

Reading Response 6: Analyzing Primary Data

Coding is the process of organizing data into categories to make sense of patterns that can emerge from interviews, surveys, or observations. Denny and Clark describe coding as “analyzing the data without any predetermined categories or themes; researchers are just seeing what emerges or seems significant” (91). In my primary research, I plan to use open coding, reading through transcripts several times while noting repeated phrases or emotions that can connect to my research question. After that, I’ll refine these labels into broader themes, as Creswell says, “categories, themes, settings, or people” (Denny & Clark 96), to help organize what participants are expressing. The Quirkos video also highlights how this process is iterative, encouraging researchers to “move back and forth between the data and the codes” as new insights appear. I will use this approach by continuously revising my themes and possibly combining them as patterns become clearer. Ethical responsibility is essential during analysis. As Denny and Clark said that researchers must “work with primary data ethically because that data often represents actual people’s information and opinions” (91). To stay ethical, I will avoid picking pieces that misrepresent the overall data, even if it will help my argument, and ensure that all the conclusions are genuinely supported by evidence. By approaching coding this way it will represent the data honestly and transparently.