

Approaches to coding

The way you approach coding depends on your methodology and research design but here are some ideas to get started:

- Start with 'broad-brush' coding to organize the material into broad topic areas (use Text Search queries to help with this)—then explore the node for each topic and do more detailed coding. For example, gather content about *water quality* and then explore the node looking for interesting perceptions, contradictions or assumptions.
- Or, you could get straight into detailed coding (making nodes as you need them) and then, later on, combine and group your nodes into related categories.
- As you reflect on a piece of content, think about these different types of coding:
 - Topic coding—What is the topic being discussed? For example, *water quality*, *real estate development*, *tourism* or *statistics*.
 - Analytical coding—What is this content really about? Why is it interesting? Consider the meaning in context and express new ideas about the data. For example, *ideals vs reality*, *tension between developers and residents*.