

Step by Step Coding of Barrier Analysis Dataⁱ

- 1) If you have less experience with data coding or using BA Tabulation Sheet, contact PIN's Behaviour Change advisor for support (petr.schmied@peopleinneed.cz).
- 2) Use the following steps only after you have trained the enumerators on the purpose of coding and have let them practice coding using the exercises included in the [Practical Guide to Conducting a Barrier Analysis](#).
- 3) Rearrange the tables so participants are seated in a "U" shape.
- 4) Ensure that there is at least a 1.5 meter space between the participants to reduce any risk of Covid-19 infection (if relevant).
- 5) Ask the enumerators to separate the Doer questionnaires from the Non-Doer questionnaires by looking at the classification at the top of the first page of each questionnaire. Put them in separate piles.
- 6) Decide on whether you will start with coding the Doer or Non-Doer questionnaires. Ask the enumerators to put aside the questionnaires they are not using immediately (e.g. in their backpacks) so that they do not get mixed-up.
- 7) Count the total number of Doer or Non-Doer questionnaires that you will be coding. Write this number in a corner of a flipchart.
- 8) Ask the enumerators to spread the questionnaires in front of them without overlap so that it is easy to read the responses from each questionnaire at the same time. To make this possible, you have to ensure that the enumerators have enough space on the desk where they are sitting.
- 9) Start with the first question in Section B of the questionnaire (1.1., Self-Efficacy). Ask the enumerators to look at the questionnaires in front of them and read (silently and individually) the responses they recorded, looking for responses with similar meanings from among the different respondents. Give them enough time to do so.
- 10) Identify the enumerator with the most questionnaires in front of him/her and ask him/her to read (out loud) all the responses to the first research question (collected in all the questionnaires s/he has).
- 11) Discuss with the team whether some of the responses have a similar meaning and could be grouped together, under the same 'code'. For example, "*it is expensive for me*", "*it costs too much money*", "*it is hard to afford*" all have the same of a very similar meaning. Agree on the code that you will use for such responses – for example, the code can be 'too expensive'.

- 12) Always write the code on a flipchart at the front of the room so that everyone can see it. See an example of the format you can use below:

Research Questions	Assigned Codes
1.1. Self-Efficacy	Code: Too expensive Code: Code: Code:
1.2. Self-Efficacy:	
2.1 ...	

- 13) Ask the other enumerators to assign this code to all the responses with the same meaning. Ask the enumerators to write the code on the left (or right) side of the questionnaire, next to the answer, so that they can see the codes easily. If possible, ask them to write the code using a different colour (e.g. red) from the remaining text so that they can see it clearly.
- 14) Encourage the enumerators to ask you if they are not sure whether a given code is suitable for the response they have.
- 15) Again, ask the enumerator with the most questionnaires about the other answers to the first research question s/he has in the questionnaires. Repeat the same process described in points 11 – 14 until this enumerator has all the answers to the first research question coded.
- 16) Next, go enumerator by enumerator, asking them whether they have any responses that were not assigned any code. If this is the case, agree on the code (see step 11 and 12) and ask everyone to use it in the case they have an answer whose meaning falls under this code (see step 13).
- 17) Continue with the process until all the answers all the Doer (or Non-Doer) questionnaires are coded.
- 18) Important! During the entire process, ensure that the supervisors are constantly moving between the enumerators, checking that they are assigning the codes correctly and asking them whether they need support or clarifications. This is crucial for ensuring that the coding is done correctly!
- 19) Once the coding for Doers (or Non-Doers) questionnaires is fully completed, enter the codes in the most recent version of the [Tabulation Sheet template](#). It is VERY important that where required, you explain in the Tabulation Sheet what the codes mean; otherwise, there could be some misunderstandings later. For example, if a code (e.g. about who approves) is “mother-in-law”, it is very clear and you do not need to write anything else. However, if the meaning of the code is more complicated, you must always write in the code and then, in brackets, explain in detail what exactly the code means. Do not underestimate this; always provide as detailed an explanation as possible.

- 20) As the next step, ask the enumerators to:
- i. prepare (individually, and not in a hurry) on paper a list of all the codes that were used and recorded on the flipchart (see point 12)
 - ii. for each code, count how many respondents mentioned a given code and write the number in the list of codes
- 21) Next, in the Tabulation Sheet, go code by code and for each code count how many questionnaires (out of all the Doer / Non-Doers questionnaires) the code was used in (i.e. how many respondents mentioned the answer that the code represents).
- 22) Two important rules:
- i. If you assign codes to a single choice question (e.g. yes / no / maybe), the total number of codes must be equal to the total number of people who answered the question (e.g. if you received answers from 45 Doers, the total number of yes + no + maybe codes must be equal to 45 – if it is higher or lower, there is a mistake in the counting and you must do it again).
 - ii. If you assign codes to a question that can have multiple answers (e.g. What makes it difficult ...), then the total number of the different codes is likely to be higher than the total number of people who answered the question, as people might provide several answers to one question.
- 23) Consider asking the enumerators whether they recorded (or clearly remember) anything the respondents said, which illustrates some of the topics that the codes represent. If so, include such quote(s) either just below the code (in a new Excel row) or at the bottom of the Excel sheet. Such qualitative insights often help with understanding the data the Barrier Analysis provides.
- 24) Once you finish this process (= steps 6 to 23), repeat it in order to code and enter the data from the second group of questionnaires in the Tabulation Sheet (e.g. if you first coded Doers, then repeat the process to code Non-Doers).

ⁱ Prepared by Petr Schmied in October 2020. The text is based on Kittle, B. (2017) A Practical Guide to Conducting Barrier Analysis and a guidance developed in February 2020 by Petr Schmied for ACF Nigeria.