

## APPENDIX 5. CONTENT ANALYSIS OF INTERVIEWS: INSTRUCTIONS FOR CODERS

You have been presented with a number of categories and the definition of some which could be more ambiguous. Your next task is to consider each of a number of responses with respect to their placement within a category or categories. When doing this try to put yourself in the shoes of the person being interviewed, that is, imagine that you are the person visiting and experiencing Lady Musgrave Island and Reef. You should focus your attention on what is (are) the salient aspect(s) of the experience for the person answering the interview questions. For example, is it on the physical environment (the place is very beautiful)? Or is it on the social environment (there were a lot of people on the trip)? Or is it on some managerial/organisational factors (I thought the toilets were good).

The 6 reasonably broad categories which you will be focusing your attention during this first step are:

SELF

ACTIVITIES (characteristics and types)

SOCIAL ENVIRONMENT

PHYSICAL ENVIRONMENT (nature factors, natural conditions, interpretative, environment—human interactions)

MANAGERIAL/ORGANISATIONAL FACTORS

TRIP/EXPERIENCE OVERALL

Remember that sometimes there might be more than one aspect of one's experience which is salient in the context of the answers to interview questions you are considering. After you have a broad idea about where the focus (or foci) of attention is (are), choose the categories which are relevant to represent the content of that response.

It is **very important** to note that coding of a response into a (or a number of) category(s) should only occur when there is an explicit presence of a theme (captured by a category) in a response. Coding should not occur when the theme can be inferred from the response (i.e. may be implicit). For instance, an interviewee may note how fantastic it is that the place looks very natural. This would require a coding for physical environment—nature factors. However, such a statement may also imply that s/he would not like to see any further facilities in the place. This implied message, which would be an inference by the coder, should not be coded (unless it is explicitly stated by the interviewee).