



Aalto University
School of Business

23E80101 Qualitative Business Research Methods

Data analysis 2/2

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1

Agenda

- From open coding to axial coding
- Example of a theory building process

2

THESIS TIP:

Open coding is the norm, especially for grounded theory; theory-based coding is advisable only when you (and your supervisor) are sure of what analytical lens to use



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Undercoding and overcoding

Undercoding

Going for “too abstract too soon” at the expense of missing out on details

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Overcoding

Getting lost in the details and losing a sense of the whole

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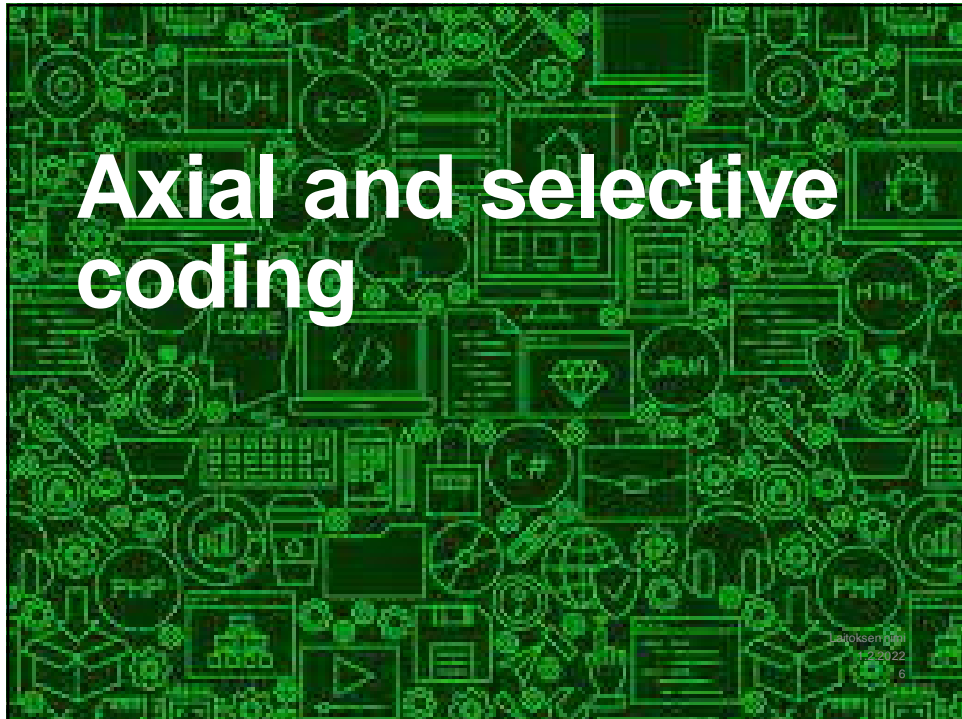
THESIS TIP:

Do not skip "ground-level" coding, even if it seems too mundane or obvious; these codes are raw material for future abstraction



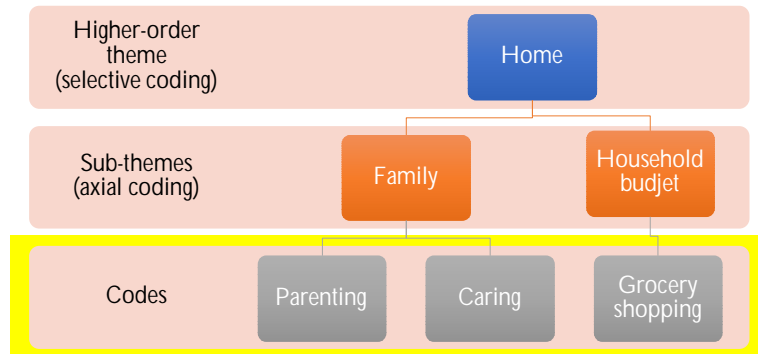
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Axial and selective coding



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BASIC ANALYTICAL PROCEDURE



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OPEN CODING

Coding the data "as is"; identifying data sections that are similar → the purpose is to label and conceptualize

AXIAL CODING

Developing the results of open coding

Exploring their relationships of codes

→ Reduce the number of codes into meaningful categories

SELECTIVE CODING

Connect all your categories together around one core category

→ Focus on most important categories

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AXIAL CODING

Codes as revealing elements/dimensions

For example, all the things that we associate with being an influencer

Codes as revealing process

How one becomes an influencer

Codes as revealing conditions or consequences

What things need to be in place to become an influencer

What happens when you become an influencer?

