

# Analyzing Qualitative Data using NVivo:

An introduction

Presented by Erin Toolis, Social Psychology Ph.D. student  
Co-Sponsored by CSASS



# Workshop overview

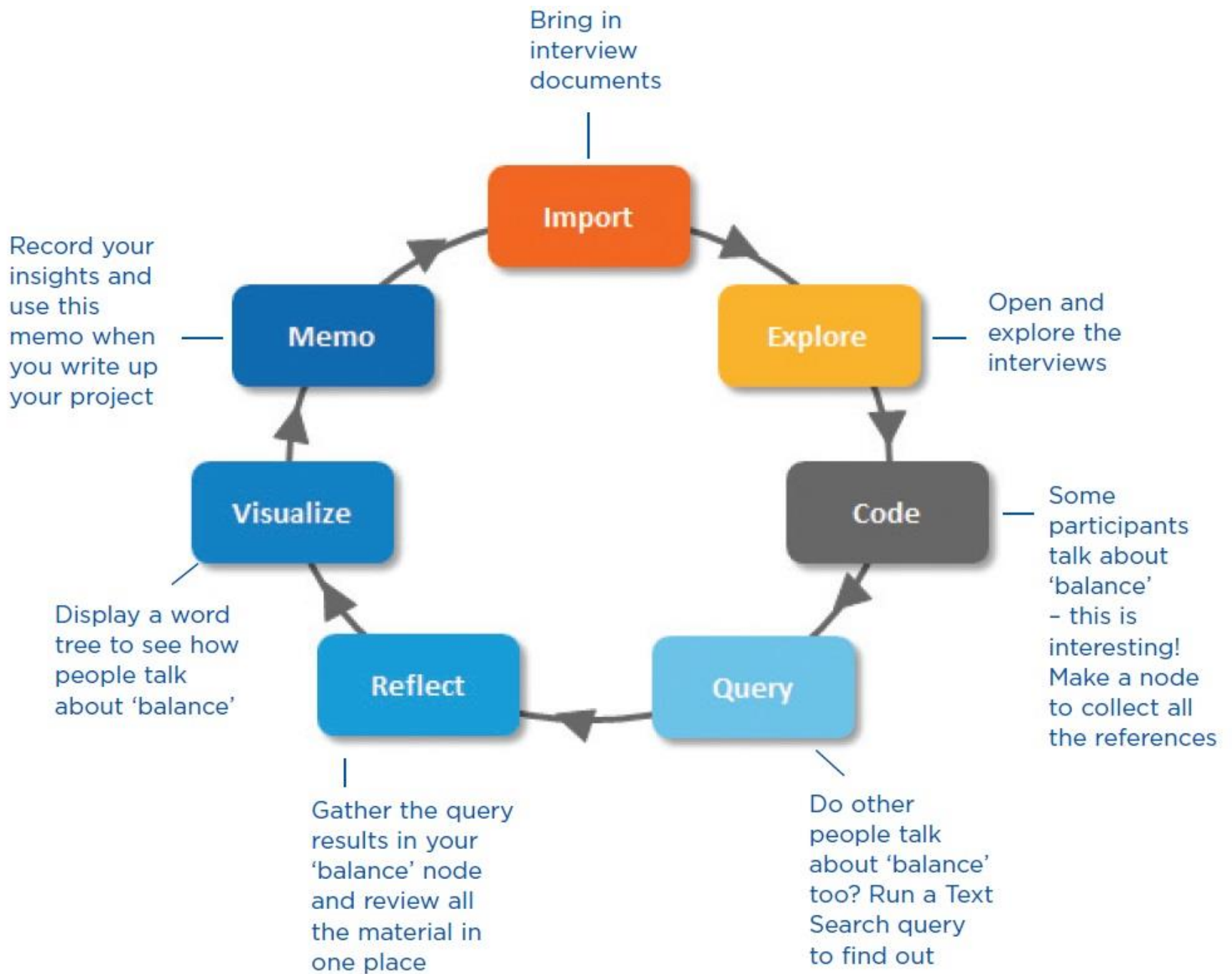
- What is NVivo?
  - ▶ What can NVivo do?
  - ▶ Pros & cons of using NVivo
- NVivo layout
- Getting started
- NVivo tools
  1. Coding
  2. Memos & annotations
  3. Queries
  4. Visualizing data

# What is NVivo?

- ▶ NVivo is a computer-assisted qualitative analysis software (CAQDAS) package by QSR International
- ▶ Can be used for qualitative and mixed methods projects to analyze interview transcripts, open ended survey responses, spreadsheets, PDFs and image files, web content, audio, and video
- ▶ Tools NVivo offers:
  - ▶ Workspace for holding all your data
  - ▶ Coding
  - ▶ Memoing and annotating
  - ▶ Mapping, visualizing, modeling

