Workshop
at the
VIIIth International Eurasian
Educational Research Congress ONLINE

Qualitative Data Coding
Nitel Veri Kodlama

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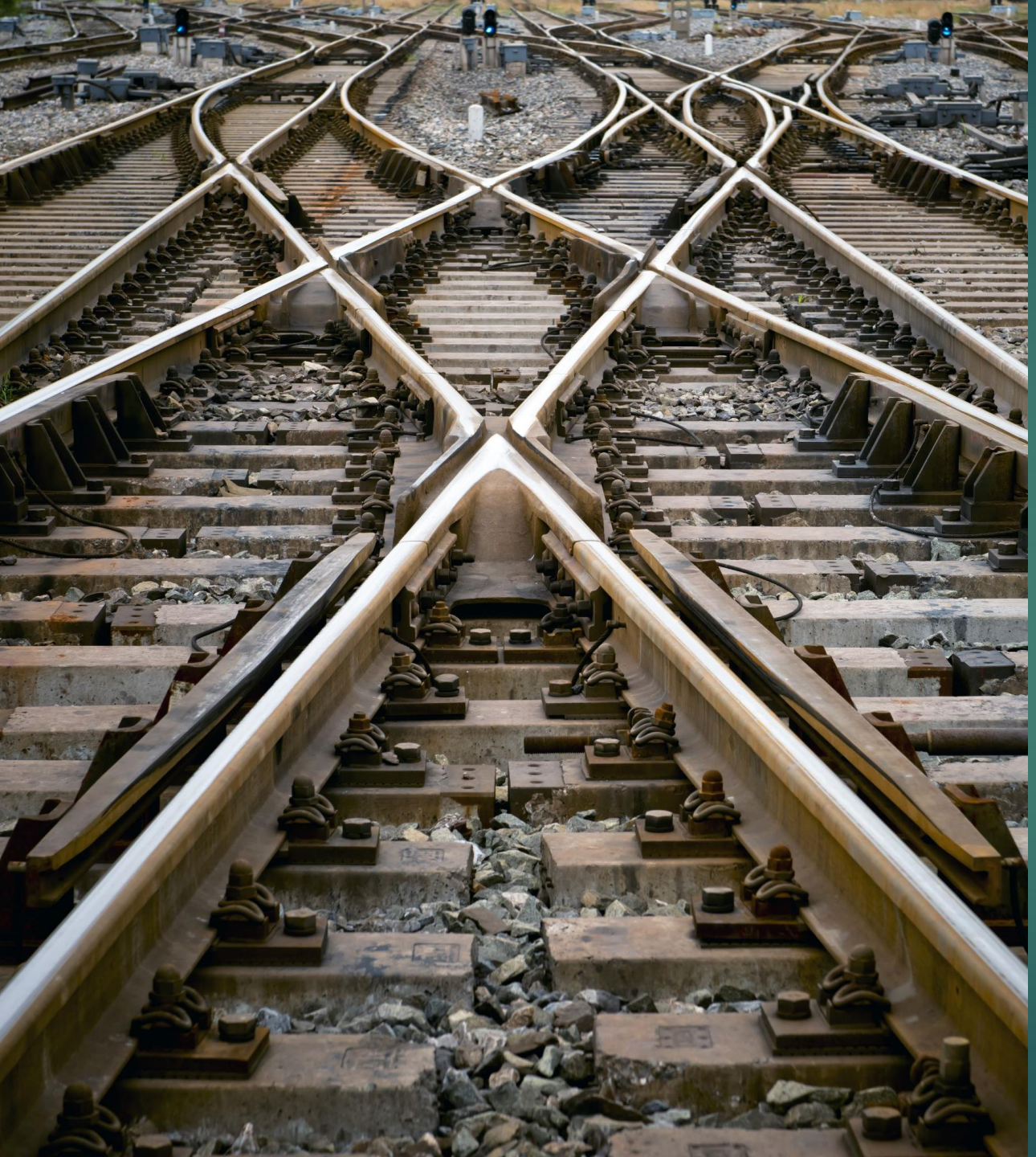


Outline

- Features of a Qualitative Data
- Qualitative Data Coding
- Types of Qualitative Analysis
- Philosophical Assumptions Informing Qualitative Data Coding
- Conducting Epoché (Bracketing)
- Conducting Memoing
- Coding Strategies
- Qualitative Data Coding Steps

Features of a Qualitative Data

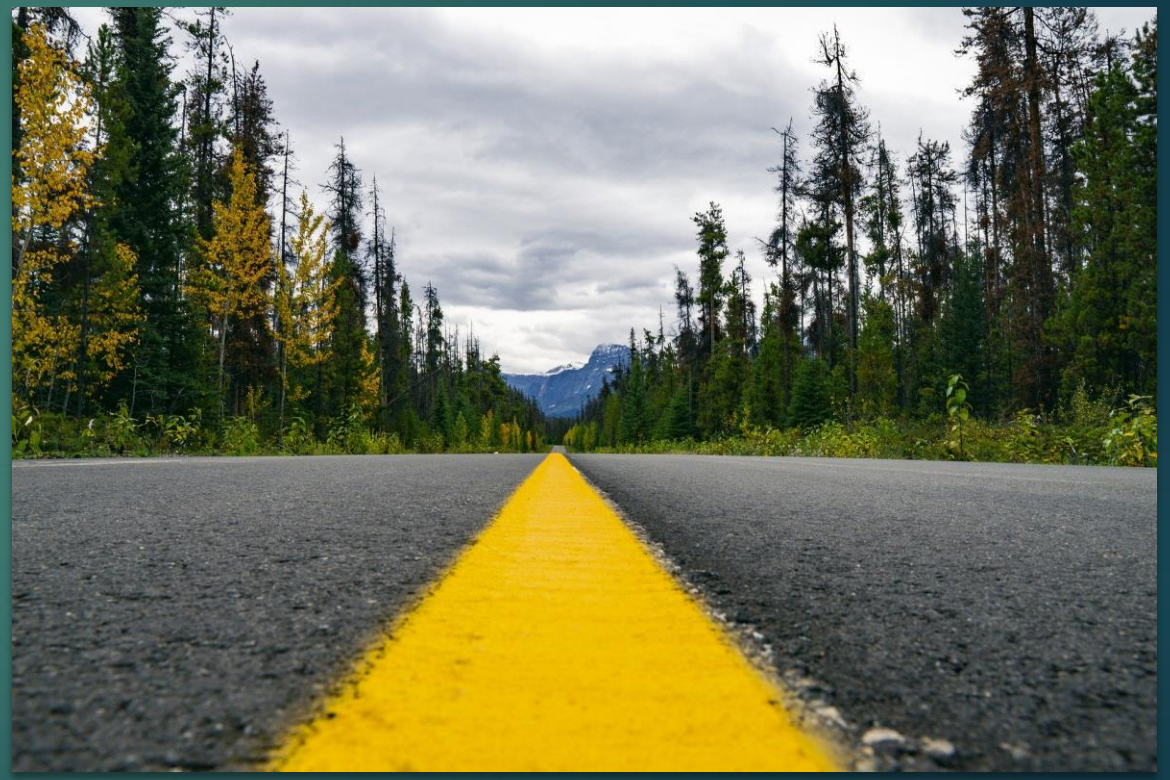
- Non-numeric
- Unstructured data
- Mainly words and visuals (could include audios and videos)

