NVivo: Classifications, Datasets and Queries

2020

Welcome to the Research Commons!

- Workshops and One-on-one Consultations
  - Thesis Formatting
  - Citation Management
  - R / SPSS
  - GIS
  - NVivo

- Literature Reviews (Part 1 and 2)

- Graduate Student Writing Community

Check the Website for more

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Getting NVivo

- UBC Library has NVivo on its computers (Room 217 and 218)

- From Nov. 21, 2016, NVivo is available to
  UBC students, faculty and staff
  Instructions: https://it.ubc.ca/services/desktop-print-services/software-licensing/nvivo-pro-software

- For new students, go to the following link (google- UBC On the Hub)

- 14-day free trial available to anyone at:
  http://www.qsrinternational.com/trial-nvivo

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Learning Objectives

By the end of this session,

- Import datasets into NVIVO

- How to work with close-ended and open-ended answers in NVIVO

- Query the data:
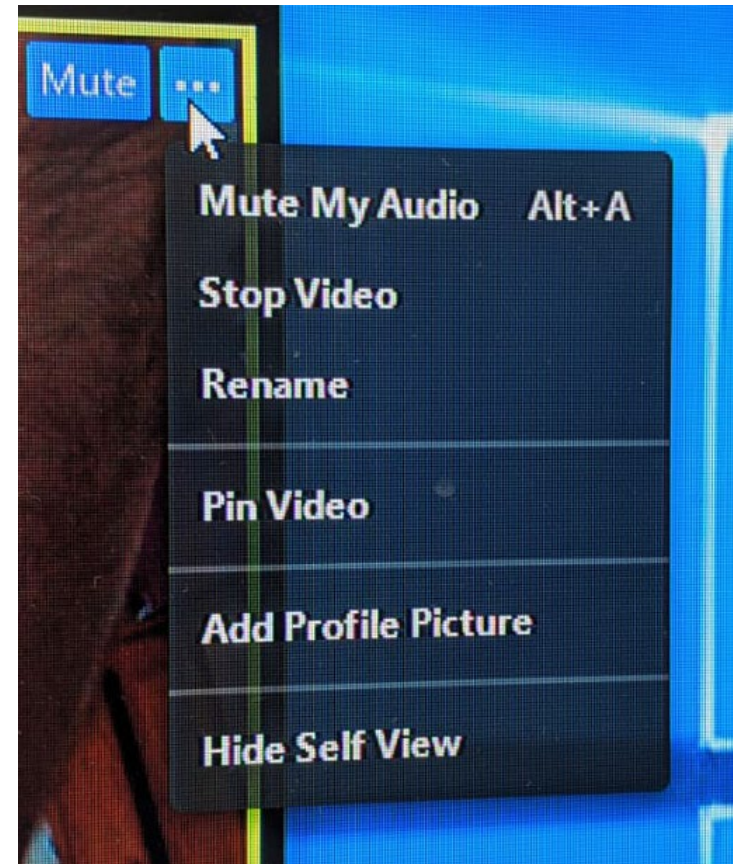 - Matrix
  - Crosstab
  - Coding

