

# NVivo to analyse qualitative data

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What we're  
going to  
cover –  
'learning  
outcomes'

01

Understanding of  
Computer Assisted  
Qualitative Data  
Analysis Software  
(CAQDAS)

02

What NVivo can  
and can't do

# Design Framework for your NVivo Project

Data Type(s)	Unit(s) (case type in NVivo)	Variables (usually attributes of cases in NVivo)	Longitudinal study (yes or no)	Themes (codes in NVivo)
e.g. focus group transcripts, interview audio recordings, observation video recordings, photographs, policy or other documents	e.g. People,  Institutions or Organisations  Communities	e.g. age, gender, occupation of people e.g. location (country or region), size, sector (private, public etc.) e.g. population size, location (urban, rural etc.)		

- How did you learn to use email?
- How did you learn to use WordPerfect? WordStar? Word? Notes?
- How did you learn to use Excel? SPSS? Survey Monkey? Snap? Facebook? Twitter? Instagram?
- Is it by ‘just doing it’? By using the software until you find out how to do things?
- Why should NVivo be different?

How do you  
learn to use  
new  
software?

- Are you conducting qualitative or quantitative research or mixed methods research?
- Have you used any other Computer Assisted Qualitative Data Analysis Software (CAQDAS)? If so, which one/s? Transana, atlas.ti, MAXQDA?
- What is your CAQDAS age?



# The Analytic Activities framework

<https://www.methodspace.com/blog/tools-for-teaching-computer-assisted-qualitative-data-analysis> - Christina Silver