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The screenshot shows a web browser displaying a WordPress blog post. The main content area features a video player with a title 'The PR Post' overlaid on a dark background. Below the video, there is a sidebar with a profile picture and some text. The browser's address bar and taskbar are visible at the bottom.

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<https://prpost.wordpress.com/2013/07/22/an-example-of-how-to-perform-open-coding-axial-coding-and-selective-coding/>

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Open Codes

- Conflict
- Equality
- Compromise
- Listening
- Sharing Ideas
- Role Clarification
- Diversity

Aalto University School of Business Williams, Michael, and Tami Moser. "The art of coding and thematic exploration in qualitative research." *International Management Review* 15.1 (2019): 45-55. Laitoksen nimi 3.2.2022 11

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Open Codes

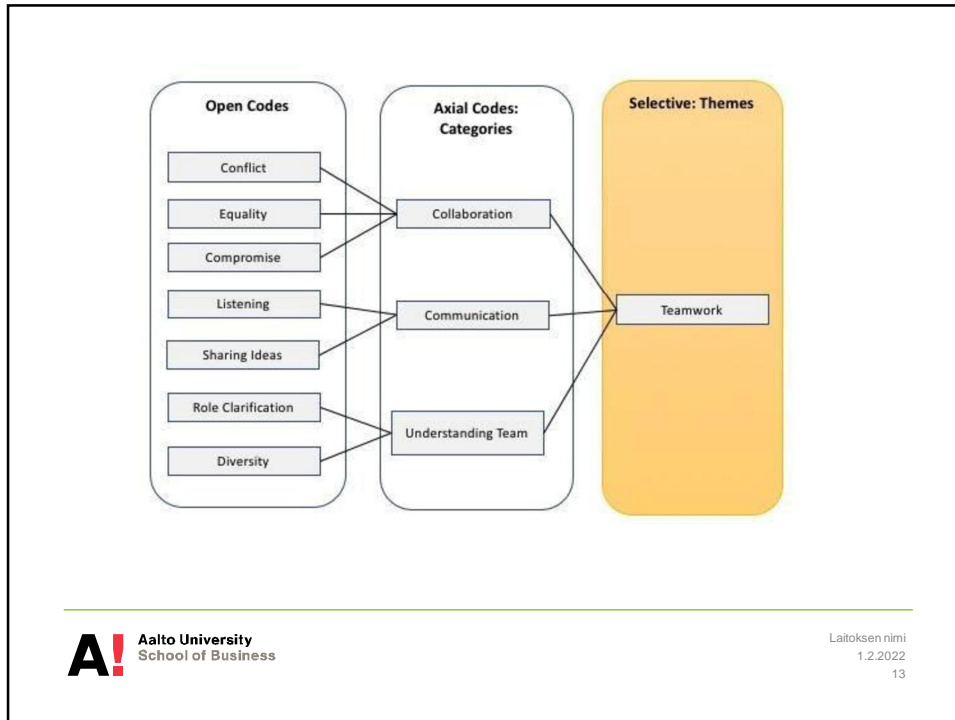
- Conflict
- Equality
- Compromise
- Listening
- Sharing Ideas
- Role Clarification
- Diversity

