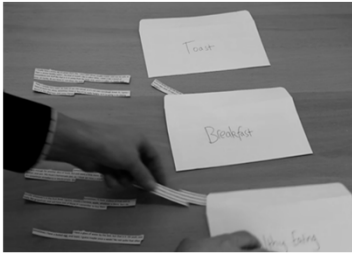


# Criminology 321

## Data Preparation & Content Coding



1

## Content/Thematic Coding

- When you get to the end of any qualitative study, you invariably have piles of data



2

## Content/Thematic Coding

- Data analysis begins with data summary
  - With more quantitative data you can summarize your data by showing graphs, talking about group means, computing statistics like correlations
  - With more qualitative data, data summary often involves content or thematic coding

3

## Content/Thematic Coding

- A standard set of analytic activities common to all forms of content analysis would include:
  1. Compiling the data;
  2. Developing a set of codes; organizing them into broader categories or themes;
  3. Interpreting and contextualizing what you have found

4

## 1. Compiling the data

- The data you gather can be textual, audio, video, photographic
- The best first step is to transcribe your interviews, in whole or part
  - Selective transcription can be done when
    - resources limited and
    - you have a clear focus

5

## 2. Developing a Set of Codes

- What are codes?
  - Nothing magical; very commonsensical
  - You do them all the time when you highlight articles or textbooks or make inferences about other people's behaviour
  - In the research context, it is all about identifying and categorizing passages that will help you address your research question(s)

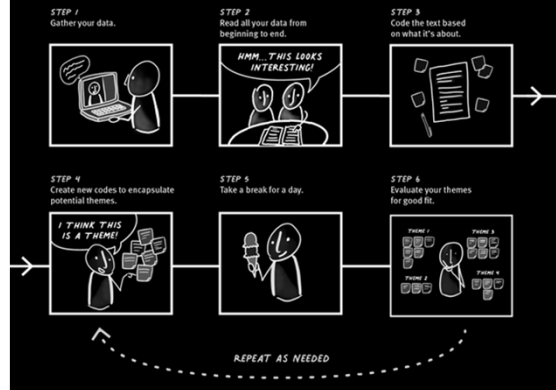
6

## 2. Developing a Set of Codes



7

## 6 Steps to Doing a Thematic Analysis



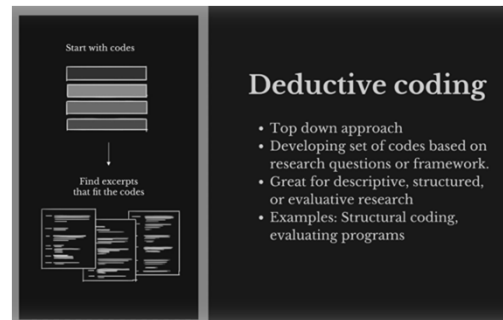
8

## 2. Developing a Set of Codes

- The focus may be on manifest or latent content
  - Manifest
    - overt and obvious physical elements of a text or other object
  - Latent
    - more interpretive aspects of the material

9

## 2. Can be done Deductively



10

## 2. Can be done Inductively

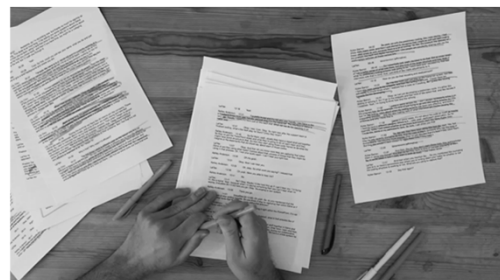
### Inductive coding

- Ground-up approach
- Derive your codes from the data.
- Don't start with preconceived notions of what the codes should be
- Allow theory to emerge from data
- Great for discovery and exploratory methods of coding
- Examples: Grounded theory, thematic analysis, exploratory research, coming up with new research framework



11

## 2. Can be done Manually



12

## 2. Can be done Manually



13

## 2. Can be done Manually



14

## 2. Can be done Manually



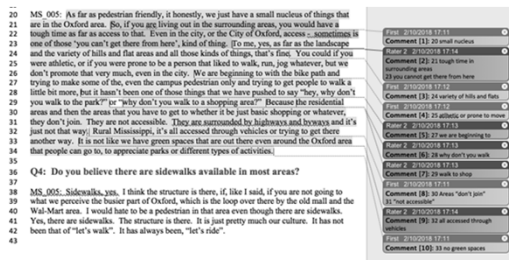
15

## 2. Can be done Manually



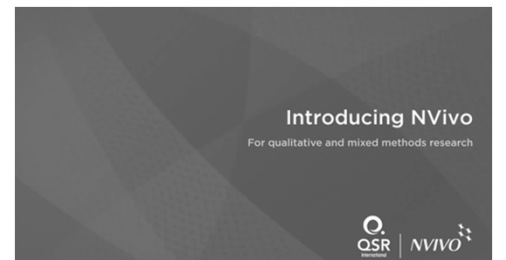
16

## 2. Can be done with MSWord



17

## 2. Can be done with Software



18