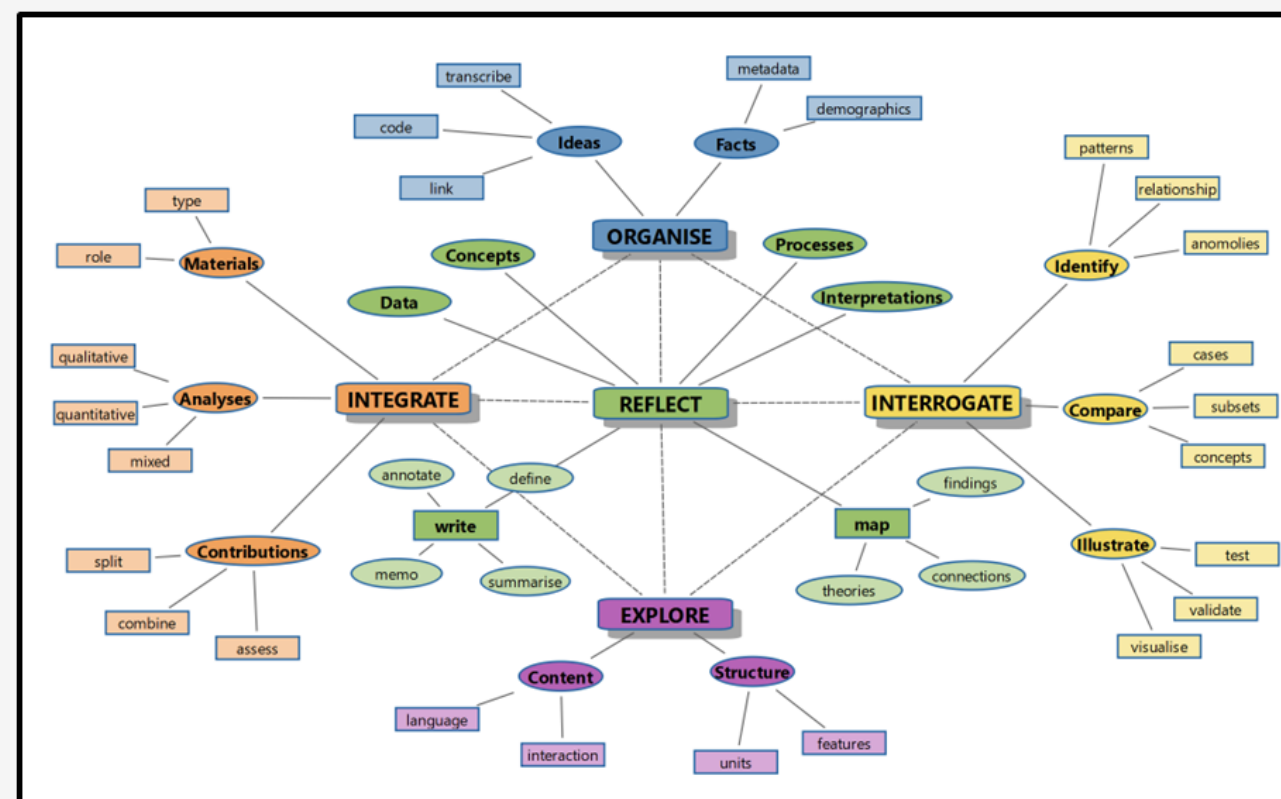


Figure 1. High-level Analytic Activities involved in qualitative and mixed-methods analysis and facilitated by CAQDAS-packages (adapted from Silver & Lewins 2014).



**Henry** Talk about changes that you've seen in this area.

**Barbara** I think that now there's the sense the commercial fishing as a livelihood is dying as a viable option. And I know – I think that that is a change since 30 years or 35 years ago. I don't remember that being sort of this sense of doom. For me that's the most profound. That's a huge thing that I think is very sad. And that has to do with – that's such a complex situation -- the water quality and also the overharvesting and tearing up of the bottom – all these different things that are factors.

**Henry** And what's contributed to the water quality issues? What's caused that problem?

**Barbara** The biggest factor in my understanding is stormwater runoff. Considering the amount of wetlands we have and the amount of land – we don't have a lot of impervious surfaces Down East. I think Down East is still in pretty good shape, as opposed to other parts of the county which are much more developed. I mean, there's agricultural runoff and septic system failures, but the largest thing in my understanding that affects the water quality is stormwater runoff. And that is as bigger developments and more dense developments – that would become more of a problem.

**Henry** Are there changes that you've observed to the landscape of the area?

**Barbara** Ju  
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**Henry** Wha

**Barbara** M  
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development is gonna start to become low-impact development as just a matter of course because it's appealing and there aren't really that many downsides to it. And there's a big upside to it. And I would hope that we could find a way to keep commercial fishing viable because I really think it has to do with also our local food security sort of. We have access to all of this abundance and the people know how to gather the food from the waters here.

I would like to see us use our natural renewable resources here in a way that will keep the local community – maximize the resiliency of the local community. Which means developing solar here and finding a way to have decentralized power generating systems so that when the grid goes down, which it does a lot down here, we can have these homegrown renewable resources that can keep the community going.

This is what data analysis can look like

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Play (k)



0:01 / 0:59



<https://www.youtube.com/watch?v=TFj2UCjskt4&list=PLNjHMRgHS4Fd7g4Q1BQuQgm-gLxy97FqY&index=2>

# What can an NVivo project include?

- Data files
- Records of your thinking in Memos
- Nodes of coded references – topics/themes, ideas, cases and relationships
- Variable-type information relating to sources and/or cases – called attributes and attribute values
- Records of and results from queries
- Maps, charts and graphs



# Language

**NVivo for Windows is available in:**

English

Chinese (Simplified Chinese)