Axial Codes: Categories

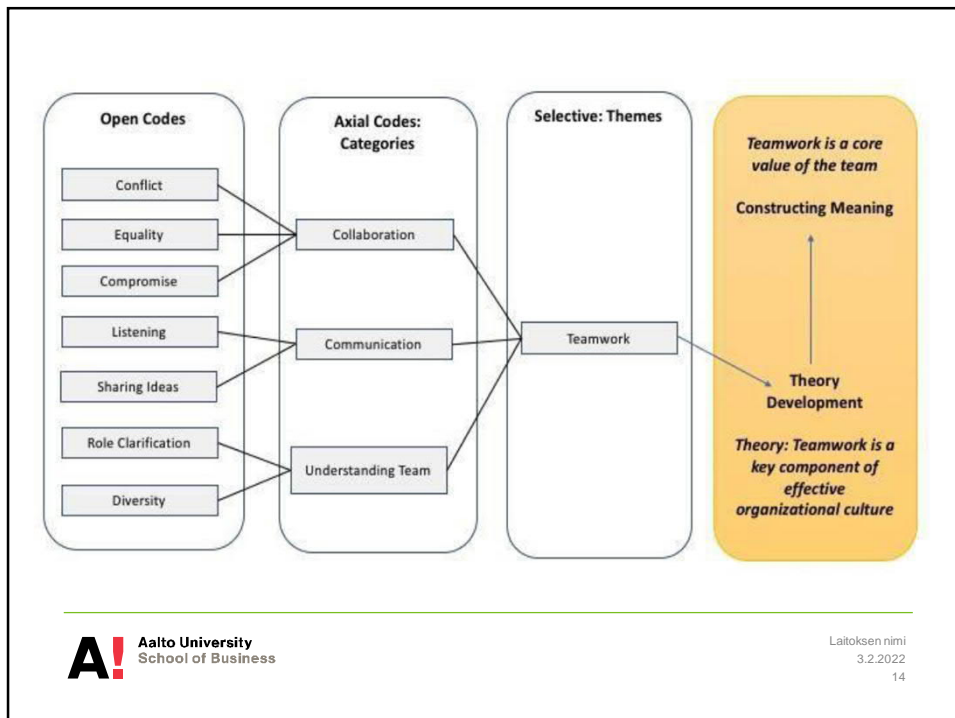
- Collaboration
- Communication
- Understanding Team

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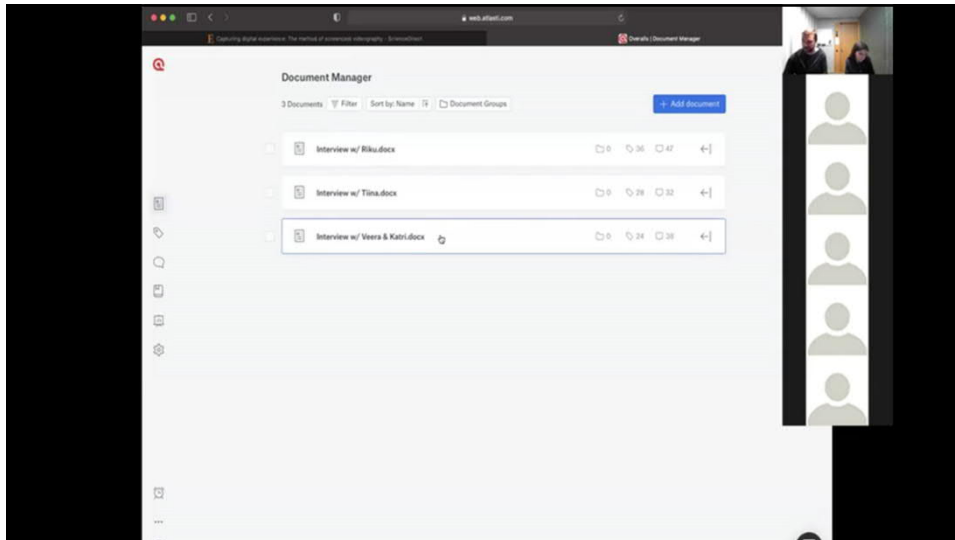
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Document Manager

3 Documents | Filter | Sort by: Name | Document Groups | Add Document

Interview w/ Riika.docx	0	36	47	←
Interview w/ Tina.docx	0	28	32	←
Interview w/ Veera & Katri.docx	0	24	38	←

