



# Getting Started with NVivo

2019



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA



# Welcome to the Research Commons!

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

*Check the Website for more*



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA



# 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>



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA



# Learning Objectives

By the end of this session,

- You will be able to import files
- Code your data into nodes
- Create memos
- Run basic queries



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA



Discover. Gather. Create. **Share.**  
UBC Library Research Commons

# What would you use NVivo for?



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA



# What is NVivo?

NVivo is computer-assisted qualitative data analysis software (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!



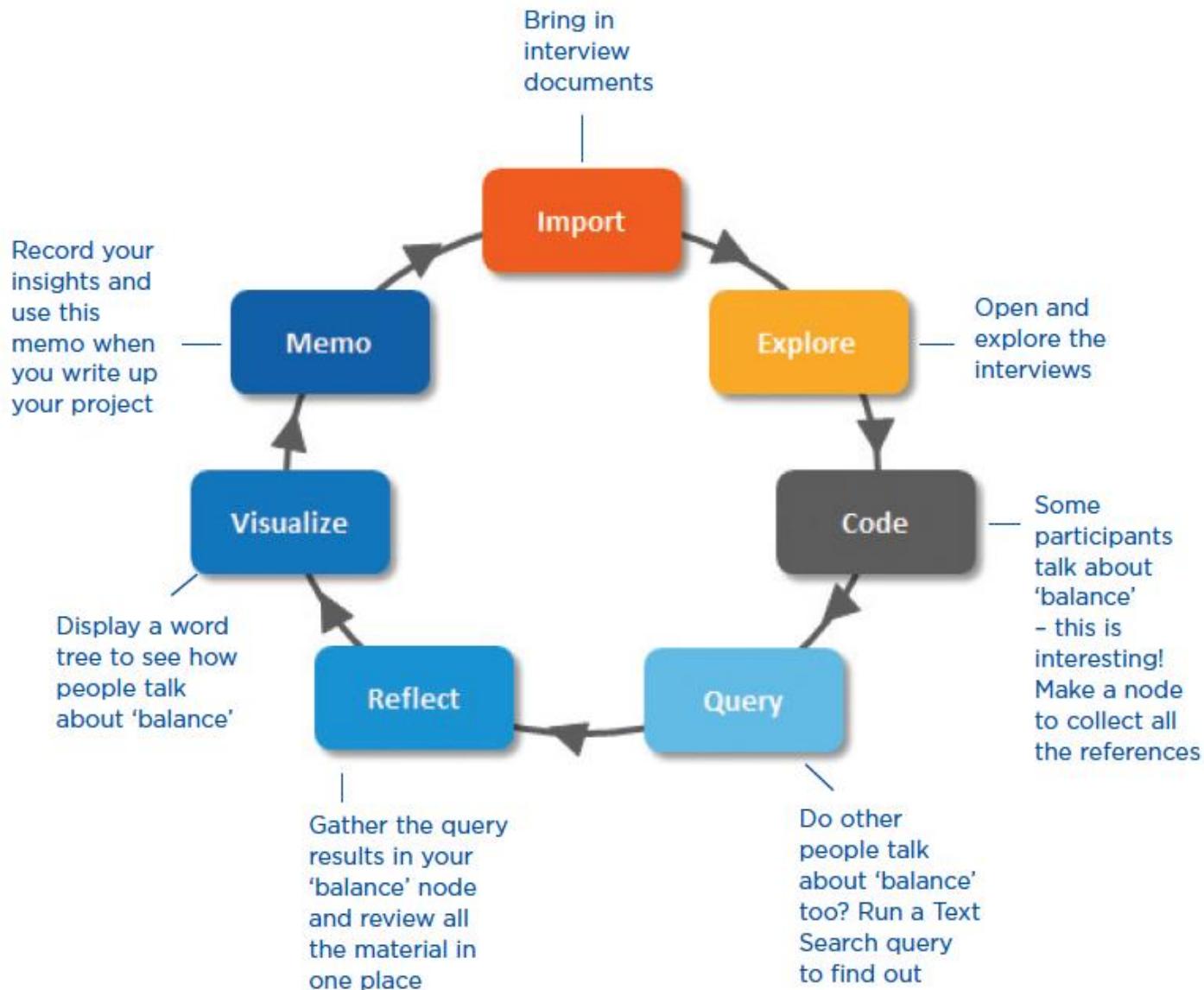
Discover. Gather. Create. Share.  
UBC Library Research Commons

