

Delve

INTRO TO

GROUNDNED THEORY



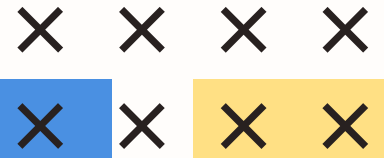
Hi! I'm LaiYee.

I'm the co-founder of Delve,
online software for coding
qualitative data.

Email: laiyee@delvetool.com

Twitter: [@laiyeelori](https://twitter.com/laiyeelori)

Delve | www.delvetool.com | [@delvetool](https://twitter.com/delvetool)



The Essential Guide to Coding Qualitative Data

[What is qualitative research?](#) | [Types of qualitative data](#) | [How to transcribe an interview](#) | [Introduction to qualitative coding](#) | [How do you code qualitative data](#) | [Steps for coding](#) | [Tools for coding](#) | [Start free trial](#)

What is coding in qualitative research?

The process of coding qualitative data is an important part of the analytical process of analyzing qualitative research. When you generate data from qualitative methods such as semi-structured interviews, qualitative coding allows you to interpret, organize, and structure your observations and interpretations into meaningful theories. Coding in qualitative research allows you to be reflexive, critical, and rigorous with your findings. Continue reading to learn more about coding in research.



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Practical Guide to Grounded Theory Research

[What is grounded theory?](#) | [When should you use grounded theory?](#) | [Benefits](#) | [Limitations](#) | [History](#) | [Steps for grounded theory](#) | [Tools for grounded theory coding](#) | [Start free trial](#)

What is grounded theory?

Grounded theory is a qualitative method that enables you to study a particular phenomenon or process and discover new theories that are based on the collection and analysis of real world data.

Unlike traditional hypothesis-deductive approaches of research, where you come up



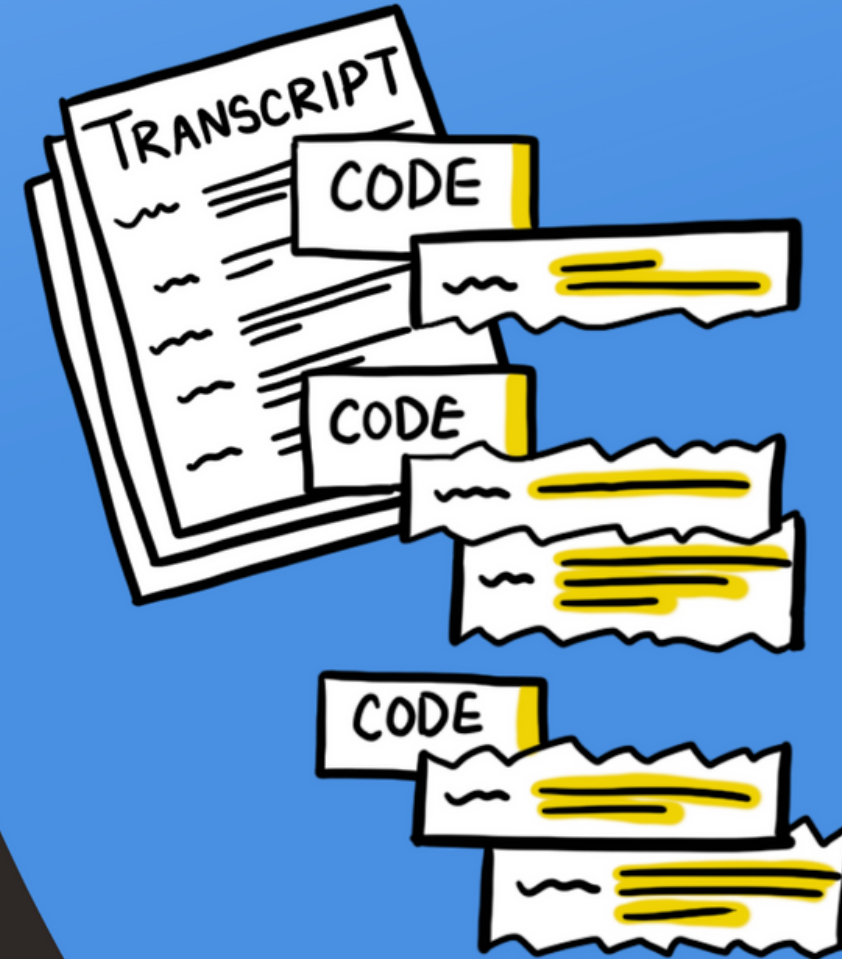
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Delve

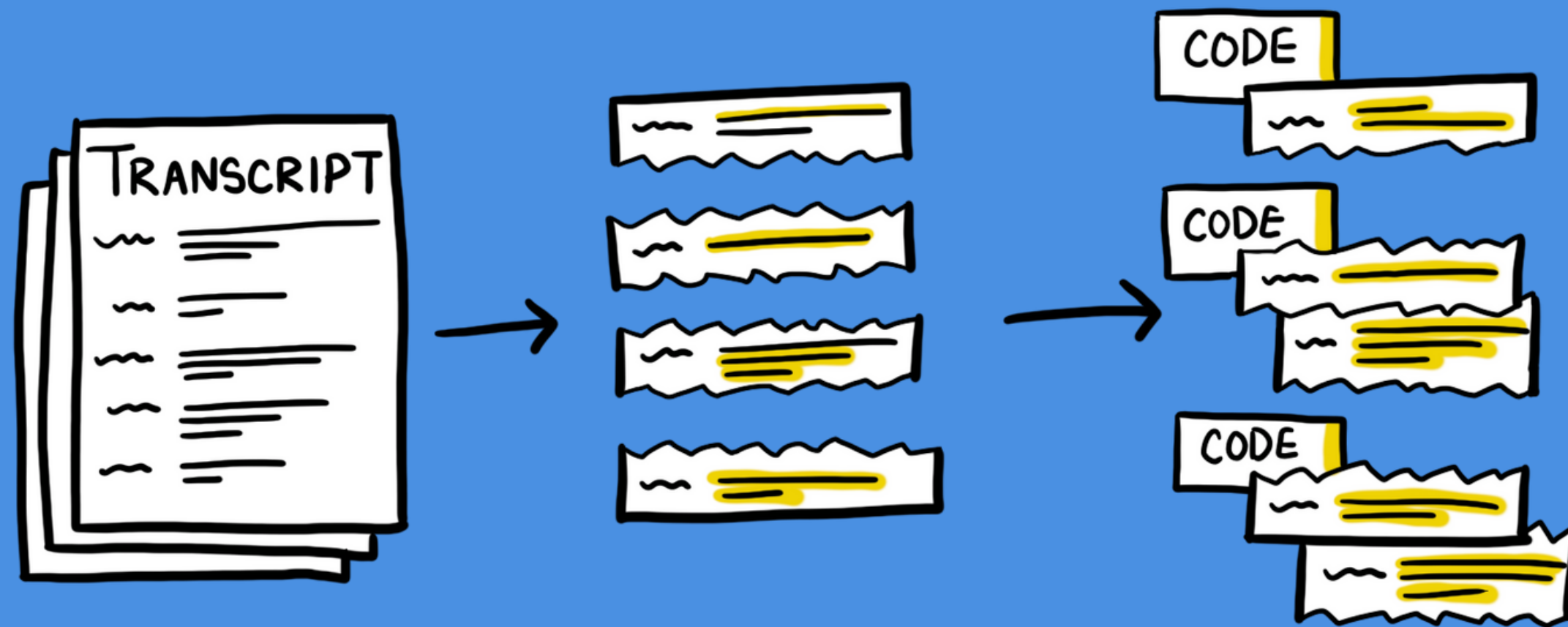
FREE ONLINE COURSE

QUALITATIVE DATA ANALYSIS



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Learn a practical take on grounded theory analysis that you can start practicing in your research today



I'll be showing a perspective on Grounded Theory,
but it's not the only approach.

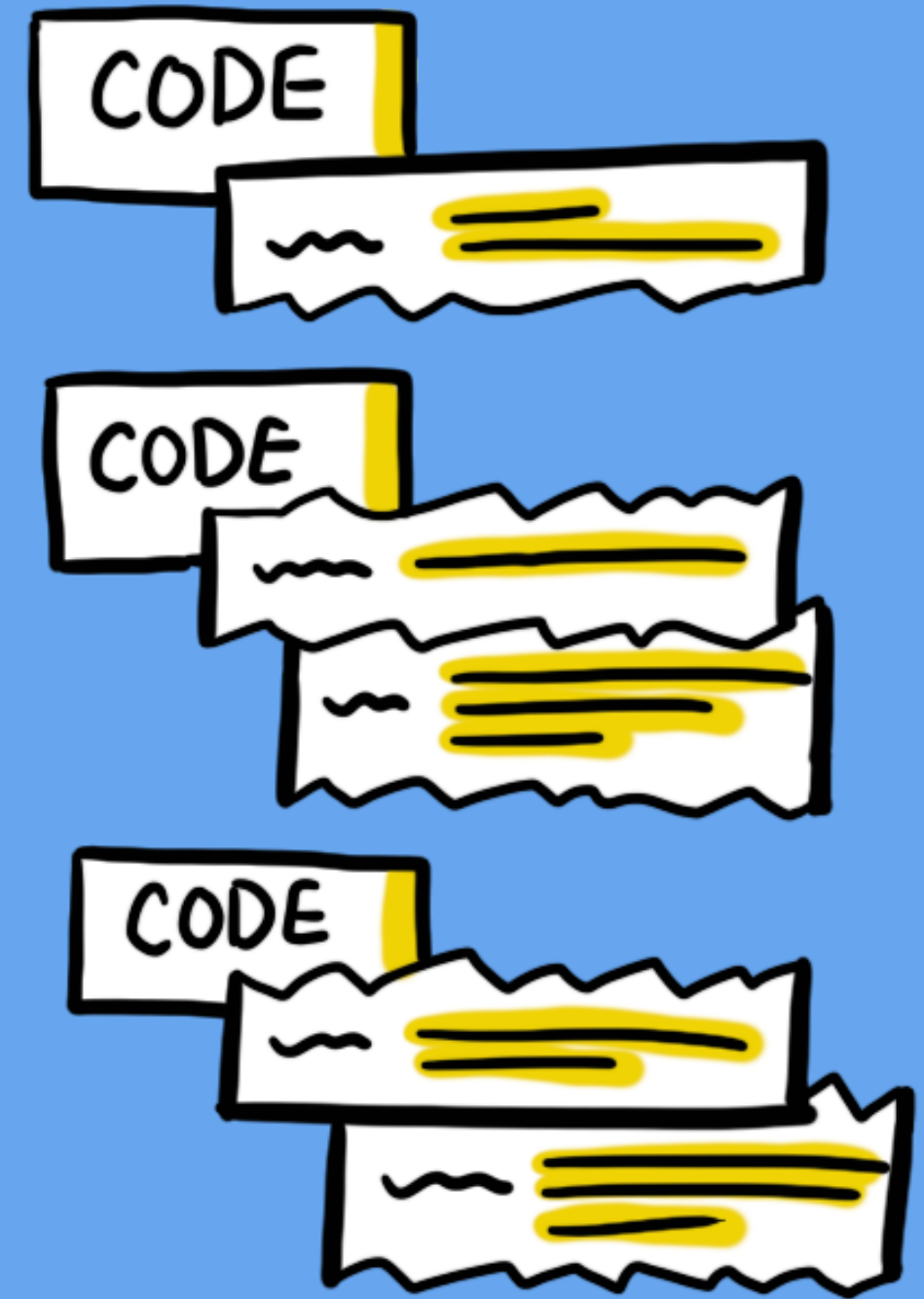
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We will focus on:

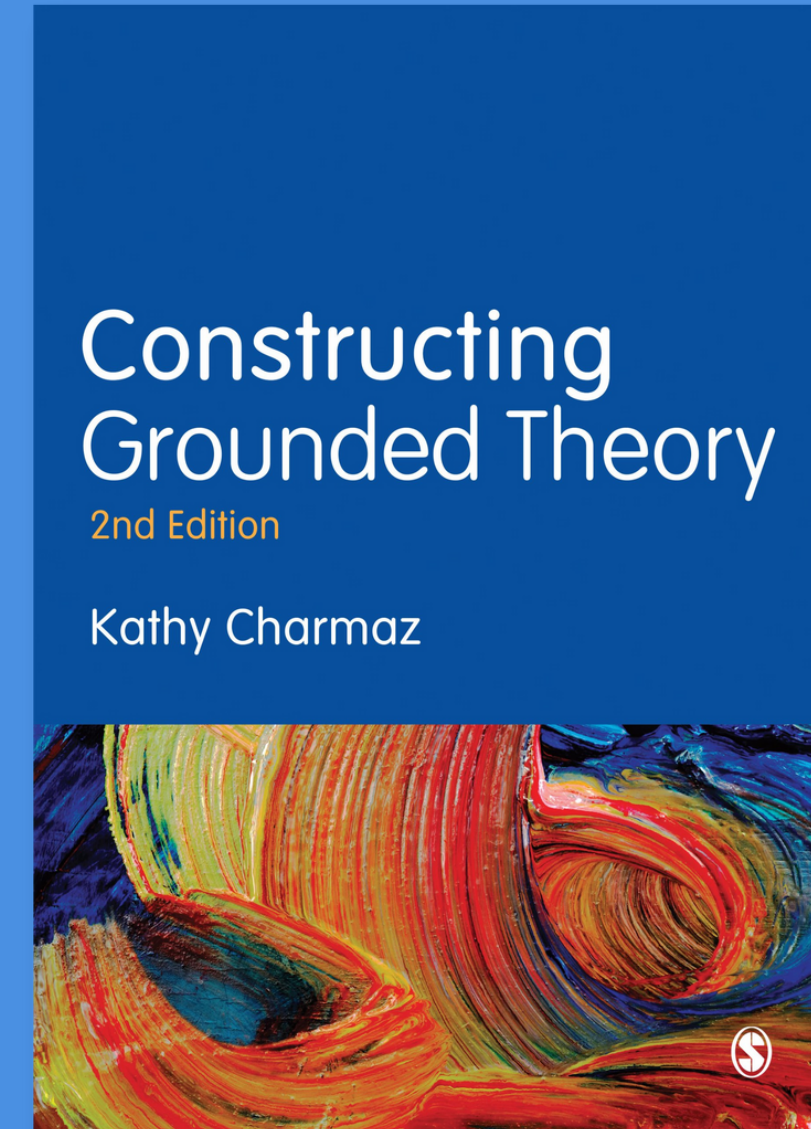
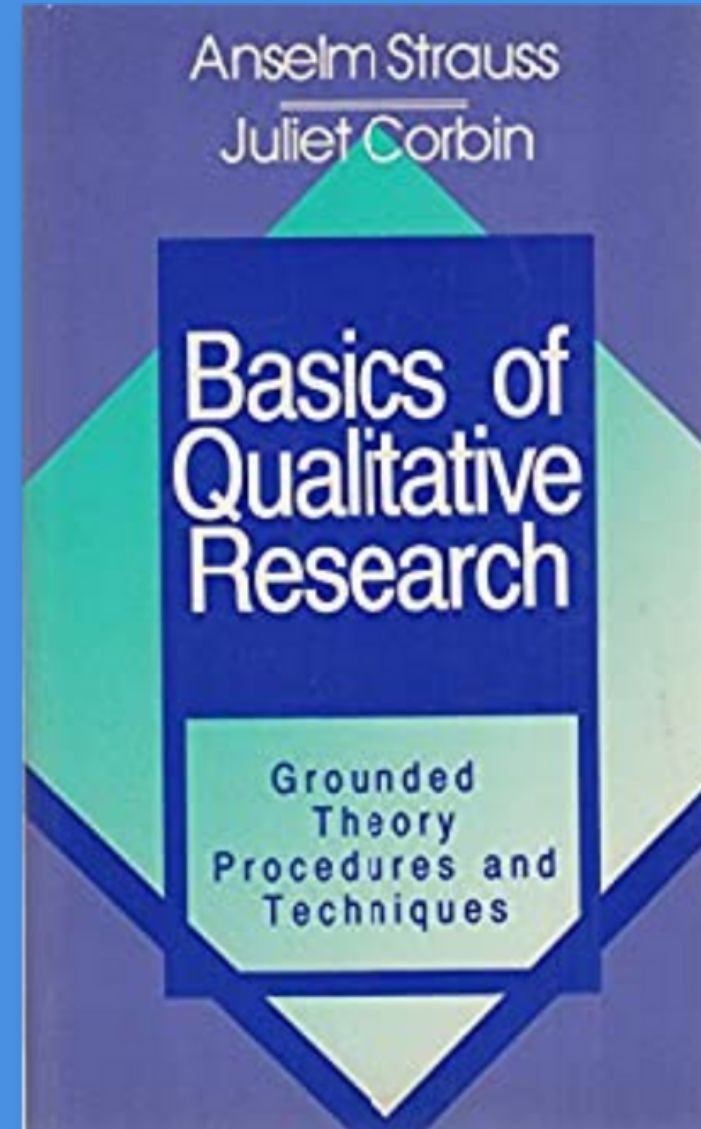
- ✓ When you should use grounded theory
- ✓ How to collect & analyze data
- ✓ How to use the tools of grounded theory to analyze data and derive new concepts

