

Contents

How to Use the Companion Website	xiii
About the Author	xv
Preface to the Third Edition	xvii
Acknowledgements	xix
1 An Introduction to Codes and Coding	1
Chapter Summary	1
Purposes of the Manual	2
What Is a Code?	4
<i>Coding examples</i>	4
<i>Coding for patterns</i>	5
<i>Coding lenses, filters, and angles</i>	7
<i>Coding as a heuristic</i>	9
Codifying and Categorizing	9
<i>From codes to categories</i>	10
<i>Recoding and recategorizing</i>	11
<i>From codes and categories to theory</i>	14
<i>The differences between codes and themes</i>	15
What Gets Coded?	16
<i>Units of social organization</i>	16
<i>The coded researcher</i>	17
<i>Amounts of data to code</i>	17
Coding Techniques	18
<i>Data layout</i>	18
<i>Pre-coding</i>	20
<i>Preliminary jottings</i>	21
<i>Questions to consider as you code</i>	22
<i>Coding contrasting data</i>	23
The Numbers of Codes	23
<i>"Lumping" and "splitting" the data</i>	23
<i>The quantities of qualities</i>	25
<i>"Quantitizing" the qualitative</i>	25
<i>The codebook or code list</i>	27



Manual and CAQDAS Coding	28
<i>Coding manually</i>	29
<i>Coding electronically</i>	30
<i>Data formatting for CAQDAS</i>	32
<i>Coding capabilities with CAQDAS</i>	33
<i>Searches and queries with CAQDAS</i>	34
Solo and Team Coding	36
<i>Coding collaboratively</i>	36
<i>Coding solo</i>	37
Necessary Personal Attributes for Coding	38
On Method	39
<i>Critiques against coding</i>	40
<i>Coding as craft</i>	42
 2 Writing Analytic Memos about Narrative and Visual Data	 43
Chapter Summary	43
The Purposes of Analytic Memo Writing	44
What Is an Analytic Memo?	44
Examples of Analytic Memos	45
<i>Reflection and refraction</i>	53
Coding and Categorizing Analytic Memos	54
<i>Analytic memos generate codes and categories</i>	54
Grounded Theory and its Coding Canon	55
Analyzing Visual Data	57
<i>Photographs</i>	57
<i>Documents and artifacts</i>	61
<i>Live and video-recorded action</i>	62
<i>Recommended guidance</i>	64
 3 First Cycle Coding Methods	 67
Chapter Summary	67
The Coding Cycles	68
Selecting the Appropriate Coding Method(s)	69
<i>Various perspectives on coding decisions</i>	69
<i>Research question alignment</i>	70
<i>Paradigmatic, conceptual, and methodological considerations</i>	71
<i>Coding and a priori goals</i>	71
<i>Coding in mixed methods studies</i>	72
<i>Exploratory coding</i>	73
<i>"Generic" coding methods</i>	73
<i>New and hybrid coding schemes</i>	74
<i>General criteria for coding decisions</i>	74
<i>On overwhelming fear</i>	76



Two Common Coding Errors	76
Overview of First Cycle Coding Methods	80
The Coding Methods Profiles	80
<i>Sources</i>	80
<i>Description</i>	81
<i>Applications</i>	81
<i>Example</i>	81
<i>Analysis</i>	82
<i>Notes</i>	82
Grammatical Methods	82
<i>Attribute Coding</i>	83
<i>Magnitude Coding</i>	86
<i>Subcoding</i>	91
<i>Simultaneous Coding</i>	94
Elemental Methods	97
<i>Structural Coding</i>	98
<i>Descriptive Coding</i>	102
<i>In Vivo Coding</i>	105
<i>Process Coding</i>	110
<i>Initial Coding</i>	115
<i>Concept Coding</i>	119
Affective Methods	124
<i>Emotion Coding</i>	124
<i>Values Coding</i>	131
<i>Versus Coding</i>	136
<i>Evaluation Coding</i>	140
Literary and Language Methods	145
<i>Dramaturgical Coding</i>	145
<i>Motif Coding</i>	150
<i>Narrative Coding</i>	154
<i>Verbal Exchange Coding</i>	159
Exploratory Methods	165
<i>Holistic Coding</i>	166
<i>Provisional Coding</i>	168
<i>Hypothesis Coding</i>	170
Procedural Methods	174
<i>Protocol Coding</i>	174
<i>OCM (Outline of Cultural Materials) Coding</i>	178
<i>Domain and Taxonomic Coding</i>	181
<i>Causation Coding</i>	186
Themeing the Data	198
<i>Metasummary and metasynthesis</i>	204
Forms for Additional First Cycle Coding Methods	206



4	After First Cycle Coding	211
	Chapter Summary	211
	Post-Coding Transitions	212
	Eclectic Coding	212
	Code Mapping and Landscaping	218
	<i>Code mapping</i>	218
	<i>Code landscaping</i>	223
	Operational Model Diagramming	226
	Additional Transition Methods	228
	<i>Coding the codes</i>	229
	<i>Code charting</i>	229
	<i>Tabletop categories</i>	230
	<i>From codes to themes</i>	231
	<i>"Shop-talking" through the study</i>	231
	Transitioning to Second Cycle Coding Methods	232
5	Second Cycle Coding Methods	233
	Chapter Summary	233
	The Goals of Second Cycle Methods	234
	Overview of Second Cycle Coding Methods	235
	Second Cycle Coding Methods	236
	<i>Pattern Coding</i>	236
	<i>Focused Coding</i>	239
	<i>Axial Coding</i>	244
	<i>Theoretical Coding</i>	250
	<i>Elaborative Coding</i>	255
	<i>Longitudinal Coding</i>	260
	Forms for Additional Second Cycle Coding Methods	268
6	After Second Cycle Coding	273
	Chapter Summary	273
	Post-Coding and Pre-Writing Transitions	274
	Focusing Strategies	274
	<i>The "top 10" list</i>	274
	<i>The study's "trinity"</i>	275
	<i>Codeweaving</i>	276
	<i>The "touch test"</i>	276
	From Coding to Theorizing	277
	<i>Elements of a theory</i>	277
	<i>Categories of categories</i>	278
	<i>Category relationships</i>	280
	<i>Categories and analytic memos as sources for theory</i>	281



Formatting Matters	282
<i>Rich text emphasis</i>	282
<i>Headings and subheadings</i>	283
<i>Findings “at a glance”</i>	283
Writing about Coding	284
Ordering and Reordering	286
<i>Analytic storylining</i>	287
<i>One thing at a time</i>	287
<i>Begin with the conclusion</i>	288
Assistance from Others	288
<i>Peer and online support</i>	288
<i>Searching for “buried treasure”</i>	289
Closure	289
Appendix A A Glossary of Coding Methods	291
Appendix B A Glossary of Analytic Recommendations	299
Appendix C Field Note, Interview Transcript, and Document Samples for Coding	305
Appendix D Exercises and Activities for Coding and Qualitative Data Analytic Skill Development	311
References	315
Index	333