Table of Contents

- How to Use the Companion Website p. xiii
- About the Author p. xv
- Preface to the Third Edition p. xvii
- Acknowledgements p. xix
- 1 An Introduction to Codes and Coding p. 1
- Chapter Summary p. 1
- Purposes of the Manual p. 2
- What Is a Code? p. 4
- Coding examples p. 4
- Coding for patterns p. 5
- Coding lenses, filters, and angles p. 7
- Coding as a heuristic p. 9
- Codifying and Categorizing p. 9
- From codes to categories p. 10
- Recoding and recategorizing p. 11
- From codes and categories to theory p. 14
- The differences between codes and themes p. 15
- What Gets Coded? p. 16
- Units of social organization p. 16
- The coded researcher p. 17
- Amounts of data to code p. 17
- Coding Techniques p. 18
- Data layout p. 18
- Pre-coding p. 20
- Preliminary jottings p. 21
- Ouestions to consider as you code p. 22
- Coding contrasting data p. 23
- The Numbers of Codes p. 23
- "Lumping" and "splitting" the data p. 23
- The quantities of qualitative p. 25
- "Quantitizing" the qualitative p. 25
- The codebook or code list p. 27
- Manual and CAQDAS Coding p. 28
- Coding manually p. 29
- Coding electronically p. 30
- Data formatting for CAQDAS p. 32
- Coding capabilities with CAQDAS p. 33
- Searches and queries with CAODAS p. 34
- Solo and Team Coding p. 36
- Coding collaboratively p. 36
- Coding solo p. 37
- Necessary Personal Attributes for Coding p. 38
- On Method p. 39
- Critiques against coding p. 40

- Coding as craft p. 42
- 2 Writing Analytic Memos about Narrative and Visual Data p. 43
- Chapter Summary p. 43
- The Purposes of Analytic Memo Writing p. 44
- What Is an Analytic Memo? p. 44
- Examples of Analytic Memos p. 45
- Reflection and refraction p. 53
- Coding and Categorizing Analytic Memos p. 54
- Analytic memos generate codes and categories p. 54
- Grounded Theory and its Coding Canon p. 55
- Analyzing Visual Data p. 57
- Photographs p. 57
- Documents and artifacts p. 61
- Live and video-recorded action p. 62
- Recommended guidance p. 64
- 3 First Cycle Coding Methods p. 67
- Chapter Summary p. 67
- The Coding Cycles p. 68
- Selecting the Appropriate Coding Method(s) p. 69
- Various perspectives on coding decisions p. 69
- Research question alignment p. 70
- Paradigmatic, conceptual, and methodological considerations p. 71
- Coding and a priori goals p. 71
- Coding in mixed methods studies p. 72
- Exploratory coding p. 73
- New and hybrid coding schemes p. 74
- General criteria for coding decisions p. 74
- On overwhelming fear p. 76
- Two Common Coding Errors p. 76
- Overview of First Cycle Coding Methods p. 80
- The Coding Methods Profiles p. 80
- Sources p. 80
- Description p. 81
- Applications p. 81
- Example p. 81
- Analysis p. 82
- Notes p. 82
- Grammatical Methods p. 82
- Attribute Coding p. 83
- Magnitude Coding p. 86
- Subcoding p. 91
- Simultaneous Coding p. 94
- Elemental Methods p. 97
- Structural Coding p. 98
- Descriptive Coding p. 102
- In Vivo Coding p. 105

- Process Coding p. 110
- Initial Coding p. 115
- Concept Coding p. 119
- Affective Methods p. 124
- Emotion Coding p. 124
- Values Coding p. 131
- Versus Coding p. 136
- Evaluation Coding p. 140
- Literary and Language Methods p. 145
- Dramaturgical Coding p. 145
- Motif Coding p. 150
- Narrative Coding p. 154
- Verbal Exchange Coding p. 159
- Exploratory Methods p. 165
- Holistic Coding p. 166
- Provisional Coding p. 168
- Hypothesis Coding p. 170
- Procedural Methods p. 174
- Protocol Coding p. 174
- OCM (Outline of Cultural Materials) Coding p. 178
- Domain and Taxonomic Coding p. 181
- Causation Coding p. 186
- Themeing the Data p. 198
- Metasummary and metasynthesis p. 204
- Forms for Additional First Cycle Coding Methods p. 206
- 4 After First Cycle Coding p. 211
- Chapter Summary p. 211
- Post-Coding Transitions p. 212
- Eclectic Coding p. 212
- Code Mapping and Landscaping p. 218
- Code mapping p. 218
- Code landscaping p. 223
- Operational Model Diagramming p. 226
- Additional Transition Methods p. 228
- Coding the codes p. 229
- Code charting p. 229
- Tabletop categories p. 230
- From codes to themes p. 231
- "Shop-talking" through the study p. 231
- Transitioning to Second Cycle Coding Methods p. 232
- 5 Second Cycle Coding Methods p. 233
- Chapter Summary p. 233
- The Goals of Second Cycle Methods p. 234
- Overview of Second Cycle Coding Methods p. 235
- Second Cycle Coding Methods p. 236
- Pattern Coding p. 236

- Focused Coding p. 239
- Axial Coding p. 244
- Theoretical Coding p. 250
- Elaborative Coding p. 255
- Longitudinal Coding p. 260
- Forms for Additional Second Cycle Coding Methods p. 268
- 6 After Second Cycle Coding p. 273
- Chapter Summary p. 273
- Post-Coding and Pre-Writing Transitions p. 274
- Focusing Strategies p. 274
- The "top 10" list p. 274
- The study's "trinity" p. 275
- Codeweaving p. 276
- The "touch test" p. 276
- From Coding to Theorizing p. 277
- Elements of a theory p. 277
- Categories of categories p. 278
- Category relationships p. 280
- Categories and analytic memos as sources for theory p. 281
- Formatting Matters p. 282
- Rich text emphasis p. 282
- Headings and subheadings p. 283
- Findings "at a glance" p. 283
- Writing about Coding p. 284
- Ordering and Reordering p. 286
- Analytic storylining p. 287
- One thing at a time p. 287
- Begin with the conclusion p. 288
- Assistance from Others p. 288
- Peer and online support p. 288
- Searching for "buried treasure" p. 289
- Closure p. 289
- Appendix A A Glossary of Coding Methods p. 291
- Appendix B A Glossary of Analytic Recommendations p. 299
- Appendix C Field Note, Interview Transcript, and Document Samples for Coding p. 305
- Appendix D Exercises and Activities for Coding and Qualitative Data Analytic Skill Development p. 311
- References p. 315
- Index p. 333