We will not cover:

- ✗ History and nuances of every version of grounded theory



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Agenda

- What is grounded theory?
- When should you use grounded theory?
- Benefits and limitations
- High-level overview
- Sample project demo
- Q&A

The background features several faint, light gray geometric shapes. In the top left, there is a large, curved shape resembling a quarter of a circle or a sector. In the top right, there are several overlapping, curved, ribbon-like shapes. In the bottom right, there is a large, irregular polygonal shape with several vertices.

WHAT IS GROUNDED THEORY?

A qualitative research method that enables you to **derive new theories** based on the **iterative** collection and analysis of **real world data**.

Grounded theory is NOT:



HYPOTHESIS



COLLECT &
ANALYZE DATA



PROVE OR
DISPROVE
HYPOTHESIS

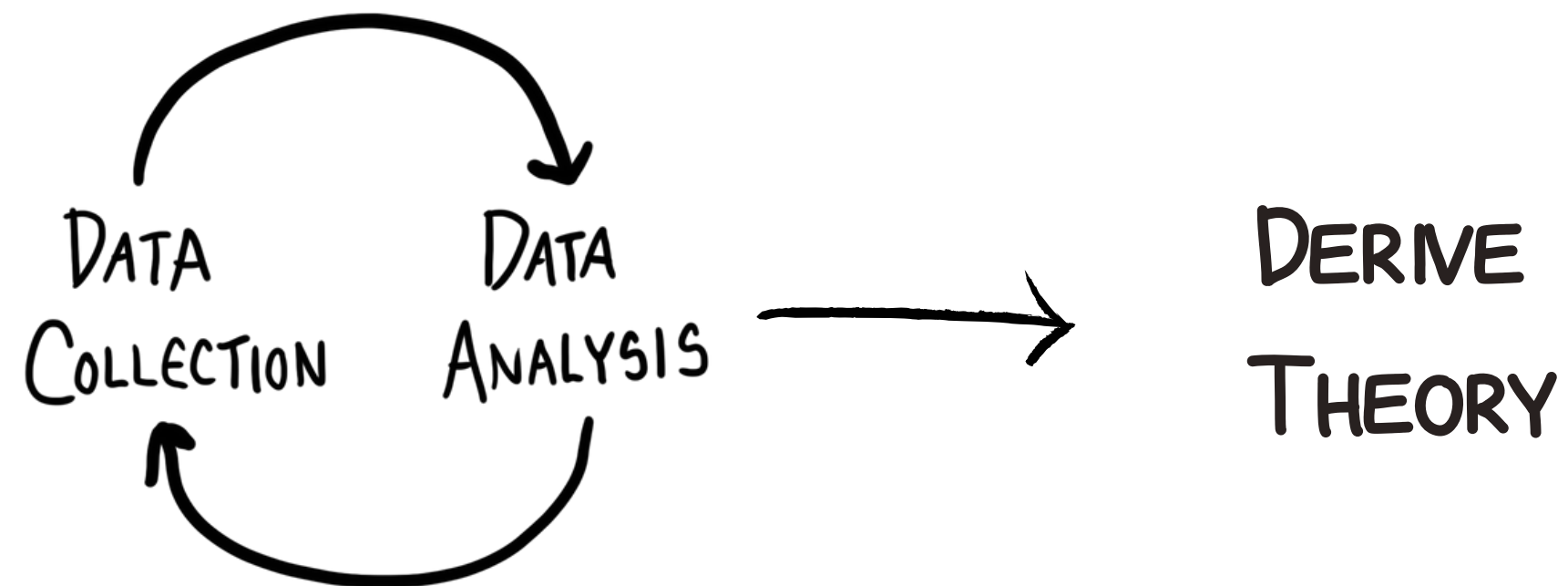
Grounded theory IS:



Grounded theory is NOT:



Grounded theory IS:



With grounded theory:



Theories are derived from real world data



Data collection & analysis occur iteratively

The background features several faint, light gray geometric shapes. In the top left, there is a large, curved shape resembling a quarter of a circle or a sector. In the top right, there are several overlapping, curved shapes that look like stylized, layered petals or segments of a circle. In the bottom right, there is a large, irregular polygonal shape with several vertices, resembling a stylized letter 'L' or a corner of a square with rounded edges.

WHEN SHOULD YOU USE GROUNDED THEORY?

When there is no existing theory
that explains a phenomenon

or

If there is an existing theory, but
the data is incomplete

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BENEFITS & LIMITATIONS OF GROUNDED THEORY

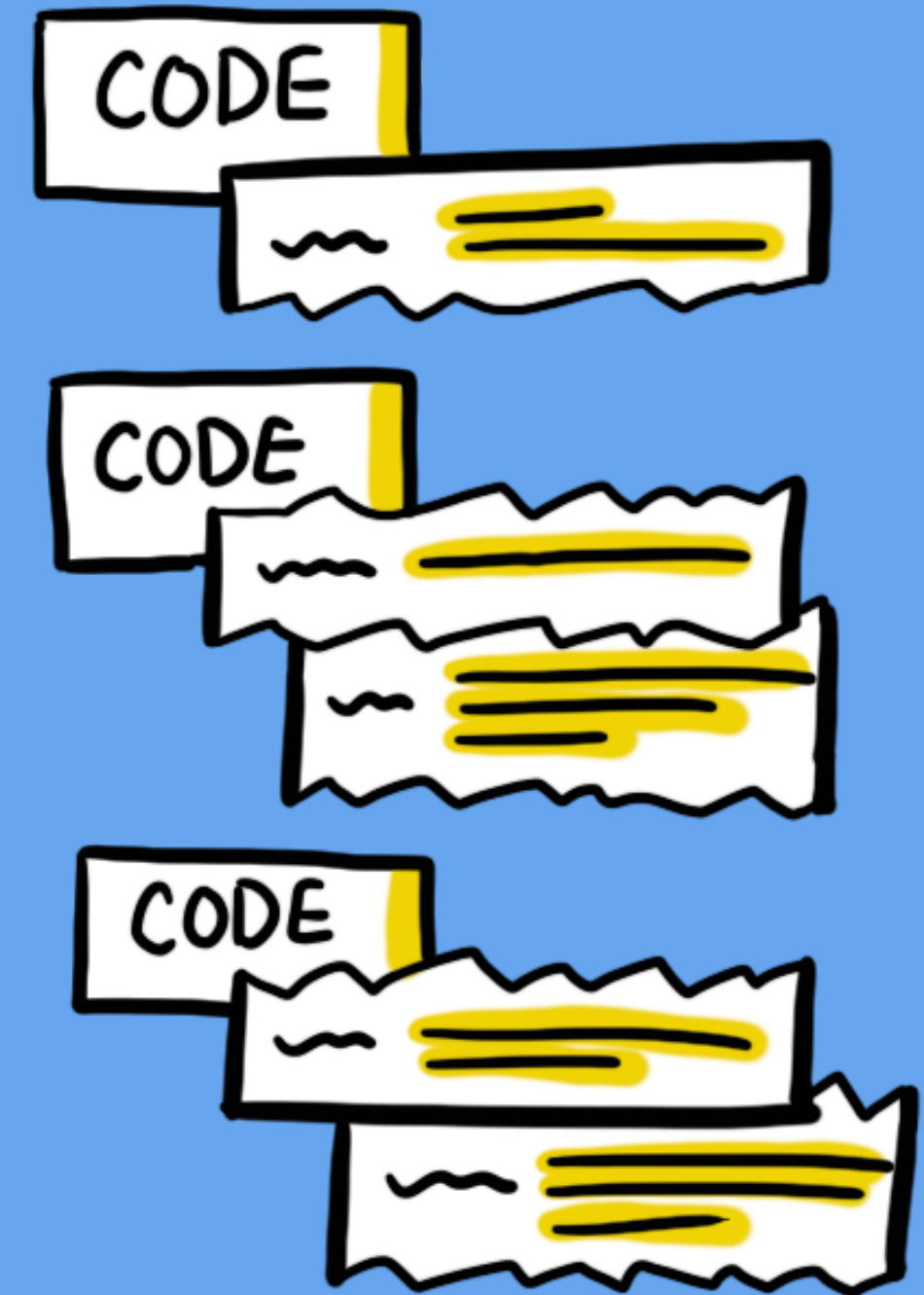
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Benefits:

- ✓ Findings represent real world settings
- ✓ Findings are connected to the data
- ✓ Great for new discoveries

Limitations:

- ✗ Difficulty recruiting
- ✗ Time consuming to collect data
- ✗ Challenges in analysis



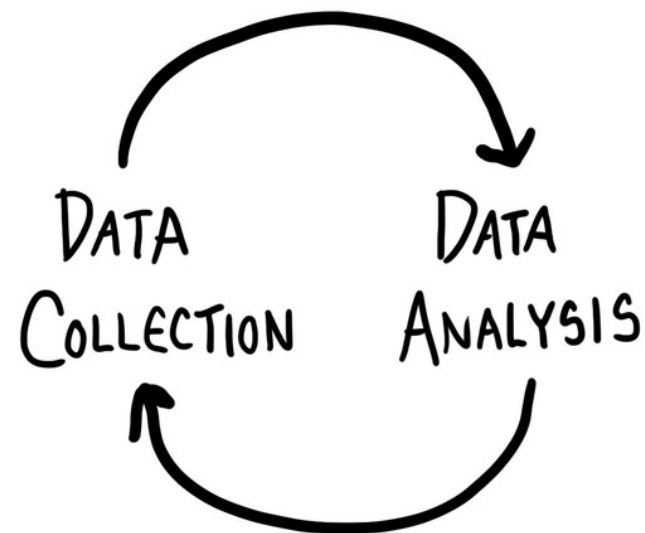


HIGH LEVEL OVERVIEW OF GROUNDED THEORY PROCESS

There are 2 fundamental
concepts to grounded theory.

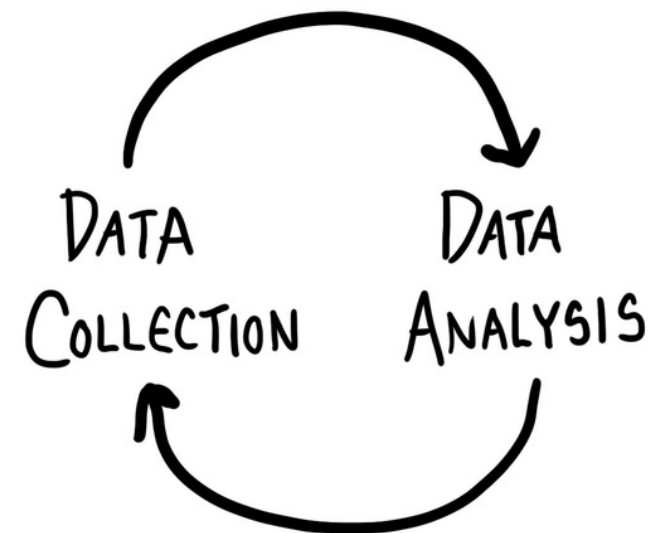
There are 2 fundamental concepts to grounded theory.

1) Data collection and analysis are cyclical

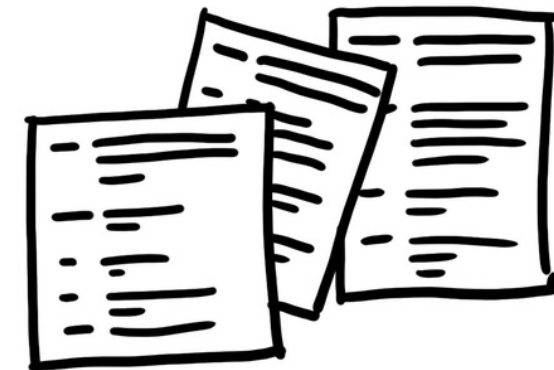


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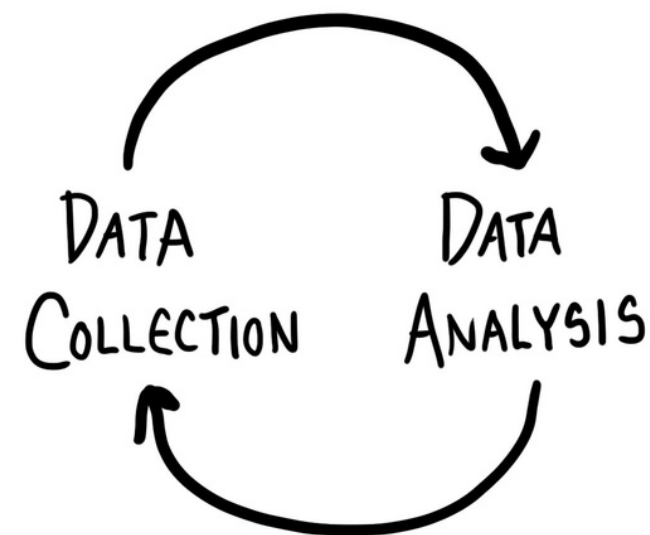


2) You start with raw data such as transcripts...