# Why use qualitative data analysis software?

Pros	Cons
Runs on Mac & PC	NVivo Mac functionality is more limited
Intuitive user interface	Learning curve
Imports multiple types of files/data	Expensive
Especially useful when working with large datasets	



# Getting oriented: NVivo Workspace Layout

See the contents of a folder in List View

Access Help

The ribbon helps you to locate all NVivo commands

Navigation View lets you organize your material into folders

The screenshot shows the NVivo Workspace interface. The ribbon at the top contains various command groups like 'Create', 'External Data', 'Analyze', 'Query', 'Explore', 'Layout', 'View', and 'Picture'. The main workspace is divided into several panes. On the left is the 'Navigation View' showing a tree structure of folders and items. The central pane displays a 'List View' of project items with columns for Name, Count, Date, Created By, Modified On, and Modified By. The bottom pane is the 'Detail View', which is currently docked and shows a photograph of a boat and a table with data. The status bar at the bottom indicates '4 Items', 'Nodes: 5', 'Queries: 12', 'Feed-Only', and 'Unfiltered'. Red circles highlight the ribbon, the navigation view, and the detail view.

Name	Count	Date	Created By	Modified On	Modified By	
Area and Township Information	12	22	22/06/2010 2:14 PM	vhvS	22/07/2010 5:45 AM	vhvS
Competing water users	5	12	17/04/2010 1:03 PM	vhvS	26/06/2010 6:48 AM	vhvS
...	3	7	17/04/2010 1:03 PM	vhvS	26/07/2010 12:44 PM	vhvS
...	1	2	17/04/2010 1:03 PM	vhvS	27/06/2010 11:23 PM	EDR

Region	...
740,240 - 1,000,520	Large waterfront houses. These are not a type of typical houses of those who engage in commercial fishing, but are indicative of second or vacation houses.
760,300 - 800,530	Commercial fishing boats. These are likely shipping trailers. Note that they have large "booms" that can be lowered laterally from the boat to hold the trawling net behind the boat as it travels.
810,350 - 1,000,480	Recreational fishing boats

Check the status bar to see what is happening in your project

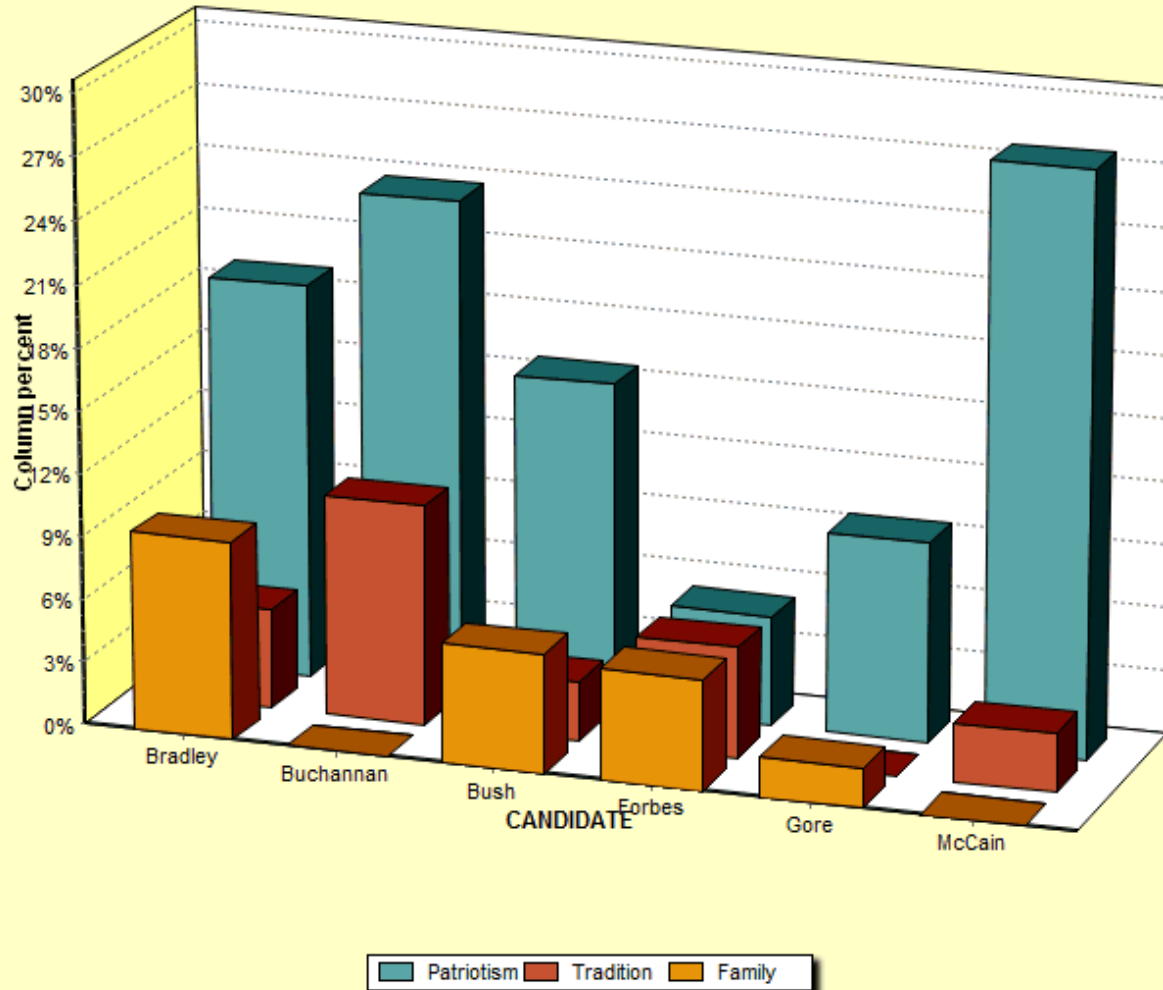
Work with your sources, nodes or other project items in Detail View. Undock Detail View to work in a separate window