(Adu, 2019)

Qualitative Data Coding

Systematically Summarizing Data

- Extracting relevant Data
- Reducing the excepts to codes/themes
- Addressing the research questions



(Adu, 2019)

Types of Qualitative Analysis

Content analysis

Thematic analysis

Types of Qualitative Analysis

Content Analysis

Developing codes/themes (i.e., coding frame)

Extracting relevant information

Assigning codes/themes to the extracts

(Adu, 2017; Zhang & Wildemuth, 2005)

Types of Qualitative Analysis

Thematic Analysis

Extracting relevant information

Developing codes/themes

Assigning codes/themes to the extracts

(Guest, MacQueen, & Namey, 2012; Maguire & Delahunt, 2017)

Philosophical Assumptions Informing Qualitative Data Coding

- Multiple perspectives
- Relevance of the context
- Close connection researcher and participants/phenomenon

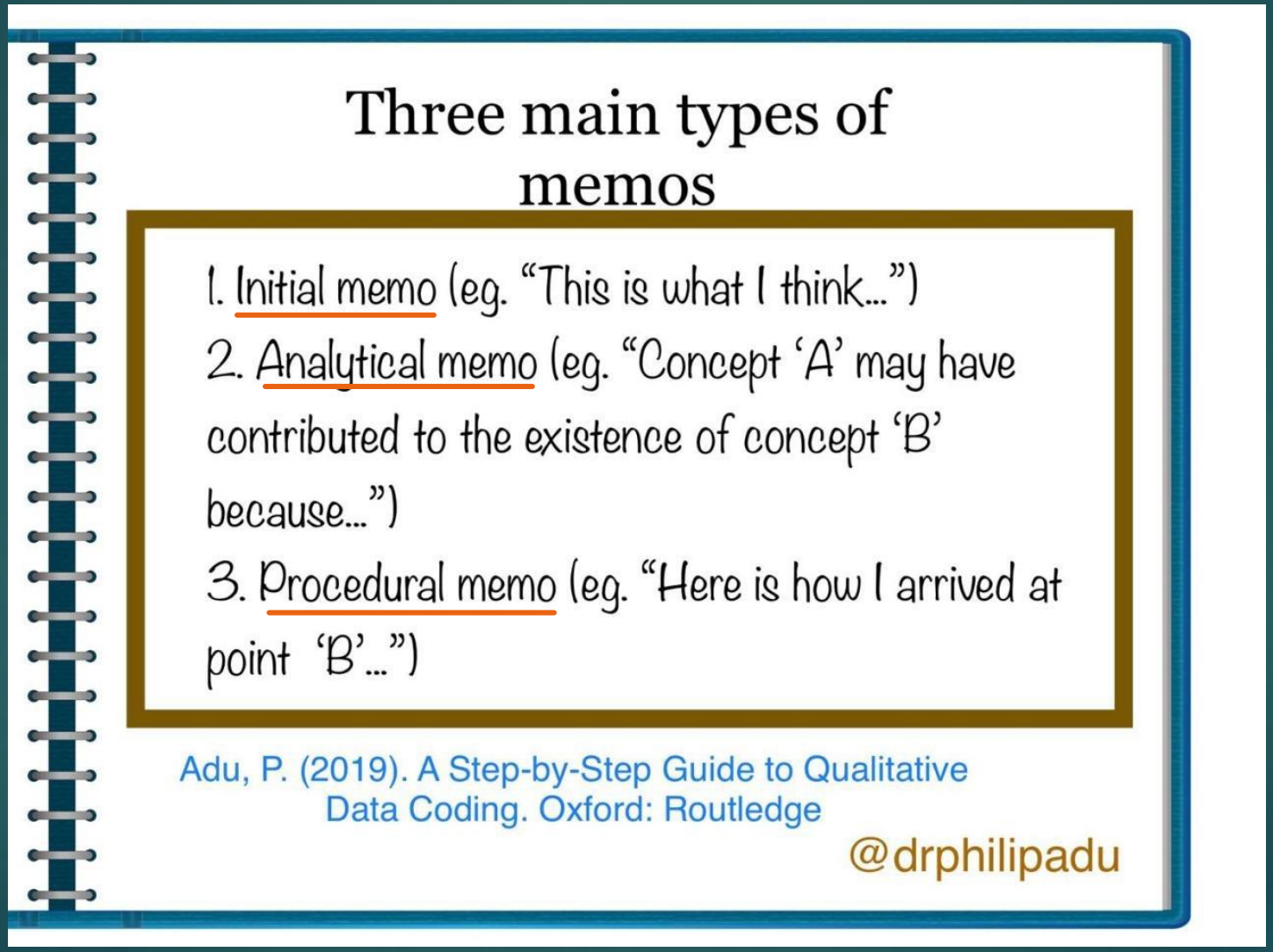
(Adu, 2019)

Conducting Epoché (Bracketing)

