



Getting Started with NVivo

2020



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Welcome to the Research Commons!

- Workshops and One-on-one Consultations
 - Thesis Formatting
 - Citation Management
 - SPSS, R
 - NVivo
- Literature Reviews (Part 1 and 2)
- Graduate Student Writing Community

Check the [Website](#) for more

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>

What is NVivo?

NVivo is a software package for computer-assisted qualitative data analysis (CAQDAS)

“that helps you easily organize and analyze unstructured information, so that you can ultimately make better decisions”

Source: QSR International

...and/or achieve better research outcomes!

Learning Objectives

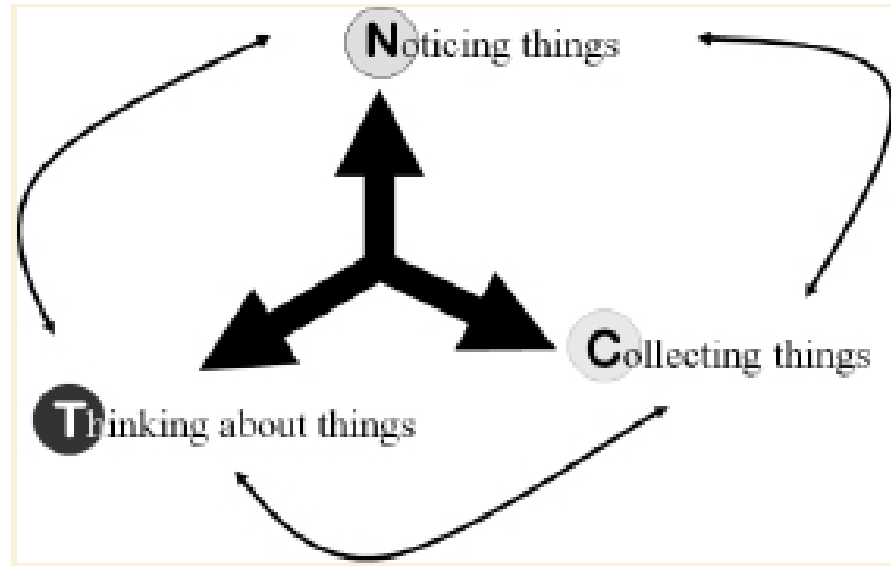
By the end of this session,

- You will be able to import files
- Save and backup your project
- Create annotations and memos
- Code your data into nodes (parents and children nodes)
- Run basic queries



Qualitative Data Analysis (QDA)

The NCT model of qualitative data analysis adapted by [Susanne Frieze \(2019\)](#) from [Seidel \(1998\)](#):



**Thematic
analysis**

Grounded Theory

Content analysis

(Critical) Discourse Analysis / Conversation Analysis / etc.



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Constructing relationships in QDA

([Maxwell & Schmiel, 2013](#))

Similarity-based relations (categorizing strategies)

resemblances or common features; their identification is based on comparison, which can be **independent of time and place**. In qualitative data analysis, similarities and differences are generally used to **define categories and to group and compare data by category**.

‘How are they alike, and how are they different?’ ([Smith, 1979](#))



Contiguity-based relations (connecting strategies)

juxtaposition in time and space, the **influence** of one thing on another, or **relations among parts** of a text; their identification involves **seeing actual connections between things, rather than similarities and differences**; may also be identified **among abstract concepts and categories**, as a **subsequent step** to a categorizing analysis of the data.