# NVivo Tools

1. Importing sources
2. Coding & making nodes
  - ▶ Thematic nodes
    - ▶ Code as you go
    - ▶ Autocode
  - ▶ Visualizing nodes
  - ▶ Case nodes
    - ▶ Attributions
3. Memos & annotations
4. Queries
5. Visualizing, modeling, mapping

# Visualizations- Charts

Column percent of by CANDIDATE

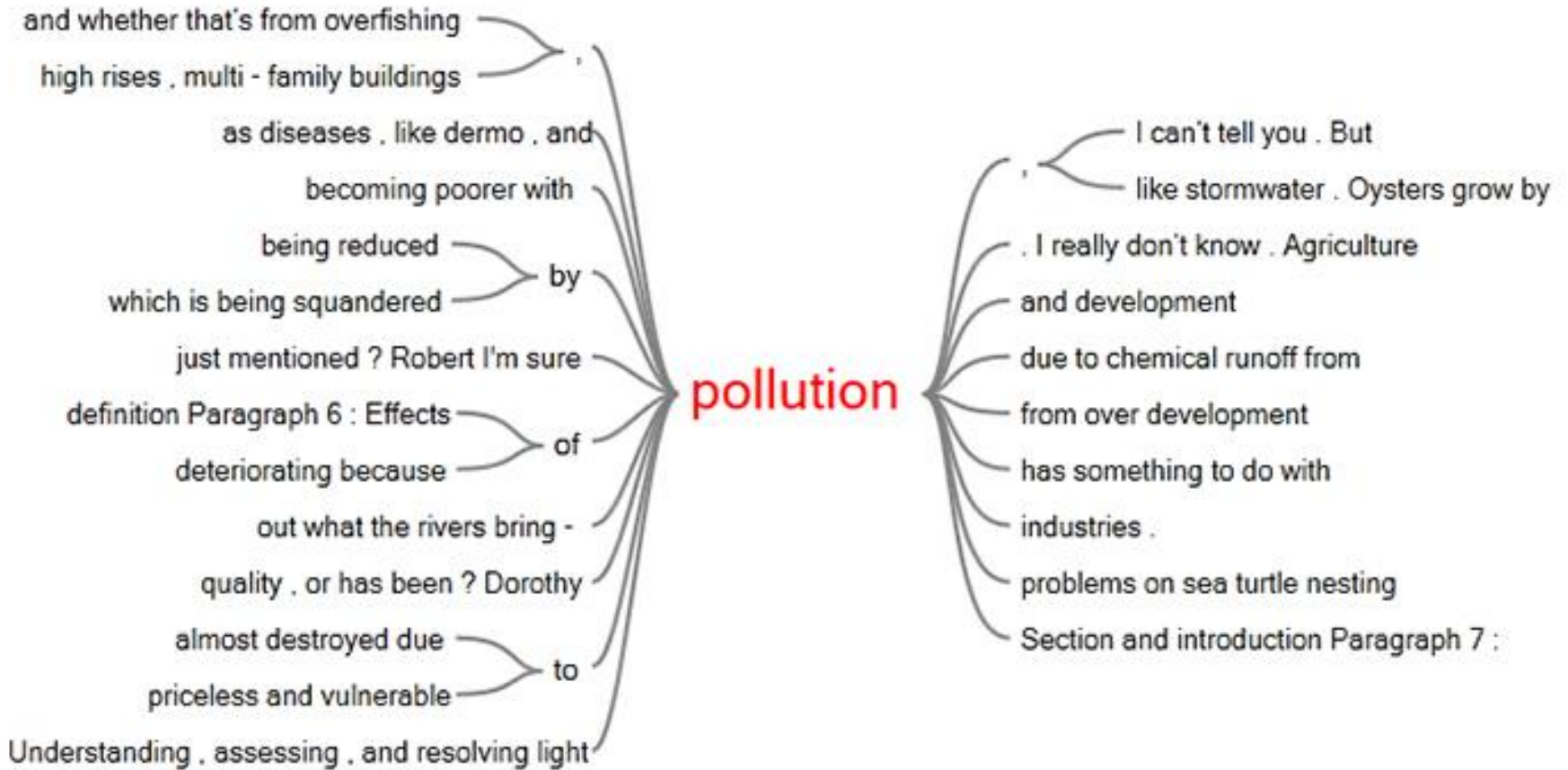




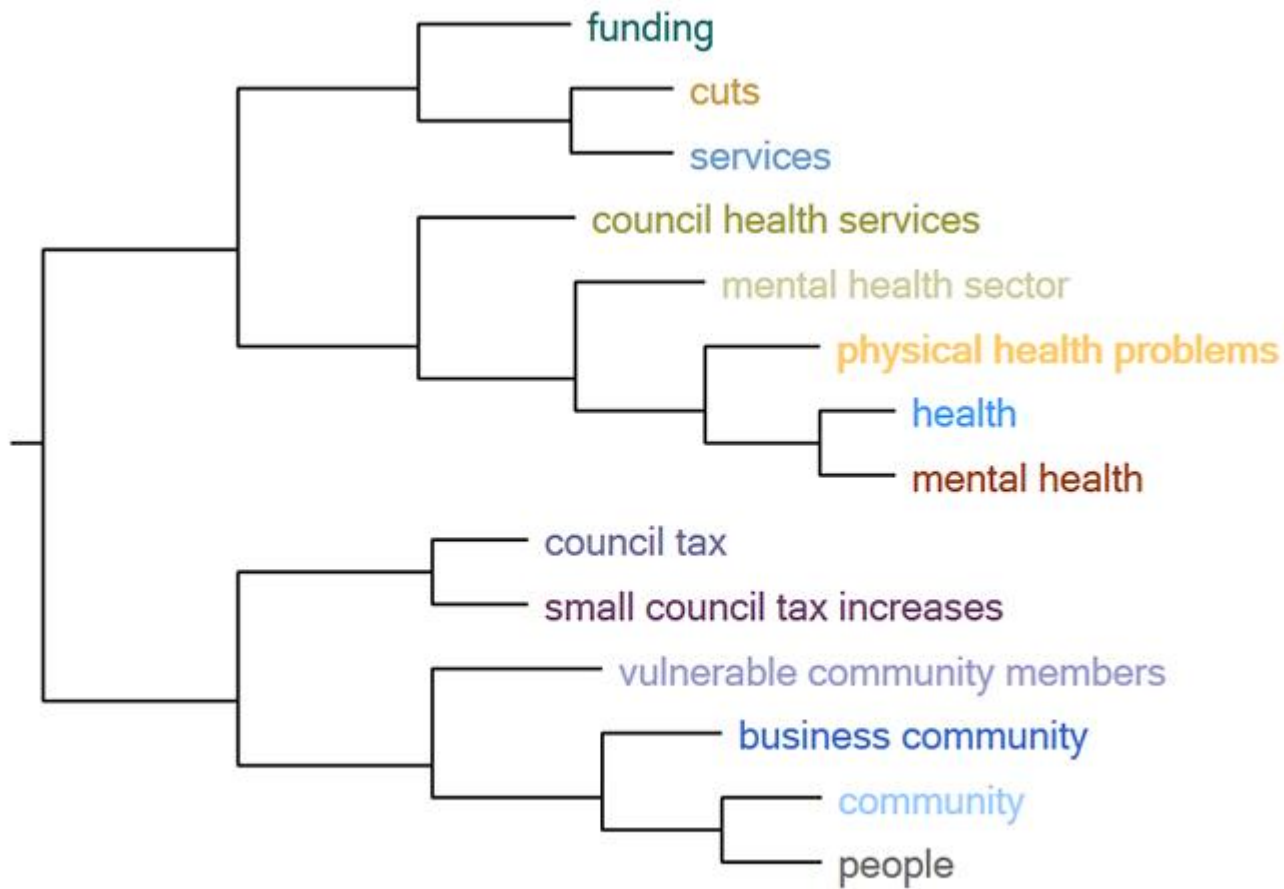
# Visualizations- Word Clouds



# Visualizations- Word Trees



# Visualizations: Cluster Analysis



# Getting started

When planning a project, ask yourself...

1. What are the cases in my project? People? Organizations? Areas?
2. How should I prepare my files?
3. What are my attributes and values? (age, gender, ethnicity, etc.)
4. What are my thematic nodes?
5. What are the queries that will answer my research questions?