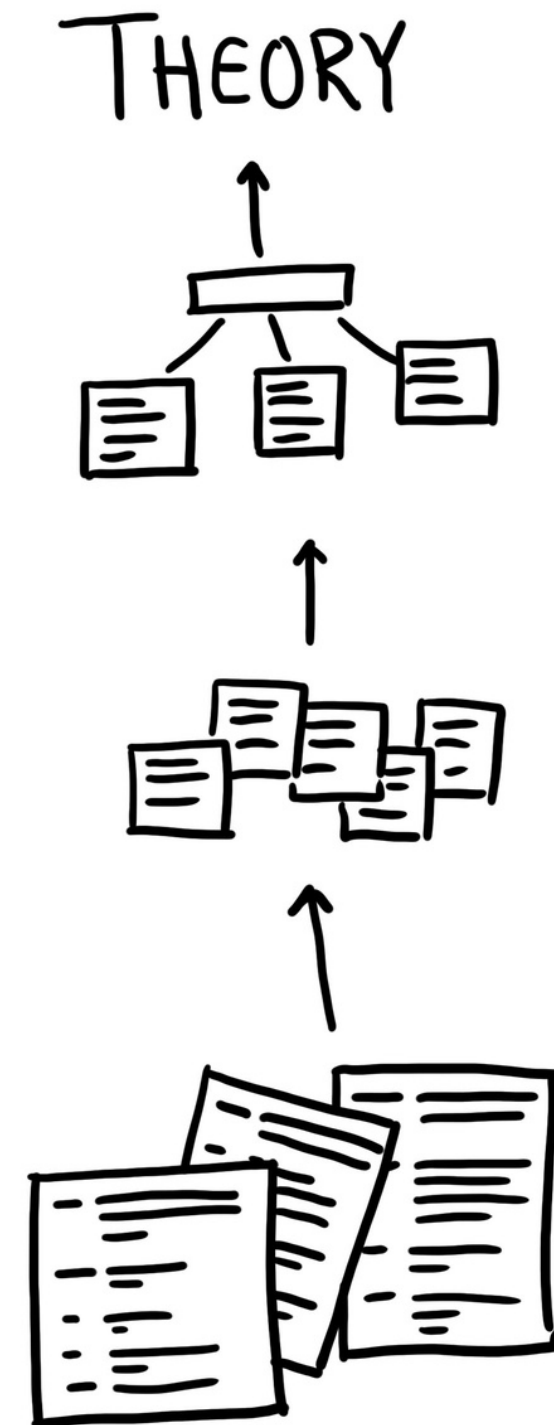
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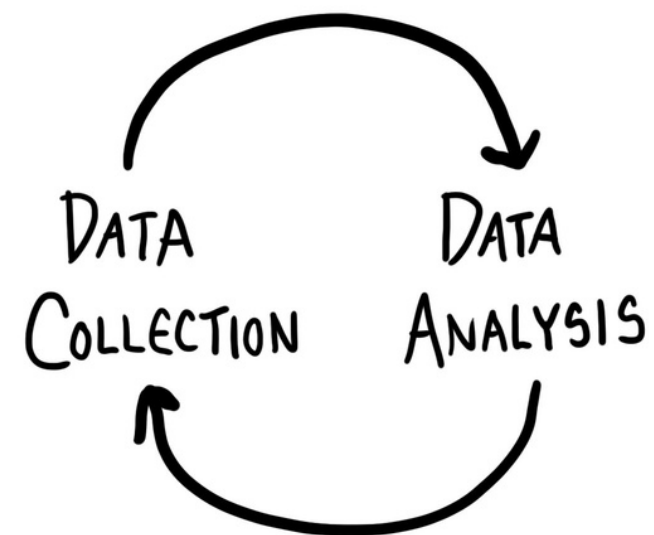


2) You start with raw data such as transcripts...

... And turn them into a theory, grounded in the data.

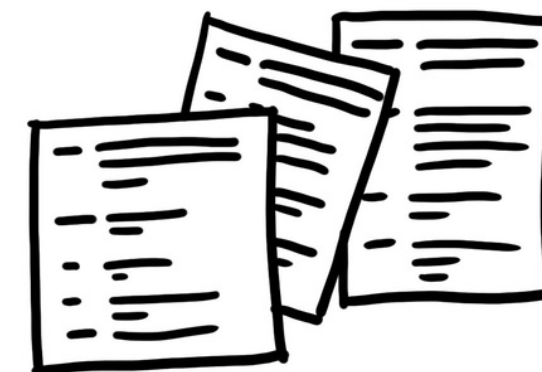
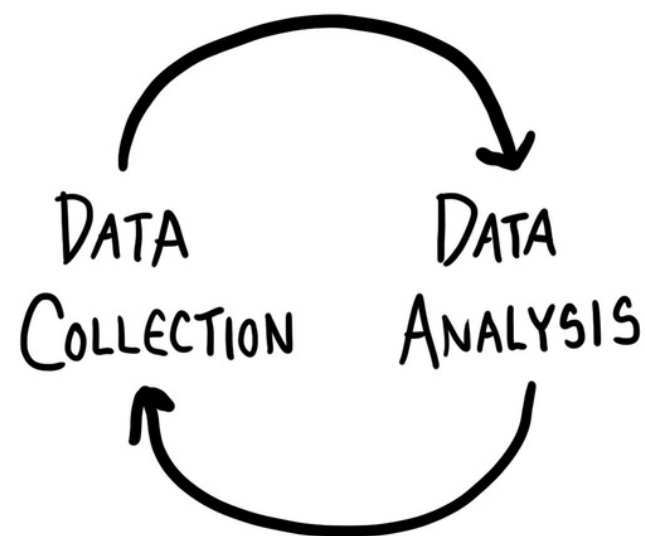


Each time you do a round of
data collection and analysis...

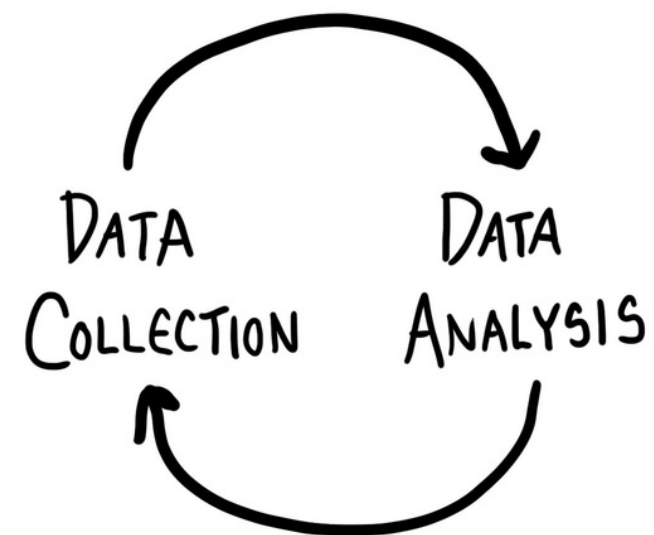


Each time you do a round of data collection and analysis...

... The data takes a step closer towards becoming a **theory**.



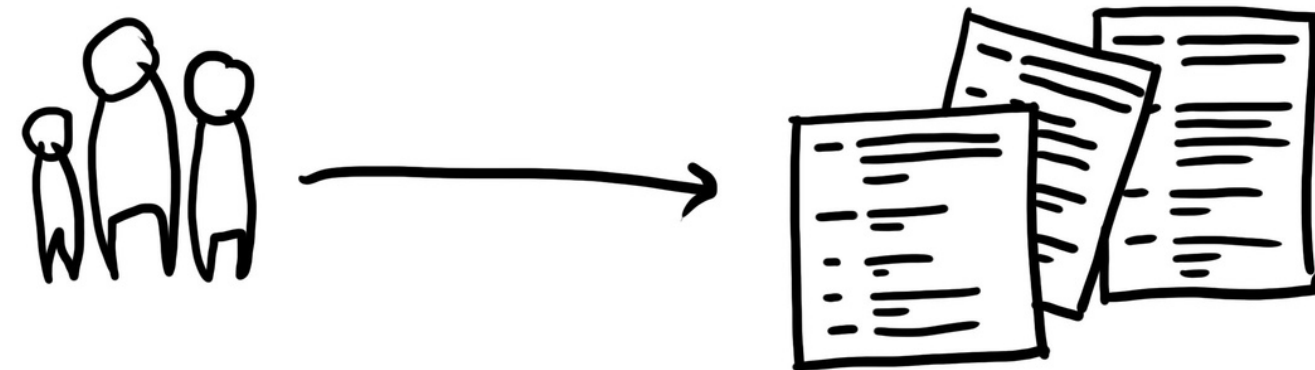
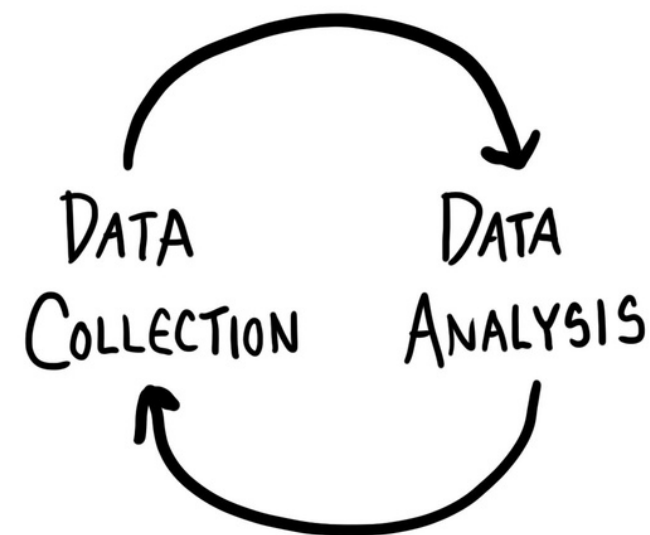
The data collection process is called **theoretical sampling**.



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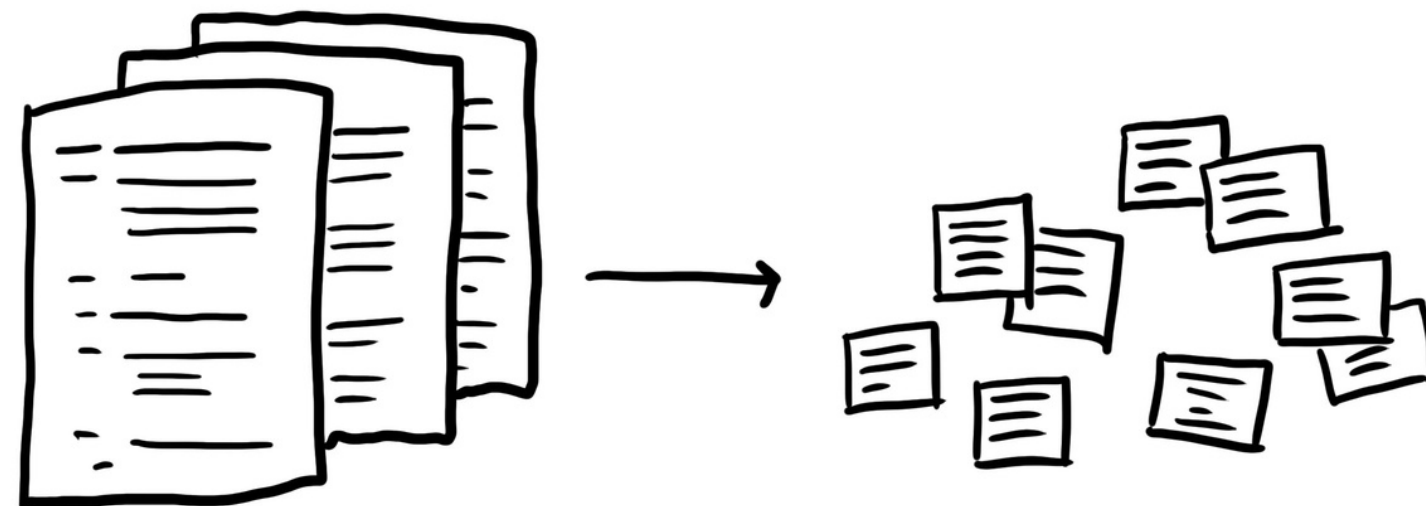
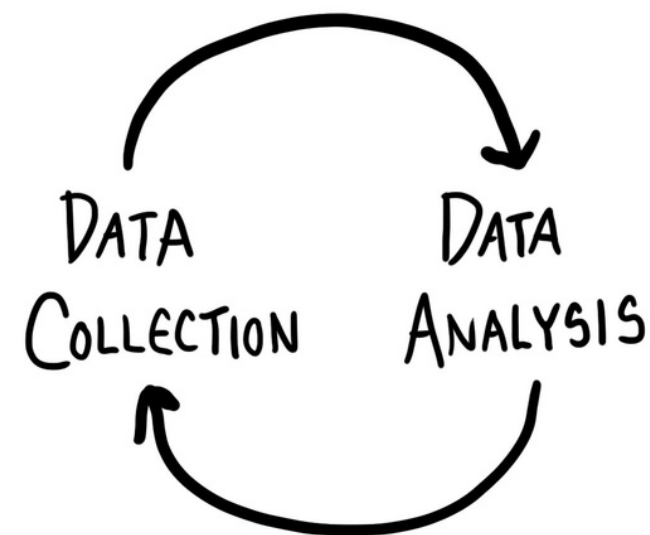
Recruit a small group of people to begin with.

Plan to recruit more later.



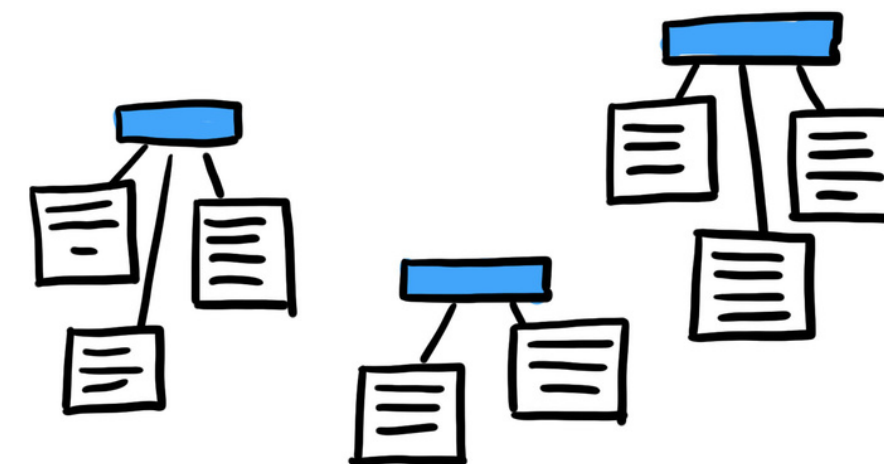
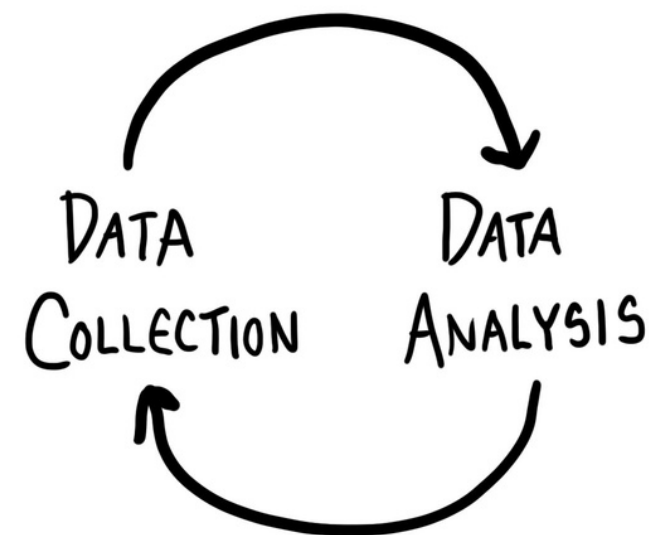
The first step in analysis is open coding.