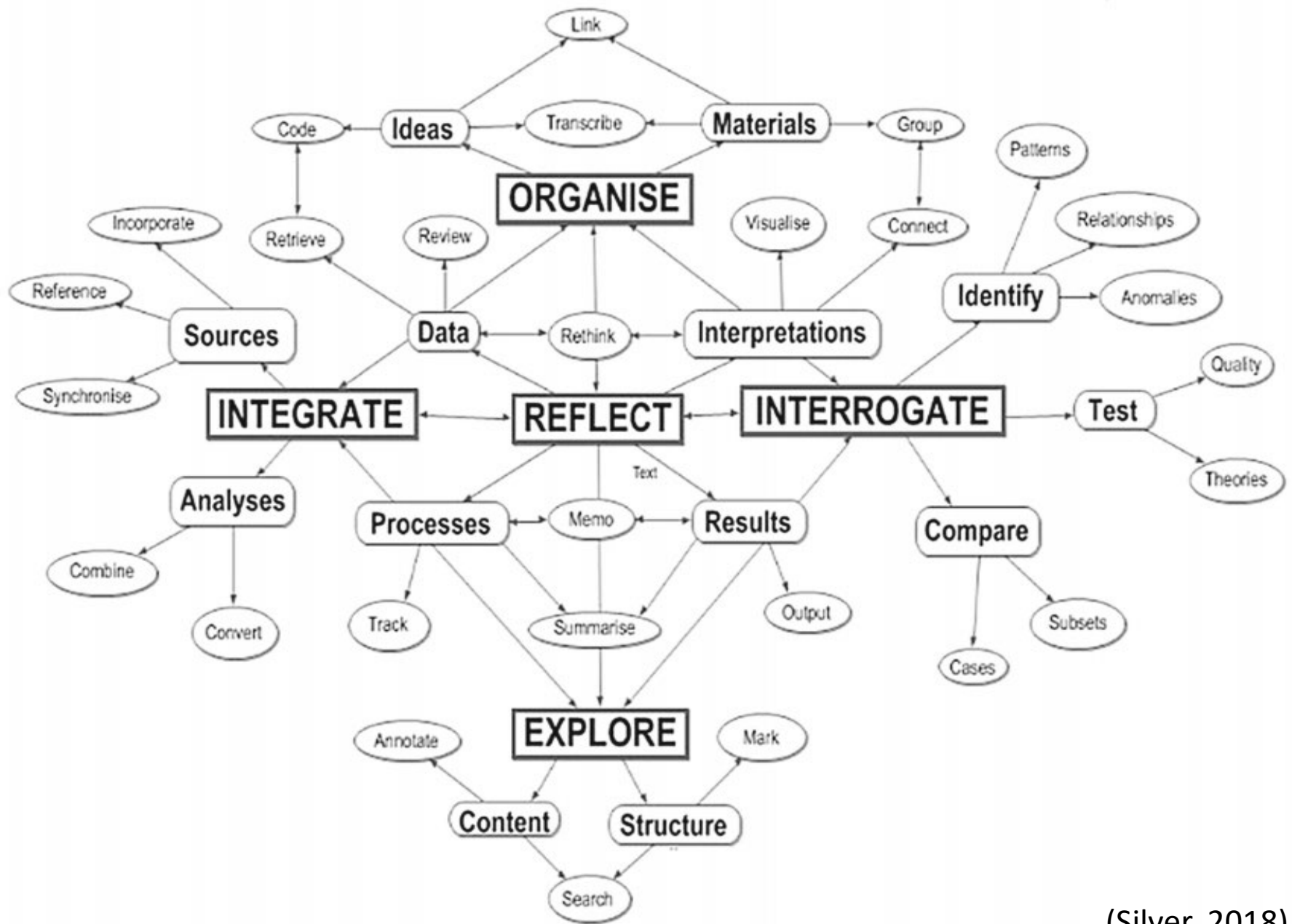in NVIVO

Add PC/MAC to Your Zoom Name

In order to direct you to the proper room—Mac or Windows—please change your name to include what version of NVivo you will be using:

Example:
Amir-Windows
Jeremy-Mac

(Silver, 2018)

Fig. 3. Common analytic activities supported by dedicated CAQDAS packages [6]

Review of Basics

(Workshop 1)

- Coding
- Queries

Coding: NVIVO Definition

'Coding' your sources is a way of gathering all the references to a specific topic, theme, person or other entity. You can code all types of sources and bring the references together in a single 'node'

Coding

- Definition: *A code in qualitative inquiry is most often a word or short phrase that **symbolically** assigns a **summative, salient, essence-capturing**, and/or **evocative** attribute for a position of language-based or visual data.* (Saldaña, 2016)
- **Connecting** as well as **categorizing** strategies (Maxwell & Miller, 2008).
- It can be done in **cycles** – First(s) & Second(s).
- *in vivo coding, emotion coding, values coding, etc.*
- You can create **sub-codes**
- You can apply **multiple codes** for a given segment.
- You can visualize connections between codes (e.g., causation): **relationships** or **maps**.
- You can (or must) write **memos** as you annotate and/or code.
- Your RQs are your guides.

Datasets

- A collection of related sets of information that is composed of separate elements but can be manipulated as a unit by a computer. (Wikipedia)

- Their typical form is as spreadsheets.

- Usually Survey Data (Excel, SurveyMonkey or Qualtrics)

- But also: responses from social media data gathered from Facebook, LinkedIn or Twitter using NCapture.

