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Do you code manually or with software?

To ensure the highest quality of coding, we code all content completely manually. In other words, it's done by humans.

Coding is handled by our experienced, highly qualified team of qualitative research specialists. The team is managed by [Dr Eunice Rautenbach](#), who holds a Doctoral degree in language practice. All team members have extensive academic experience and are native English speakers (from the US, UK and SA) and have worked on numerous coding projects.

We do not use any automation or software-based coding tools as these tools can never be as accurate and effective as human-based coding. Quality is our priority.

Can I see a sample/example of your coding?

Yes, certainly. You can [view a sample coding project here](#).

What format do you provide the coded content in?

We code all content in Word, using the comments feature to label the respective words and phrases. We then export all coded content into an Excel spreadsheet for easy navigation, filtering and sorting. You can [view a sample of this here](#).

Can your coding be imported into NVivo, ATLAS.ti, etc.?

The summary Excel spreadsheet that we provide can be imported into most qualitative analysis software packages. However, you should check the import capabilities of your chosen software beforehand to ensure compatibility.

My interviews aren't transcribed yet. Can you code these?

We will need transcribed versions of your interviews. If you need us to transcribe, we do offer [a transcription service](#) in addition to coding. We will quote you separately for this service if needed.

What is the process if I work with you?

The typical engagement process is as follows:

1 - Quote

First, we'll have an initial discussion to understand your project and specific requirements. Once we have these details, we'll provide you with a firm quote and timeline. You can then secure specific booking dates with a 50% deposit. The balance of the payment is due before delivery.

2 - Project kickoff

You'll send us your data (e.g., interview transcripts), along with the details regarding your research aims and objectives, research questions, methodology and literature review, so that we can assess the best possible approach to coding your data.

3 - Strategy approval and execution

We'll review all the information and propose a coding structure and approach. Once you've agreed to this, we'll get to work coding and send you the completed project as per the agreed timeline.

How much does coding cost?

Our fee is based on the quantity and length of the interview transcripts (or any other text-based data set).

For a rough indication of typical costs, please visit the pricing page. For a firm quotation, please email us or [book a free initial consultation](#).

What format do you require the data to be in?

We code in Microsoft Word, so please send us your data in this format (i.e., DOCX). If your documents are in another format, we can convert them to Word format, but this will incur an additional cost. We can also code open-ended survey responses in Excel spreadsheets.

Can you code my interviews one by one, as I complete them?

We can, but we don't recommend it. We recommend that you wait until you have your complete data set before starting with the coding process. Coding is an iterative



process, and so we need to review the entire data set (e.g., all interviews) to ensure a comprehensive coding structure.

Should I include my interview questions in my transcripts?

Yes, we need these in order to understand the context of each response.

Can you assist with the analysis as well?

We can assist you in undertaking your analysis [on a coaching basis](#), but this is separate from the coding service. If you would like guidance through the analysis phase, please [book an initial consultation](#) with one of our friendly coaches to discuss how we can help you.

Please keep in mind that the analysis itself needs to be your own work. We can coach you through the process step by step and provide detailed feedback regarding your writing. However, we cannot write up your analysis for you as that would constitute academic misconduct.

I still have questions...

Feel free to email us (hello@gradcoach.com) or [book a consultation](#) to discuss.