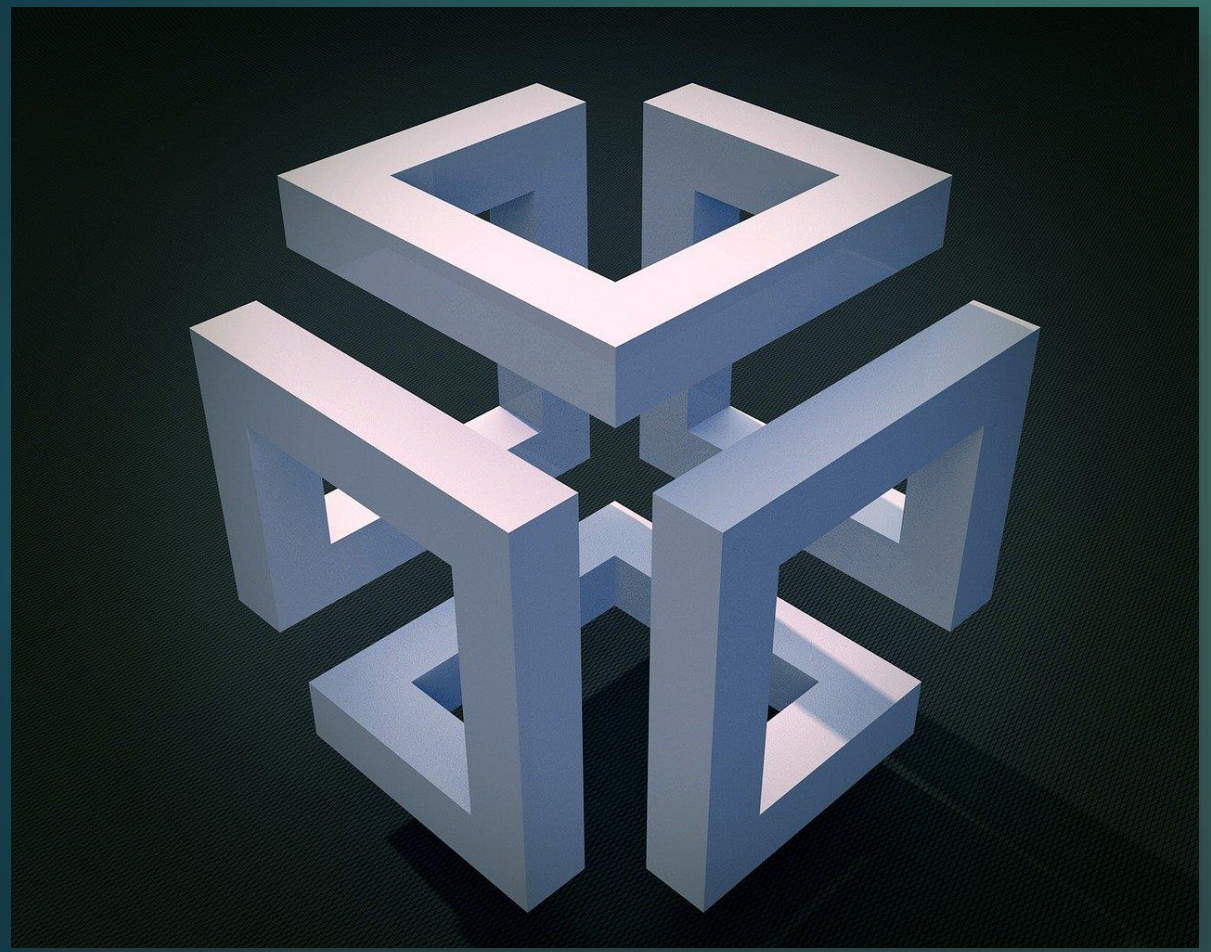
Taking	Working	Suspending
Taking your *role as a researcher* seriously	Working in line with the *philosophical assumptions* associated with the research approach	Suspending the *theories* you have

(Larsen & Adu, 2021)

Conducting Memoing



Coding Strategies



1. Description-focused Coding
2. Interpretation-focused Coding
3. Presumption-focused Coding

(Adu, 2019)

Coding Strategies

Description-focused Coding

Developing codes based on what is being said in the transcript

What is being said?

Select

Understand

Describe

Code

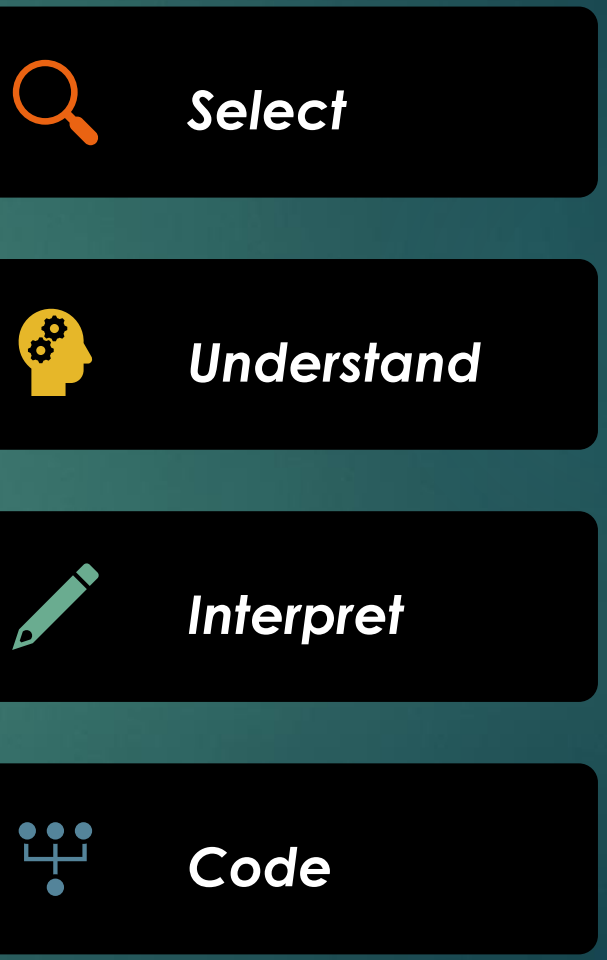
(Adu, 2019)

Coding Strategies

Interpretation-focused Coding

Developing codes based on your interpretation of what being said

What does the participant mean?