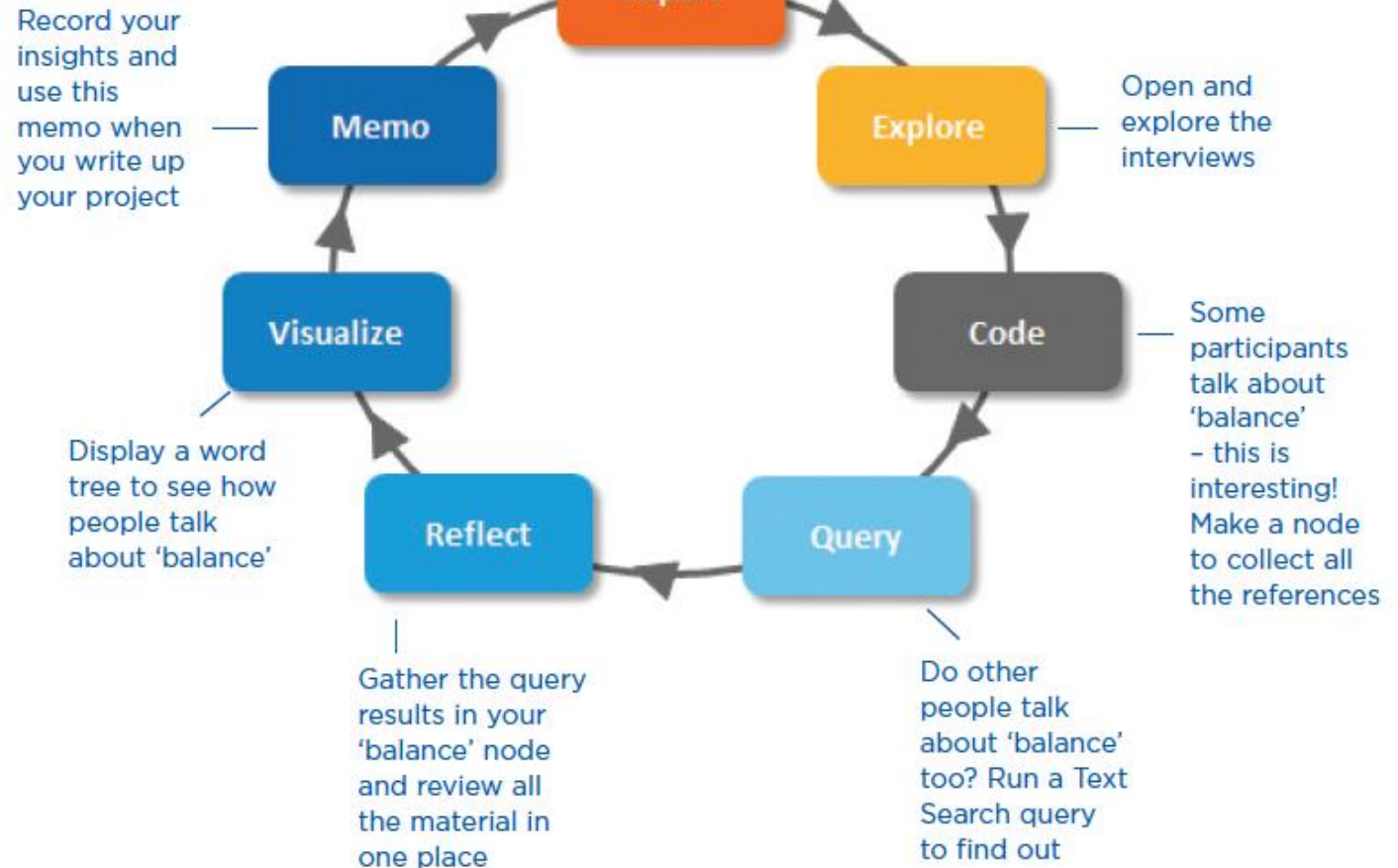
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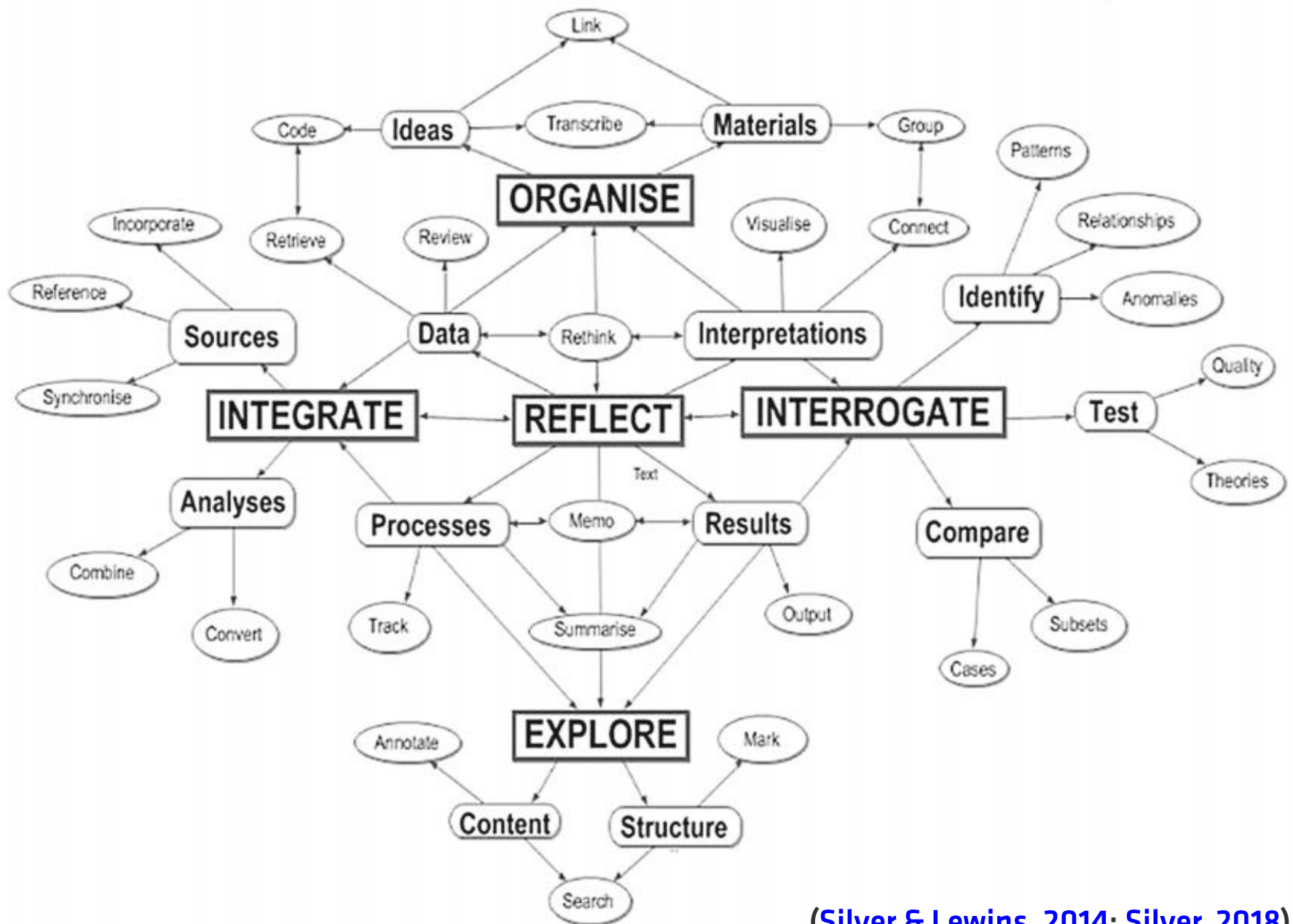
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Stages of a research project in NVivo