That's what we mean:

Headers
(Preferably Row 1)

	B	C	D	I
1	Respondent	ReturnDate	The natural environment Down East is	Generations Down East
2	DE001	14/12/2004 12:00:00 AM	beautiful	none
3	DE002	17/12/2004 12:00:00 AM	good	3 or more
4	DE003	11/12/2004 12:00:00 AM	peaceful, beautiful serene -	3 or more
5	DE004	16/12/2004 12:00:00 AM	becoming poorer with pollution due to chemical runoff	3 or more
6	DE005	04/12/2004 12:00:00 AM	an important part of the area	1
7	DE006	07/12/2004 12:00:00 AM	good	3 or more
8	DE007	09/12/2004 12:00:00 AM	perfect!	3 or more
9	DE008	07/12/2004 12:00:00 AM	beautiful	1
10	DE009	15/12/2004 12:00:00 AM	needed to keep the natural look of the area.	3 or more
11	DE010	11/12/2004 12:00:00 AM	worth preserving	3 or more
12	DE011	03/12/2004 12:00:00 AM	as good as when I was a kid	3 or more
13	DE012	15/12/2004 12:00:00 AM	fragile	2
14	DE013	09/12/2004 12:00:00 AM	in need of good stewards	3 or more
15	DE014	18/12/2004 12:00:00 AM	threatened	1

Open- vs. close-ended questions

An **open**-**ended question** is designed to encourage a full, meaningful answer using the subject's own knowledge and/or feelings. It is the opposite of a closed-**ended question**, which encourages a short or single-word answer.

(Media College, accessed Oct.9, 2018)

Which is which?

O   C   C   C   C

D	I	J	P	
The natural environment Down East is	Generations Down East	Commercial Fishing	Age	Gender
beautiful	none	False	61	Female
good	3 or more	False	62	Female
peaceful, beautiful serene -	3 or more	False	51	Female
becoming poorer with pollution due to chemical runoff	3 or more	False	52	Female
an important part of the area	1	False	42	Male
good	3 or more	False	63	Male
perfect!	3 or more	True	53	Female
beautiful	1	True	54	Male
needed to keep the natural look of the area.	3 or more	False	64	Female
worth preserving	3 or more	False	65	Female
as good as when I was a kid	3 or more	False	55	Female
fragile	2	False	66	Female
in need of good stewards	3 or more	False	56	Male
threatened	1	True	67	Male

Why distinguish?

- Open-ended questions -> codable
- Closed-ended questions -> automatically coded

Having both allows to ask focused questions:

- Political views of participants above 50?
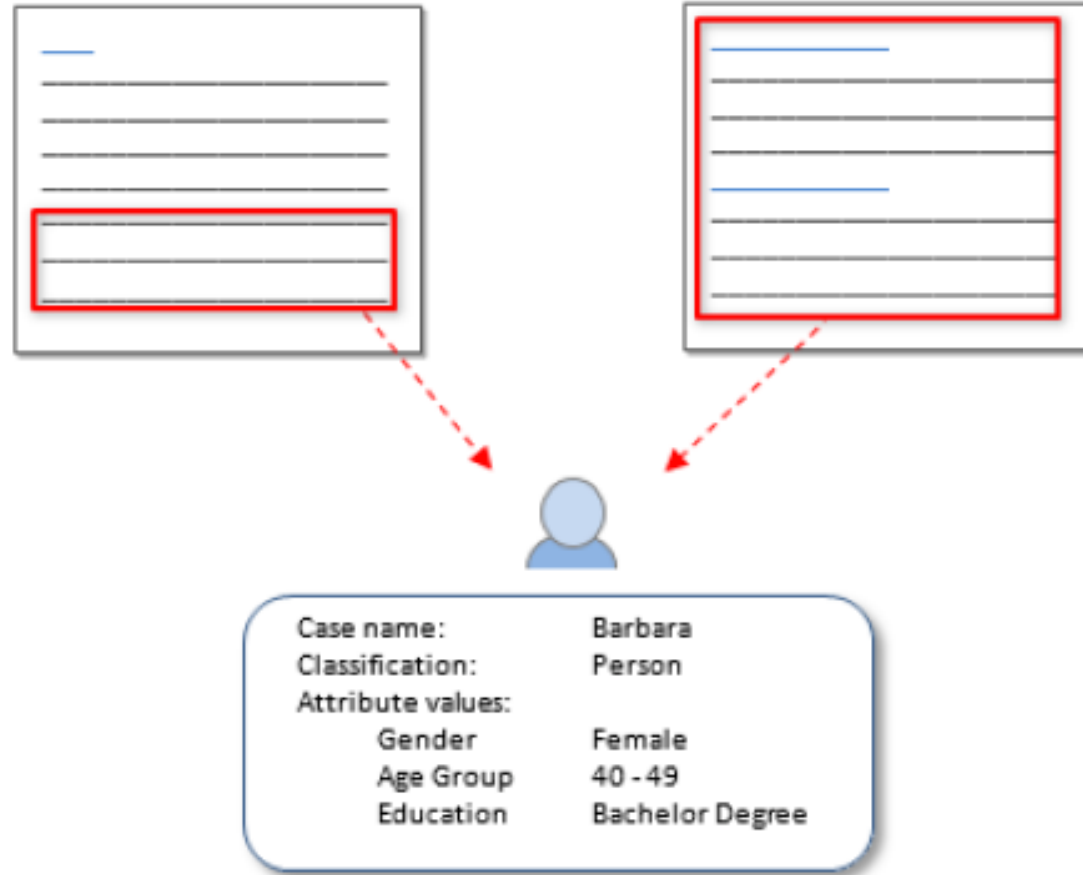- …. below 50?

