

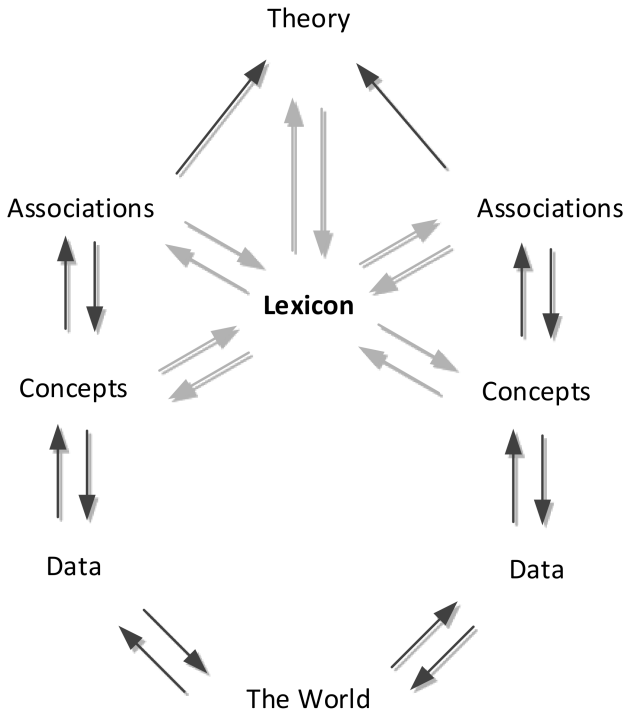
## Manual

Coding for theory  
(e.g., selective  
coding)

Coding for associations  
(e.g., axial coding)

Coding for concepts  
(e.g., open coding)

Sampling and  
data recording



## Automated

Generate  
inductive model

Identify  
qualitative and  
quantitative  
relationships

Generate  
taxonomy

Sampling and  
data extraction

