Analyzing Qualitative Data using NVivo:

An introduction

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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?

<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
</tr>
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<tbody>
<tr>
<td>Runs on Mac &amp; PC</td>
<td>NVivo Mac functionality is more limited</td>
</tr>
<tr>
<td>Intuitive user interface</td>
<td>Learning curve</td>
</tr>
<tr>
<td>Imports multiple types of files/data</td>
<td>Expensive</td>
</tr>
<tr>
<td>Especially useful when working with large datasets</td>
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Bring in interview documents

Import

Memo

Record your insights and use this memo when you write up your project

Memo

Explore

Open and explore the interviews

Visualize

Display a word tree to see how people talk about ‘balance’

Visualize

Reflect

Gather the query results in your ‘balance’ node and review all the material in one place

Reflect

Code

Some participants talk about ‘balance’ – this is interesting! Make a node to collect all the references

Code

Query

Do other people talk about ‘balance’ too? Run a Text Search query to find out

Query
Getting oriented: NVivo Workspace Layout

The ribbon helps you locate all NVivo commands.

Navigation View lets you organize your material into folders.

See the contents of a folder in List View.

Access Help.

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

- Patriotism
- Tradition
- Family

CANDIDATE: Bradley, Buchanan, Bush, Forbes, Gore, McCain
Visualizations- Word Clouds
Visualizations- Word Trees

and whether that’s from overfishing
high rises, multi-family buildings
as diseases, like dermo, and
becoming poorer with
being reduced
which is being squandered
just mentioned? Robert I’m sure
definition Paragraph 6: Effects
deteriorating because
out what the rivers bring -
quality, or has been? Dorothy
almost destroyed due
priceless and vulnerable
Understanding, assessing, and resolving light

I can’t tell you. But
like stormwater. Oysters grow by
I really don’t know. Agriculture
and development
due to chemical runoff from
from over development
has something to do with
industries.
problems on sea turtle nesting
Section and introduction Paragraph 7:
Visualizations: Cluster Analysis

- funding
  - cuts
  - services
- council health services
  - mental health sector
    - physical health problems
      - health
      - mental health
- council tax
  - small council tax increases
    - vulnerable community members
      - business community
      - community
      - people
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?