



Analysing qualitative data through Nvivo

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the qualitative analysis

	DIMENSIONE1 (e.g. quotidienne)	DIMENSIONE2 (e.g. beaute)	DIMENSIONE3 (to corp)
INTERVISTATO1	X	Y	Z
INTERVISTATO2	M	P	O
INTERVISTATO3	X	F	Z

EXAMPLE:
DIMENSION 1 IS THE TYPE OF SOCIALITY (POSSIBLE CATEGORIES:
-QUOTIDIENNE
-BEAUTE
-EMOTIONAL SOCIALITY
-...).

EXPLORE THE MOST RECURRENT CATEGORIES FOR THAT
DIMENSION.

THE ANALYSIS IS ON THE COLUMNS:
CASES X VARIABLE

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EXAMPLE: CASES ARE EXPLORED ON THE BASIS OF RECURRING CLUSTERS OF CATEGORIES. IDEAL TYPES" ARE CREATED, BASED ON THE CASES WITH SUCH RECURRENCES. INTERVIEWERS 2 AND 3, FOR EXAMPLE, COULD BE PART OF A SAME "TYPE" (WE COULD FIND A LABEL FOR HIM/HER, e.g. THE BODY ROUTINER)
The WORK of analysis is to compare the rows.

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Organization of the corpus of data

- create a project
- import the documents (e.g. interviews transcription, images, audio, video)
- create the cases (one for each interviewed)
- create case attributes (e.g. gender, social background, age)
- assign documents to cases

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Inductive approach

- insert 'stop words' in the project: words that are not to be considered in the query
- launch a frequent words analysis to observe the most common words (lexical occurrence analysis)
- (“corp” word emerges)
- launch the query (create/query): see results in reference and tree mode (from tree see possible interpretative links: normalisation, respect, feel good, food, Kili. New hypothesis node: body positivity)
- save the query result
- create a node (interpretative category) with the word body, qualitatively explore the text in search of other parts of interviews that concern the body, even if they do not mention it explicitly. Encode with the node body all the parts pertaining to this theme
- also explore the second, body-related hypothesis: the body positivity theme. Create a body sub-node with this concept.

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Deductive approach

- start with an interpretative hypothesis: influencers are informal learning actors
- create a new node: learning
- search by query for some words related to our hypothesis (e.g. learn; tutorial; learning; understand; teach; learn; life hacks etc.)
- encode with a new node -learning- all the parts of the text that emerge as associated with this theme, either through the query (and the reading of the references and the word tree), or through manual reading of the corpus
- create sub-nodes for different learning sub-categories

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Let's Try

- look for new hypotheses, starting with the frequent words
- once you have identified a possible interesting word (sensitising concept), look at the references, to understand the context.
- explore the whole corpus through this concept and when you find relevant things, associate them with a node of your own
- let's read through the references of your node, refine your hypothesis