



## Interviews Coding Instructions

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## Coding Instructions

1. Before coding it is imperative to familiarize yourself with the research questions and the Interview Protocol. N.B. The sequences and their respective categories are illustrated in the Interview Protocol. See below.

### **A: Demographics**

- Condition
- Ethnicity
- Culture
- Education
- Age
- Sex
- Country of birth
- Marital status
- Family composition
- Income
- Age children

### **B: Social Networks**

#### **C: Sequence 1:**

##### **Individual / personal**

- Psychological factors
- Biological factors
- appetite / appetite
- Motivation / goals
- Autonomy
- Stress
- Emotions
- Health status
- Goals
- Reward
- Boredom
- Self-control

#### **D: Sequence 2:**

##### **Food registration**

- Tools-digital / paper
- Experiences pos / neg
- Applications
- Expectations
- Where / when / how often
- Pros and cons

#### **E: Sequence 3: Environment**

- Physical
- Social
- Availability
- Place
- Availability

- Financial
- See / smell
- With whom
- Culture / religion
- Time
- Occasions
- Financial

2. Familiarize yourself with the code, their definitions and relationships (see networks and code list in the Atlas ti project).
3. Develop a storyline that will help you to understand more about the research questions
4. A unit of analysis is defined as short paragraph-length units with a line break. Each line break defines a change of a topic or subtopic.
5. You are invited to create memos with your initial insights using the memo function in atlas ti. Highlight important quotations and state your rationale in a memo.
6. For coding, code each unit with one or multiple codes
7. If you encounter a unit that cannot be represented by any of the existing codes then assign the unremarkable code and create a memo with your suggestions for a new code and your reasons why.

#### **Explanation**

**A cross-check process between the main coder and second coder is recommended to increase reliability. This process is as follows:**

8. After encoding each transcript, the main coder checks whether there are differences between the coders, by writing arguments for his / her choices next to the piece of text (where the difference in coding is found).
9. Then the second coder looks at the arguments and will re-encode the piece of text (so that an agreement is created) or leave it as it was (it remains a difference). Finally, both coders together view the remaining differences.

**Inter-coder reliability = number of matches / (number of matches + differences)**

10. The Inter-coder reliability is calculated before and after this process using the formula above. Use of this formula is recommended as a way to get quick feedback on the degree of agreement before and after the above process. This can be used to determine whether coding can continue or whether the procedure needs to be adjusted. Reliability of 80% is acceptable after the first repetition and that the reliability should ultimately be 90% or higher (Miles and Huberman 1994<sup>1</sup>)

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<sup>1</sup> Miles, M. A. (1994). Miles and Huberman (1994)-Chapter 4. pdf. *Qualitative Data Analysis: An Expanded Sourcebook*, 50-72.