

Cognitive Mapping Coding

What it is

Cognitive mapping data analysis

Strengths

- Provides quantitative data out of a cognitive map which can be useful alongside the conversations you have individually with participants
- Makes sense of many cognitive maps which can otherwise appear quite abstract
- Helps to understand what is important to participants
- Identifies underlying themes that may not be at the forefront of the participants minds
- Shows not only that an element has been drawn, but also how many times



Weaknesses

- Time consuming (but coding is)
- Not a great deal of context with the data alone, so always useful to have the interview available with it
- Open to interpretation (could have 2 people coding it and then both compare their interpretation, this means double the time involved to analyse)
- Not as usual when dealing with a small number of cognitive maps



Things you need

Create spreadsheet with columns for:

- a. Elements drawn
- b. 3 columns to record which 2 minutes the element drawn
- c. Total column to add these 3 numbers together
- d. Identification index – total column divided by the number of participants to show the % of times that element was drawn (See example table)

How to do it

Steps involved

1. Enter data
2. Create visual representation of data



Tips

- Having participants label their cognitive maps helps to address the ambiguity when coding
- Allocate plenty of time
- It should really be done by one person for clarity
- Useful info see [Link to Andrew Asher's blog post ...](#) for further details

Example table

	BLUE	RED	BLACK	TOTAL	Identification index
Ground Floor	1	1	1	3	0.2
Library doors	7			7	0.4
Eating		1	1	2	0.1
Hot drinks	2		1	3	0.2
Café	7	4	1	12	0.6
café tables	1	3		4	0.2
Seating	4	1	2	7	0.4
Café queues			1	1	0.1
Entry gates	4	1		5	0.3
Toilets	1			1	0.1
Welcome desk	2	1		3	0.2
Teaching Rooms	2	1	1	4	0.2
Book Sorter	2	1		3	0.2
Exhibition hall	1			1	0.1
Training Rooms	1			1	0.1