

DataQuest Solutions

Qualitative Data Analysis with NVIVO

Lesson 1. Data Preparation and Importation

- Understand file types supported (e.g., Word, PDFs, audio, video, images, survey data).
- Import raw qualitative data (e.g., interviews, focus groups, field notes).
- Clean and organize data before importing.
- Create cases and classifications (e.g., demographic details).

Lesson 2. Familiarization with the NVivo Interface

- Learn about the NVivo workspace: Navigation View, List View, Detail View.
- Understand ribbons and menus, nodes, queries, and case classifications.

Lesson 3. Coding

- **Manual Coding:** Highlight and assign segments of text to relevant codes (nodes).
- **Auto Coding:** Use NVivo's automated features to group data by speaker or heading.
- **Nodes:** Create thematic nodes (open coding) and group them into parent-child hierarchies (axial coding).
- Use **memoing** to record insights during coding.

Lesson 4. Querying and Searching

- Run **text search queries** to find words/phrases.
- Use **word frequency queries** to identify dominant terms.
- Perform **coding queries** to compare patterns across different nodes or cases.

Lesson 5. Case and Classification Management

- Create **cases** for participants, organizations, or groups.
- Assign **attributes** like age, gender, location, etc.
- Use classifications for comparative analysis.

Lesson 6. Data Visualization

- Generate **word clouds**, **charts**, **tree maps**, and **coding stripes**.
- Use **matrix coding queries** to compare coding between different cases or variables.
- Visualize relationships using **project maps**, **concept maps**, and **models**.

Lesson 7. Thematic Analysis and Interpretation

- Review coded data under each node to develop themes.
- Use NVivo to compare and contrast themes across different groups.
- Integrate memoing and annotations for richer interpretation.

Lesson 8. Data Reporting and Exporting

- Export coding summaries, query results, and visualizations.
- Generate reports for audit trails.
- Export to Excel, Word, or other formats for use in publications or presentations.

Lesson 9. Inter-coder Reliability

- Use coding comparison queries if working in a team.
- Measure consistency across different coders.

Lesson 10. Project Backup and Management

- Regularly save and back up the project.
- Use **NVivo project logs** to track activity.
- Maintain proper file management and version control.