| Stage | Processes |
|------------------------------|---|
| Literature Review | Collecting relationships, themes, findings and gaps |
| Research Design | Creating models Build audit trail |
| Data collection and analysis | Bringing together similar data (demographics, themes, concepts) Inductive / deductive / retroductive Explore data (queries) Linking data |
| Writing | Keeping track of ideas Visualizing Reporting |

How do I approach my research project?





([Silver & Lewins, 2014](#); [Silver, 2018](#))

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



Discover. Gather. Create. Share.

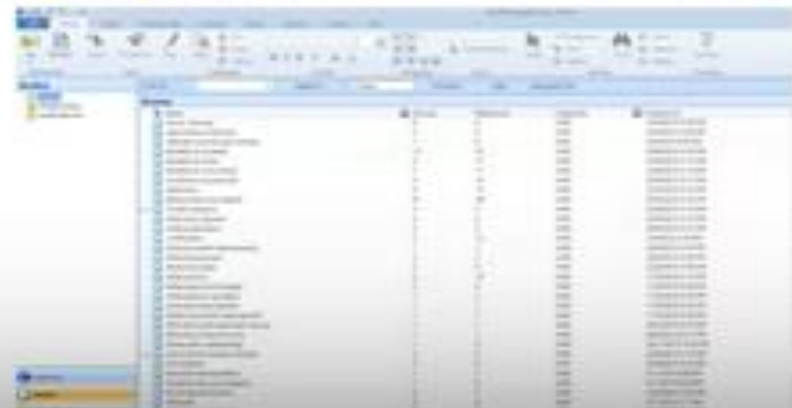
UBC Library Research Commons

Organizing Qualitative Data

From this.....



