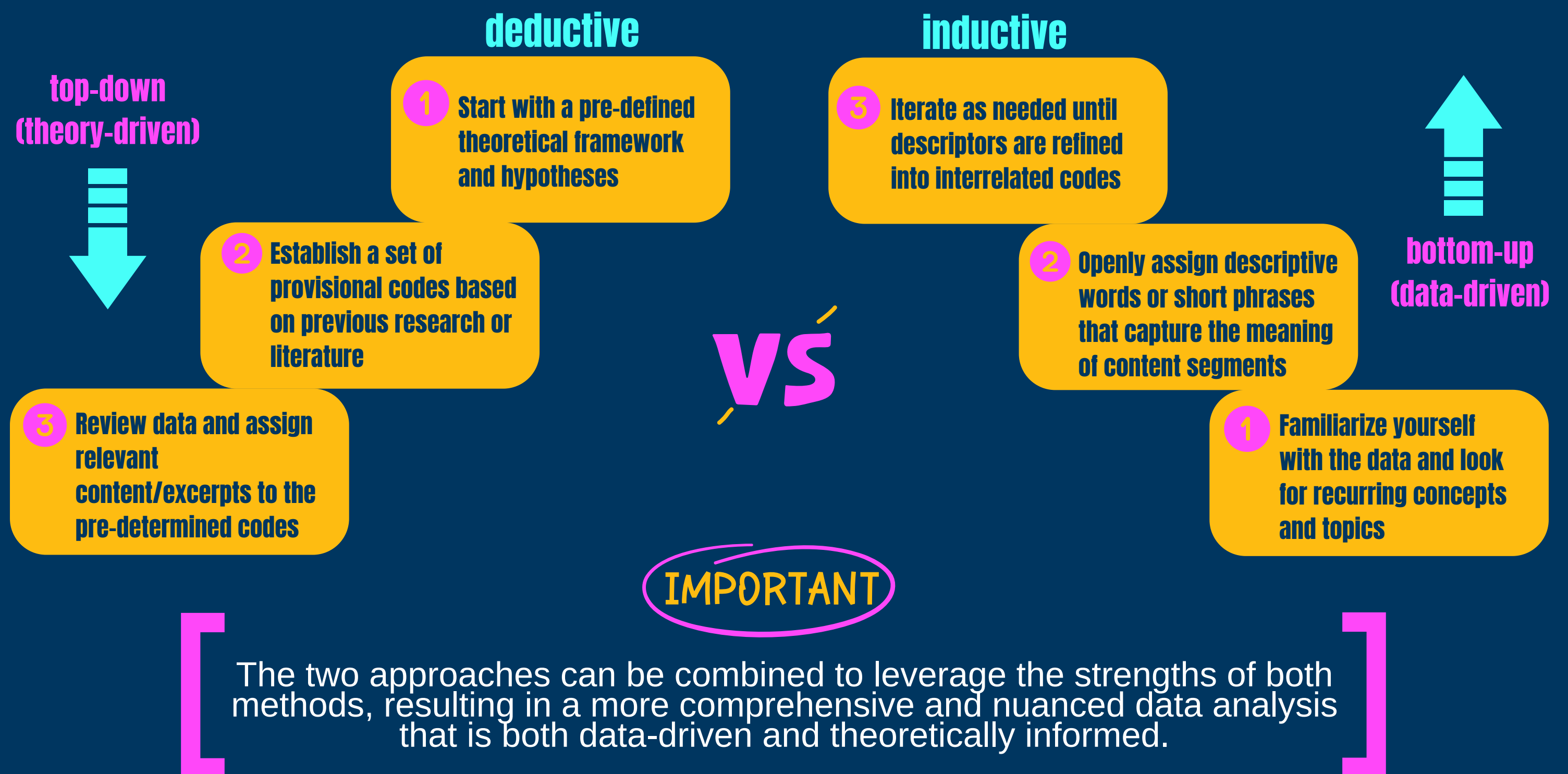


CRACKING THE CODING FOR QUALITATIVE DATA

Qualitative coding is the systematic process of categorizing and segmenting textual or visual content into meaningful analytical units to identify patterns and themes within the data. This handout compares deductive and inductive approaches to qualitative coding and highlights campus-licensed and supported tools to aid in this process.



Qualitative Data Analysis Tools

Campus-licensed

NVIVO

MAXQDA

Free and Supported

TAGUETTE

QualCoder

LEARN

MORE

Request access to licensed tools:

dreamlab@library.ucsb.edu

Consult available training:

rds@library.ucsb.edu