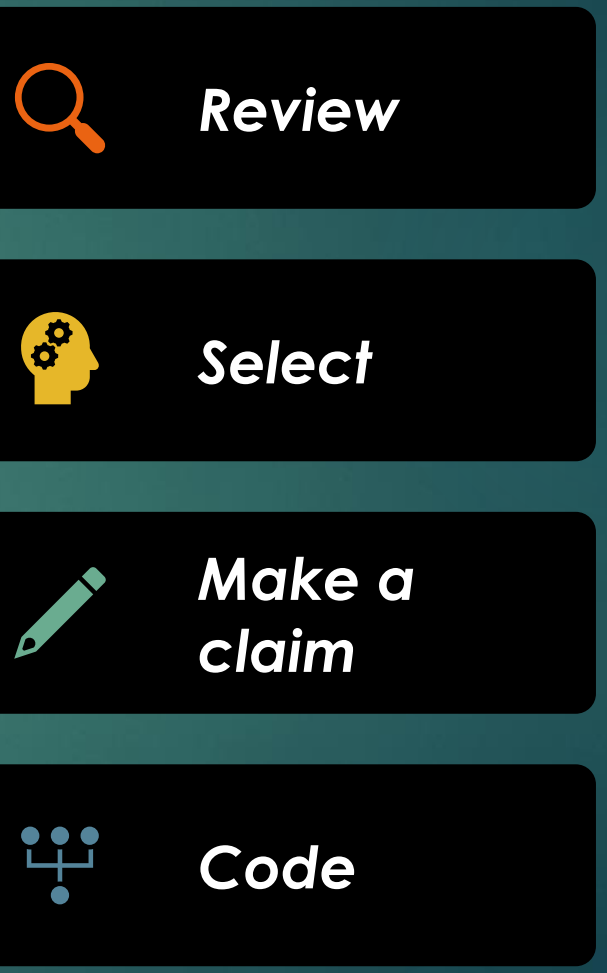
(Adu, 2019)

Coding Strategies

Presumption-focused Coding

Producing codes (i.e., clams) based on evidence discovered in the data

Based on the evidence, what conclusion can I make?



(Adu, 2019)

Qualitative Data Coding Steps

Step 1: Determine an appropriate coding strategy

Step 2: Create an anchor code for each of the research questions

Step 3: Identify relevant excerpt, assign a code or connect it to existing code

Step 4: Categorize codes

(Adu, 2019)

For Demonstration Purpose

Table 1

Demographics of Participants (Primary Health Care Physicians)

Participant's ID	Age	Gender	Years of Experience	Ethnicity
P1	37	Female	12	African American
P2	55	Male	25	European American
P3	70	Male	35	European American
P4	33	Female	2	African American
P5	65	Female	30	Asian American

Participant 1 *(Primary Health care Physician)* Interview

1. **How old are you?** 37
2. **How long have you been in in this profession?** 12 years
3. **What is your gender?** Female
4. **What is your ethnicity?** African American
5. **How did you become interested in medicine?** Growing up with a parent in health care; my mom was a nurse assistant, and she would take me to work with her to take care of elderly patients. She took care of them just as if they were her family, and I loved seeing the difference she made in their lives.
6. **Do you experience burnout/stress at work?** Yes, and many physicians do as well.
7. **How do you experience burnout?** Long hours, numerous clinical and administrative tasks
8. **What do you think are the causes of the burnout?** A lack of balance with work, and home life will often cause physicians to feel stressed and burned out. It is difficult to give your all at work, as well as do the same at home, just due to fatigue. However, for those that are working parents, and especially those with a hectic schedule, we must find a way to make it work, so that we can be effective for our patients and family.
9. **What do you do to reduce your burnout?** Spend time in prayer and reflection, time with family, and exercising. All these things help to refocus my mind and help me feel at peace again.

