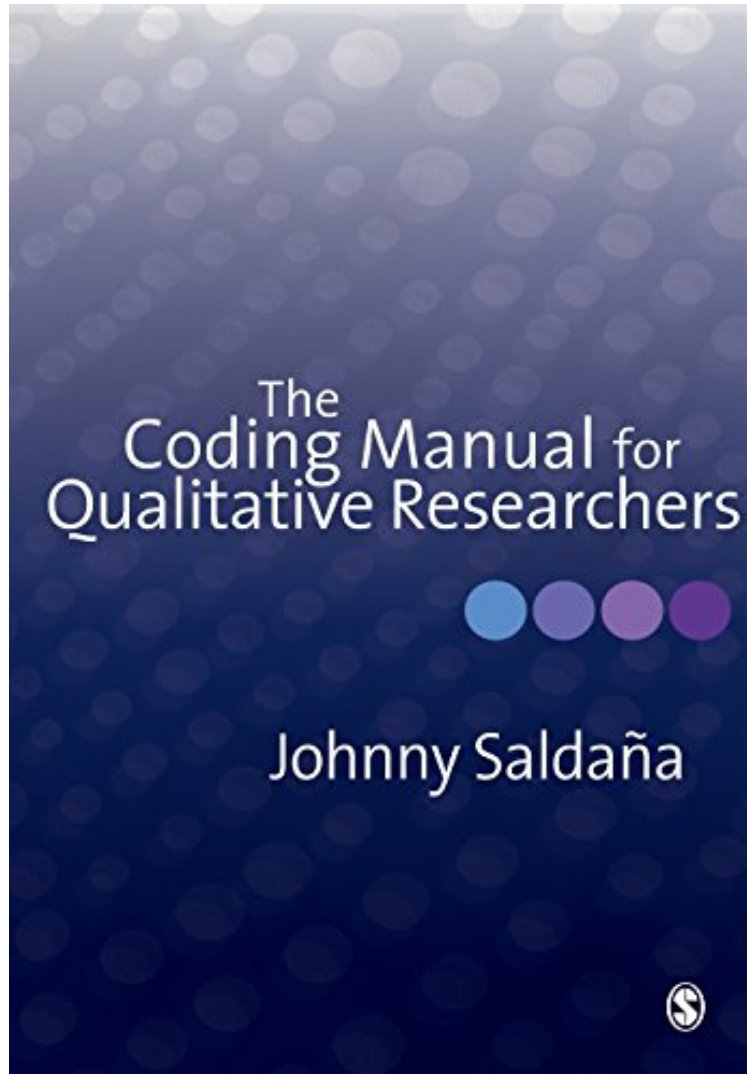


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The Coding Manual for Qualitative Researchers

Johnny Saldana

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Johnny Saldana : The Coding Manual for Qualitative Researchers before purchasing it in order to gage whether or not it would be worth my time, and all praised The Coding Manual for Qualitative Researchers:

39 of 39 people found the following review helpful. Extremely helpfulBy allinherheadI am about to commence my honours psychology year and landed a summer job as a research assistant. I was surprised to discover that I was the statistics expert. The research had already been conducted and I was there to analyse the data. It was from a large survey with a lot of open questions. I needed to code qualitative data into quantitative. Unfortunately at this point in my studies we had not learnt about qualitative data coding. I needed to learn how to do so - and fast!Most books seem to focus on qualitative research from the start to finish which I didn't need. I was relieved to find a book dedicated to

coding. It is easy to read and understand, and provides many real-life examples. It also discusses in detail, a wide variety of techniques so you can find something that best suits the type of data you have. The author does not advocate one technique over another as they all have their pros and cons. He also discusses qualitative coding software, which could be useful if you have access to this - which I don't. The beginning of the book provides an overview which is extremely useful if you are new to coding. The rest of the book discusses techniques. This is easy to navigate and I was able to skip to parts of the book that were relevant to me, without needing to read the entire book in order to understand it. The Coding Manual for Qualitative Researchers has enabled me to complete my job without looking incompetent and I am confident that I have undertaken the correct procedures. I can definitely recommend this if you are looking for information on coding qualitative data.

