

Coding Open-Ended Questions

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1. Make Codes Relevant but not Biased
2. Three Approaches - Deductive/Inductive/Combo Coding Schemes
 - A. Deductive - Goal is to Represent Theoretical or Logical Categories
e.g. attribution theory - self/other/circumstance as causes of action
positive/neutral/negative, friend/family/coworker/other
 - Categories determined by theory or logic (ideally no "other" but usually needed)
 - If categories are known with certainty in advance and are easily understood, you can use closed-ended questions and save coding.
 - B. Inductive - Goal is to Represent Types of Answers Found
e.g. right and wrong things to say
 - Categories may be developed using cluster analysis.
 - Categories should be determined by use (but try to minimize "Other").
 - C. Combination - Goal is to Develop Theory by Incorporating Major Categories of Observations
e.g. - diffs. friends/acquaintances' conversations; cues to emotion
 - Inductive categories guided by theory/logic; deductive categories sensitive to observed examples
 - Categories may be developed iteratively (try theory, see if fits data, revise theory; or code data, develop theory, apply to new data)
3. Anticipate the Kind of Conclusion to Be Drawn

Tie back to #1, Know What Will Be Used For But Not Results
4. Reliability - Use Cohen's kappa or Scott's pi
(called inter-coder reliability; corrects for chance)
5. Validity - Report Definitions and Examples (face validity)
Use Naive Coders (face validity)
Other Types Rarely Used