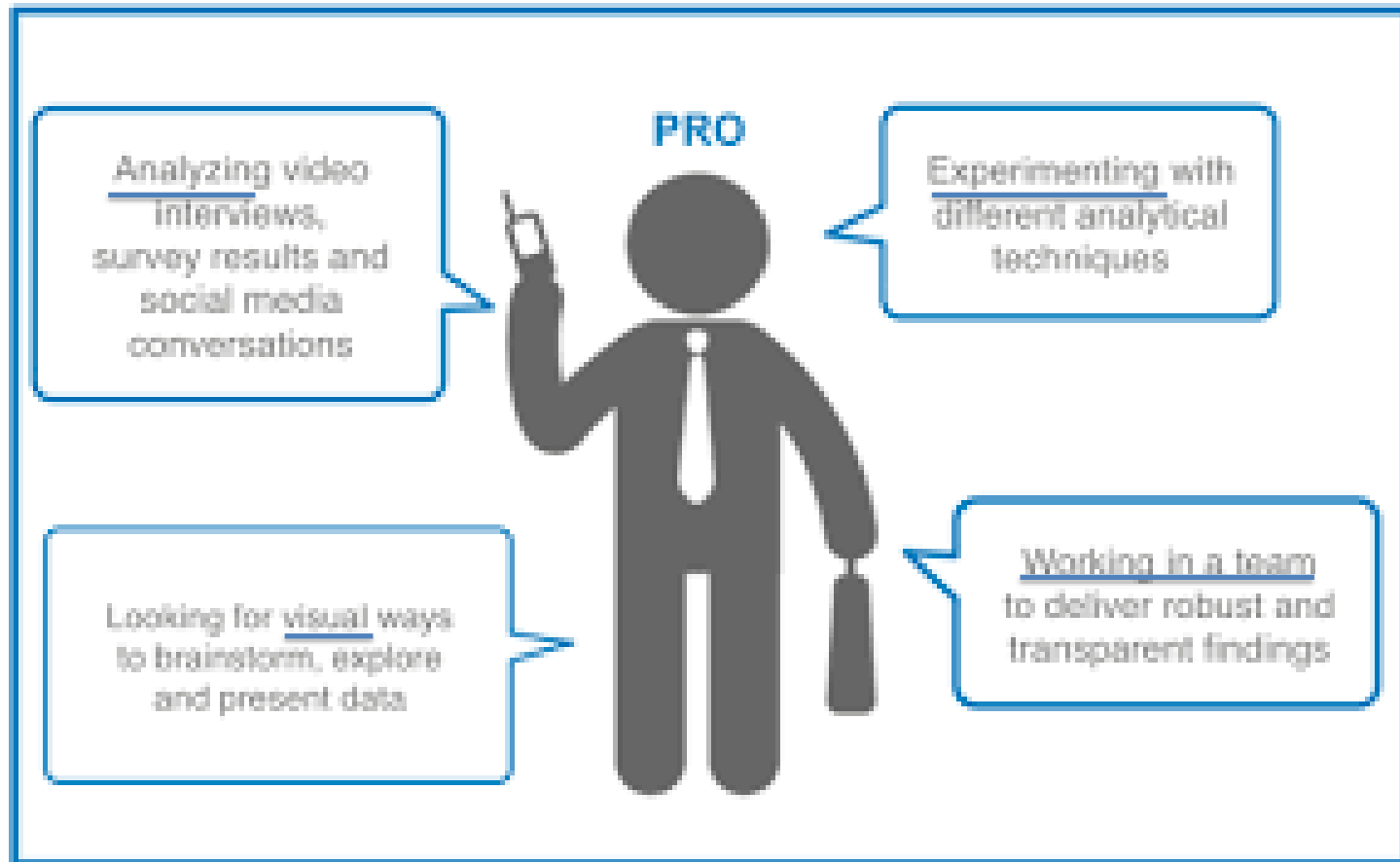
To this:



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Benefits



Cautions

- NVivo can't tell you what or how to analyze!
It's a **translation process from analytic tasks to software tasks** ([Woolf & Silver, 2017](#)).
- PC and Mac are becoming more similar, but PC still has more features than Mac version
- Proprietary software (if you're thinking about the future)

Task 1

- Download sample interview transcripts from RC website.
- Open NVivo.
- Open a new blank project: Give it a name and a description.
- Import the interview with Barbara.
- Check out the software interface.

