



CODING



Government
of Canada

Gouvernement
du Canada

Canada



How do you make sense of your engagement?

Translating conversations,
interviews and cultural probes
into insight





What is coding?



Organizing and sorting statements or observations

Transcripts are coded using colours, numbers or labels

Sorting can use pre-determined categories and can accommodate emergent groupings





Why code?



Facilitates the analysis of data gathered from various research methods and multiple stakeholders

Addresses one of the five engagement gaps

- Making sense of large amounts of qualitative data

Coded data becomes the basis for your analysis

- Personas, scenarios and stakeholder matrices





How to code?



Step 1: Create a list of codes

Step 2: Go over your notes or transcript, assigning a code/colour to each statement

Step 3: Once completed look to see if you might need new labels

Step 4: Sort data into spreadsheets by code and source.

Step 5: Identify insights, highlighting statements that stand out, are repetitive, have patterns, etc...



own home
alone / lonely
When you move into your own home, you're alone. There is no bustle of people around the house. I miss having someone to chat to when I get home. I put the TV or some music so there's some background noise. The silence makes me feel so alone. Sometimes I will be sat watching trash TV and thinking I should be out doing something rather than watching this rubbish. I read a lot but sometimes I am too tired and just want to veg out. But it's been good to move out of mum and dad's as it's not healthy to rely on them as they won't last forever. I become independent and made my own decisions. It's good they still there when I need them. It's good to have some distance as when I was at home I was arguing a lot with my dad and that was made me decide it was time to go.



Example

Codes
blue = routine
green = language
yellow = relations

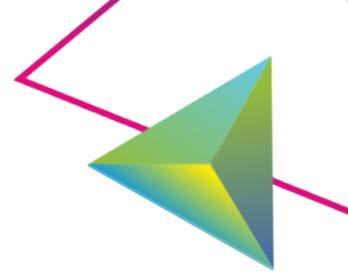
When TC comes home from school he eats, watches TV, plays and fights with his siblings. At around 7 p.m. TC takes a bath and then eats dinner. TC spends 8 hrs. at school. For fun TC likes to either play with his Spiderman toy or pretend to be Spiderman. Mom is hard to understand or hear. During dinner TC fights. They also talk about what happened at school. At bedtime, TC plays with a favorite blanket. His favorite TV show is Sesame Street and a show that has something to do with dragons. His favorite book is "Danny the Giant".

Mom and older sister read to TC. If TC asks to be read to while mom is busy, she will either stop what she is doing to read to him or ask him to wait until she has time. Mom reads to TC 2-3x/per week and spends 30 min doing so. They read books in English and Spanish. TC finds it funny when mom reads to him in Spanish. Mom cannot remember when she started to read to TC, maybe when he was around 1 year old. She did however begin to talk to him at an early age. She began reading 1 year old because that is when mom believed he could pay attention to the drawings in the books. TC really likes to be read to aloud. He likes when mom uses different voices while reading. Mom knows this because TC will begin to smile and laugh and will hug his mother while she reads. Mom hopes that reading aloud will help TC learn all he can. The majority of the time reading is done at bedtime and with more than one book at a time. TC rarely loses interest in reading. He asks to be read daily. Once in a while he will look at books on his own. Mom will take TC to the library about once a month but he has never participated in any reading programs. No circumstances make it difficult for me to read to TC.

TC's older sister will read to him because she knows how to read (in English?) She reads to him whenever TC asks her to, which is about 2-3x/per week. Reading is done in the afternoons. The older sister reads to TC in English because she can barely read in Spanish. TC really likes when his sister reads to him because he gets really happy and content when she reads to him. His facial expressions also shows how much he enjoys being read to by his sister.



Practice



Anonymous excerpt taken at a preliminary meeting with a potential Indigenous partner.

- How to get people to think differently?
- Worst enemy of government now is public service's focus on liability. What is the real problem?
- In our hearts, need to change the narrative.
- Policies are easy to change, public service is rigid - doesn't know how to get out of old frameworks and mindsets.
- Reconciliation is not about statues or buildings. The real actions are about people. [...]
- It is about public health, about children with chronic health issues in families that are the working pool. Better outcomes are what we want.
- Correctional services stories are most poignant. Almost everyone gets out - helping inmates makes sense.
- Need to think about outcomes - otherwise public servants can make real mistakes.

