Introduction to NVivo

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What is NVivo?

- A set of tools to assist you in undertaking an analysis of **qualitative data**
- It increases the effectiveness and efficiency of your learning from data
- Assists you in answering your research questions
- More efficient use of time to produce the narrative behind the findings
- Provides support/defence for outcomes/findings
Nvivo

- Manages data
- Manages ideas
- Queries Data/ideas
- Visualises data
- Reports
What NVivo doesn’t do!

- It doesn’t remove human interaction
- It doesn’t remove human interpretation
- It doesn’t complete the coding for you!
The Software / Getting started

- QSR International
- Windows v.11
  - 3 versions
- Mac
- UCD Site licence – Labs and AppsAnywhere
- Purchase from Micromail – UCD pricing

- Open new project
  - Create a model
  - Create a memo/Journal

- Importing information sources
Types of information

NVivo can be used to analyse

1. Documents
2. Web pages
3. Spreadsheets
4. Databases
5. Audio files
6. Video files
7. Social Media (Twitter, Facebook)
8. OneNote, Evernote etc
9. Survey Monkey
Text searches

- Before any coding has been completed basic text searches can be carried out

- Text searches
- Word frequency
Linking information

- **Links**
  - Linked memos
  - See also links
  - Annotations
  - Hyperlinks

- **Cases and nodes**
  - Cases – the individual units of study
    - People? Places? Theories?
  - Nodes
    - Collection of references about a specific theme
Coding of sources

- Set up nodes
  - Before starting or on an ongoing process
  - Maybe your agreed themes for investigation

- 4 ways to code information

- Un-coding

- Work through participants or documents methodically

- Source documents now deconstructed into nodes
Coding queries – 1

- Basic coding queries
- Advanced coding queries
- Compound queries
Reorganising / merging of nodes
- List of nodes
- Nodes can be merged or split
- Parent / child – aggregate or lone
- Creating nodes from sources
- Adding links
Cases/Classifications

- Autocoding
  - Interview responses and respondents
  - Questionnaire answers and respondents

- Classifications – demographics/attributes
  - Manual
  - Classification sheets from external sources
Sets & relationships

- Sets
  - Sets are more flexible than folders
  - Any combination of sources/node

- Relationships
  - Show connections between sources and nodes
  - Recording relationships as nodes assists modelling
Node by attribute

Matrix queries

Queries can be run against
  • any source
  • any node
  • any set
  • limited by any attribute
Reports

- Modelling

- Standard reports
  - Node summary
  - Node classification

- Customised reports

- Exported memos

- Exported graphs
Questions ?