Importance of Identifier

- Not the real identity of a participant.

- NVIVO calls them *Cases*.

Cases

- Cases are the 'units of observation' in your research study. They might represent people, places, events, organizations or other entities that you want to analyze and compare.

  (NVIVO website)

Case name: Barbara
Classification: Person
Attribute values:
    Gender   Female
    Age Group   40 - 49
    Education   Bachelor Degree
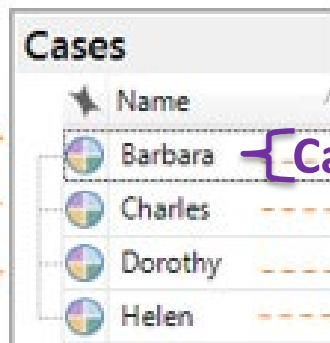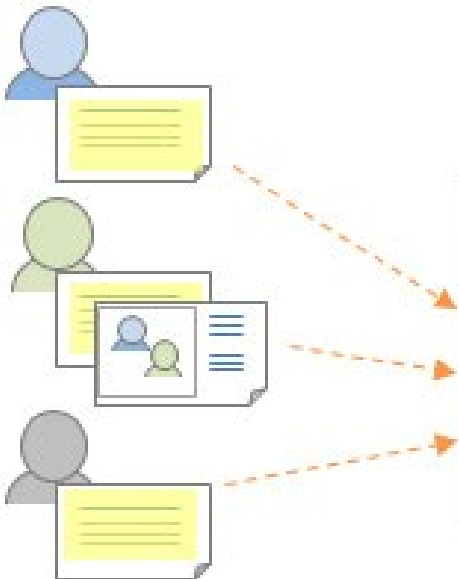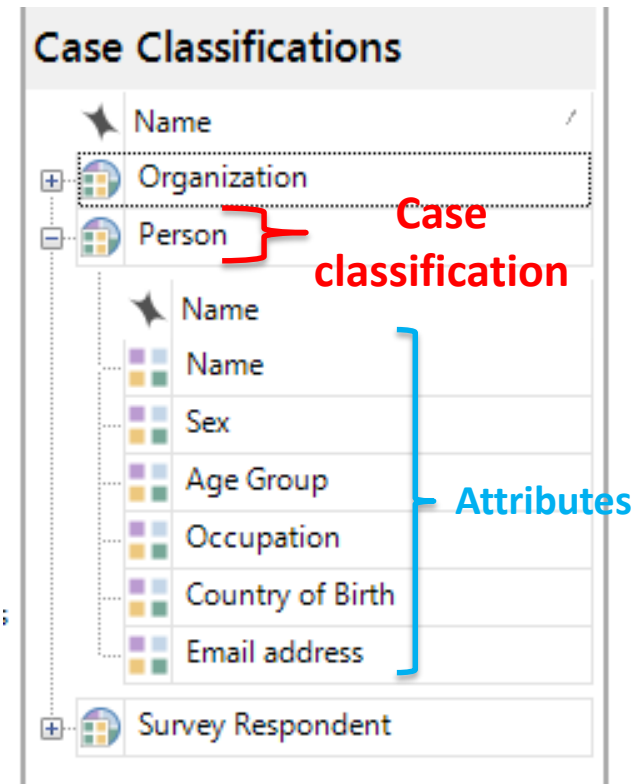
Barbara's case node

Attributes and Values

(close-ended questions by nature -> turn to Attributes)

- **Attribute**: a type of quality, character, or characteristic ascribed to someone or something.