Break up transcripts into excerpts.



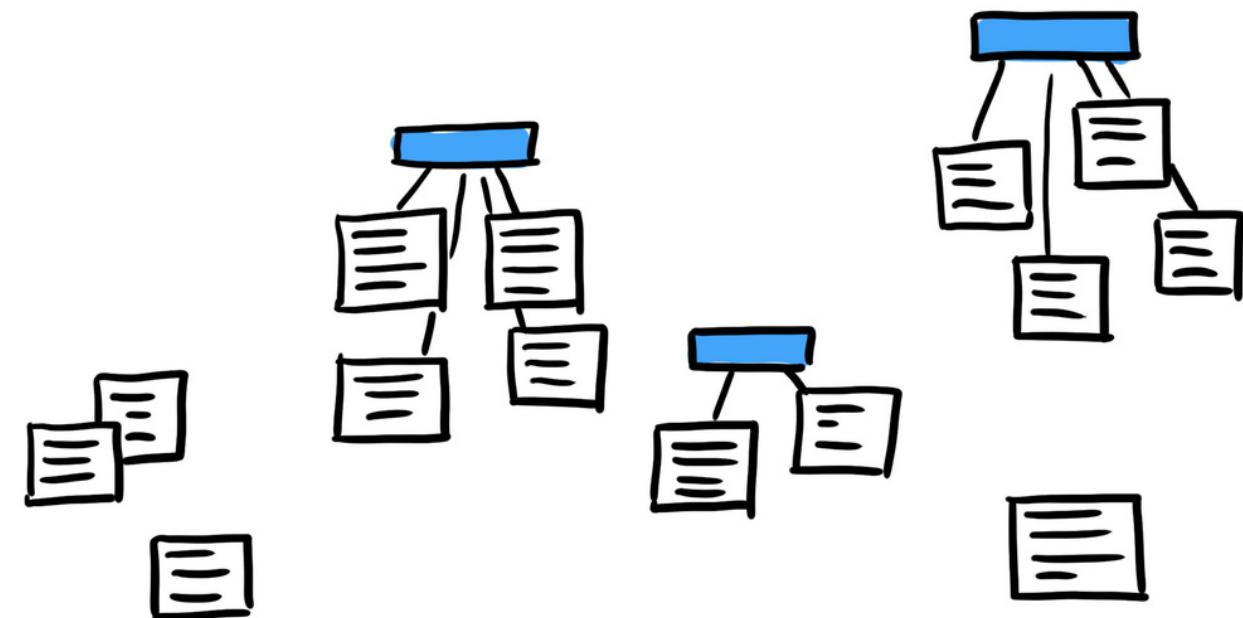
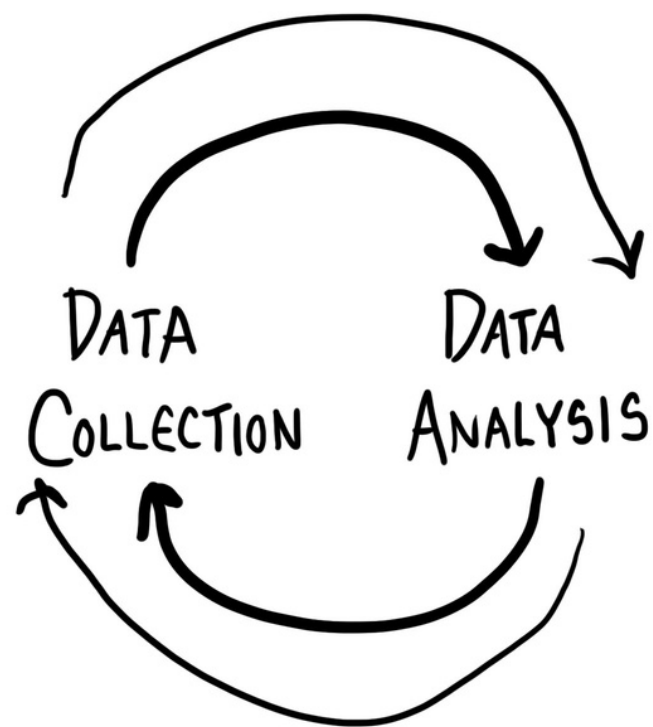
The first step in analysis is open coding.

Group excerpts into codes.



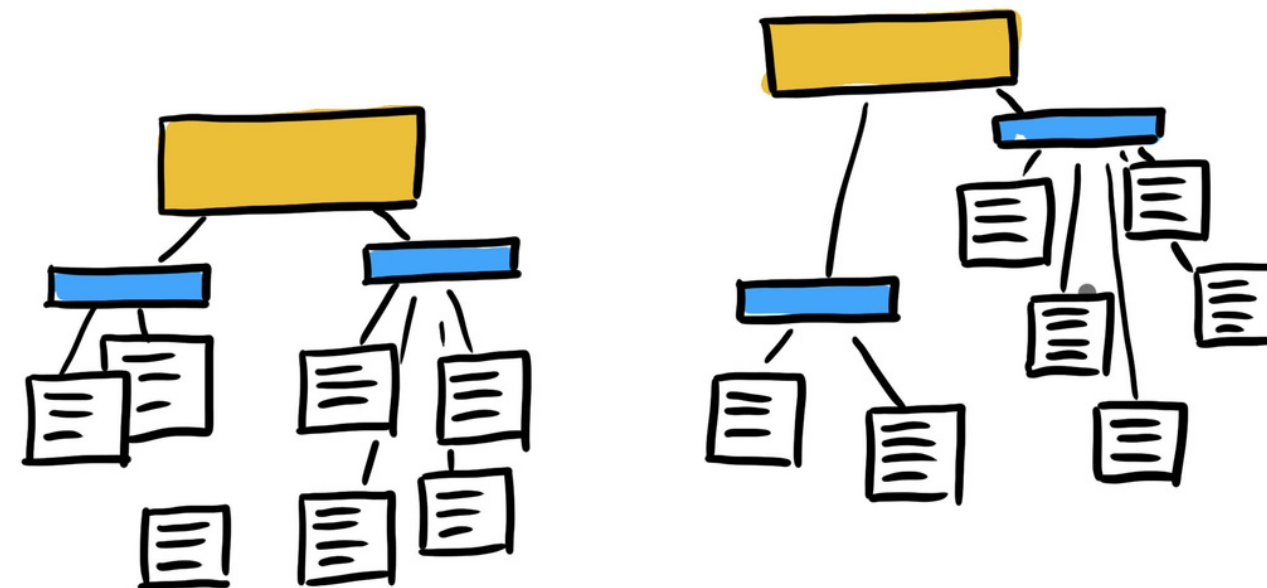
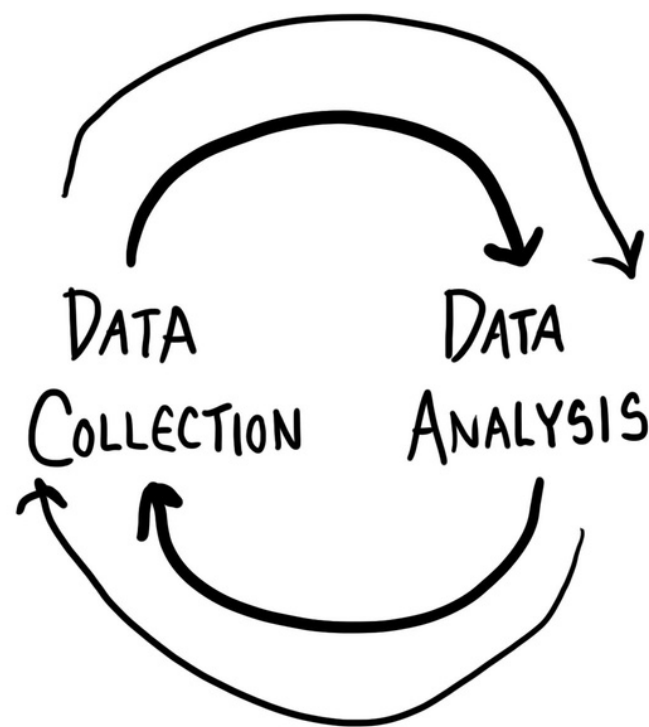
Collect more data. Do more **theoretical sampling**.

See how new data **compares**
with your codes so far.



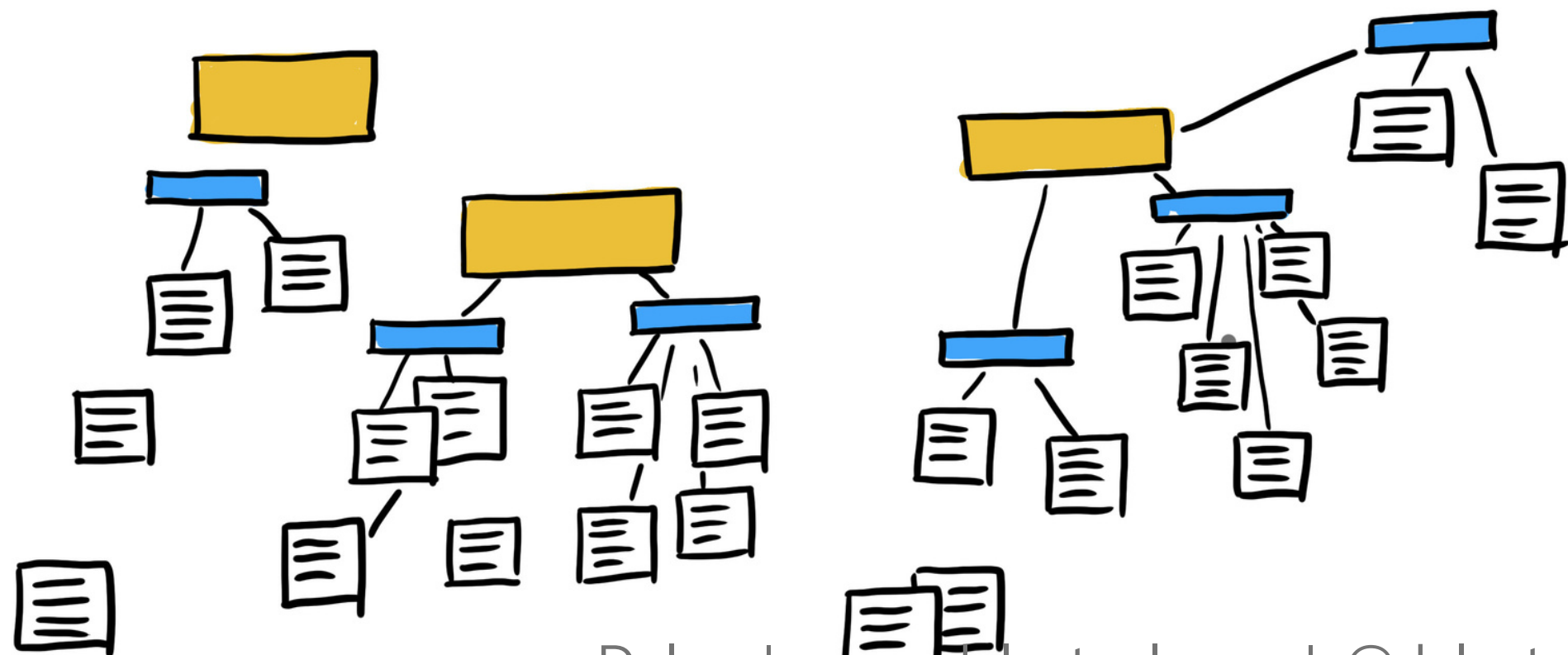
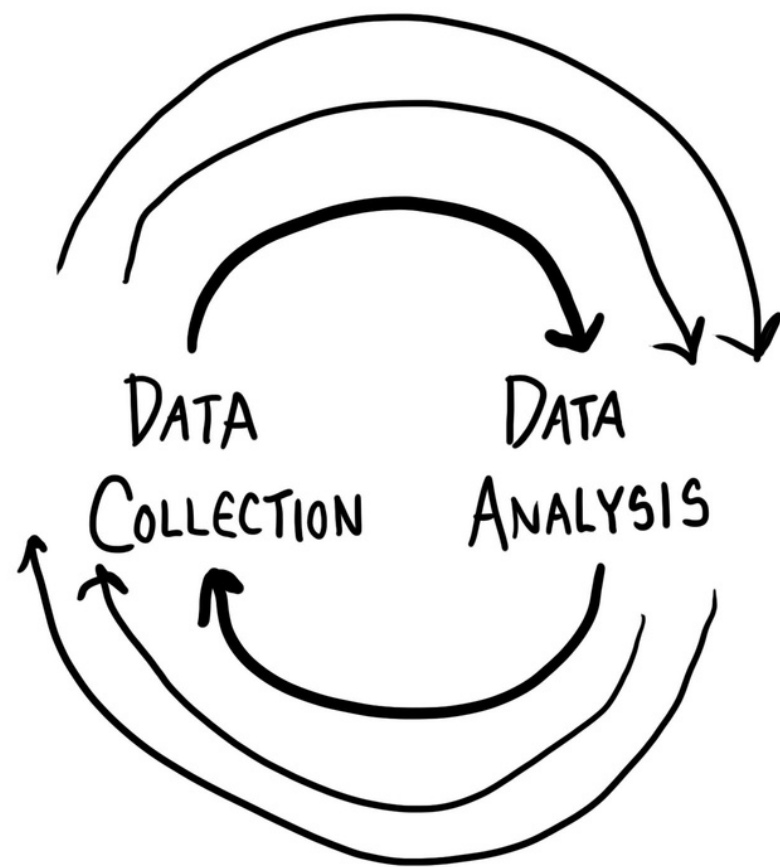
Group codes together with axial coding.

Find connections between codes.



