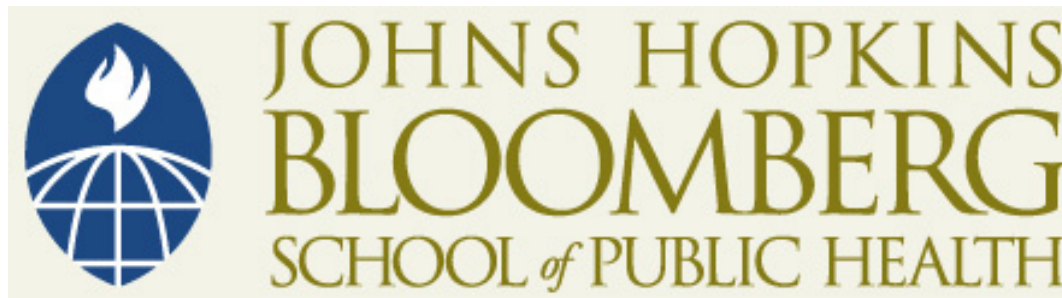


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# Creating Coding Schemes for computer-assisted QDA

Class Session 7  
Qualitative Data Analysis

# Approaches to creating coding schemes

- Inductive
  - Build code book from ground up
  - Begins with open coding moves to focused coding (Charmaz)
  - Often uses in-vivo coding (use participants' own words)
    - “Feeling courageous”, “Two rooms & a garage”
  - Emic codes tend to predominate in the code book
- Deductive
  - Use of *a priori* categories, perhaps based on topics covered in interview guide or theoretical constructs you intend to look for
    - “contemplation phase”, “structural barrier to testing”
  - Etic codes may predominate
- Hybrid Approach
  - What might this look like?
  - How could it be helpful?

# Choosing a Coding Scheme appropriate for a specific project

- What characteristics of a project should be taken into consideration when choosing a coding scheme?

# Example: Project Accept

- We want to know whether communities that receive the community-based VCT intervention have less risk behavior, more people getting tested for HIV, more positive attitudes about HIV testing, more frequent discussions about HIV, and less HIV-related stigma compared to the communities that don't receive the intervention.

# Example: Project Accept

- Interview guide covered 5 domains, used these to structure code book
  - General background information on participant
  - Discussions about HIV
  - HIV testing
  - HIV-related stigma
  - Risk
  - ARVs
- Look at example code manual and brief list

# Team Coding

- What “best practices” does McQueen recommend for team coding?

# Uses of Computer Software

- How can computers facilitate your analysis process?
- What are some common criticisms of QDA software?
- How do you feel about the idea of using a software package in your analysis?