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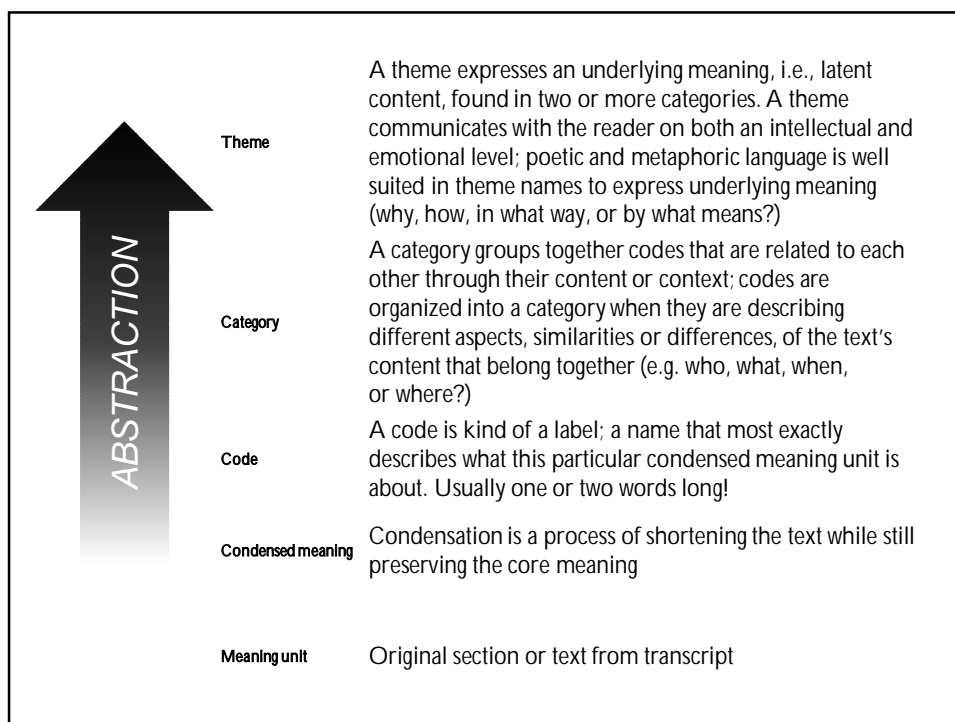
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THESIS TIP:

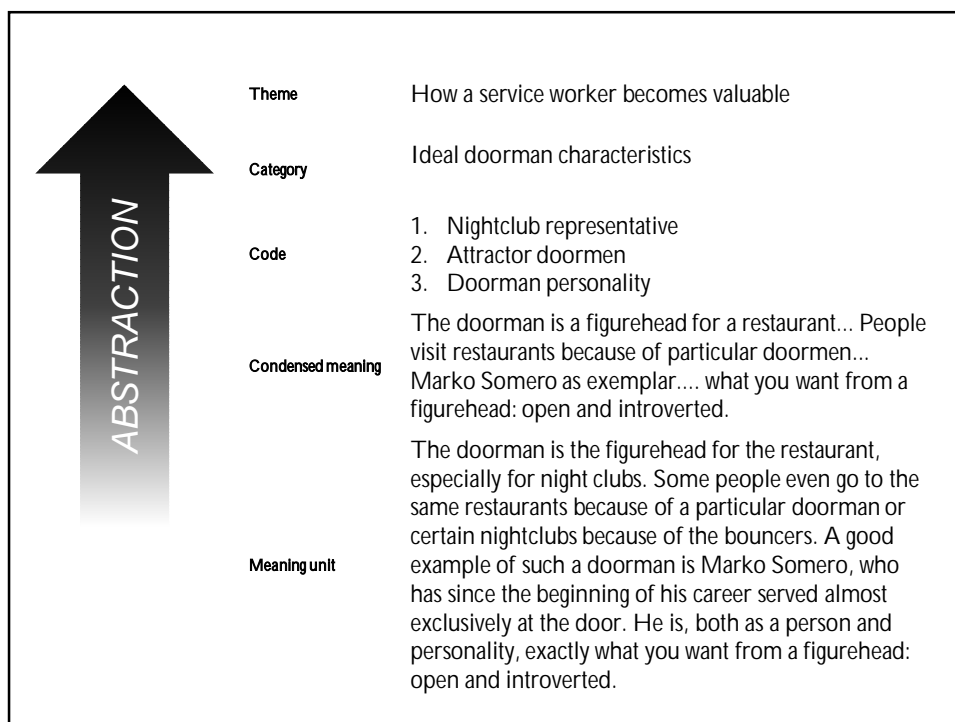
When trying to build themes, try to think of 1) dimensions, 2) processes, or 3) conditions



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Next steps

- Submit 3-2-1 quiz 4 by Sunday, Feb 5 @ 23.55
- Read Belk, R., Fischer, E., & Kozinets, R. V. (2012). Data collection aids. Qualitative consumer and marketing research(pp 120 -138).Sage in Perusall (suggested reading Belk, R., & Sobh, R. (2019). No assemblage required: On pursuing original consumer culture theory. Marketing Theory, 19(4), 489-507)
- Submit your Assignment 2 (interview) by Monday, Feb 6 @ 23.55