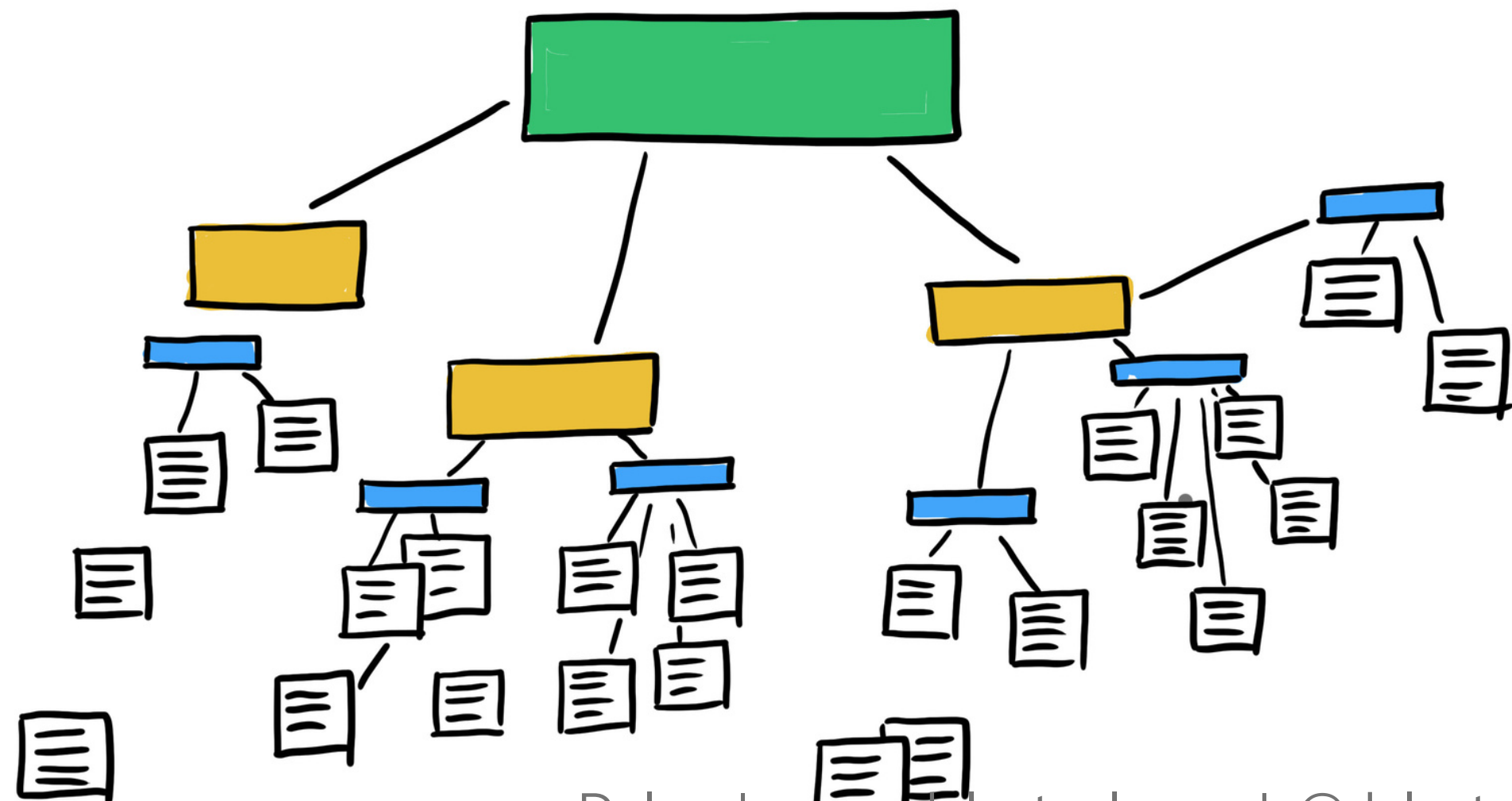
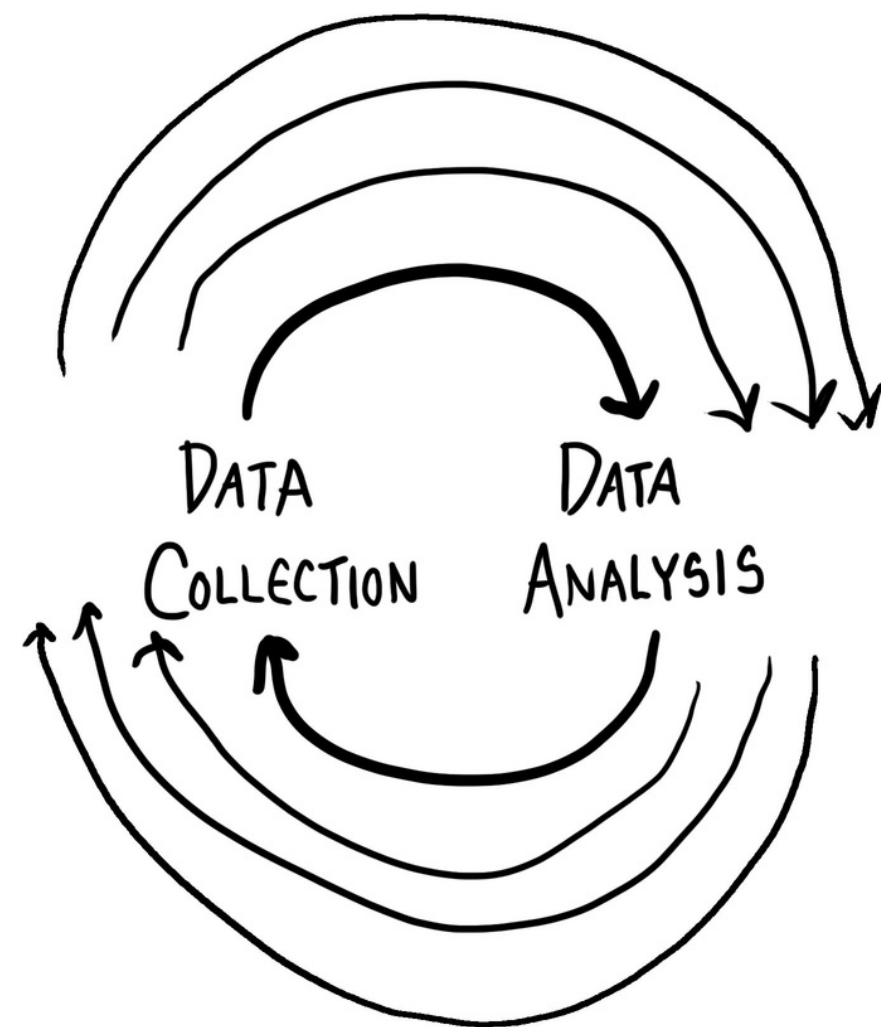
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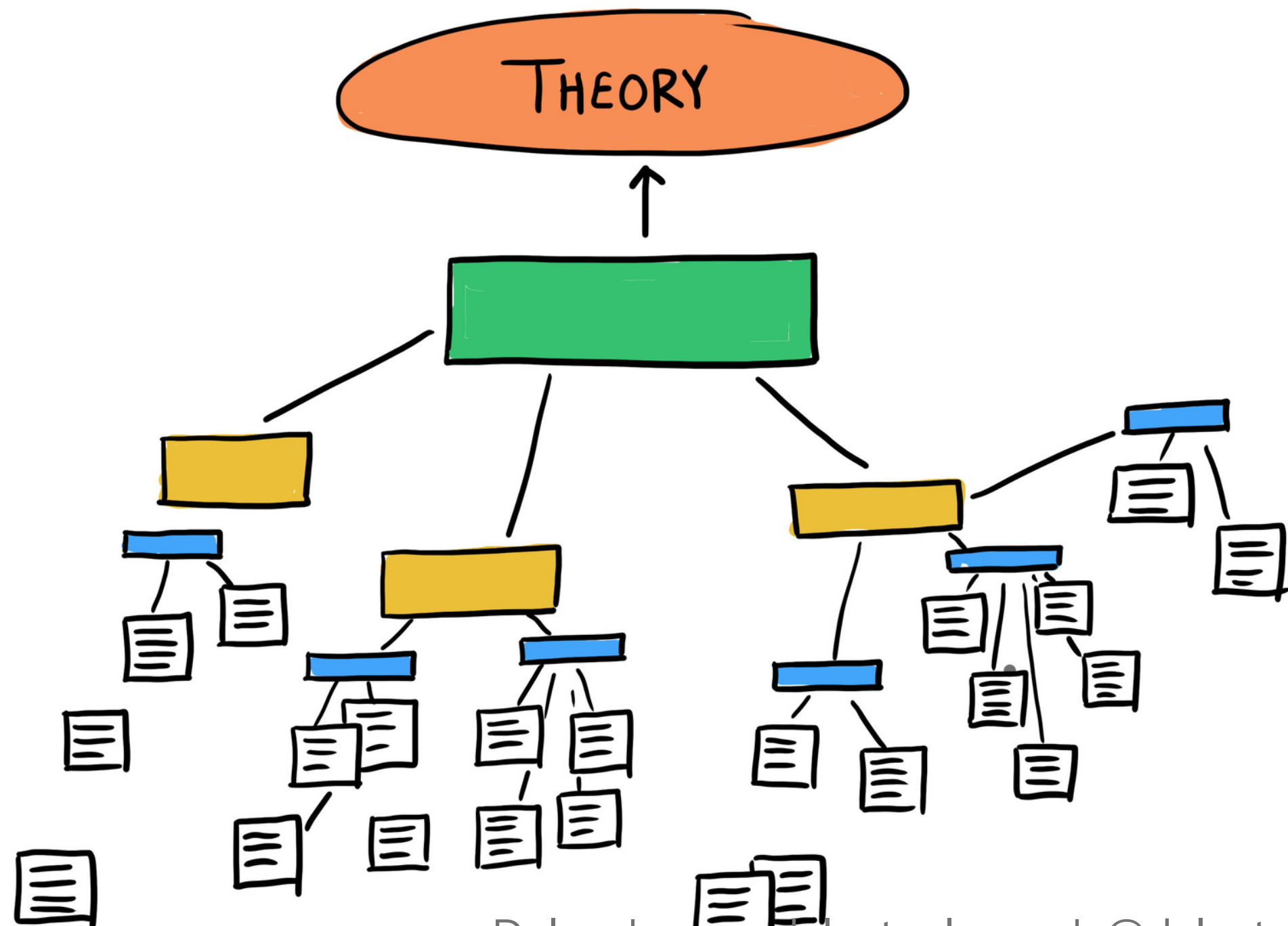
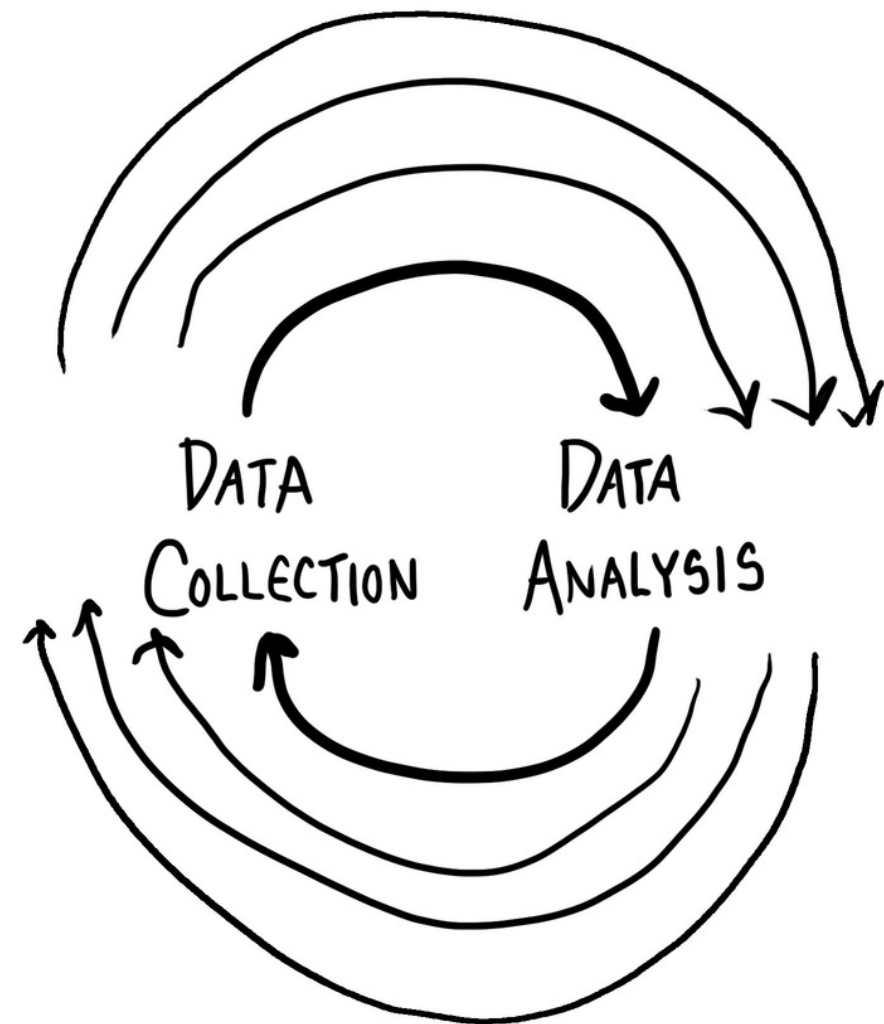


Find the core category using selective coding.

The core category connects all codes together, and is the basis for the theory.



Shape your analysis into the final grounded theory.



The background features several abstract, light gray geometric shapes. In the top left, there is a large, curved shape resembling a quarter of a circle. In the top right, there are several overlapping, curved shapes that look like stylized pages or layers. In the bottom right, there is a large, irregular polygonal shape.

DEMO OF PROJECT EXAMPLE WITH DELVE

COLLECT DATA

THEORETICAL SAMPLING

ANALYZE DATA

SELECTIVE CODING

AXIAL CODING

OPEN CODING

THEORETICAL SAMPLING

ROUND 1

**Recruit a small group of people based on
your initial research questions.**

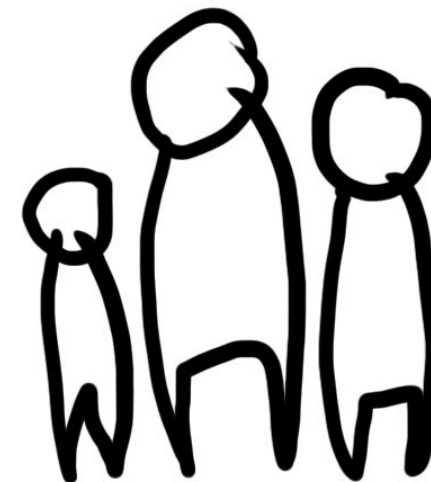
Example research question:

How did high schoolers in New York state adapt to learning during the pandemic?