French

German

Japanese

Portuguese

Spanish

**And NVivo for Mac is available in:**

English

French

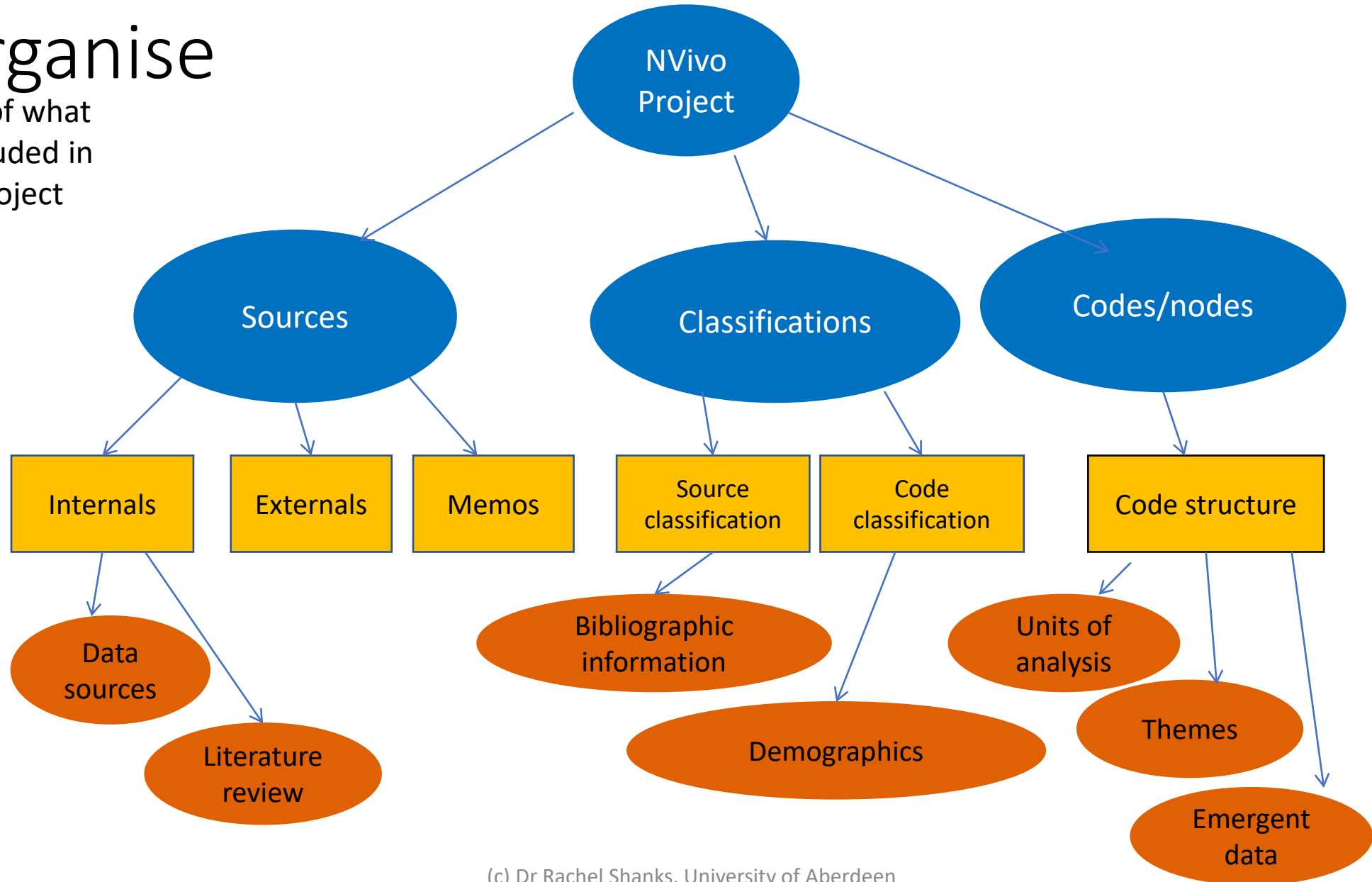
German

Spanish



# Organise

Make a note of what would be included in your NVivo project





# Benefits/ advantages of CAQDAS

- Easier to organise and access your data in folders and subfolders – the ‘NVivo shell’
- Easier to put coding categories into hierarchies
- Can check coding by date/researcher
- Saves time and less room for human error
- Can visualise the data, see links and understand the data better



# Risks/ disadvantages of CAQDAS

- Beware 'data fetishism' or the 'wow factor'
- Using CAQDAS does not automatically make the research better
- Assumption that meaning-making (data analysis) can be computerised and made routine
  - depends on an individual researcher's ability to analyse
- Technology can enhance the research process but objectivity and clarity are not necessarily increased or reduced by using a particular software package



