



Introducing NVivo

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Outline of the day

- ▶ 0930 – 1100 Introduction to QDA
- ▶ 1115 - 1230 Working with Nvivo Software (CAQDAS)
- ▶ LUNCH
- ▶ 1300 -1400 Practical Workout using menus
- ▶ 1400- 1430 Q& A – Resources / Follow Up Activities

Starting out

- ▶ Before you even think about using Nvivo you need to understand how to code data
- ▶ In this introduction we assume this knowledge – if you do not yet have this return to the unit '*How to Code Qualitative Data*'
- ▶ Log in to the software
- ▶ Know how the screens may be organised
- ▶ Understand each menu and what you can do
- ▶ Let's begin

File menu

- ▶ Know how to import your files
- ▶ Know how to work with your data
- ▶ Nodes are codes in Nvivo
- ▶ You can code text to more than one code
- ▶ You can recode at any time
- ▶ You can create a hierarchy of codes
- ▶ Do not lose sight of the purpose of coding data – always keep in mind what you are doing and why you are doing it
- ▶ Codes help you analyse and interpret text linking the words to your research study

Let's do some coding

- ▶ Open the text file
- ▶ Highlight text you want to code using your mouse like you highlight text in Word
- ▶ Right click mouse select code to new node
- ▶ Choose the node name – this can be a single word or a phrase
- ▶ You could choose something such as a concept or meaningful phrase from your literature review
- ▶ OR you could select a word or phrase taken from the data itself – this is called INVIVO coding

Organize your research material

- ▶ BY THEME
 - ▶ PEOPLE
 - ▶ OR PLACES
-
- ▶ WE CALL THIS CODING
 - ▶ WE ASSIGN CODES BY THEMES, PEOPLE OR PLACES
 - ▶ IN NVIVO THESE CODES ARE CALLED NODES
 - ▶ NODES ARE ESSENTIALLY CONTAINERS/FILES FOR MATERIALS THAT WE THINK ARE SIMILAR

YOU WILL LEARN HOW TO:

- ▶ CODE
- ▶ ORGANIZE NODES
- ▶ EXPLORE NODE CONTENT
- ▶ VISUALIZE MATERIAL



WORKING WITH SOURCE MATERIAL

- ▶ IN THE FILE MENU MOST PROJECTS HAVE THREE FILES: INTERNALS, EXTERNALS AND MEMOS
- ▶ INTERNALS ARE WHERE YOU IMPORT WORD DOCUMENTS, PDFs, AUDIO FILES, VIDEO MATERIAL, PHOTOGRAPHS, DATA SETS/ SURVEY RESPONSES. IN FACT ANYTHING IN DIGITAL FORM ACCEPTED BY THE PROGRAMME
- ▶ ONCE YOU HAVE ALL THE MATERIAL YOU WANT TO WORK WITH YOU NEED TO SET UP FILES INSIDE THE PROGRAMME TO ORGANIZE MATERIALS FOR ANALYSIS

THEMES

- ▶ YOU MAY ORGANIZE MATERIALS BY THEME
- ▶ THEMES MAY BE DRAWN FROM THE PROJECT ITSELF (IN VIVO CODING USING CONCEPTS FROM PARTICIPANTS)
- ▶ THEMESSE MAY BE DRAWN OUT FROM A LITERATURE REVIEW (E.G. A PRIORI OR INVITRO CODES)
- ▶ QUERIES AND VISUALISATION FEATURES IN NVIVO MAY BE USED TO EXPLORE IDEAS, CONCEPTS OR THEORIES ABOUT MATERIALS (i.e. MATERIALS = SOURCES)

THEMES

- ▶ ON THE GO EMERGE OUT OF THE DATA
- ▶ OR YOU MAY HAVE THEMES FROM YOUR LITERATURE
- ▶ YOU SHOULD KNOW THAT CODING CAN BE DONE EITHER WAY
- ▶ YOU WILL FIND YOUR OWN WAY TO WORK WITH DATA COMFORTABLY – YOU SHOULD NEVER FEEL CONSTRAINED BY THE PROGRAMME – IT IS SIMPLY A TOOL
- ▶ YOU CAN RE-ORGANIZE OR RENAME CODES AT ANY TIME