Example research question:

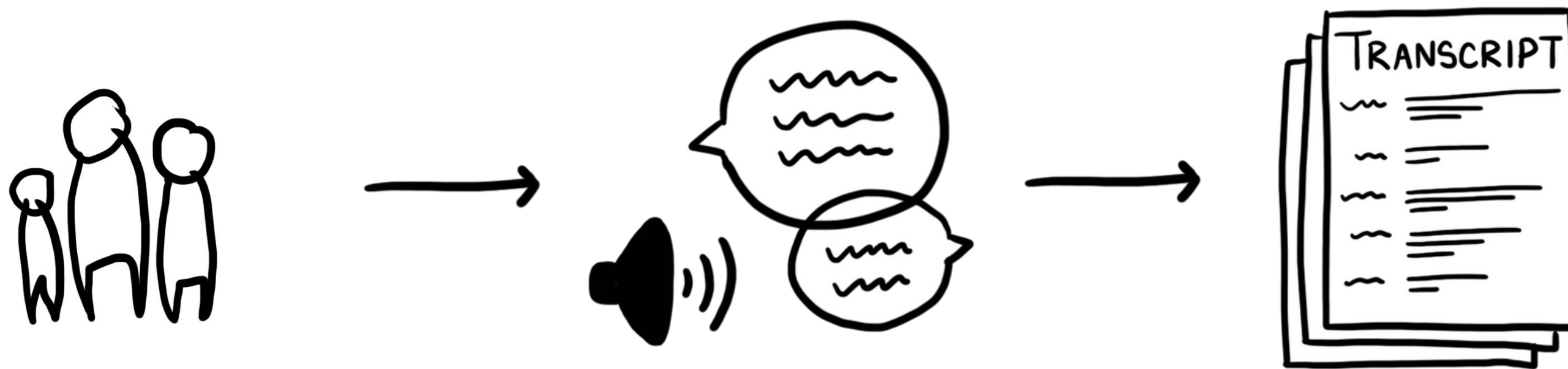
How did high schoolers in New York state adapt to learning during the pandemic?

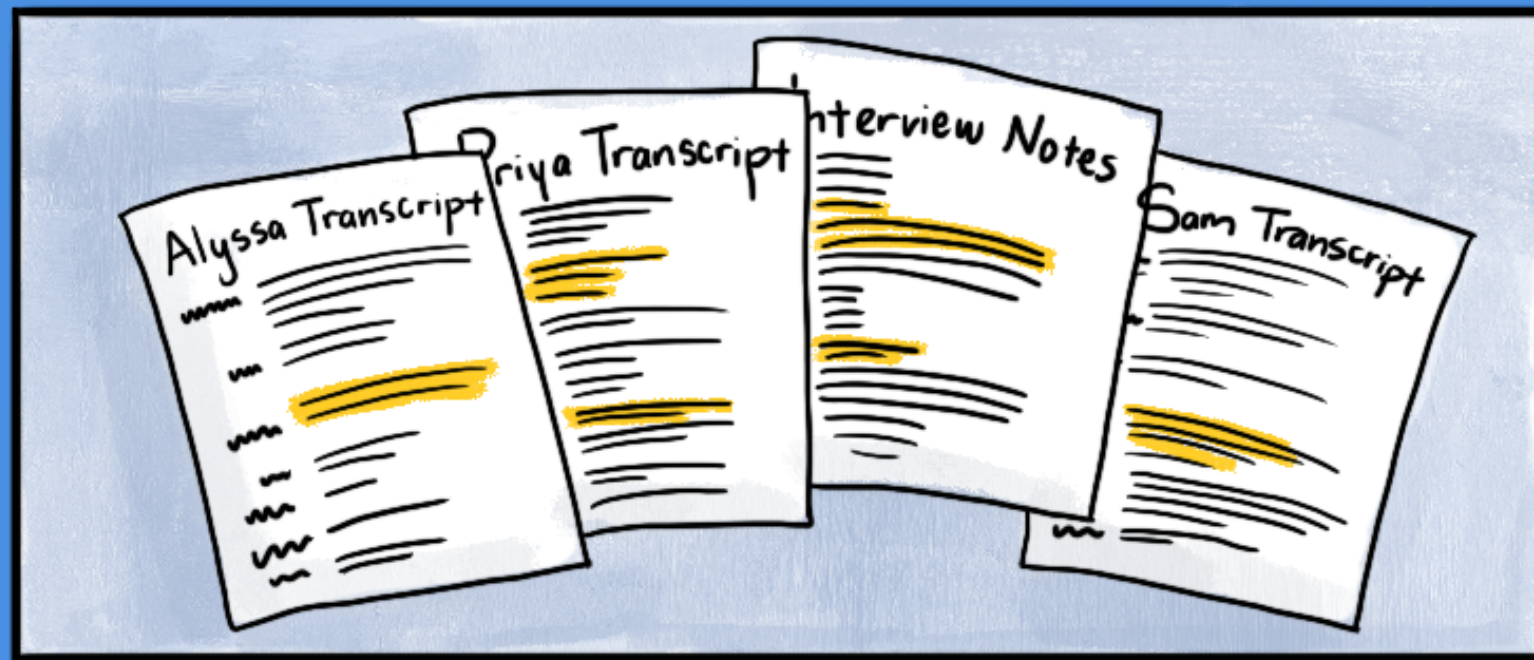
High schoolers
from New York



Collect & prepare data for analysis

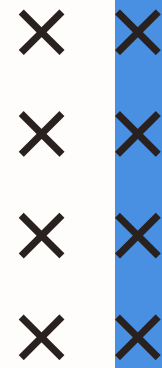
Collect data and get audio transcribed





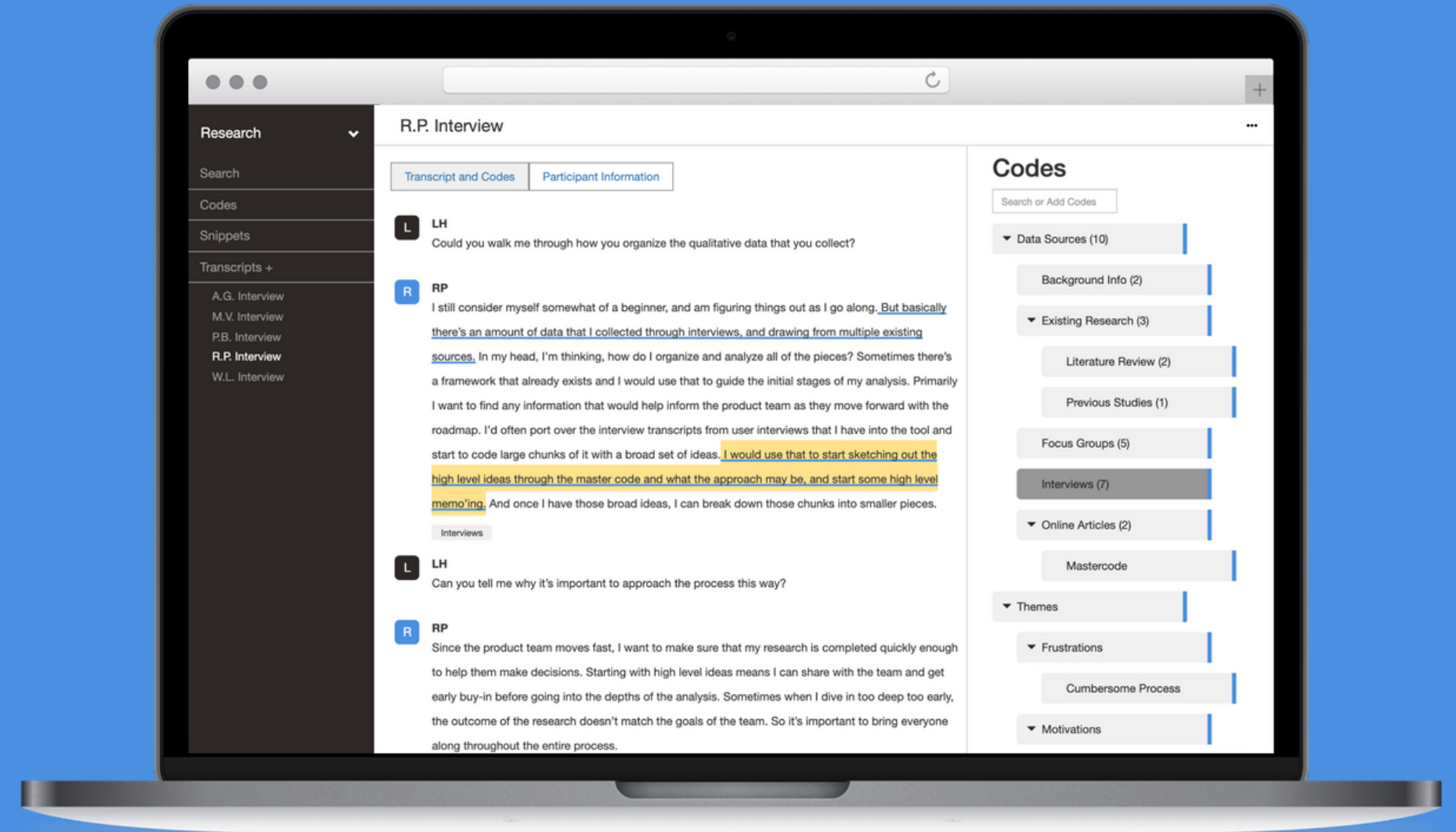
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Bring your transcripts into
your qualitative tool.



I'll be showing the Delve qualitative analysis tool.

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DATA COLLECTION

THEORETICAL SAMPLING

DATA ANALYSIS

SELECTIVE CODING

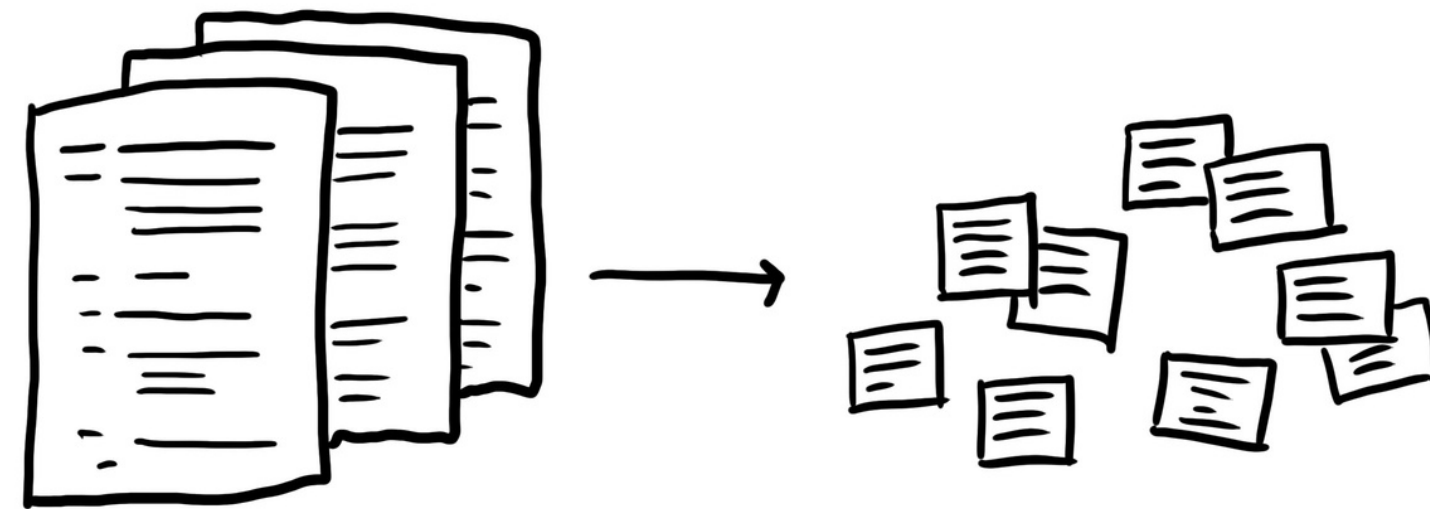
AXIAL CODING

OPEN CODING



Open coding:

A process of breaking up transcripts into individual snippets



OPEN CODING

DO CONSTANT COMPARISONS

CAPTURE MEMOS

AIM FOR THEORETICAL SATURATION

Constant comparative method:

Doing constant comparisons between different groups of data and slowly grouping them into a structure to formulate your theory.

OPEN CODING

DO CONSTANT COMPARISONS

CAPTURE MEMOS

AIM FOR THEORETICAL SATURATION

Capturing analytical memos:
Reflect on thoughts and contradictions by
writing memos during analysis.

Can we form a theory yet?

OPEN CODING

DO CONSTANT COMPARISONS

CAPTURE MEMOS

AIM FOR THEORETICAL SATURATION

Theoretical saturation:

The point at which additional data does not teach you more about your topic.



DATA COLLECTION

THEORETICAL SAMPLING

DATA ANALYSIS

SELECTIVE CODING

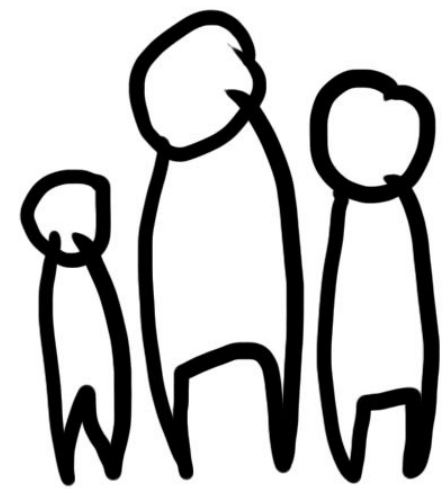
AXIAL CODING

OPEN CODING

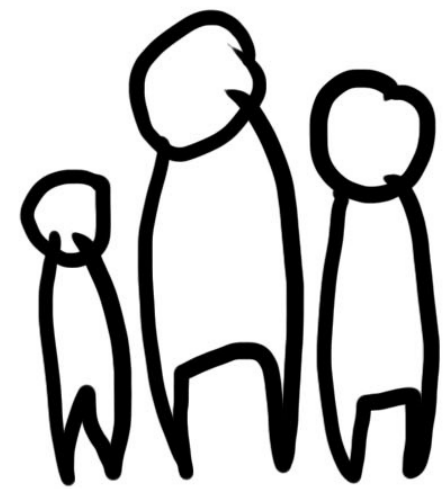


THEORETICAL SAMPLING

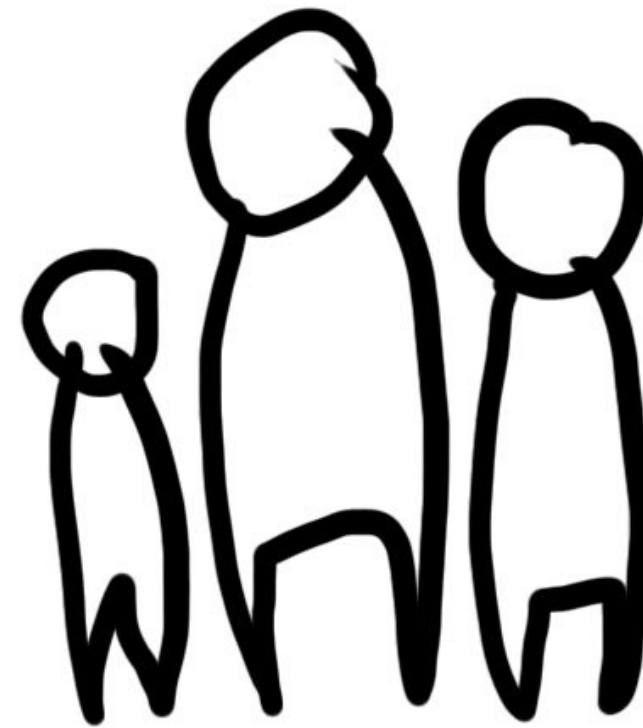
ROUND 2



High schoolers



High schoolers



Parents



DATA COLLECTION

THEORETICAL SAMPLING

DATA ANALYSIS

SELECTIVE CODING

AXIAL CODING

OPEN CODING



OPEN CODING

DO CONSTANT COMPARISONS

CAPTURE MEMOS

AIM FOR THEORETICAL SATURATION



DATA COLLECTION

THEORETICAL SAMPLING

DATA ANALYSIS

SELECTIVE CODING

AXIAL CODING

OPEN CODING



AXIAL CODING

DO CONSTANT COMPARISONS

CAPTURE MEMOS

AIM FOR THEORETICAL SATURATION

Axial coding:

The process of finding the axes that
connect codes together



DATA COLLECTION

THEORETICAL SAMPLING

DATA ANALYSIS

SELECTIVE CODING

AXIAL CODING

OPEN CODING





DATA COLLECTION

THEORETICAL SAMPLING

DATA ANALYSIS

SELECTIVE CODING

AXIAL CODING

OPEN CODING

SELECTIVE CODING

CONNECT ALL CODES WITH A CORE CATEGORY

Selective coding:
Create one core category that
connects all the other codes together



DATA COLLECTION

THEORETICAL SAMPLING

DATA ANALYSIS

SELECTIVE CODING

AXIAL CODING

OPEN CODING

THEORY



DATA ANALYSIS

DATA COLLECTION

THEORETICAL SAMPLING

THEMATIC CODING

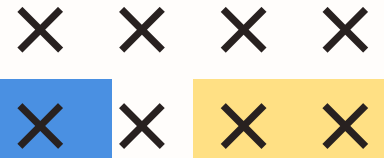
AXIAL CODING

OPEN CODING





THANK YOU!



