographics	EC-DEM
In county, school personnel	ECCO-DEM
Out county, nonschool personnel	ECEXT-DEM
EC: Endorsement	EC-End
In county, school personnel	ECCO-END
Out county, nonschool personnel	ECEXT-END
EC: Climate	EC-CLIM
In county, school personnel	ECCO-CLIM
Out county, nonschool personnel	ECEXT-CLIM
Internal Context	IC (PRE) (DUR)
IC: Characteristics	IC-CHAR
IC: Norms and Authority	IC-NORM
IC: Innovation History	IC-HIST
IC: Organization Procedures	IC-PROC
IC: Innovation-Organization Congruence	IC-FIT

Talking about the problem		
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What is a good code?

- 1. It should be sufficiently precise
- 2. It should enable a large part of the data material to be subsumed under it
- 3. It should be relevant for the research question

(Kelle/ Kluge 1999)

Research Question:

How does the performance based block funding of Australian universities affect the content of research ?



"The qualitative methods literature still lacks a systematic explication, presentation and discussion of coding technologies. Usually, coding strategies are handed over from one researcher generation to the next orally as an institute's tradition." (Kelle/ Kluge 1999, translated by GL)

1. Indexing of textual units

2. Synopsis of all textual units which have certain categories and possibly other characteristics in common

3. Identification of structures and patterns in the data material which can lead to new categories and subcategories

(Kelle/ Kluge 1999)

Further Strategies after the initial coding:

a) collect all text segments that are tagged with the same code and compare these segments

b) co-occurrences of codes (collect all text segments that are tagged by the same two codes, three codes)

c) Reorganise the data by Axial coding or Selective coding (identifying core categories, find relations between codes)