General: Software screenshot

Sample Project.nvp - NVivo 12 Pro

File Home Import Create Explore Share

Paste Cut Copy Merge Clipboard Properties Open Memo Link Item Add To Set Create As Code Create As Cases Query Visualize Code Auto Code Range Code Undo Case Classification File Classification Detail View Sort By Undock Navigation View List View Find Workspace

Quick Access

- Files
- Memos
- Nodes

Data

- Files
 - Area and Township
 - Interviews
 - Literature
 - News Articles
 - Social Media
 - Survey
- File Classifications
- Externals

Codes

- Nodes
- Relationships
- Relationship Types

Cases

Notes

Search

Maps

Output

Interviews Search Project

| Name | Codes | References |
|----------------------|-------|------------|
| Barbara | 43 | 197 |
| Betty and Paul | 13 | 41 |
| Charles | 38 | 134 |
| Dorothy | 39 | 128 |
| Helen | 14 | 50 |
| Ken | 17 | 56 |
| Margaret | 35 | 78 |
| Maria and Daniel | 43 | 150 |
| Mary and James | 42 | 111 |
| Richard and Patricia | 35 | 101 |
| Robert | 31 | 96 |
| Susan | 47 | 146 |
| Thomas | 28 | 112 |
| William | 47 | 106 |

List view

Detail view

Click to edit

Interview with Barbara on February 19th, 2009 at her home in Bettie, North Carolina. Barbara writes cooking curriculum materials and does earth science environmental consulting work for soil scientists.

Q.1. Connection to Down East

Henry
Tell me about your personal and family history in Down East. How long have you or your family been living Down East full time or part time?

Barbara
My family moved here when I was two years old in 1969. My parents still live here. They live down in Gloucester. But I was raised in Beaufort, in town, and went to Beaufort Elementary and middle school and high school, then moved away for college. So I've lived here most of my life although I've moved away.

Henry
And you've lived Down East how long?

Barbara
Since '96. My husband and I bought this little cottage in '96.

Henry
And have you lived here full time or part time?

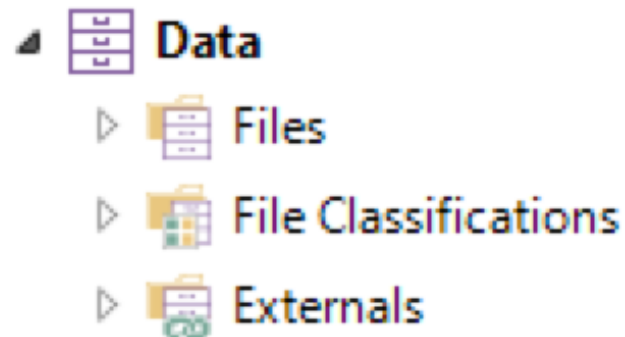
Barbara
It's part time. It was full time, but then in 2000 he got a job up North. And so since then we've

In Nodes Code At Enter node name (CTRL+Q)

JAB 14 Items

DATA

- Files
- File Classifications
- Externals



Files

- Supports file types
 - Audio (.mp3, .m4a, .wma, .wav)
 - Video (.MPEG, .mp4, .avi, .wmv, .mov, *etc.*)
 - Pictures (.bmp, .gif, .jpg, .png, .tiff)
 - Documents (.docx, .doc, .rtf, .txt)
 - Datasets (.xlsx, .xls, .txt, SurveyMonkey, Qualtrics)
 - PDFs (Smart PDFs are best, though!)
 - Information from websites/social media (via NCapture)

Files Classifications

- File classifications also allow you to **capture general information about your files**—for example, date of publication, issue, volume.
- If you conduct a literature review, you can import the literature references into NVivo—the **bibliographical data** is stored using 'file classifications'.

