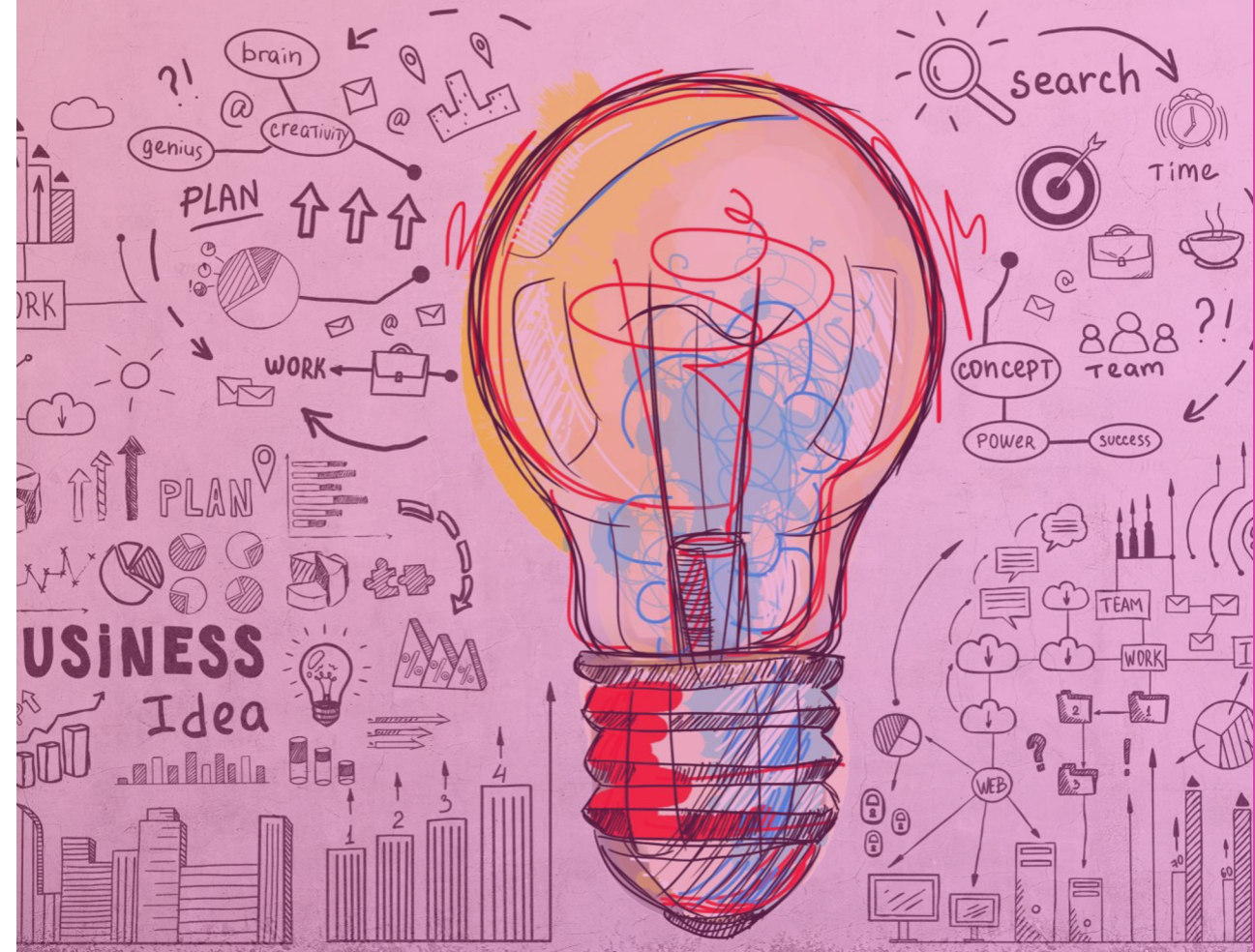March 9, 2022

Austin G. Oswald

Analyzing Qualitative Data

Agenda

- Check in
- Lecture
- Small group work

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What is coding in qualitative research?

- "A word or short phrase that symbolically assigns a summative, salient, essence-capturing, and/or evocative attribute to a portion of language-based or visual data" (Saldana, 2008, p.3)

- "Naming segments of data with a label that simultaneously categorizes, summarizes, and accounts for each piece of data" (Thornburg & Charmaz, 2013, p. 5)

Strategies for coding qualitative data

- **Initial coding, open coding, first cycle coding**
  - Analyzing data word by word, line by line, paragraph by paragraph, incident by incident
  - Remain close to the data and open to the emergent process
- **Constant comparative method**
  - Data with data, data with code, code with code, to find similarities and differences
- **Coding with gerunds (noun forms of verbs) captures action**

Initial/open/first cycle coding

Initial coding	Interview data	
Becoming insecure; self-doubting; loss of self-confidence; thinking bullying depends on wrongness with self; believing bullies' negative image of you; getting bad self-confidence from being bullied; becoming passive out of social fear	Interviewer:	How did the bullying affect you during this period?
	Eric:	I started to feel very insecure. In other words, I started to doubt myself more and more. I lost my self-confidence. I thought there has to be something wrong with me, because otherwise they wouldn't have picked me as a victim. I believed all the stupid things they said about me. So, I really got very bad self-confidence from all the bullying. I really didn't dare to do things I wanted to do when other people were nearby.