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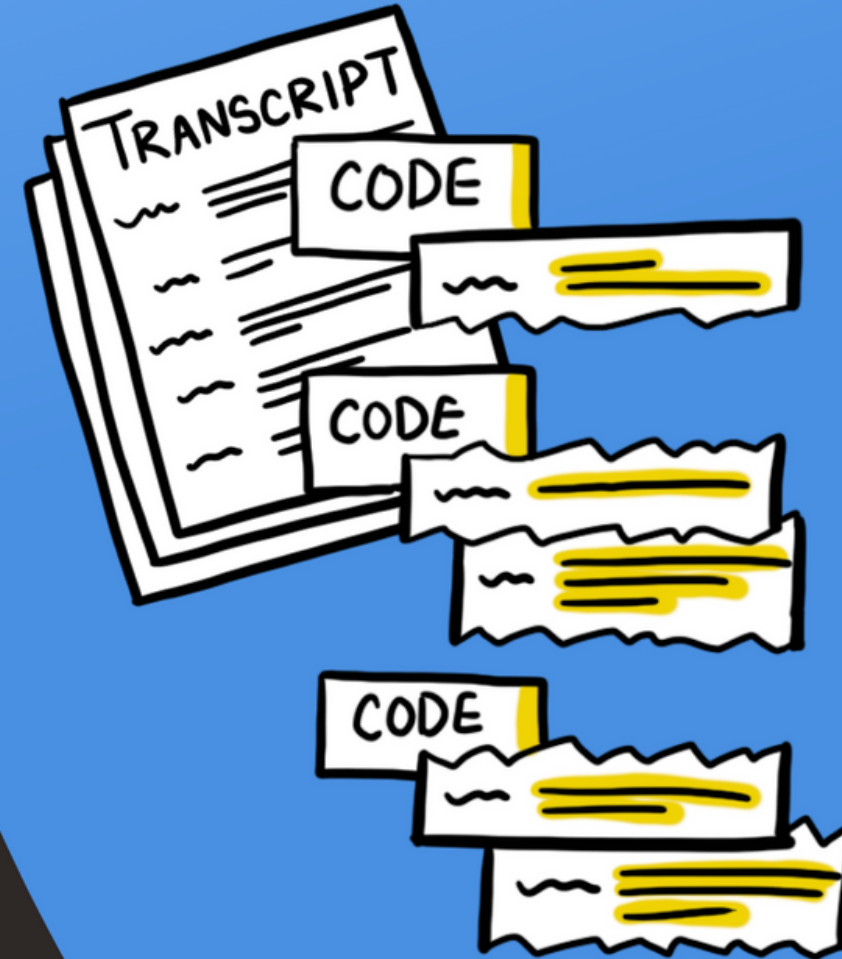
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Delve

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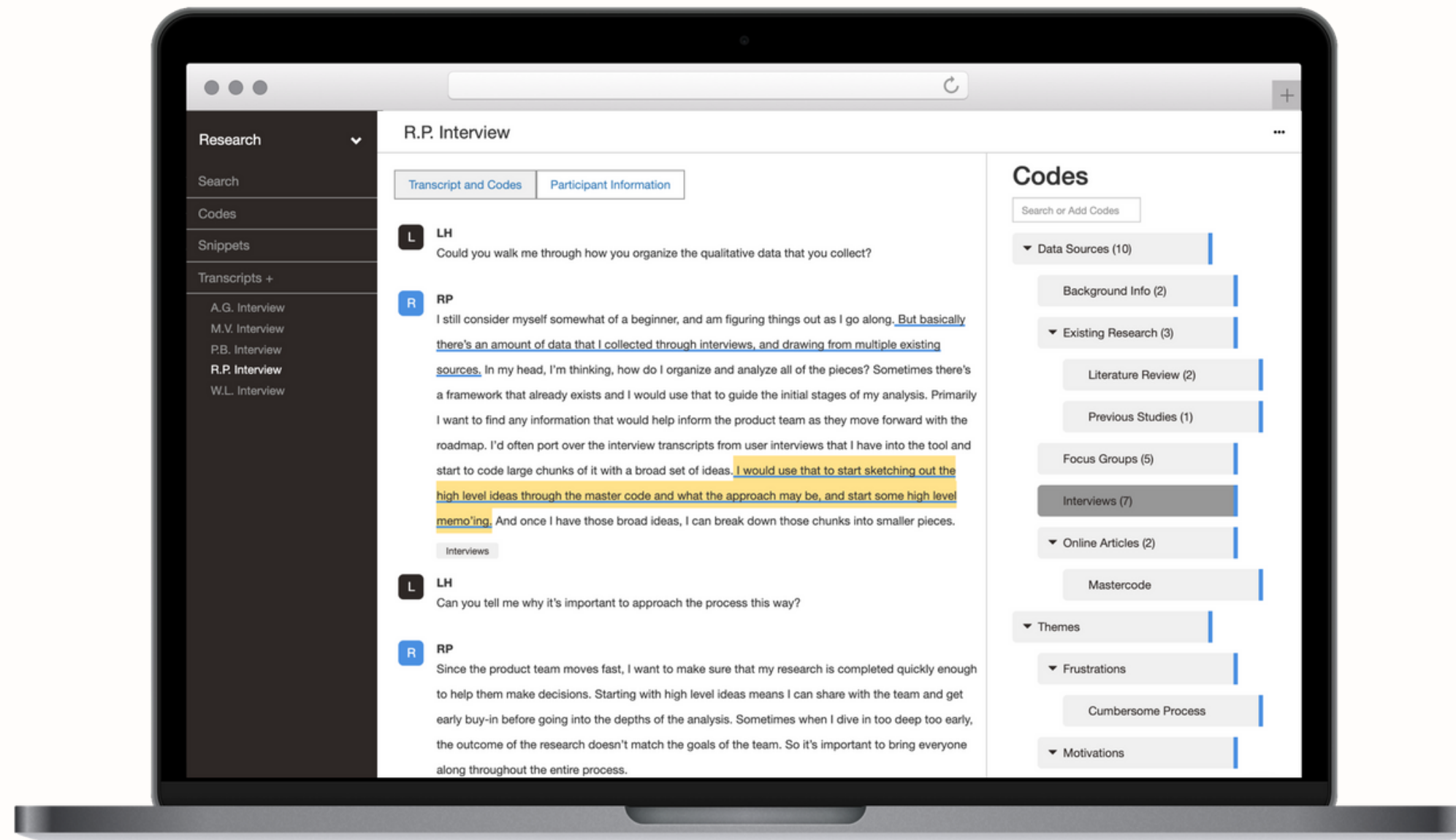
QUALITATIVE DATA ANALYSIS



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Q&A

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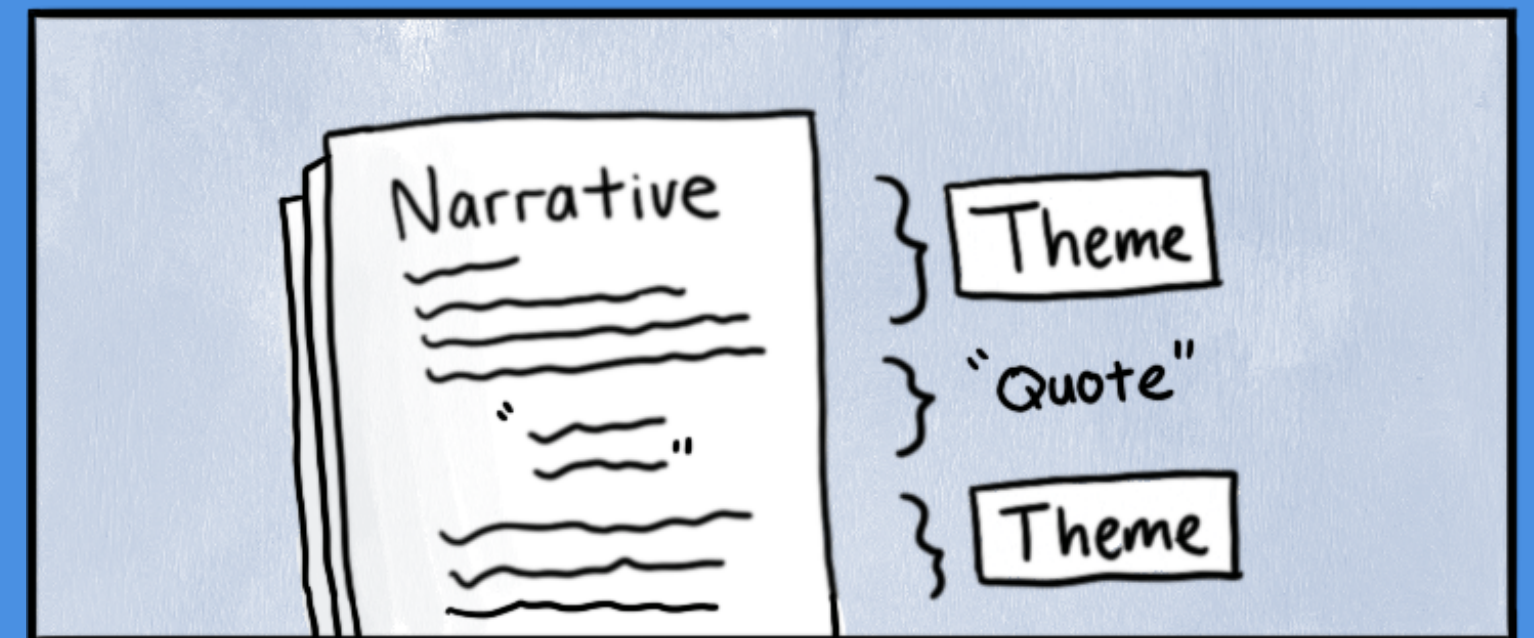
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APPENDIX

Tools for Grounded Theory Analysis

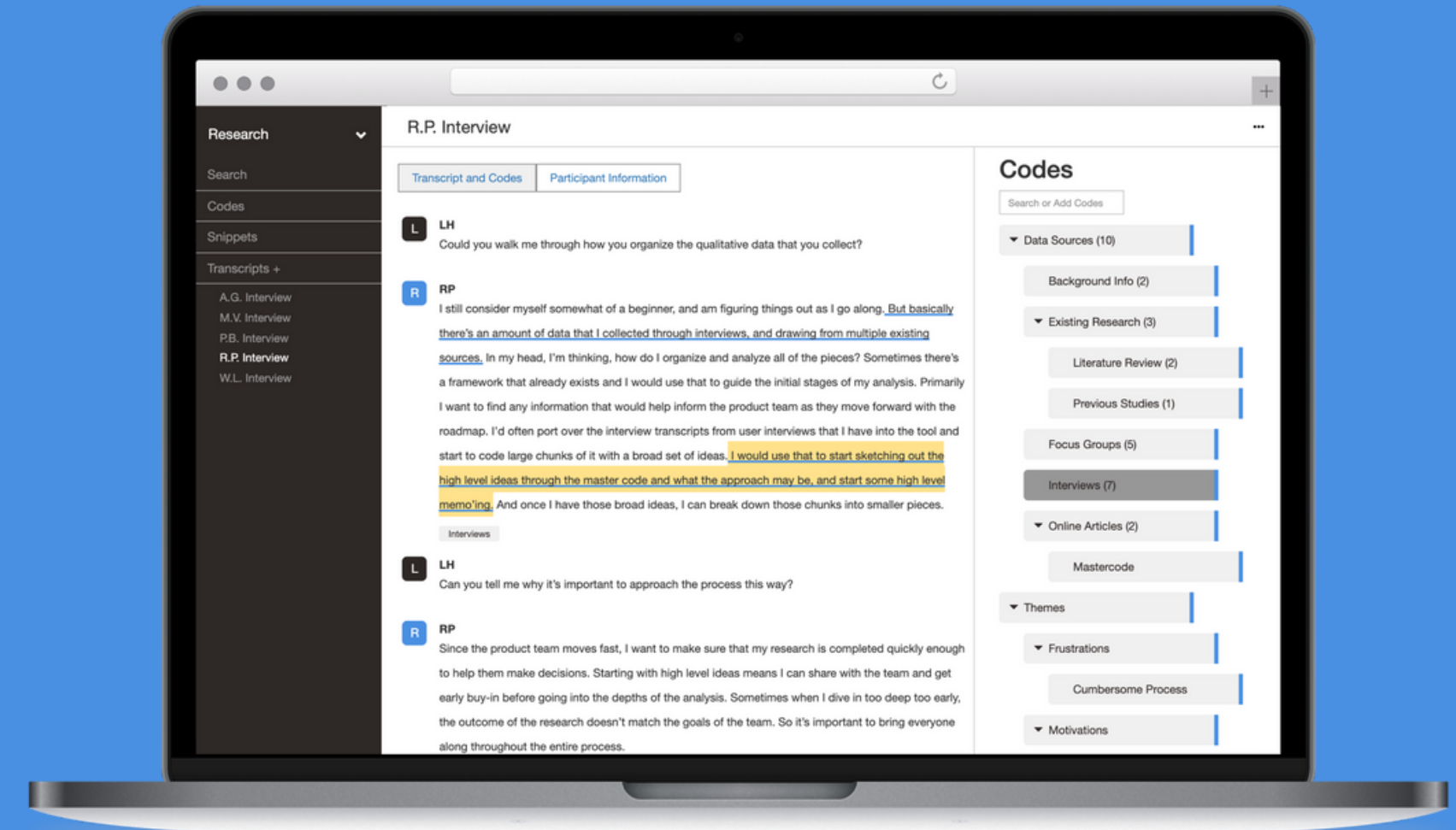
How Delve helps

- **Keeps you from feeling overwhelmed**
 - Simple and intuitive interface
- **Save time**
 - Automatically collates codes
 - Convenient search function
 - Keeps track of codes in codebook
- **Strengthens analysis and reporting**
 - Ensure give equal weight to data
- **Enables collaboration**
 - Online, remote friendly
- **Top notch customer support**
 - In app chat support