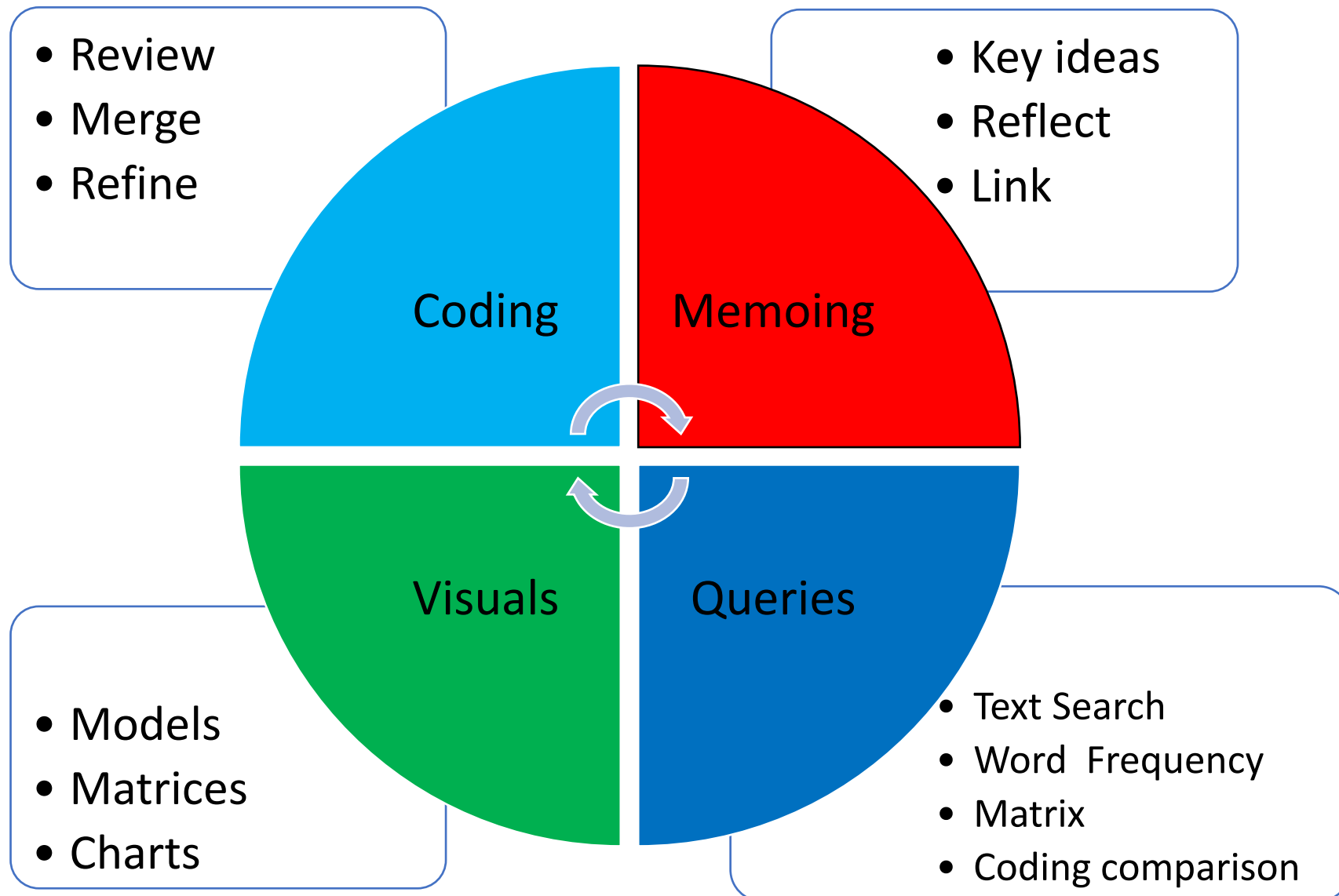
# How I've used NVivo

- My PhD – pilot study and PhD study
  - Professional learning of new teachers
  - Interviews – semi-structured
  - Online questionnaires – closed and open questions
  - CPD documentation
  - Coded open questionnaire responses and interview transcripts
  - Iterative process between interviews and questionnaires and between participants