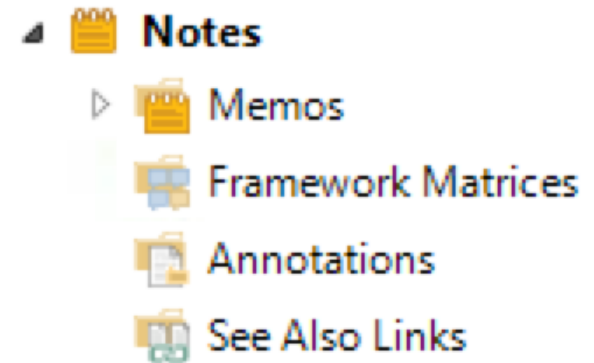
Externals

- Externals are ‘proxies’ for the material you cannot import into NVivo
 - Books
 - Physical artifacts
- Externals appear as documents with a content summary of the original source

Notes

What can you do with them?

- Memos
- Framework Matrices (PC only)
- Annotations
- See Also Links



Memos

Memos are like documents and they can be linked to sources or nodes.

- Tell the story of your project
- Talk to yourself as you make sense of your data
- Track your analytical process

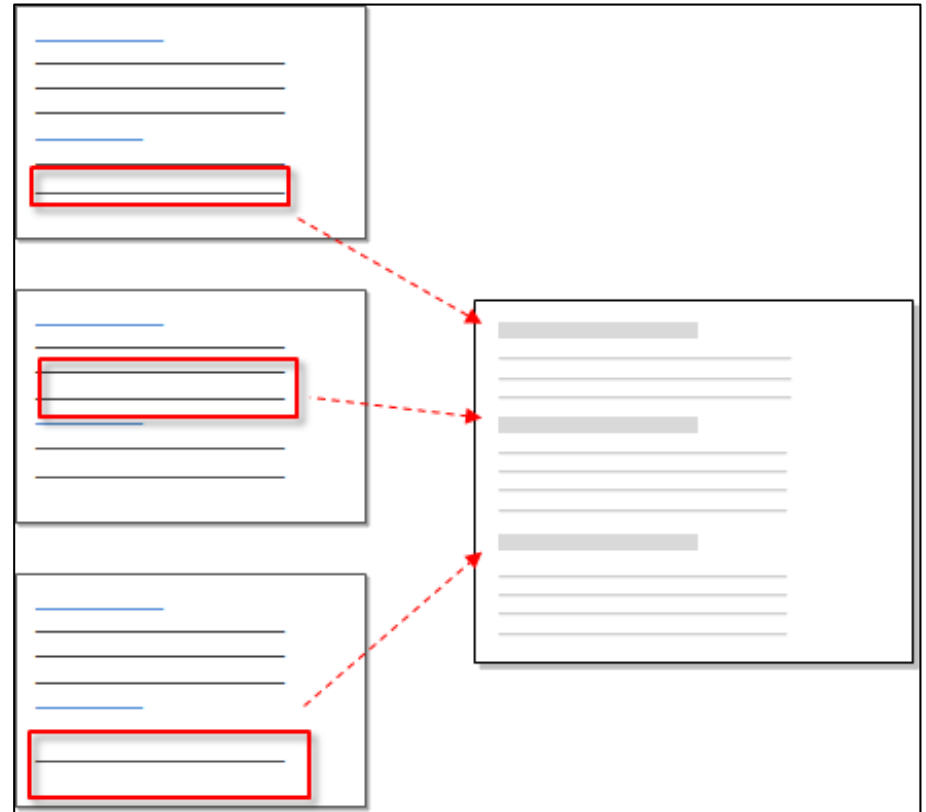
Task 2

- Open Barbara's transcript:
 - annotate
 - create a memo
- Notice the difference?

Coding

'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'

code=node



Source: QSR International

Task 3

- Code sections of the interview with Barbara.
- See coded sections using Coding Stripes.
- Explore multiple technical ways of coding.

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](#))
- **Categorizing** and **connecting** strategies ([Maxwell & Miller, 2008](#)).
- You can visualize or collect connections between codes: **relationships** or **maps**.
- 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 (or must) write **memos** as you annotate and/or code.
- Your RQs are your guides.
- **Rule for categorization:** Each code, category, concept, or theme should **appear in only one place** in the coding system ([Jackson & Bazeley, 2019](#)).

