

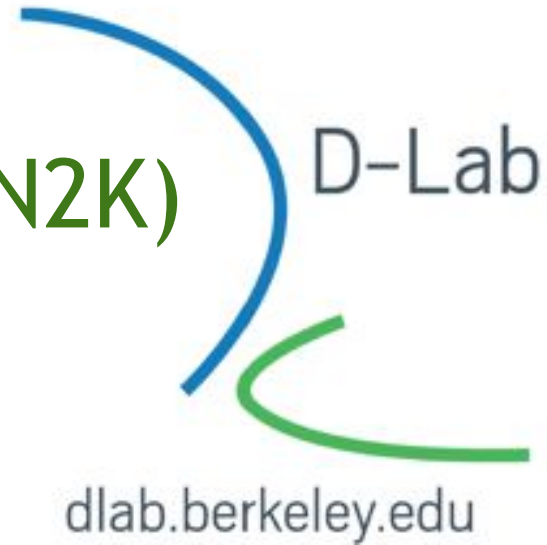
Introduction to Qualitative Research & Coding, Part 1

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some slides were adapted from Dr. Zawadi Rucks-Ahidiana and Dr. Claudia von Vacano and/or originally developed for DH Summer Institute, commissioned by D-Lab/DH at Berkeley

- It's Okay Not to Know (IOKN2K)
- 280 workshops
- 1,100 consultations
- working groups
- special research projects
- approx. 6,000 scholars served per year



Agenda

- Introduction of Facilitator & Participants
- Introduction to Qualitative Research
 - Review of Basic Concepts
 - Methodologies & Methods
 - UC Berkeley Resources
- Introduction to Coding
 - What is Coding? What are Codes?
 - Deductive and Inductive Coding
 - Defining Codes
 - Organization of Coding Scheme
 - Multi-Step Nonlinear Process
 - Best Practices
 - What is Analysis?

Introduction of Facilitators & Participants

Josué Meléndez Rodríguez

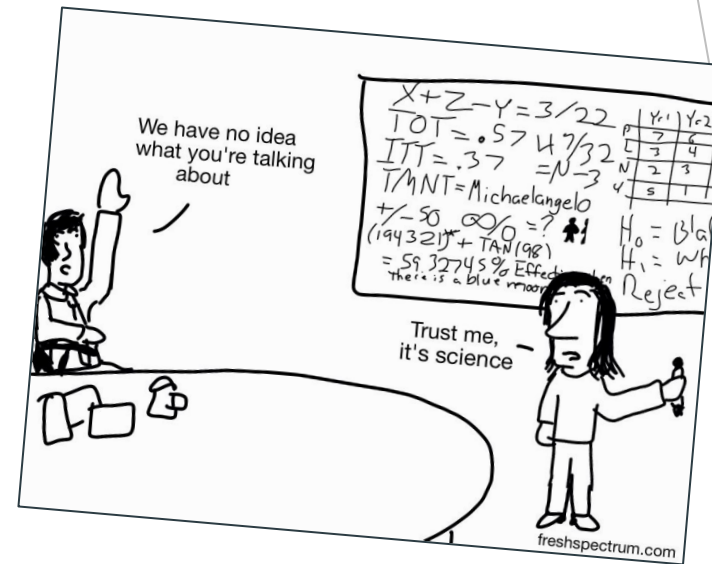
- Qualitative Research Lead at D-Lab
- Research on Social Wellbeing in/through Higher Education
- MA in Postsecondary Education & MSW in Macro Practice
- 10+ years of practice experience in social services and education
- content based on independent studies, courses, & feedback

Participants

- Name
- Study Level/Work Title & Department
- Educational & Work Backgrounds
- Current Research
- Interests/Goals for Training

Introduction to Qualitative Research - Review of Basic Concepts

- Qualitative, Quantitative, & Mixed-Methods
 - Differences, Advantages, & Tensions
- Philosophical Considerations
 - Ontology - What is reality?
 - Epistemology - How can we know about reality?
 - Axiology - Whose knowledge has value?
- Theories & Frameworks
 - Tacit & Formal Theories
 - Conceptual & Structural Frameworks
- Systematic Flexibility
 - Determine Question(s)
 - Conduct Literature Review
 - Determine Methodology & Methods
 - Collect Data
 - Code & Analyze Data
 - Determine & Write Findings
 - Frame & Write Discussion



Methodologies & Methods

Methodologies

- Case Studies
- Ethnographies
- Grounded Theory
- Phenomenologies
- Narratives



Methods

- Case Studies
- Ethnographic Methods
 - Observations
 - Interviews
- Text/Video/Picture Analysis



Methodologies & Methods, cont.