# PhD study

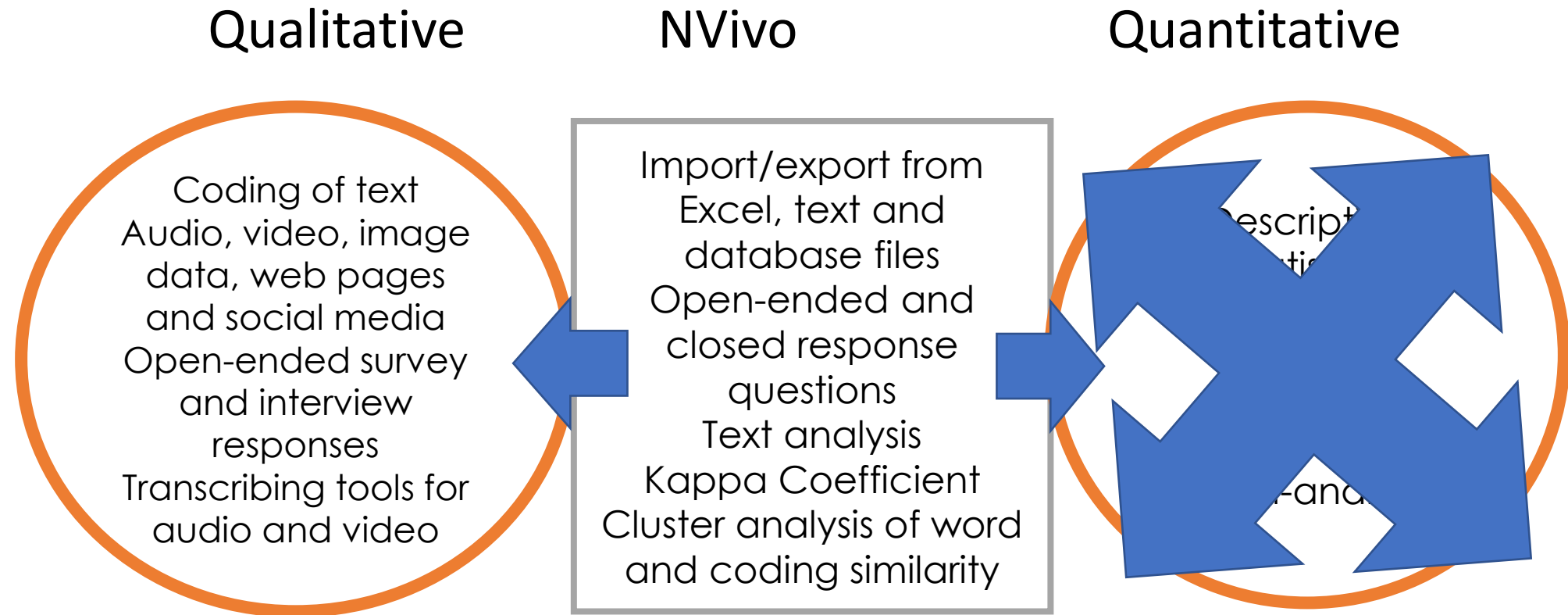
The screenshot shows the NVivo software interface. The title bar reads 'V9 PhD\_Study\_Induction\_Year\_Teachers\_2009\_2010.nvp (Read-Only) - NVivo'. The menu bar includes File, Home, Create, External Data, Analyze, Explore, Layout, and View. The left sidebar shows a tree view under 'Sources' with 'Internals' expanded to 'Interview transcripts', where 'February interviews' is selected. The main window displays search results for 'February interview' in a table.

Name	Nodes	References	Created On
Teacher_D_20_February_2010	34	72	25/06/2010 13:35
Teacher_G_23_February_2010	36	78	25/06/2010 13:38
Teacher_H_24_February_2010	36	88	25/06/2010 13:39
Teacher_C_20_February_2010	38	102	25/06/2010 13:35
Teacher_E_20_February_2010	38	89	25/06/2010 13:36
Teacher_B_15_February_2010	39	72	25/06/2010 13:34
Teacher_J_25_February_2010	39	82	25/06/2010 13:40
Teacher_A_08_February_2010	40	69	25/06/2010 13:23
Teacher_F_22_February_2010	41	96	25/06/2010 13:37
Teacher_I_24_February_2010	41	104	25/06/2010 13:39



# Mixed methods with NVivo

(Figure 2, p.4, The NVivo Teacher's Guide, 2013, QSR International, <http://explore.qsrinternational.com/nvivo-teachers-guide>)





# Using NVivo for your literature review

Bibliographical or reference management application like

- EndNote
- Mendeley
- Zotero or
- RefWorks
- Citavi
- Add journal article PDFs in your reference software and then upload to NVivo
- Citation records are recognised as sources in your project and the bibliographical details are stored as 'source classifications' and attribute values.

See the video <https://www.youtube.com/watch?v=U0YxxjdDC0I>

# 12 myths about NVivo

- Other powerpoint

# Next steps

1. Download the software
2. Watch some videos on YouTube from QSR International and/or others  
<https://www.youtube.com/@NVivosoftware/videos>
3. Practise using the software and **explore the sample project that is closest to what you are doing in your project**
  - i. Create a project
  - ii. Upload materials – transcripts/audio files/photos/video files/field notes (there is a short transcript in the webinar materials subfolder)
  - iii. Create some codes (remember to write a description)
  - iv. Do some coding
  - v. Create and write a memo
4. For help go to the **?** Button at the top right hand corner in NVivo in Windows and the Help tab at the top of the screen in Mac



Window Help