Useful, meaningful codes, will have:

- A **label** (i.e., name)
- A **definition** of what the code contains (i.e., the characteristic or issue constituting the code)
- **Examples**, both positive and negative, to eliminate possible confusion when looking for the code.

([Boyatzis, 1998, p.31](#))

Examples of categories

- **Actions** – things that are done at a point in time (e.g., **Argue, Cheer, Laugh, Listen**).
- **Activities** – ongoing actions (e.g., **Aging, Learning, Raising children, Supervising**).
- **Beliefs, ideological positions, frameworks** – intellectual positions (or discourses) which are evident in thinking and action (e.g., **Honesty, Independence, Reason, Spirituality**).
- **Context** – the settings in which actions, events, etc. occur (e.g., **Adolescence, Downtown, School, Work**).
- **Culture** – social behaviours and norms that are likely to have multiple sub-branches, depending on the type of culture (e.g., **Art, Careers, Kinship, Technology**).
- **Emotions** – feelings (e.g., **Anticipation, Gratitude, Joy, Sorrow**).
- **Events** – highly structured actions or rituals (e.g., **Birthday parties, Recitals, Weddings, Vacations**).
- **Issues** – matters raised about which there might be some debate (e.g., **Control, Ownership, Privacy, Transparency**).



Examples of categories

- **Narrative** –narrative features (e.g., **Contradictions, Omissions, Pronouns, Repairs**).
- **People (or actors or entities)** that are referred to or talked about – the locus or target of a comment, either specifically (e.g., **Dr. Almos** or **My boss**) or generally (e.g., **Employees, Managers, Nurses, The industry**).
- **Valences** (also sometimes called **sentiments** or **attitudes**) – the participant's **implicit or explicit response to a topic** (e.g., a participant says or implies they are **Conflicted, Negative, Positive**, or **Uncertain** about an event or action; or identify it as a **Barrier** or **Facilitator to success**).
- **Strategies** – a purposeful activity to achieve a goal or deal with an issue (e.g., **Making amends, Negotiating, Planning, Raising money**).

([Jackson & Bazeley, 2019](#))

Examples useful (non-hierarchical) codes

- **Good quotes** – an area to store References that are especially **compelling, poignant, or typical**. These can be cross-referenced with your other Nodes with a Coding Query to find the quotes that pertain to a particular concept or theme to assist you in writing up your findings (but be careful about cherry picking your findings just because of these quotes).
- **Suggestions** – to capture the **recommendations** provided by participants about how things could or should be done or changed.
- **Retired Nodes** – to store any defunct concepts or themes in case you are not fully convinced you want to delete them.

([Jackson & Bazeley, 2019](#))

Task 4

- Open Sample project.
- Explore the codes and their structure.
- Change the hierarchical structure (move codes from top level to sub-level and vice versa.
- Aggregate / disaggregate

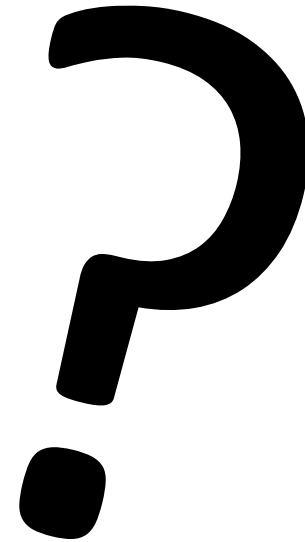
What is a query?

- ✓ Find and analyze words or phrases in your sources, annotations and nodes
- ✓ Ask questions and find patterns based on your coding and check for coding consistency among team members
- ✓ Code and/or visualize the results

Source: QSR International

Queries we will cover today

- Text search & word frequency
- Matrix
- Crosstab
- Coding
- Interrater agreement(?)



Task 5

- Run frequency queries
- Create a word cloud (explore some of the words inside)
- Save the query
- Run text search queries (based upon the frequency query)
- Create nodes from your queries

Need Help?

Resources & Consultations

researchcommons.library.ubc.ca

Workshops

elred.library.ubc.ca/libs

Email

research.commonson@ubc.ca



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Wrap-Up

- Evaluation form: (Please complete!)

<https://bit.ly/2NEgRKs>

Thanks for coming!