# 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 Explore data (queries) Linking data
Writing	Keeping track of ideas Visualizing Reporting



# How do I approach my research project?





Discover. Gather. Create. Share.

UBC Library Research Commons

# Organizing Qualitative Data

From this.....



To this:



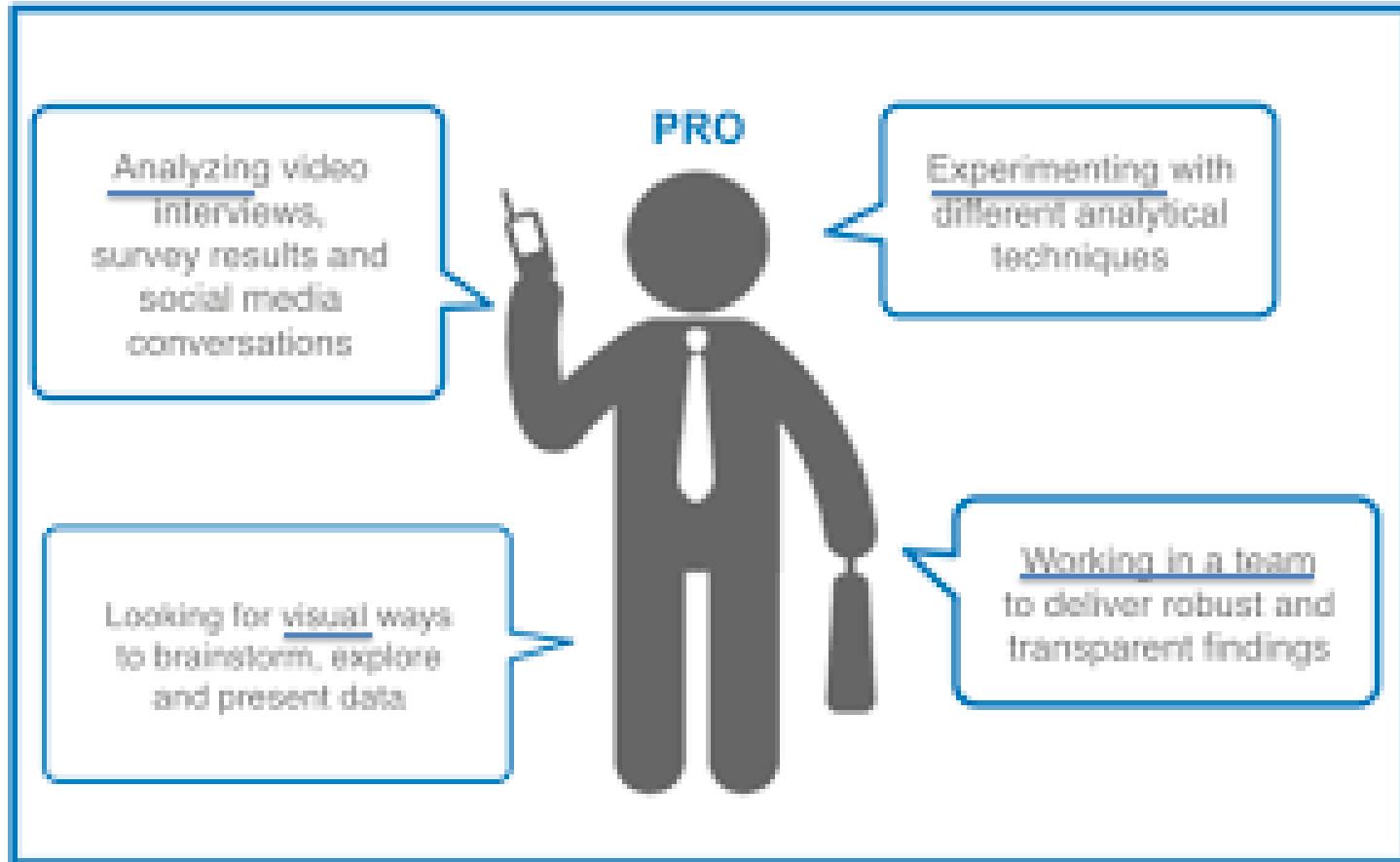
a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA



