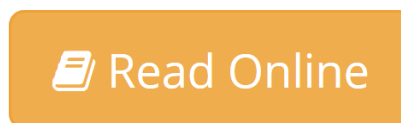# The Coding Manual for Qualitative Researchers

By Johnny Saldana

The Coding Manual for Qualitative Researchers By Johnny Saldana

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Johnny Saldaña's unique and invaluable manual demystifies the qualitative coding process with a comprehensive assessment of different coding types, examples and exercises. The ideal reference for students, teachers, and practitioners of qualitative inquiry, it is essential reading across the social sciences and neatly guides you through the multiple approaches available for coding qualitative data.

Its wide array of strategies, from the more straightforward to the more complex, is skillfully explained and carefully exemplified providing a complete toolkit of codes and skills that can be applied to any research project. For each code Saldaña provides information about the method's origin, gives a detailed description of the method, demonstrates its practical applications, and sets out a clearly illustrated example with analytic follow-up.

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Editorial Review

Review
This book is a must for all fieldworkers who work closely with interview, narrative, and visual materials. It is thoughtful, well-written, and inclusive. The appendices alone are invaluable! (Norman K. Denzin 2015-09-24)

Saldaña's *Coding Manual for Qualitative Researchers* has become an indispensable resource for my teaching, my doctoral students, and my own research. The 3rd edition, with new approaches and new examples from a broad array of researchers and disciplines, will be even more indispensable.

(Steven Harvey)

This third edition clarifies marvelously the process of coding qualitative data, provides wonderful examples of the over 25 coding methods, recognizes the ambiguity in the analysis of qualitative data, and reinforces the richness inherent in qualitative data. (Molly Engle 2015-10-05)

The Coding Manual is the go-to handbook for all qualitative researchers. This latest edition offers a thorough discussion on analyzing visual data and writing analytic memos, making this the most comprehensive text on the coding process.

(Jennifer Roberts 2015-10-06)

About the Author

Johnny Saldaña is Professor Emeritus of Theatre from the Herberger Institute for Design and the Arts' School of Film, Dance, and Theatre at Arizona State University. He has been involved in the field of theatre as a teacher educator, director, playwright, and qualitative researcher. Saldaña's research methods have been used and cited internationally for studies in K-12 and higher education, the fine arts, business, technology, social sciences, government, social services, communication, human development, sport, health care, and medicine. He is the author of *Longitudinal Qualitative Research: Analyzing Change Through Time* (AltaMira Press, 2003), recipient of the 2004 Outstanding Book Award from the National Communication Association's Ethnography Division; *Ethnodrama: An Anthology of Reality Theatre* (AltaMira Press, 2005), an edited collection of ethnographic-based plays; *The Coding Manual for Qualitative Researchers* (Sage Publications, 2009; second edition, 2013), a handbook on qualitative data analysis; *Fundamentals of Qualitative Research* (Oxford University Press, 2011), a commissioned introductory textbook and volume one of the *Understanding Qualitative Research* series; *Ethnotheatre: Research from Page to Stage* (Left Coast Press, 2011), a playwriting primer for performance ethnography and recipient of the American Educational Research Association's Qualitative Research Special Interest Group's 2012 Outstanding Book Award; and *Qualitative Data Analysis: A Methods Sourcebook*, third edition (Sage Publications, 2014), a commissioned update and revision of the late Matthew B. Miles and A. Michael Huberman's second edition (1994) book, *Qualitative Data Analysis: An Expanded Sourcebook*.

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