Type	Methods	Description	Resulting Data
Observation	Ethnography	Observations & informal interviews over longer time periods as a member of observed group	Field notes, photos, audio/video
	Participant observation	Observations over shorter time periods as member of observed group	Field notes, photos, audio/video
	Non-participant observation	Observations over shorter time period as outsider to observed group	Field notes, photos, audio/video
Interview	Structured interviewing	Ordered interview questions with precise wording used for every interview	Transcripts, field notes, audio/video
	Semi-structured interviewing	Interview questions & order are not necessarily the same for every interview	Transcripts, field notes, audio/video
	Unstructured interviewing	No predetermined interview questions	Transcripts, field notes, audio/video
Documents	Historic	Older electronic or paper textual or visual files	Pdfs, photos
	Current	Recently created electronic or paper textual or visual files	Pdfs, photos, text files
Social Media	Web Scraping	Textual data from websites such as Twitter, Facebook, or blogs	Text segments, metadata

UC Berkeley Resources

D-Lab

- Workshops & Presentations
- Working Groups & Consultants
- Work Spaces

Graduate School of Education (GSE)

- Introduction to Qualitative Research
- Advanced Qualitative Research
- Year-Long Qualitative Research Seminar

School of Public Health

- Community-Based Participatory Action Research (CBPAR)
- Critical Theories in Social Science Research (cross-listed with the Law School)

Institute for the Study of Societal Issues (ISSI)

- Presentations
- Trainings
- Fellowships

Reading Recommendations

Paradigms of Research for the 21st Century: Perspective & Examples from Practice edited by A. Lukenchuk

Qualitative Inquiry & Research Design: Choosing Among Five Approaches by J. Creswell

Qualitative Data Analysis: A Methods Sourcebook by M. B. Miles, A. M. Huberman, & J. Saldaña

Qualitative Research: Bridging the Conceptual, Theoretical, & Methodological by S. M. Ravitch & N. Mittenfelner Carl

Qualitative Research Design: An Interactive Approach by J. Maxwell

Stanford Encyclopedia of Philosophy at plato.stanford.edu

The Coding Manual for Qualitative Researchers by J. Saldaña

Thinking Qualitatively: Methods of Mind by J. Saldaña

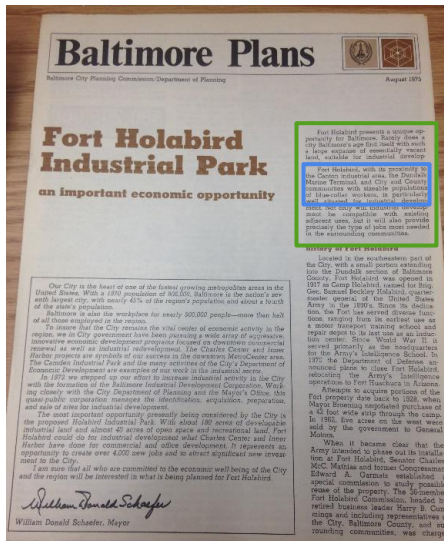
Other recommendations may be available based on specific areas of interest.

Introduction to Coding

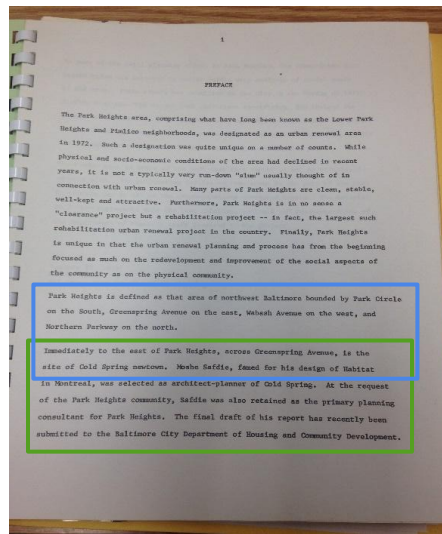
What are Codes? What is Coding

Coding is a way of organizing the data around some common idea, concept, or category ACROSS sources.

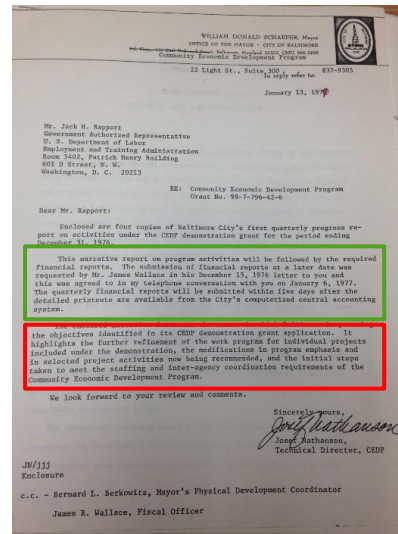
A



B



C



The code of "financial planning" is applied to the selected text from documents A, B, and C, because they all discuss this topic.