

The NVivo Environment

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What is NVivo?

NVivo is a qualitative data analysis computer software package produced by QSR International. It is available free of charge to all students from the University of Ottawa. Details of the site license and the process to acquire and install it on your computer are posted on the Information Technology software page: <https://it.uottawa.ca/software/nvivo>

What do we use NVivo for?

The software has been designed for researchers who work with rich text-based data and/or multimedia information where deep levels of analysis on small or large volumes of data are required. It is perfect for a literature review and content analysis. If properly used, the software decreases the time spent on the first stages of research. If used collaboratively, it allows the harmonization of codes and literature review process across different researchers.

Having technical difficulties?

It is pretty straight forward to download NVivo. Just follow the prompts to install on your machine (Mac or Windows). If you encounter issues when installing this software, please contact the Service Desk for assistance: <https://it.uottawa.ca/servicedesk>. The tech support at the University of Ottawa is always courteous, although not always prompt to reply. Please, be patient!

Launching NVivo

When you first open the software, you will find a purple and white window. In this first page, you will either click on an existing project file, which you can find on the left side of your screen, or you can start a new project by clicking on **Blank Project**. (see Figure 1).

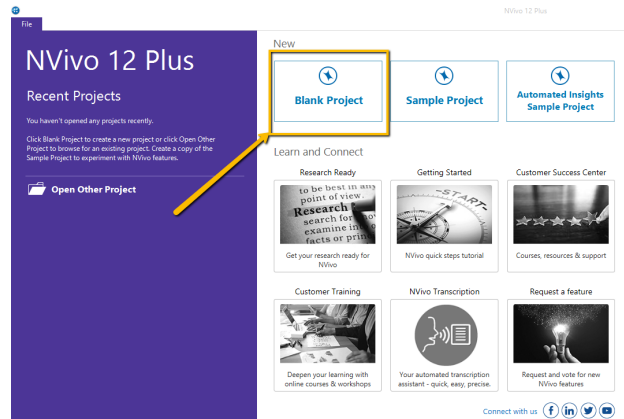


Figure 1: The NVivo Opening Window

Once you open your project, you will find the following environment (Figure 2). Note that NVivo provides video tutorials. I highly recommend watching these brief videos. They last around 1-2 minutes, and they explain how to:

1. Import data;
2. Code qualitative data;
3. Organize and review your codes.

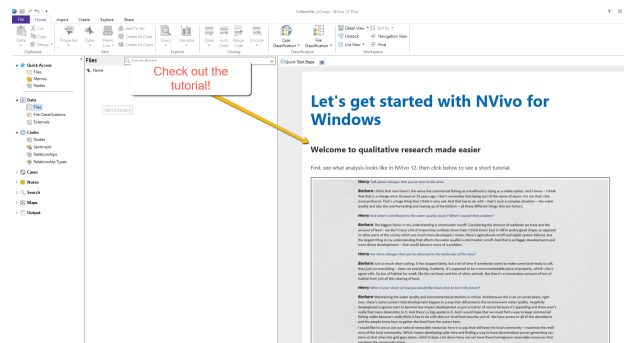


Figure 2: The Project Interface

The project interface consists of 6 tabs. I will briefly explain the main options within each tab.

The file tab

In this tab, you will find:

- **Info:** information regarding the project you are working on - the properties of the project and an even log;
- **New:** create a new project;
- **Open:** open an existing project;
- **Save:** save the project;
- **Copy Project:** make a copy of the project file;
- **Print:** print your codes, your data, and other items in your project;
- **Close:** close NVivo projects;

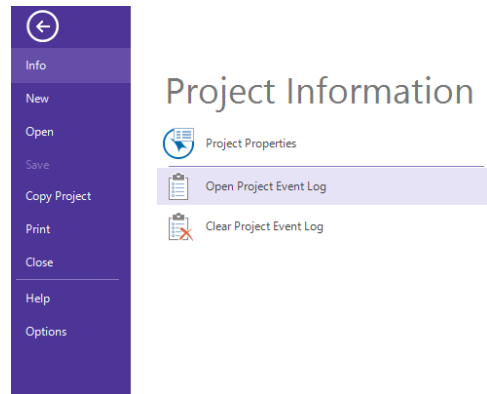


Figure 3: The File Tab

- **Help:** access resources, information about NVivo, licensing, updates and pricing;
- **Options:** access *Application Options*, including AudioVideo, Datasets, Text, Project Recovery, General settings, Notifications, Display.

The home tab

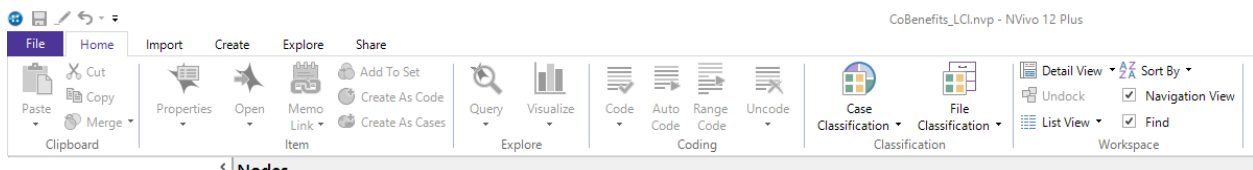


Figure 4: The File Tab

In this tab, you will find the following:

- **Clipboard:** cut, copy, paste, and merge commands;
- **Item board:** view properties of project, open projects, view project memo, create new project items such as new nodes from selected sources;
- **Explore:** create and run queries, create charts, tree maps and graphs;
- **Coding:** code qualitative data, uncode content;
- **Classification:** create classifications;
- **Workspace:** protect navigation.

