

EDUCATION | FOUR COUNTRIES

Coding 12,000 verbatim comments in four languages

Open-ended answers from a student experience survey, coded into one code frame across four languages in ten days.



AT A GLANCE

CLIENT

Higher education research team

INDUSTRY

Education

MARKET

Four countries

METHOD

Open-end coding

SAMPLE

12,000 verbatim comments

TIMELINE

10 days

THE CHALLENGE

A university research team had thousands of open-ended comments in four languages and needed them coded into one framework they could compare across countries.

OUR APPROACH

Native-language coders worked from one shared code frame, with regular calibration to keep coding consistent.

- 1 Built a draft code frame from a sample of comments
- 2 Agreed the code frame with the client before full coding
- 3 Coded each language with native-speaking coders
- 4 Checked consistency by double-coding a sample

THE RESULTS

- ✓ 12,000 comments coded in ten days
- ✓ One code frame across all four languages
- ✓ Coded data merged back into the survey file

SERVICES USED

Data processing and tabulation

Extended team services

Open-end coding

ABOUT RESEARCH AND METRIC

Research and Metric is a market research fieldwork partner for research agencies and insight teams, with offices in the USA, India and Singapore. We recruit the right people, collect data by the method each study needs and deliver clean, documented outputs your analysts can use straight away.

Recruitment

- Respondent recruitment
- Qualitative recruitment
- Quantitative recruitment
- Hard-to-reach audiences

Fieldwork

- Online data collection
- Survey programming
- CATI telephone interviewing
- Face-to-face CAPI
- Product placement and IHUT
- Global fieldwork coordination

Data and support

- Data processing and tabulation
- Open-end coding
- Survey weighting
- Extended team services

WHY AGENCIES CHOOSE US



Verified respondents, never self-reported



One accountable team from screener to final tables



ESOMAR-aligned processes and GDPR-compliant data handling

Planning a similar study?

Send us your brief and get feasibility, timelines and costs within 24 hours.

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SEND A BRIEF

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Illustrative scenario based on typical engagements. Client details are anonymised and figures are indicative.