



# Sample Deliverables: Qualitative Coding Service

## Overview:

This document provides a sample of what you can expect when we code your qualitative data.

We deliver each coding project with two main components:

1. Word documents containing the **qualitative data with all codes applied** as comments. For example, if you supplied us with interview transcripts, we would provide the coded versions of this content in Word format.
2. An Excel document containing a **summary of all the coded data**, which allows you to sort, filter and search for relevant information quickly. This is usually the base from which you then undertake your analysis.

An example of each is included on the pages that follow.

## Queries:

If you have any questions regarding our qualitative data coding service, please feel free to email us at [hello@grad.coach](mailto:hello@grad.coach).

## Sample – Coded interview:

Below are two sample interviews with the relevant text coded using Word's comments functionality. This allows you to add, remove or edit codes at a later stage, should you want to (usually not required).

The screenshot shows a Word document with an interview transcript. The transcript is divided into sections labeled 'John:' and 'Interv:'. Several lines of text are highlighted in red, indicating they have been coded. On the right side of the document, there is a list of codes, each with a dropdown arrow. The codes include:

- Importance of autonomy
- Perceptions on autonomy
- Extent of autonomy
- Focus on wellness
- Intrinsic motivation
- Awareness of physical
- Constraints decision-making
- Perceptions on own health
- Decision-making on care and
- Choice
- Optimistic outlook
- Lack of quality of life
- Distress
- Feelings regarding lack of
- Focus on illness
- Lacking autonomy
- Autonomy
- Choice
- Awareness of physical
- Focus on illness
- Perceptions on own health
- Lacking autonomy
- Decision-making on care and
- Perceptions on own health
- Extent of autonomy
- Feelings regarding lacking
- Feelings regarding lacking
- Constraints on decision-
- Focus on illness

The screenshot shows a Word document with a transcript table. The table has the following structure:

	8	Timecode	Speaker	Transcript
	9	00:00:04	S1	
	10 + 11	00:00:08	S2	
	12	00:00:24	S1	
	13 + 14	00:00:27	S2	
	15	00:00:37	S1	
	16	00:00:42	S2	
	17 + 18	00:00:50	S1	
	19 + 20	00:00:59	S2	

On the right side of the document, there is a list of codes, each with a dropdown arrow. The codes include:

- Independence
- Independence
- Importance of autonomy
- Sense of autonomy
- Choice
- Importance of autonomy
- Extent of autonomy
- Decision-making on care and
- Perceptions on autonomy
- Perceptions on autonomy
- Self-confidence

## Sample - Excel summary:

Below is a sample Excel summary sheet, containing the coded data from all interviews or qualitative data sources. This sheet allows you to easily find, sort and filter your qualitative data.

If you make changes to any codes in the Word document(s), we can update the Excel summary for you as well.

	A	B	C	D	E	F	G
1	Interview	Page	Line	Coded Text	Code	Coder	Date
227	AC	6	36		Social interaction	ER	18-Jul-20
228	AC	6	36		Solution to lacking quality of life	ER	18-Jul-20
229	AC	6	36		Relationships with friends and family	ER	18-Jul-20
230	AC	6	36		Wellbeing	ER	18-Jul-20
231	AC	6	36		Quality of life	ER	18-Jul-20
232	AC	6	36		Relatedness to fellow inhabitants	ER	19-Jul-20
233	AC	7	1		Lack of self-confidence	ER	18-Jul-20
234	AC	7	1		Lack of self-awareness	ER	18-Jul-20
235	AC	7	5		Social interaction	ER	18-Jul-20
236	AC	7	5		Additional activities	ER	19-Jul-20
237	AC	7	5		Relationships with friends and family	ER	18-Jul-20
238	AC	7	8		S Food-related activities	ER	18-Jul-20
239	AC	7	8		S Social interaction	ER	18-Jul-20
240	AC	7	11		e Relatedness to fellow inhabitants	ER	19-Jul-20
241	AC	7	11		e Social interaction	ER	18-Jul-20
242	AC	7	13		n Food-related activities	ER	18-Jul-20
243	AC	7	17		a Food-related activities	ER	18-Jul-20
244	AC	7	19		Solution to lacking quality of life	ER	18-Jul-20
245	AC	7	21		Social interaction	ER	18-Jul-20
246	AC	7	21		Relationships with friends and family	ER	18-Jul-20
247	AC	7	21		Relatedness to fellow inhabitants	ER	19-Jul-20
248	AC	7	25		Lack of trips	ER	18-Jul-20
249	AC	7	25		Outside activity	ER	18-Jul-20
250	AC	7	27		: Solution to lacking quality of life	ER	18-Jul-20
251	AC	7	27		: Self-awareness	ER	18-Jul-20
252	AC	7	27		: Awareness of physical conditions and limita	ER	18-Jul-20
253	AC	7	27		: Outside activity	ER	18-Jul-20
254	AC	7	31		Ideal day	ER	18-Jul-20
255	AC	7	31		Self-regulation	ER	18-Jul-20
256	AC	7	31		Autonomy	ER	18-Jul-20
257	AC	7	33		Ideal day	ER	18-Jul-20
258	AC	7	35		Autonomy	ER	18-Jul-20
259	AC	7	35		Ideal day	ER	18-Jul-20
260	AC	7	35		Food-related activities	ER	18-Jul-20
261	AC	7	35		Self-regulation	ER	18-Jul-20
262	AC	8	3		n Food-related activities	ER	18-Jul-20
263	AC	8	3		n Autonomy	ER	18-Jul-20
264	AC	8	3		n Ideal day	ER	18-Jul-20
265	AC	8	5		Social interaction	ER	18-Jul-20