

Coding Using Colours

1. What it is

- Text-based analysis
- Answering a specific research question
- A starting point



Strengths

- User friendly/less intimidating than using software (there's no software to learn)
- Comparatively quick
- More focussed
- Visual
- Cheap!

Weaknesses

- Limited colours
- Not very easy to modify or adapt mid-coding
- Paper based, so not very easy to retain, search, and isn't very environmentally friendly

Things you need

1. Print data out
2. Highlighter pens



How to do it

1. Read the whole individual data item (e.g. one interview)
2. Jot down initial ideas for codes
3. Start coding, noting down what colours represent what concepts/codes, adding extra codes to the original list of ideas when appropriate
4. Repeat for each data item
5. Re-read the whole dataset to make sure it is all still up to date (in case you added a code later in the coding process, and need to add it to data coded earlier)



Tips

- Make sure you have sufficient highlighter supplies! If you don't have enough of a colour spectrum, this method is not for you.
- Don't forget to write down what each colour represents!