The import tab

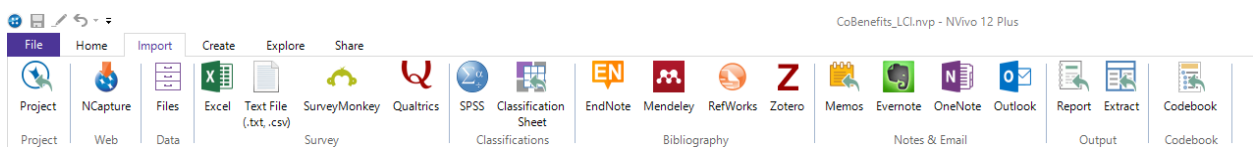


Figure 5: The Import Tab

In this tab, you will find the following:

- **Project:** import items from other NVivo projects;
- **Web:** capture content like web pages, online PDFs, Twitter tweets, and Facebook posts;
- **Data:** import Word, PDFs, audio documents;
- **Survey:** import .xlsx, .txt, .csv data;
- **Bibliography:** import bibliographical data;
- **Notes & Email:** import memos and emails;
- **Codebook:** import a codebook.

The create tab

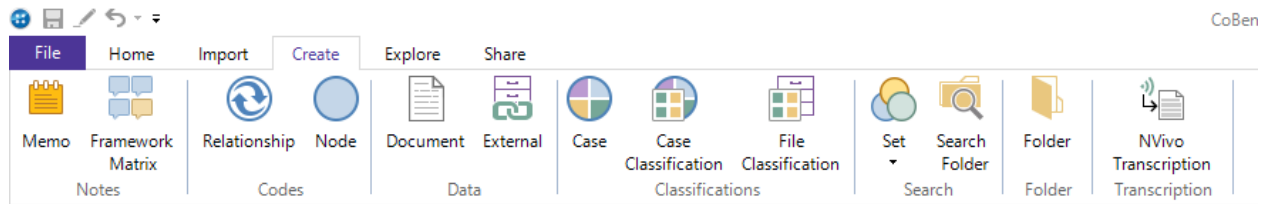


Figure 6: The Create Tab

In this tab, you will find:

- **Notes:** create a project memo;
- **Codes:** create nodes (the name NVivo gives to codes) and relationships between codes;
- **Data:** create a new empty document and/or an external document;
- **Classifications:** create classifications;
- **Transcription:** create a transcription from an audio file (paid service).

The explore tab

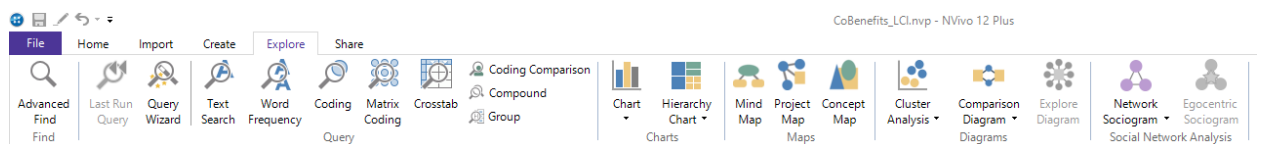


Figure 7: The Explore Tab

In this tab, you will find:

- **Find:** find items in your project;
- **Query:** create new queries, word frequencies, coss tabulations;
- **Charts:** visualize data;
- **Maps:** create conceptual maps;
- **Diagrams:** create diagrams;
- **Social Network Analysis:** explore relationship between nodes.

The share tab

In this tab, you will find:

- **Output:** create a report;

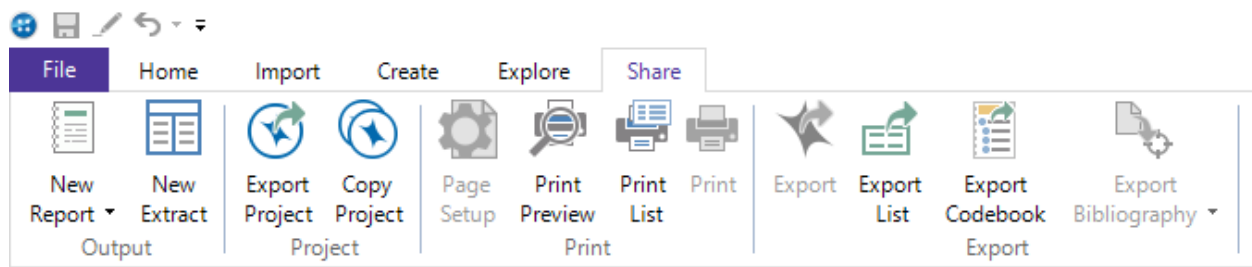


Figure 8: The Share Tab

- **Project:** export project or create a copy of the project;
- **Print:** print items in your project;
- **Export:** export project items, project codebook.

Links to additional resources

Information on how to use NVivo

Information on NVivo wording

Information on how to organize demographic data

Information on queries and qualitative data visualization

Information on courses, certifications, and workshops