Qualitative Data Analysis

• Organize and reduce data into themes or essences

• Feed into descriptions, models or theories

• Coding is not simply part of data analysis; it is the “fundamental analytic process used by the researcher” (Corbin & Strauss, 1990, p.12).

Glaser vs Strauss

Both versions adhere to the same basic research process

• Glaser and Strauss gather data and use coding, constant comparisons, questions, categorizations, theoretical sampling, and memos in the process of generating theory.

• Theoretical Sampling: Analyst collects codes and analyses data and decides what data to collect next and where to find them, in order to develop a theory as it emerges

• So what’s the problem???????????????????

Glaser vs Strauss

• Differences lie not in the language or general processes but in how these processes are carried out and how it is analyzed.

• Differences are found in the interventions and activities in which the researcher engages with the data

• Two main Issues:
  • Forcing versus emerging in relation to the coding procedures
  • Issue of verification and its role in grounded theory

Quiz

Which of the following is not one of the three coding practices that Strauss and Corbin (1990) distinguished?

A. Selective coding
B. Open coding
C. Axial coding
D. Sequential coding
Glaser vs Strauss

<table>
<thead>
<tr>
<th>Glaser Coding</th>
<th>Strauss-Corbin Coding</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Substantive:</strong> Producing categories and their properties</td>
<td></td>
</tr>
<tr>
<td>• Open</td>
<td></td>
</tr>
<tr>
<td>• Selective</td>
<td></td>
</tr>
<tr>
<td>• Running the data → setting the coding process around a core category</td>
<td></td>
</tr>
<tr>
<td><strong>2. Theoretical:</strong></td>
<td></td>
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<tr>
<td>• Weaving the substantive codes together in to a hypothesis and theory</td>
<td></td>
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</tbody>
</table>

**Axial Coding**

KEY to Strauss’s version but missing from Glaser’s.

• Explores the relationship of categories/code. How does one code relate to another?

• Making connections between categories through coding paradigms, which focus on three aspect of the phenomenon:
  + Condition/situation in which phenomenon occurs
  + Actions or interactions of people in response to what is happening in the situations
  + Consequences or results of the action taken or inaction

• Researcher works to understand categories in relationship to other categories and their subcategories

**Open Coding**

- Analytic process through which concepts are identified and their properties and dimensions are discovered in the data

- Dimensionalizing a category’s properties is a core task
  + Sub-codes can be dimension of the main codes
  + Properties: i.e. color: dark/dark, intensity, level

- Theoretical sensitivity is achieved through the use of specific analytic tools, including questioning (analysis of words/phrases/sentences, making comparisons)

- Theoretical sensitivity refers to the attribute of having insight, the ability to give meaning to data, the capacity to understand, and capability to separate the pertinent from that which isn’t.

**Axial Coding (Coding Paradigm)**

LOOKS FOR…

- Causal Conditions
  + What influences the central phenomena, events, incidents
- Phenomenon
  + What is the central idea? What do people do to manage, relate to it, etc?
- Strategies
  + How do they achieve change? What do they do?
- Context
  + Location of events? With whom? When?
- Intervening Conditions
  + Before phenomenon. What has to be completed first to get to phenomenon
- Action/Interactions
  + Who is involved? Why are they involved? How do those people respond?
- Consequences
  + What happens when something is achieved? What is that finally happened?

**Open Coding to the Axial Coding Paradigm (Dr. Bill Bauer)**

<table>
<thead>
<tr>
<th>Category</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Causal Conditions</td>
<td>Core Category or Phenomenon</td>
</tr>
<tr>
<td>Intervening Conditions</td>
<td>Strategies</td>
</tr>
<tr>
<td>One open coding category as core phenomenon</td>
<td>Consequences</td>
</tr>
</tbody>
</table>

Seright, (2011)
Selective Coding


- Similar to Axial Coding, in which categories are developed in terms of their properties, dimensions, and relationships except........
- The integration occurs at more abstract levels of analysis

Quiz

Which of the following is not a tool of grounded theory
A. Narrative Analysis
B. Coding
C. Theoretical Saturation
D. Theoretical Sampling

Validity

- Coding moving between inductive and deductive thinking.
- Constant interplay between proposing and checking. This helps make the theory grounded
- Prolonged Engagement: (number of participants = 25-30)
- Member checking
- Triangulation
- Thick descriptions
- Negative Case Analysis
Summary Differences

• Glaser’s Method
  • Fracture and select in substantive coding
  • Relate and integrate in theoretical coding

• Strauss’s method
  • Fracture in open coding,
  • Relate and integrate in axial coding
  • Select and integrate in selective coding

References

• Grounded Theory Methodology: Chapter 7: http://www.mheducation.co.uk/openup/chapters/9780335244492.pdf