For Demonstration Purpose

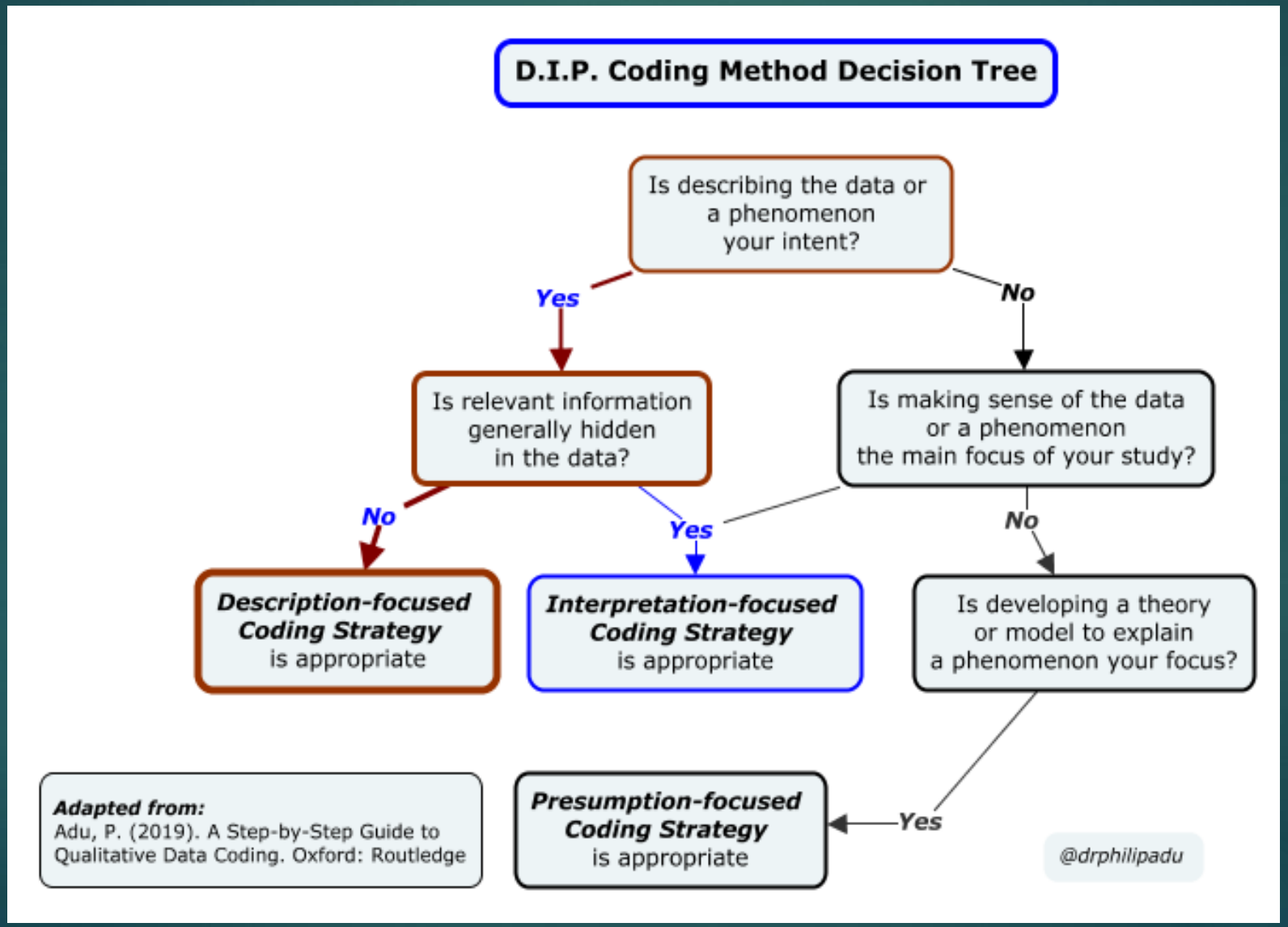
For Demonstration Purpose

Research Questions

1. What are the causes of burnout among primary health care physicians?

2. What can be done to reduce burnout among primary health care Physicians?

Step 1: Determine an appropriate coding strategy



Things to Consider

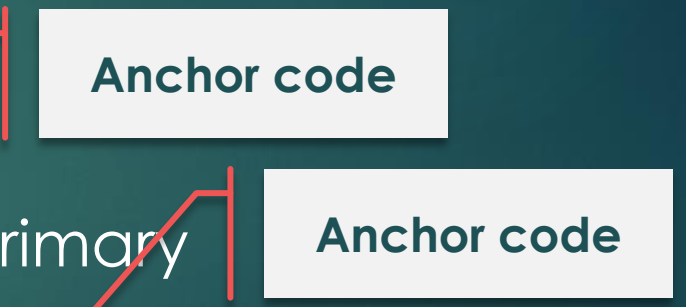
1. Intent of the study
2. Nature of the data

Step 2: Create an anchor code for each of the research questions

Anchor code is a label assigned to a research question.

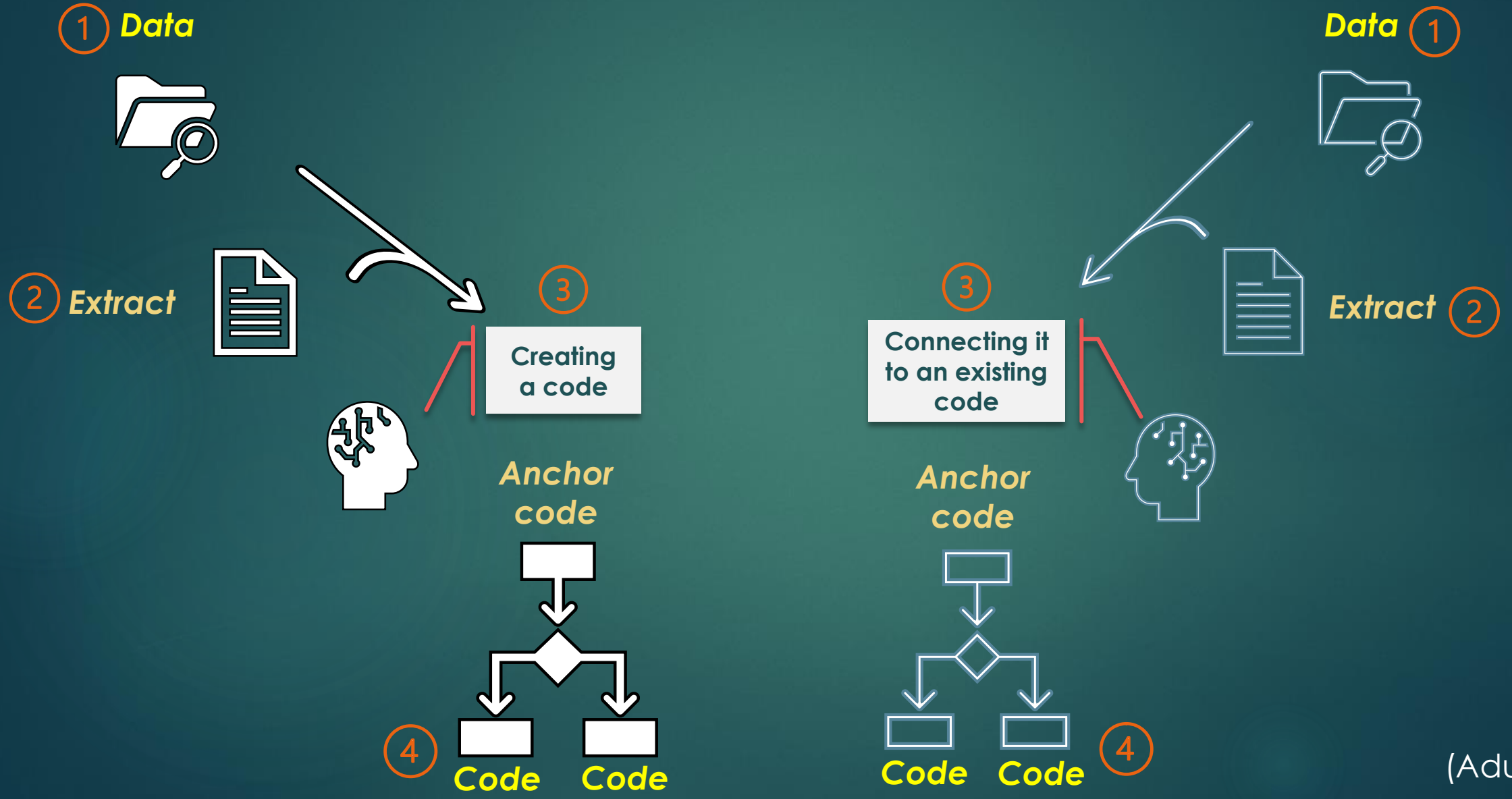
Research Questions

1. What are the causes of burnout among primary health care physicians? ***Burnout causes***
2. What can be done to reduce burnout among primary health care Physicians? ***Burnout solutions***



(Adu, 2019)

Step 3: Identify relevant excerpt, assign a code or connect it to existing code



(Adu, 2019)