Strategies for coding qualitative data

- **Focused coding, selective coding, second cycle coding**
  - Limited set of focused codes (from initial codes) that capture the main themes to guide analysis and form conceptual categories
  - Look for the most significant or frequent initial codes
  - Hierarchical coding structures (categories and subcategories)

- **Develop a codebook (especially when working in teams)**
  - Should contain the code, a brief definition, a full definition, guidelines for using the code, and examples

Focus/selective/second cycle coding

Focused coding	Interview data
Self-Inhibiting	Eric: For example, by not putting my hand up during the lessons, being quiet and not standing out. I thought if I didn't stand out, if they wouldn't notice me, then they wouldn't bully me. If I didn't say or do things when other people were around, nothing embarrassing would happen, no one would tease me.

- **Focused code:** self-inhibiting

- **Initial codes:** 'becoming passive out of social fear', 'inhibiting the social presence of self', 'believing social invisibility prevents bullying', 'becoming silent'

Look for patterns in the data

- **Similarity** (things happen the same way)

- **Difference** (they happen in predictably different ways)

- **Frequency** (they happen often or seldom)

- **Sequence** (they happen in a certain order)

- **Correspondence** (they happen in relation to other activities or events)

- **Causation** (one appears to cause another)

Code to theory model

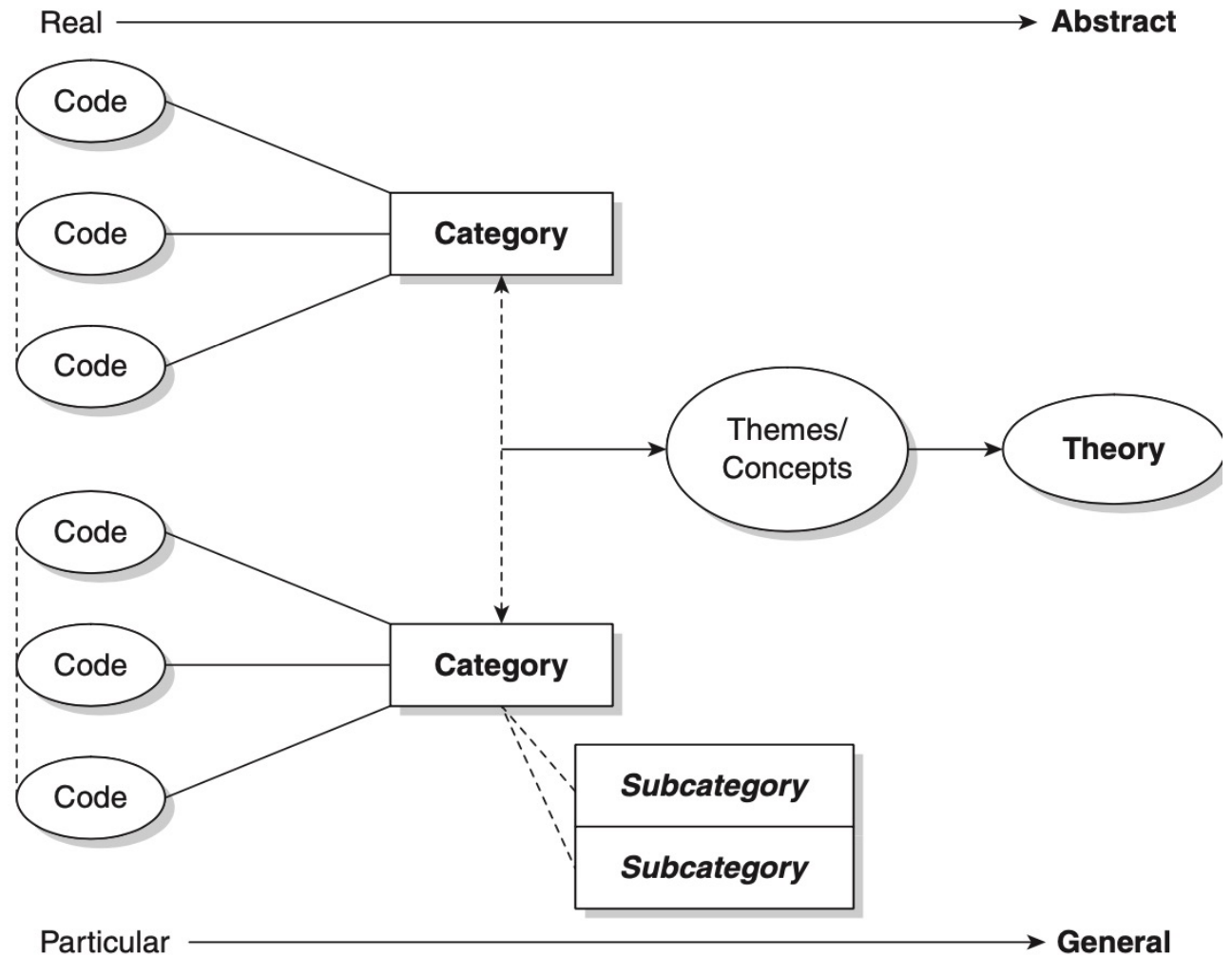A theme or theory is an outcome of coding, categorizing, and analytic reflection

