AN INTRODUCTION TO QUALITATIVE DATA ANALYSIS

WHAT IS CODING?

Coding is a way to analyze data from qualitative narrative-style data. Coding is the core part of grounded theory. Where you don't approach the data with an idea of what the outcome will be but is an inductive approach that looks for emergent themes within the data.

OPEN CODE

Step one of analyzing qualitative data is open coding. Open code finds common themes within the interviews that relate to the research questions. The best way to do this is to just copy over parts from the interview which is why having the transcription of the interview is needed.

I. Question: Why Do Participants Connect with The Land Institute?
Open Codes
interested in work (I-3)
What TLI is doing/feeling is important (I-5)
intrigued by their science (I-2, I-9, I-10)
found through someone they know (I-2)
is an organic regenerative organic research scientist farmer(I-10)
Has PHD in plant chemistry (I-10)
Personal connection (I-10)
Been apart of another project (I-10)
Childhood connection to Ag, farming , gardening (I-2, I-5)
TLI newsletter and email list (I-2, I-7)
Participated in Kernza (I-2)
Personal connection with TLI (I-4, I-5, I-6)
getting new plants to try (I-6, I-8)
Owns land for farming/gardening (I-2, I-5, I-6, I-7)
how to steward the land (I-2)
background in soil science (I-4)
curiosity (I-5)
see what can be done (I-5)
likes TLI's vision, what they're trying to do (I-5)
background in sustainability, ecology (I-7)
love for science (I-6)
saw a presentation by TLI (I-7)

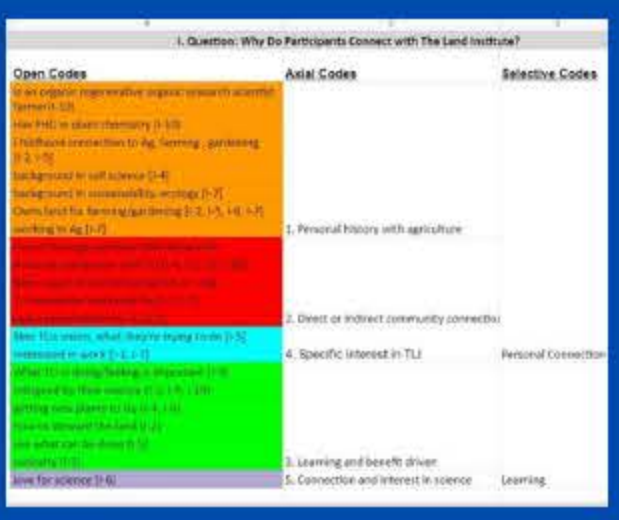
AXIAL CODE

I. Question: Why Do Participants Connect with The Land Institute?		
Open Codes	Axial Codes	S… C…
is an organic regenerative organic research scientist farmer(I-10)	1. Personal history with agriculture	
Has PHD in plant chemistry (I-10)	1. Personal history with agriculture	
Childhood connection to Ag, farming , gardening (I-2, I-5)	1. Personal history with agriculture	
background in soil science (I-4)	1. Personal history with agriculture	
background in sustainability, ecology (I-7)	1. Personal history with agriculture	
Owns land for farming/gardening (I-2, I-5, I-6, I-7)	1. Personal history with agriculture	
working in Ag (I-7)	1. Personal history with agriculture	
[illegible]	2. Direct or indirect community connection	
[illegible]	2. Direct or indirect community connection	
[illegible]	2. Direct or indirect community connection	
[illegible]	2. Direct or indirect community connection	
[illegible]	2. Direct or indirect community connection	
What TLI is doing/feeling is important (I-5)	3. Learning and benefit driven	
intrigued by their science (I-2, I-9, I-10)	3. Learning and benefit driven	
getting new plants to try (I-6, I-8)	3. Learning and benefit driven	
how to steward the land (I-2)	3. Learning and benefit driven	
see what can be done (I-5)	3. Learning and benefit driven	
curiosity (I-5)	3. Learning and benefit driven	
likes TLI's vision, what they're trying to do (I-5)	4. Specific interest in TLI	
interested in work (I-3, I-7)	4. Specific interest in TLI	
love for science (I-6)	5. Connection and interest in science	

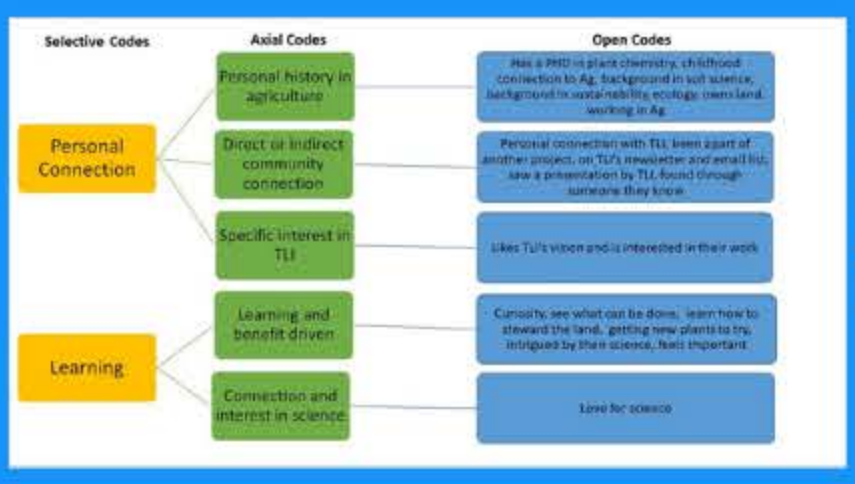
Step two of analyzing qualitative data is axial coding. Axial code takes what was found in the open code and narrows it down more. By looking for common themes within the open code to find patterns within the data.

SELECTIVE CODE

Step three of analyzing qualitative data is selective coding. Selective code is more abstract and broad than the axial code. It breaks down the axial code once more and put the codes under more of an umbrella term.



I. Question: Why Do Participants Connect with The Land Institute?		
Open Codes	Axial Codes	Selective Codes
is an organic regenerative organic research scientist farmer(I-10)		
Has PHD in plant chemistry (I-10)		
Childhood connection to Ag, farming , gardening (I-2, I-5)		
background in soil science (I-4)		
background in sustainability, ecology (I-7)		
Owns land for farming/gardening (I-2, I-5, I-6, I-7)		
working in Ag (I-7)	1. Personal history with agriculture	
[illegible]	2. Direct or indirect community connection	
likes TLI's vision, what they're trying to do (I-5)	4. Specific interest in TLI	Personal Connection
What TLI is doing/feeling is important (I-5)		
intrigued by their science (I-2, I-9, I-10)		
getting new plants to try (I-6, I-8)		
how to steward the land (I-2)		
see what can be done (I-5)		
curiosity (I-5)	3. Learning and benefit driven	
love for science (I-6)	5. Connection and interest in science	Learning



Communicating Qualitative Results

Figures like this one are a great way to visualize results from doing this method of coding. The end result should be a couple of the main takeaways from the original data. These main takeaways are what can be used to answer the research questions.

References

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