0 of 0 people found the following review helpful. A good reference about coding profiles

By Venkatesh Prasad Ranganath

This book is more in line with the "methods sourcebook" by the same author. It catalogs a set of coding profiles for first and second cycle of coding. While catalog is interesting and useful as a reference, the postscript about how to use the coding profiles and how to manage the coding process in each cycle is most useful. For me, it kind of reaffirmed the certain beliefs about qualitative research and the involved techniques. The exposition about the relations between coding profiles is also useful but a bit lacking; specifically, more comparative description of profiles would have helped to understand seemingly similar coding profiles, e.g., holistic coding vs concept coding vs themeing of data.

35 of 35 people found the following review helpful. Excellent text on coding qualitative data.

By Poincare

Mr. Saldana has written an accessible and thorough examination of a myriad of coding techniques and tools for the qualitative researcher. The text is highly focused just for that purpose. If you are looking for assistance on building a framework, about the historical or contextualization of qualitative methods and inquiry, then look elsewhere. The coding techniques are split into a first and second cycle formats. This is a convenient way to organize the coding techniques, as Mr. Saldana has grouped them, but may not be an optimal form of organization for the advanced researcher. In my opinion, "The coding manual" will help the advanced undergraduate or graduate student with regard to making a decision on which coding technique is best suited for a project. The example coding texts for each coding technique are not excellent, but then it would be hard to find something to appeal to every field. Nevertheless, the examples do clearly demonstrate an application of the coding method in a concise manner. Also, the examples are primarily drawn from the social sciences.

The Coding Manual for Qualitative Researchers is unique in providing, in one volume, an in-depth guide to each of the multiple approaches available for coding qualitative data. In total, 29 different approaches to coding are covered, ranging in complexity from beginner to advanced level and covering the full range of types of qualitative data from interview transcripts to field notes. For each approach profiled, Johnny Saldana discusses the methods origins in the professional literature, a description of the method, recommendations for practical applications, and a clearly illustrated example.

'The Coding Manual for Qualitative Researchers is a sophisticated introduction to strategies for coding qualitative data. Saldana writes in a colloquial and easy-to-follow style, which is a great help for those not well versed in this area. His plentiful and pertinent examples keep the reader interested and engaged in the material' - PsycCRITIQUES

'Perhaps we could call Johnny Saldana (2009) the Dan Brown of qualitative research. Certainly, this is a man who knows how to decode the mysteries of coding qualitative data. While Saldana's new book, The Coding Manual for Qualitative Researchers, may not be marketed as a thriller, students, teachers, and practitioners of qualitative research may well find themselves thrilled by the clarity and comprehensiveness of Saldana's text' - The Weekly Qualitative Report

About the Author

Johnny Saldana is a Professor of Theatre in the Herberger Institute for Design and the Arts' School of Theatre and Film at Arizona State University where he has taught since 1981. He received his BFA and MFA degrees in drama education from the University of Texas at Austin. He is the author of *Drama of Color: Improvisation with Multiethnic Folklore* (Heinemann, 1995), awarded the 1996 Distinguished Book Award from the American Alliance for Theatre Education (AATE); *Longitudinal Qualitative Research: Analyzing Change Through Time* (AltaMira Press, 2003), awarded the 2004 Outstanding Book Award from the National Communication Association's Ethnography Division; *Ethnodrama: An Anthology of Reality Theatre* (AltaMira Press, 2005); *The Coding Manual for Qualitative Researchers* (SAGE, 2009); and *Fundamentals of Qualitative Research* (Oxford University Press, 2011). In press is a new book, *Ethnotheatre: Research from Page to Stage* (Left Coast Press, 2012) and a Second Edition of *The Coding Manual for Qualitative Researchers* (SAGE, 2013).