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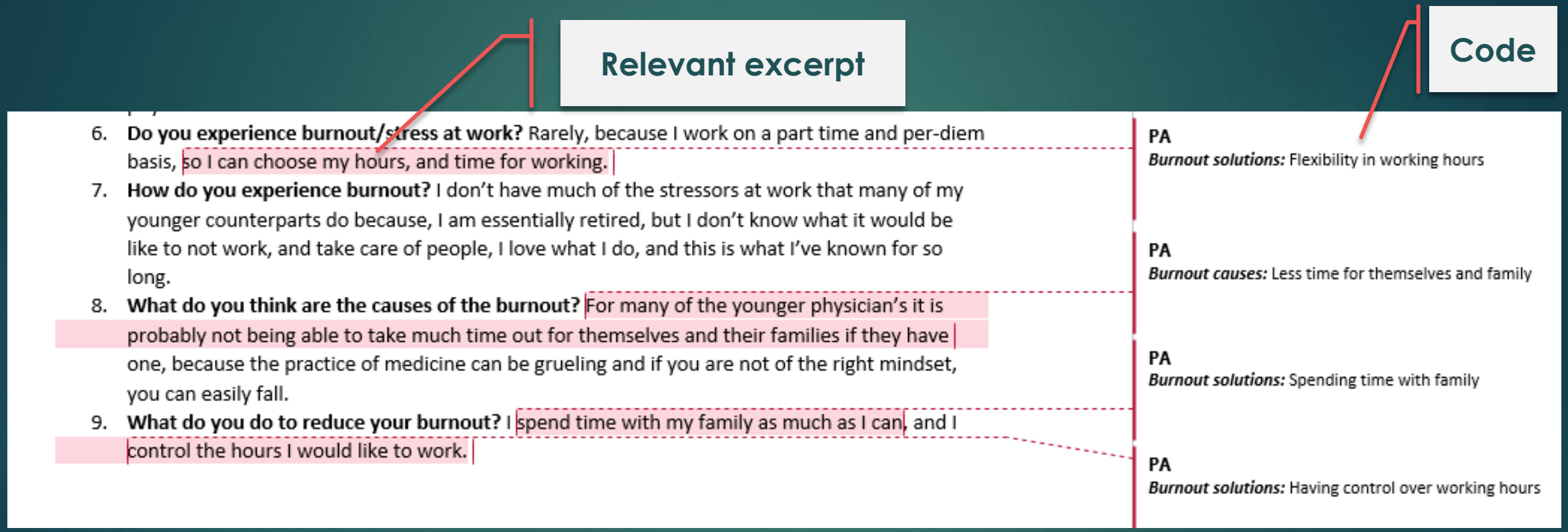


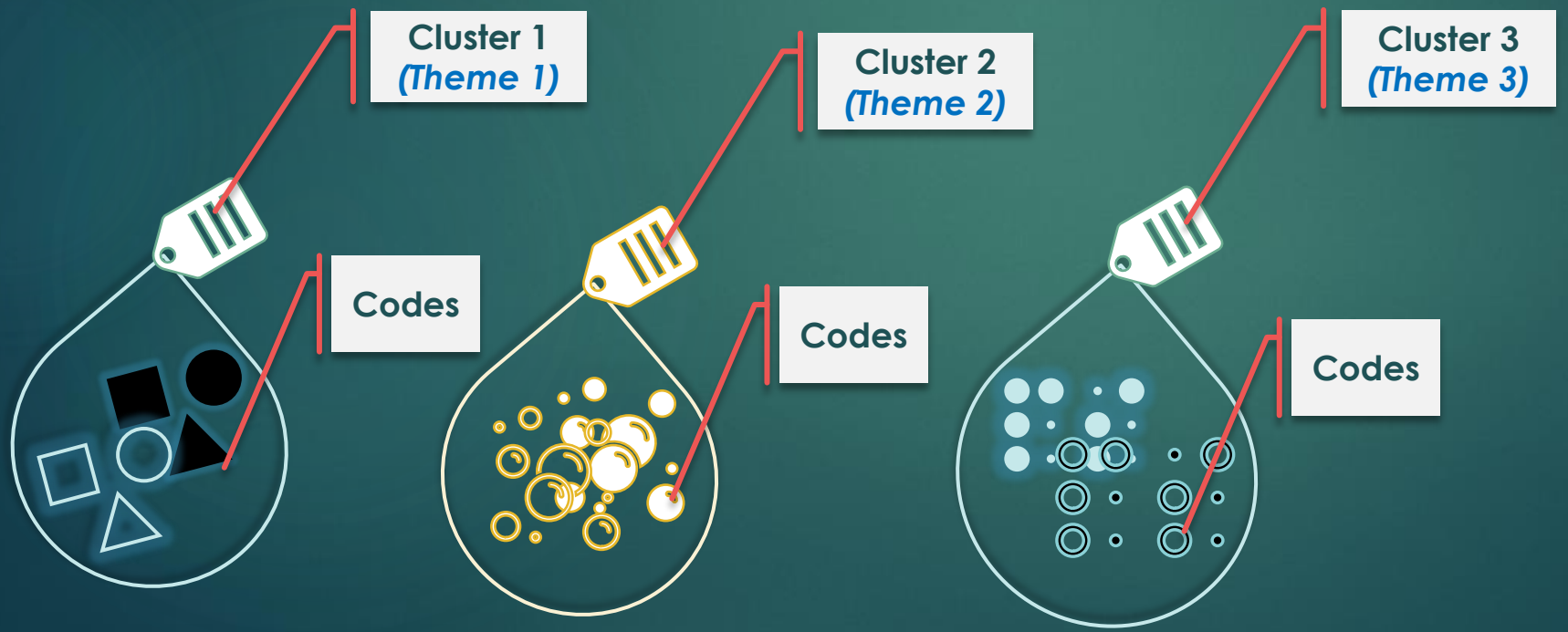
Resource: https://www.youtube.com/watch?v=4KOpSG7myOg

(Adu, 2019)

