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OVERVIEW

- Introducing NVivo
- Importing various formats
- Using NCapture
- Coding using nodes
- Understanding the value of classifications
- Exploring data with various queries


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LEARNING OUTCOMES

- Import various sources within NVivo
- Code documents using nodes
- Run basic queries to explore data

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IMPORTING DATA SOURCES

- Documents (.docx, .doc, .txt, .rtf) and PDFs
- Audio files (.wav, .mp3, .m4a, .wma)
- Video files (.mpeg, .mp4, .avi, .wmv, etc.)
- Pictures (.gif, .jpg, .png, .tiff, .bmp)
- Datasets (.xlsx, .xls, .txt)
- Web and social media
 -  - plug-in for Chrome or IE

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TRANSCRIPTIONS

- Import transcriptions as sources
 - Use styles in Word, for example
 - Apply styles in NVivo, if needed
- Transcribe interviews directly within NVivo
 - Use the "Media" tab
 - Set mode to "transcribe"
 - F4 - to play or to pause, F8 - to stop, F9 - to skip back
- Export the transcript to Word and apply styles, if necessary
 - Import the formatted transcripts back to NVivo

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NCAPTURE

- Enables Web capture for:
 - Web pages
 - Online PDFs
 - facebook posts and comments (group pages only)
 - Twitter content (recent tweets only based on Twitter API)
 - YouTube data (video and comments)
- Privacy issues with facebook and Twitter
 - Might want to use a blank account

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CODING SOURCES

- Nodes are used for coding
 - Any amount of data can be coded at a node
 - Same data can be coded at more than one node
- Open a node to view all references to it



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CODING STRATEGIES

- Many approaches can be used
- Consult [SAGE researchmethods](#) for practical guidance found in references sources
- Use [Omni](#) to find additional resources

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CODING SOURCES

- Creating nodes
 - Beforehand, throughout or both
 - Possible to organize nodes hierarchically
 - Good idea to provide descriptions
- Reflecting on nodes
 - Themes
 - Attitudes
 - Memorable quotes
- Relating nodes to the project's research question

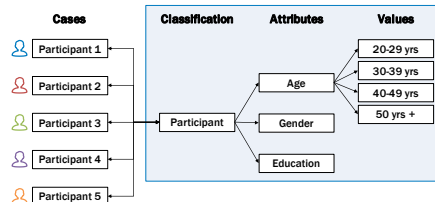
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CLASSIFICATIONS

- Can facilitate data analysis
- A classification will contain attributes
 - Often used for demographic data
 - Case classifications
 - Interviewee = gender, age, income, education

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CLASSIFICATIONS



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EXPLORING DATA

- Using basic queries
 - Word frequency
 - Identify the most frequently used word
 - Useful query for preliminary exploration
 - Text search
 - Find occurrences of one or more words
 - Quick way to locate specific sections

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EXPLORING DATA

- Using advanced queries
 - Coding
 - Identify relationships between nodes
 - Understanding how nodes have been used
 - Matrix coding
 - Create a table with important points (nodes, attributes)
 - Visually representing potential relationships
 - Crosstab
 - Create a table that shows intersections between nodes and cases or attributes
 - Providing granular visualization of relationships

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FINAL THOUGHTS

- NVivo assists with the analysis of qualitative data
- Many additional features available
 - Using NVivo for lit reviews
 - Creating predefined and custom reports
 - Visualizing qualitative data through maps and other diagrams
- Questions

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RESOURCES

- QSR International
 - Detailed [help pages](#)
 - [YouTube channel](#)
- [Qualitative Data Analysis with Nvivo](#)
(Bazeley and Jackson, 2019)
- [Qualitative analysis using NVivo : the five-level QDA method](#)
(Woolf and Silver, 2017)

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