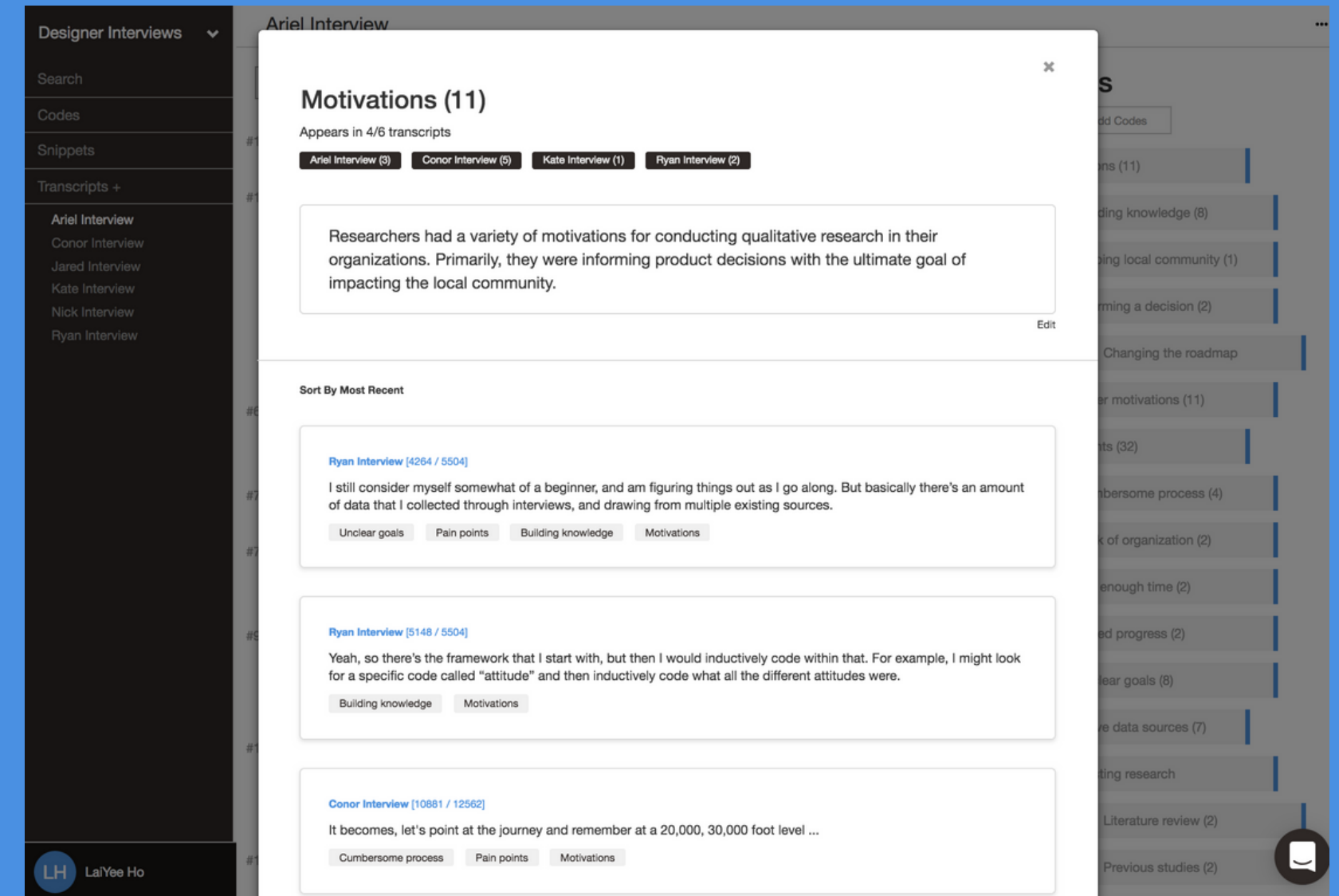
How Delve helps

Keeps you from feeling overwhelmed with a simple and intuitive interface



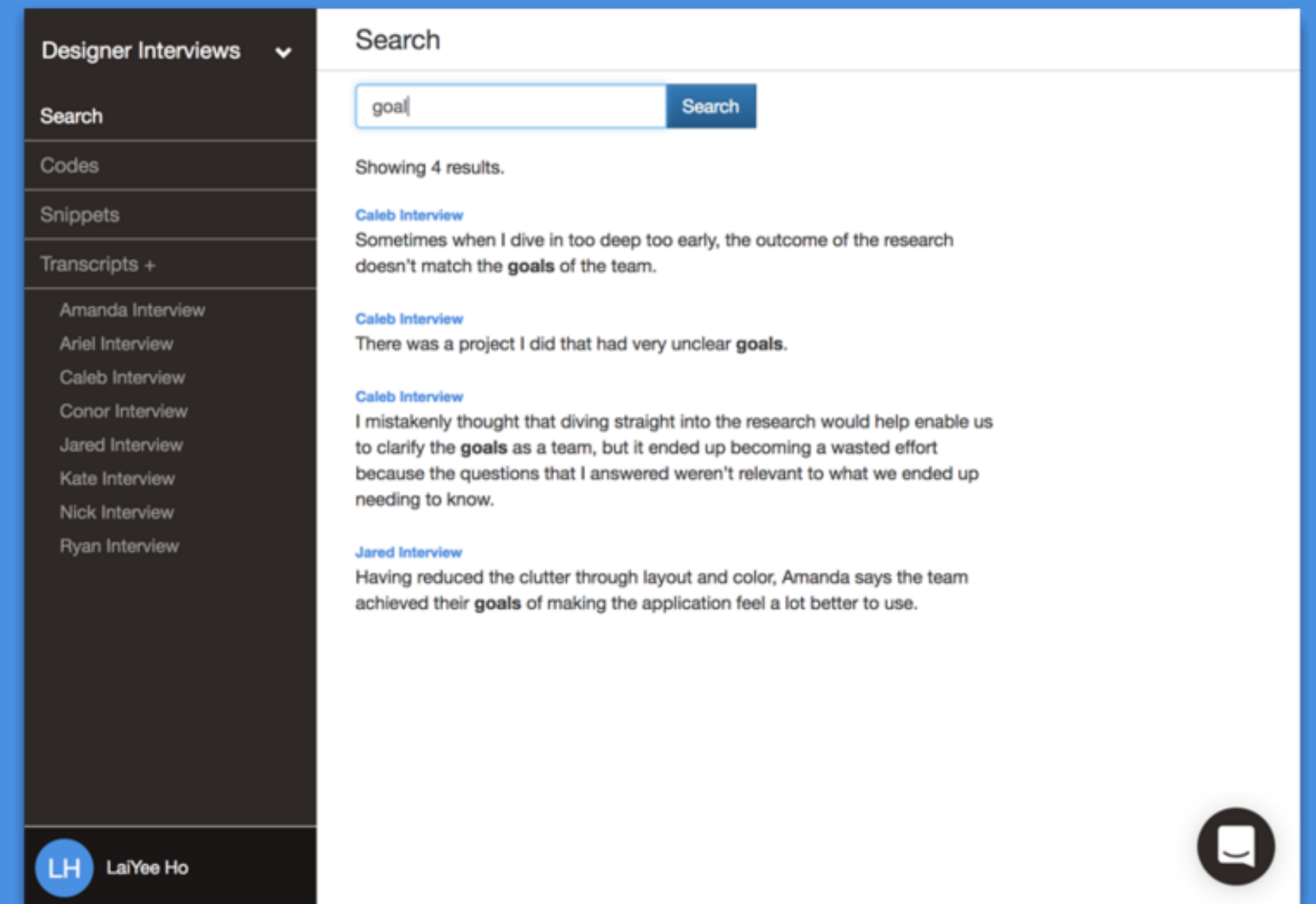
How Delve helps

Saves time by automatically collating codes



How Delve helps

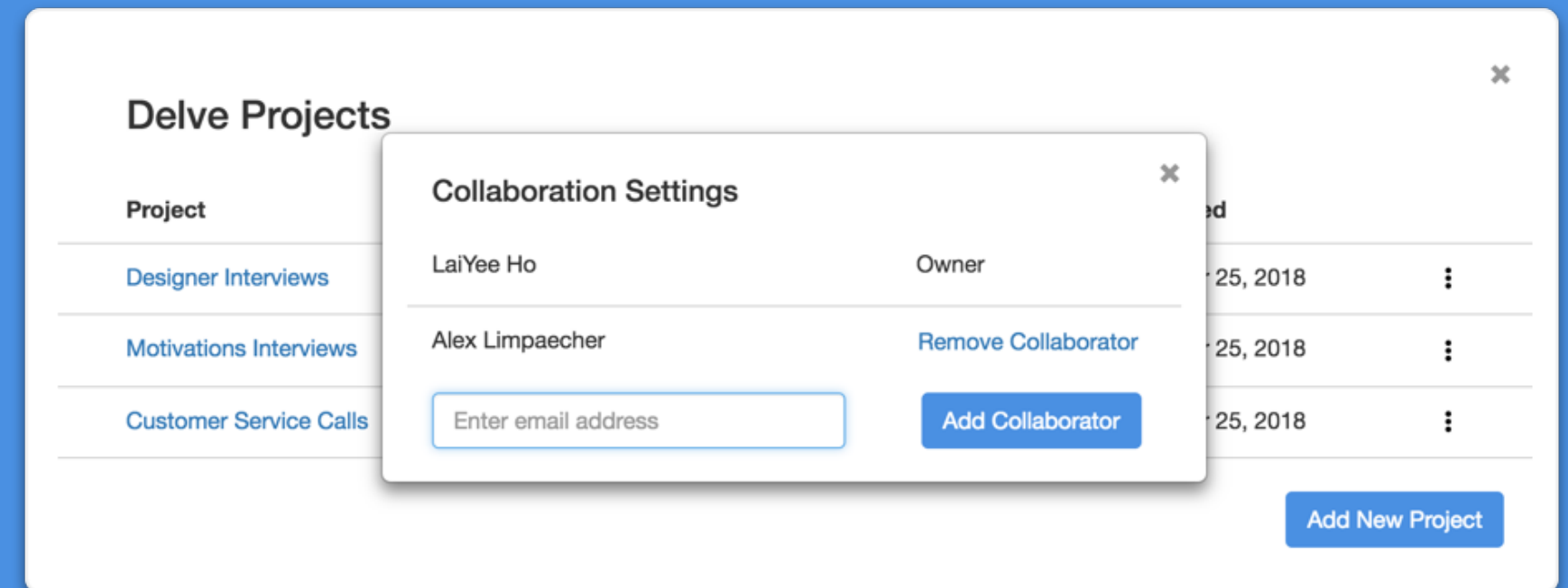
Saves time with ability to search all documents at once.



How Delve helps

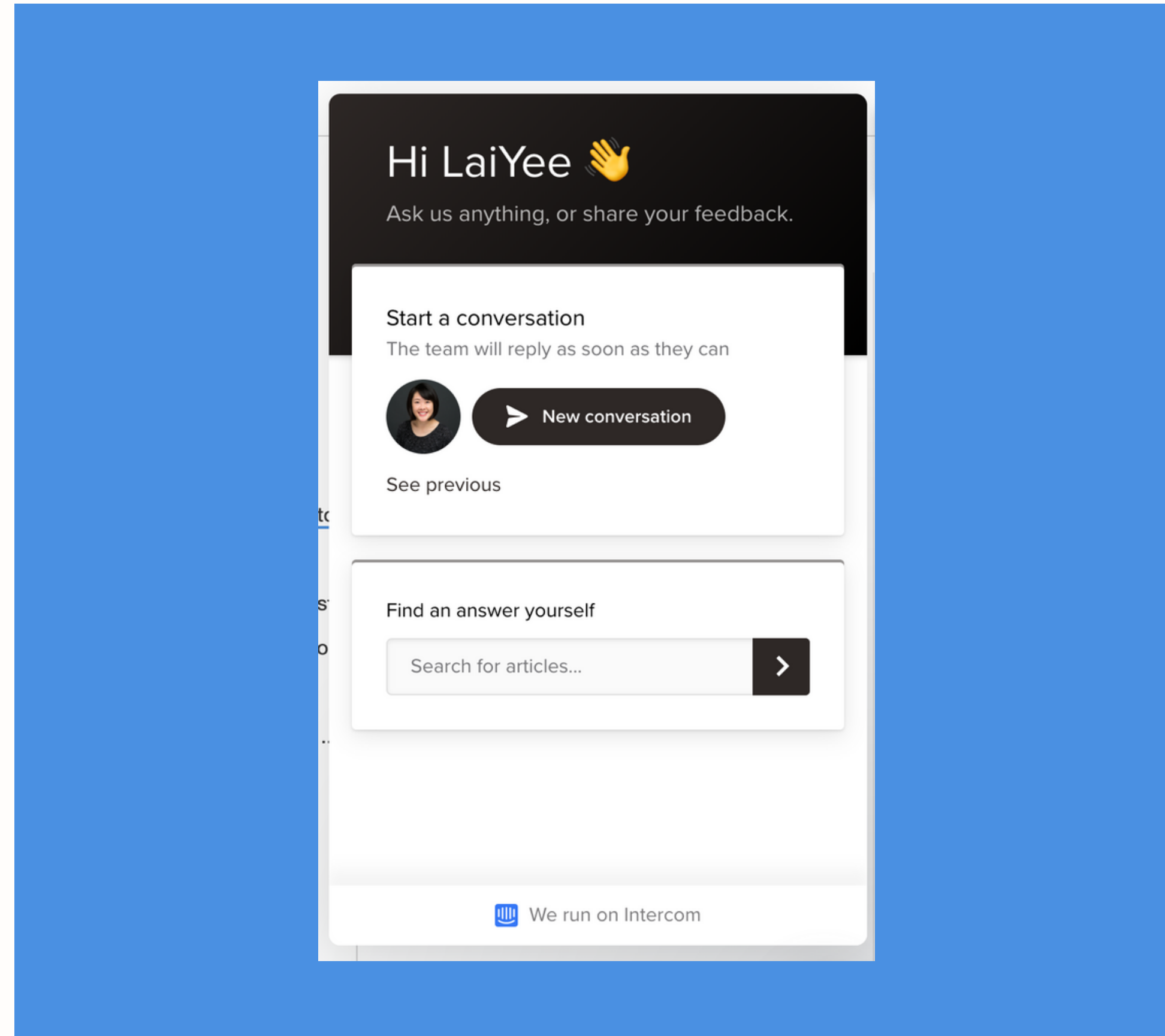
Enables remote collaboration

- Accessible on PC or Mac
- No compatibility issues
- Live updates



How Delve helps

Top notch customer support



What customers say about Delve

“Fantastic qualitative analysis and organization tool that saves time!”
— MARIA V.

“Delve is a good option for teaching qualitative methods and technologies together”
— THE CAQDAS NETWORKING PROJECT

“Easy to use, affordable, and top-notch customer support”
— KIERAN H.