FIGURE 1.1   A streamlined codes-to-theory model for qualitative inquiry

Memo writing in qualitative research

- Memos are …
  - The theorizing write-up of ideas about codes and their relationships as they strike the analyst while coding
  - The narrated records of a theorist's analytical conversations with him/herself/themself about the research data
  - Documentation of the researcher's thinking process and theorizing from data

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Free Memos
Claiming authority over the global age-friendly movement
Do Age-friendly intiatives promote or reduce inequality?
Ethics of representation

Code Memos
Gaining a clearer view of older NYers
Producing an in-depth technical report

In-document memos
▼ 📁 Reports from NYAM library
  ▼ 📄 item7
      P. 6: 4498   Actors Fund and Manhattan Plaza Sniors Community Surveys
      P. 3, 549 | 277   Christine C. Quinn: Potential Informal Interviewee
  ▼ 📄 item16
      P. 5: 1167   2 in 1 million: centering heteronormativity in AID
  ▼ 📄 item15
      P. 2: 894   Sheila Roher: Potential informal interviewee
      P. 35: 1695   Caregiving benefits and age-smart policies
      P. 52: 62   References: Assessing the age-smart evidence base
      P. 52, 360 | 527   Current Population Survey
  ▼ 📄 item14
      P. 3: 463   Informational interviews
  ▼ 📝 item8
      P. 3: 1802   Heteronormative anchors
      P. 4: 239   Sample demographics
      P. 4: 956   Possible informant
      P. 9: 337   Find technical report and analyze
      P. 9: 549   Locate third report and analyze
      P. 9: 638   Age-friendly NYC summit
      P. 10: 1343   Structural determinants of active aging
      P. 11: 1656   Is the disability threshold ableist?
      P. 12: 398   Age-friendly NYC research questions
      P. 12: 1269   Community forums - lingustic and cultural diversity
      P. 12: 1269   Community forums
      P. 12: 2362   LGBT community forum
      P. 13: 0   Focusing on underrepresented elders

Claiming authority over the global age-friendly movement

Somewhere in most of the documents analyzed in this study is a section, however brief or long, positioning NYC's as a global leader on age-friendliess. A first themes to discuss in this paper is how Age-friendly establishes itself as a global leader and the politics of representation when its knowledge products are dissiminated locally, nationally, and globally.

Free Memo   ao, 2/1/21 3:01 PM

Do Age-friendly intiatives promote or reduce inequality?

Age-friendly initiatives may promote inequality among older adults in NYC if they do not account for spatial injustice among different neighbourhoods in NYC. NYC is one of the most segregated and inequitable cities in the world. If age-friendly initiatives ignore structural racism, class differences, abelism, and heteronormativity they risk reproducing inequality by building upon existing structures of oppression. However, being critically aware of existing inequities may enable these initiatives to repair damage done to marginalized communities and improve people's later lives. This is a deeply political process involving multiple levels of NYC government - the Mayor, City Council Speaker, and City Council - who may (or may not) advocate for age-friendly policies, programs, and research in their jurisdictions.

Free Memo   ao, 1/13/21 10:25 AM

Ethics of representation

An ethics of representation drives this research. Tracing the evolution of Age-friendly NYC down lines of age, race, gender, sexuality, disability, and class sheds light on who is (in)visible in current paradigmes of age-friendliness. I am beginning to notice the inadvertnant omissions of LGBTQ elders in age-friendly knowledge building, which is consistent with queer gerontology theory on the rhetorical silencing of LGBTQ elders in research and theory development (Brown, 2009).

Examining these documents from an intersectional lens suggests early developments in Age-Friendly NYC were sensitive to issues of race/ethnicity and representing the vibrant lives of diverse elders in their neighborhoods. The first Age Improvement District was in East Harlem/El Barrio - a NYC neighborhood that is primarily Spanish and low income - a needs assessment was conducted with older adults in the community (a survey was administered in English and Spanish) and changes were made to the

Free Memo   ao, 1/13/21 5:15 AM

Questions to consider...

- What gets coded, categorized, or thematized?

- What about interrater reliability?

- How will you handle disagreements during analysis?

- What gets recorded as a memos?

- How will you know when analysis is complete?

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Class Activity

Form a research team or choose to work independently:

- Discuss your preliminary codes of the individual transcripts

- Plan your methods for analyzing data

- Combine transcripts into a dataset

- Analyze data
  - Is there a particular question from the interview that you want to focus on?
  - Is there an emerging theme that you want to explore further?

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