- **Value**: the specific quality, character or characteristic ascribed…

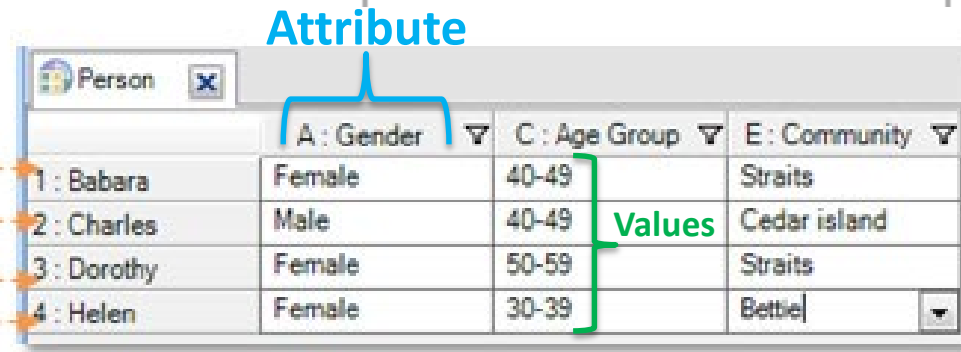| Age	Gender
61	Female
62	Female
51	Female
52	Female
42	Male
63	Male
53	Female
54	Male
64	Female
65	Female
55	Female
66	Female

Case classifications

- Allow users to record descriptive information about people, places, organizations, or other 'classifications' in a project.

Case classifications

- Closed-ended question from survey data appear as attributes.
    - i.e. attribute names will be the headers of the close-ended questions

Open-ended data

- NVIVO will turn headers into Nodes **automatically**.

- The resultant nodes can further be coded with YOUR nodes.

	N	O
1	The types of development I would like to see	The types of development I would not like to see
2	more	more growth
3	doctor, drug store, people to relate Harkers Island to Cape Lookout	condos, housing projects
4	eco-tourism - affordable housing	high rises - development that would impact the env
5	better roads & more roads to help w/ traffic problems	Like the farms that have polluted the land & water.
6	light commercial single family and well done multi-family	hog industry
7	a few businesses	banks, drug stores, food stores (food lion example
8	Business that relates to the water use. Tours, boat rentals etc.	Large subdivisions with big expensive houses.
9	single family structures	condos
10	keeping small business with the original life of down east at heart.	development that will meet the needs of our childr
11	couple of businesses	
12	more houses, small business and housing for elderly that is affordable	tourist related with low pay
13	cluster housing	condos, high rise buildings, tract housing

Table1-1

Task 1

- Download the materials for Workshop 2 from

   UBC Research Commons: NVIVO ->

   -> NVIVO Part 2 -> Sample Survey Responses
   (available in Chat Box)

- Import the dataset into NVIVO (we show how).

- We explore next 2 slides: Table + Nodes

What is a query?

- ✓ <u>Find and analyze</u> words or phrases in your sources, annotations and nodes

- ✓ <u>Ask questions</u> and <u>find patterns</u> based on your coding and check for coding consistency among team members

- ✓ <u>Create new codes</u> and/or visualize the <u>results</u>
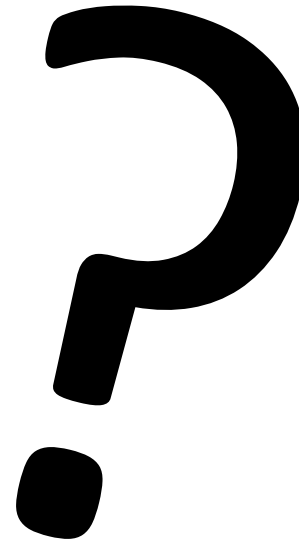
Source: QSR International

Queries we covered in Workshop 1

- Word frequency

- Text search

Queries we will cover today

– Matrix

– Crosstab

– Coding

?

Task 2

- Close NVIVO and re-open it.

- Create a Sample Project.

- Run Matrix, Crosstab, and Coding queries

NVIVO and Reference Managers

- You can import references from your reference manager:

  – Refworks, Mendeley, Zotero, Endnote (xml, ris, txt)

- Import notes, files (depending on the export)

- Create attributes for: Author, Year, etc. (notes are imported as Memos)

- Run queries:

  – How often was a topic discussed in the 90s as opposed to the 2000s?

Need Help?

Resources & Consultations

researchcommons.library.ubc.ca

Workshops
elred.library.ubc.ca/libs

Email
research.commons@ubc.ca

@UBCRCommons

UBCResearchCommons

Discover.Gather.Create.Share.

Wrap-Up

UBC Library Research Commons

- Evaluation form: (Please complete!)

  https://bit.ly/2NEgRKs

Thanks for coming!