NODES ARE CONTAINERS

- ▶ THEY ARE CODES
- ▶ OPEN A NODE
- ▶ GIVE IT A NAME
- ▶ PROVIDE A DESCRIPTION AND IF YOU WISH ASSIGN A COLOUR TO IT
- ▶ YOU CAN PERFORM THIS TASK FROM THE CREATE MENU CLICK ON NODE, GIVE IT A NAME, DESCRIPTION AND ASSIGN A COLOUR
- ▶ ALTERNATIVELY WORKING WITH TEXT YOU CAN CODE ON THE GO – HIGHLIGHT TEXT YOU WANT TO CODE, RIGHT CLICK MOUSE, SELECT NEW NODE AND PROCEED IN SIMILAR FASHION
- ▶ YOU WILL NEED TO CREATE CODES FOR EACH THEME

ANALYZE TAB

- ▶ HERE YOU WILL FIND OPTIONS FOR CODING AND UNCODING SOURCES
- ▶ YOU CAN ALSO CODE TEXT BY HIGHLIGHTING THE TEXT TO CODE AND THEN DRAGGING AND DROPPING IT TO THE CODE
- ▶ YOU CAN USE THE QUICK CODING BAR BUT I FIND IT EASIER TO CODE USING THE MOUSE AND RIGHT CLICKING SO I HARDLY EVER USE THIS I FIND IT SLOWER
- ▶ IT IS ALSO POSSIBLE TO AUTO CODE – THIS FUNCTION IS USEFUL WHEN YOU HAVE WORD RESPONSES IN SURVEY DATA e.g. AGE BANDS, NATIONALITY OR SOME OTHER OPEN RESPONSE THAT YOU WANT TO CLASSIFY – I DO NOT USE THIS FUNCTION MUCH IF AT ALL (SPSS DOES IT MUCH BETTER)

CODING STRIPES

- ▶ SELECT CODING STRIPES FROM THE VIEW MENU
- ▶ THESE ARE COLOURED BARS THAT SHOW DIFFERENT THEMES YOU HAVE CODED
- ▶ EFFECTIVELY THESE ARE SIMILAR TO HIGHLIGHTER PENS FOR EACH PIECE OF TEXT YOU CODE
- ▶ YOU CAN RIGHT CLICK ON A CODING STRIPE TO UNCODE CONTENT
- ▶ OR OPEN THE NODE
- ▶ OR HIGHLIGHT CODING IN THE TEXT
- ▶ IF YOU ARE WORKING IN A TEAM YOU CAN ALSO USE THE CODING STRIPES TO SEE WHAT EACH MEMBER HAS CODED TEXT TO
- ▶ HOVER OVER CODING DENSITY TO SEE WHICH SECTIONS HAVE MOST CODING
- ▶ THE DARKER THE BAR IS THE MORE CODING THERE IS

QUICK RECAP

- ▶ SO FAR WE HAVE LEARNED HOW TO IMPORT MATERIALS (sources)
- ▶ HOW TO ORGANIZE MATERIALS
- ▶ HOW TO CODE USING DRAG AND DROP
- ▶ HOW TO CODE USING THE ANALYZE TAB
- ▶ HOW TO CODE USING THE MOUSE WORKING WITH MATERIALS ON THE GO
- ▶ YOU CAN USE QUERIES TO CODE TOO

QUERY MENU

- ▶ LET'S TAKE A LOOK AT WHAT YOU CAN DO
- ▶ CLICK ON QUERY AND CHOICES APPEAR
- ▶ TEXT SEARCH ALLOWS YOU TO SEARCH FOR EXACT WORD OR PHRASE MATCHES ACROSS ALL SOURCES OR YOU CAN EXPLORE SIMILAR RATHER THAN EXACT MATCHES TO SEE HOW OFTEN A WORD OR PHRASE HAS APPEARED
- ▶ WORD FREQUENCY QUERY ALLOWS YOU TO SEE HOW OFTEN A WORD APPEARS IN PARTICULAR OR ALL SOURCE MATERIALS e.g. east APPEARS 331 TIMES IN THE SAMPLE PROJECT.

EXPLORE MENU

- ▶ THIS IS WHERE YOU CAN CREATE VISUALS
- ▶ MODELS
- ▶ CHARTS
- ▶ DENDOGRAMS
- ▶ GRAPHS

