NO HIGHLIGHTERS REQUIRED!
USING NVIVO TO ANALYZE QUALITATIVE DATA

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

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

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

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

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
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

CODING STRATEGIES

▪ Many approaches can be used
  ▪ Consult Sage research methods for practical guidance found in references sources
  ▪ Use Omni to find additional resources

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

CLASSIFICATIONS

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

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
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

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

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)