Step 4: Categorize codes

Using Sorting Strategy

Examining codes and grouping them based on their similarities



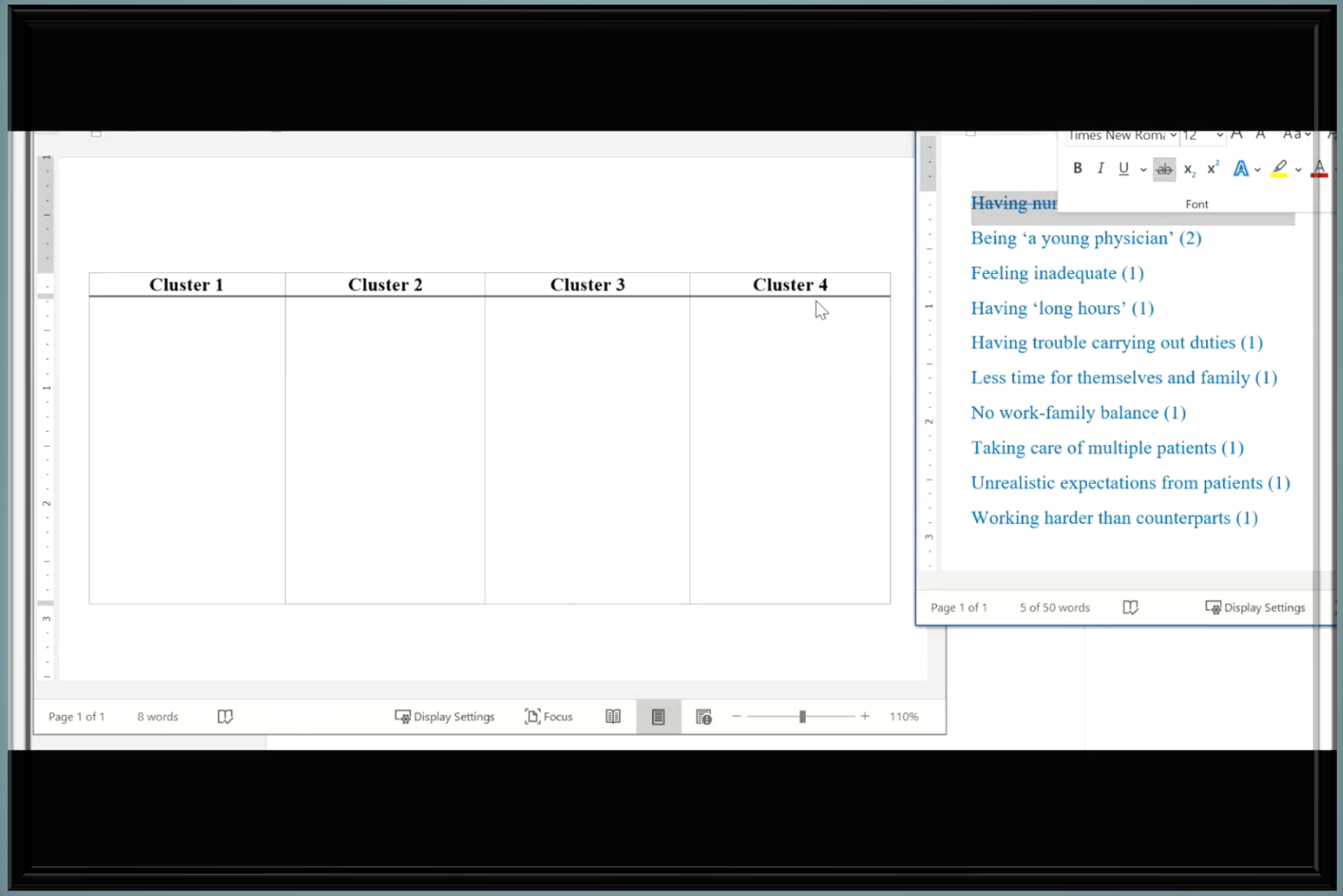
Sorting Process

1. *Review each code*
2. *Group them based on their similarities*
3. *Label each cluster*

Resource:
https://www.slideshare.net/kontorphilip/using-sorting-strategy-in-qualitative-analysis

(Adu, 2019)

Step 4: Categorize codes



Cluster 1	Cluster 2	Cluster 3	Cluster 4

Page 1 of 1 8 words Display Settings Focus 110%

Font

Having nur

Being ‘a young physician’ (2)

Feeling inadequate (1)

Having ‘long hours’ (1)

Having trouble carrying out duties (1)

Less time for themselves and family (1)

No work-family balance (1)

Taking care of multiple patients (1)

Unrealistic expectations from patients (1)

Working harder than counterparts (1)

Page 1 of 1 5 of 50 words Display Settings

Step 4: Categorize codes

1. What are the causes of burnout among primary health care physicians? ***Burnout causes***

① *Review each code*

Being 'a young physician' (2)

Feeling inadequate (1)

Having 'long hours' (1)

Having numerous work-related tasks (4)

Having trouble carrying out duties (1)

Less time for themselves and family (1)

No work-family balance (1)

Taking care of multiple patients (1)

Unrealistic expectations from patients (1)

Working harder than counterparts (1)

② *Group them based on their similarities*

Cluster 1	Cluster 2	Cluster 3	Cluster 4
Having numerous work-related tasks (4) Having 'long hours' (1) Having trouble carrying out duties (1) Taking care of multiple patients (1)	Being 'a young physician' (2) Feeling inadequate (1)	Unrealistic expectations from patients (1) Working harder than counterparts (1)	Less time for themselves and family (1) No work-family balance (1)

③ *Label each cluster*

Cluster 1: *Having high workload (7)*	**Cluster 2:** *Being new to the profession (3)*	**Cluster 3:** *Putting in extra effort (2)*	**Cluster 4:** *Having less time for family (2)*
Having numerous work-related tasks (4) Having 'long hours' (1) Having trouble carrying out duties (1) Taking care of multiple patients (1)	Being 'a young physician' (2) Feeling inadequate (1)	Unrealistic expectations from patients (1) Working harder than counterparts (1)	Less time for themselves and family (1) No work-family balance (1)

