NVIVO

Quick coding datasets based on structure

Datasets can be quickly coded based on their structure. For example, if you have a dataset containing survey responses, you could auto code to gather all the answers to each question. Or, you could gather each respondent's answers into a case node that is also classified with their demographic attributes, such as age or gender.

Coding tips

- Remember that you can code content at multiple nodes. For example, you could code Barbara's comment at all of the nodes shown in List View.

- If you code all your interviews like this, then you can use queries to gather your material in different combinations. For example, show me:

  - All the content coded at *water quality and development*

  - Negative attitudes about *water quality*

- If you find an interesting phrase or theme in one interview, you can use a Text Search query to see if it appears in the other interviews—and save the results as a node.

- After exploring and coding a source, take some time to reflect on what you have discovered and record your thoughts in a memo.

- You may not need to exhaustively code all your material. For example, if after working through twelve interviews you are not finding any new themes or ideas—you may have reached 'saturation'. You could use Text Search queries to do some broad-brush coding in subsequent interviews.

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