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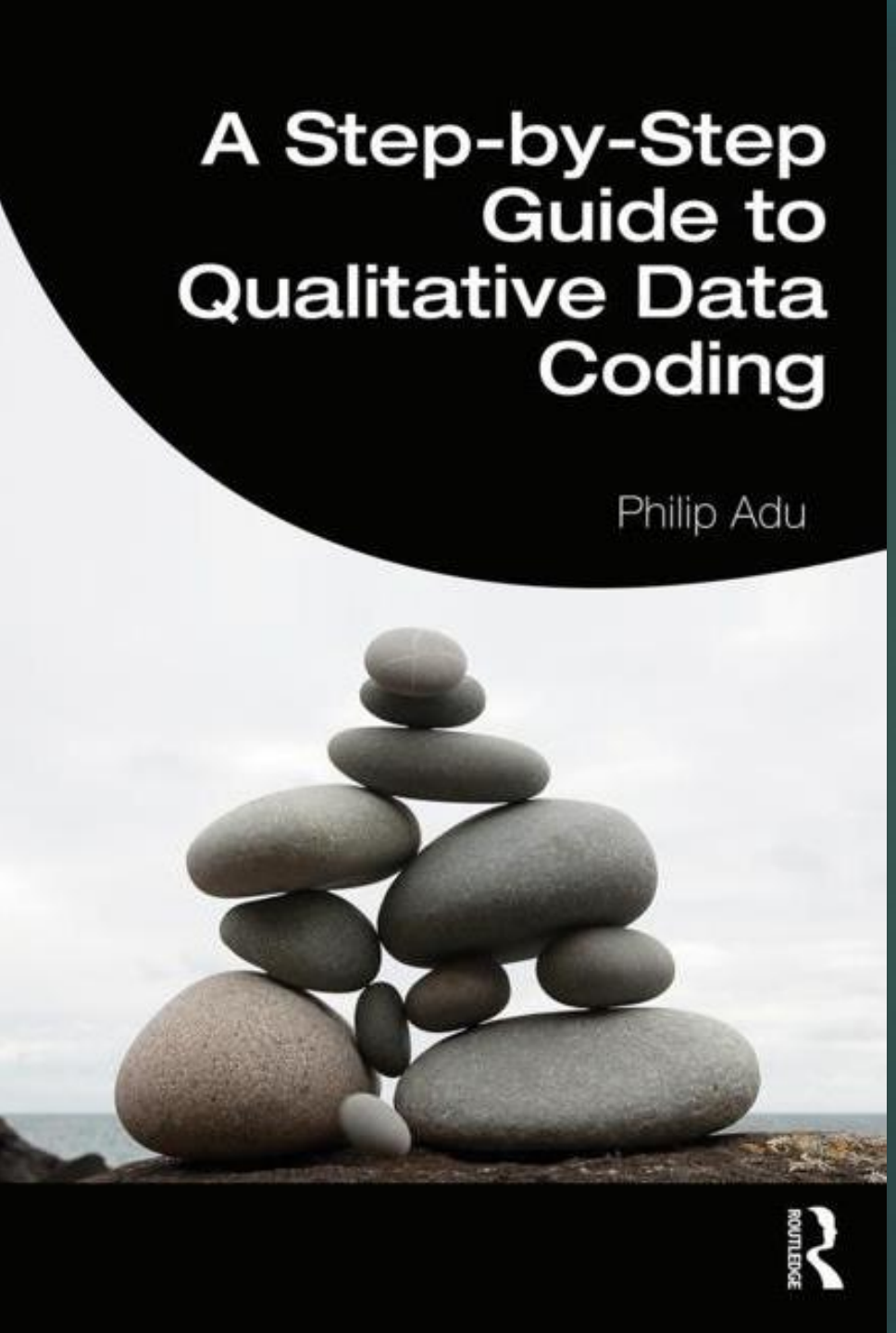

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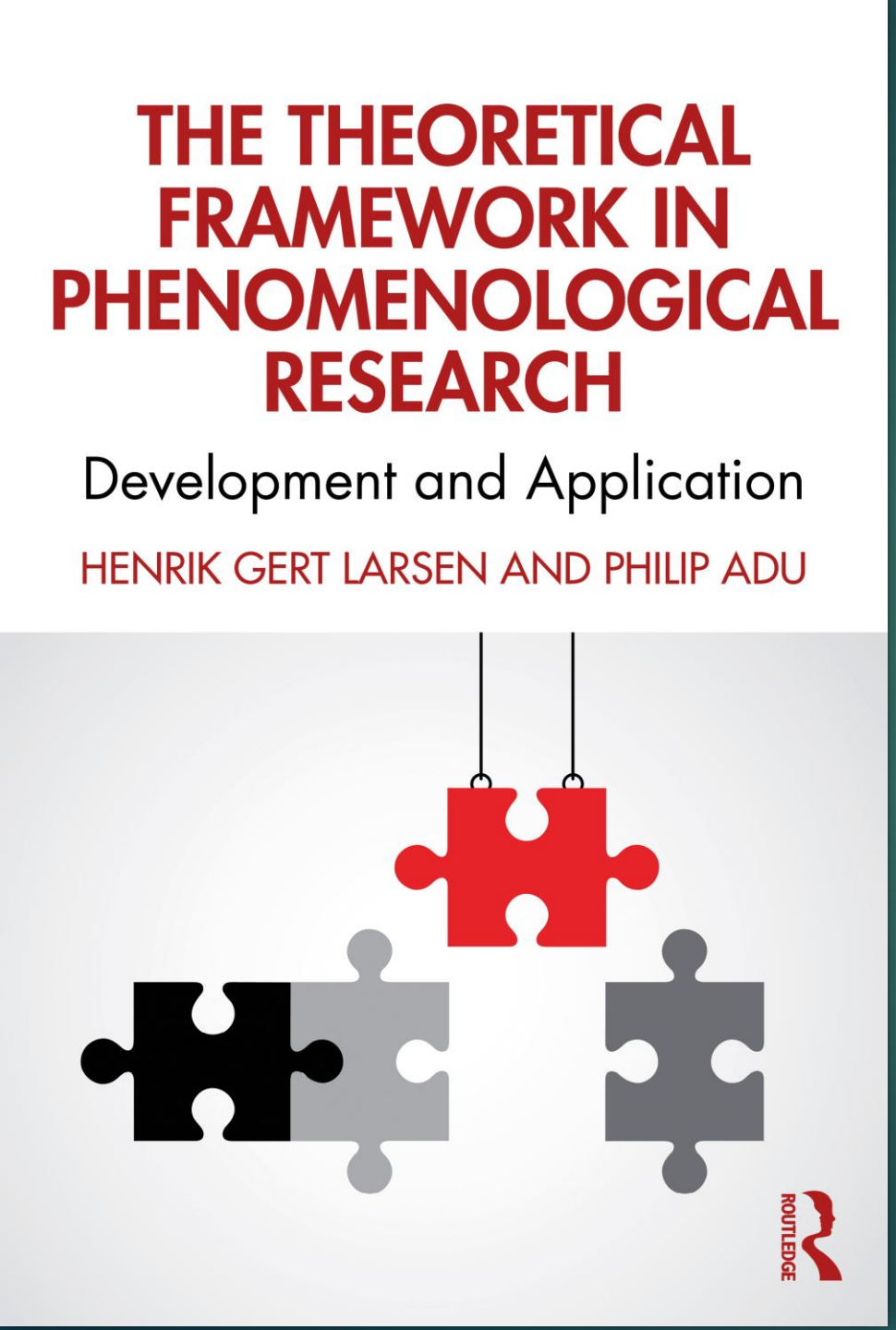

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Video of this Presentation

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YouTube: https://www.youtube.com/c/PhilipAdu

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Books:

- **A Step-by-Step Guide to Qualitative Data Coding**
- **The Theoretical Framework in Phenomenological Research: Development and Application**

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