Discover. Gather. Create. **Share.**  
UBC Library Research Commons

# Benefits

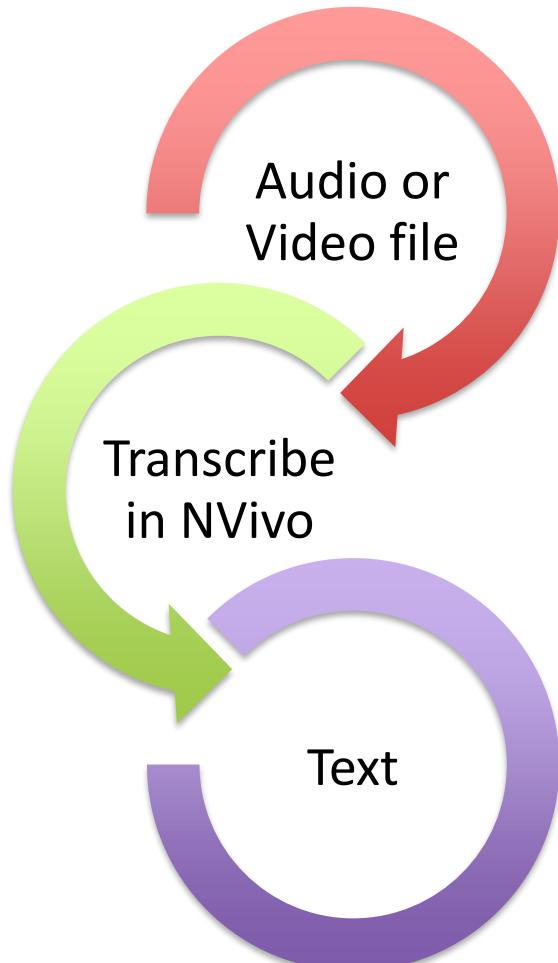


a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA



Discover. Gather. Create. Share.  
UBC Library Research Commons



Click to edit

	Timespan	Content
1	0:00.1 - 0:2.9	What are your favorite places?
2	0:02.9 - 0:13.3	Down East? I'd say [Cedar Island] of course. That's where I always grew up, and that's where I live at. That...
3	0:13.3 - 0:15.3	Home
4	0:15.3 - 0:17.2	Home. It's my home. I've been here all my life.
5	0:17.2 - 0:23.9	This area...this particular spot in particular? This is a nice spot. It'd be easy to see...
6	0:23.9 - 0:32.3	Like I say, got a good access to the water, luckily--cause passed down from our family.



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA



# Cautions

- NVivo can't tell you what to look at/analyze!
- 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)



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA



# Task 1

- Open the NVivo software
- From the UBC library (Research Commons/NVivo/Workshop Materials) download the sample files
- Open a new blank project: Give it a name and a description



# General: Software screenshot

UBC Library Research Commons

Sample Project.nvp - NVivo 12 Pro

File Home Import Create Explore Share ? - X

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

Quick Access Search Project Interviews

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

Data

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

Codes

- Nodes
- Relationships
- Relationship Types

Cases

Notes

Search

Maps

Output

List view

Detail view

Barbara

Click to edit

Interview with Barbara on February 19<sup>th</sup>, 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? seasonal?*

**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

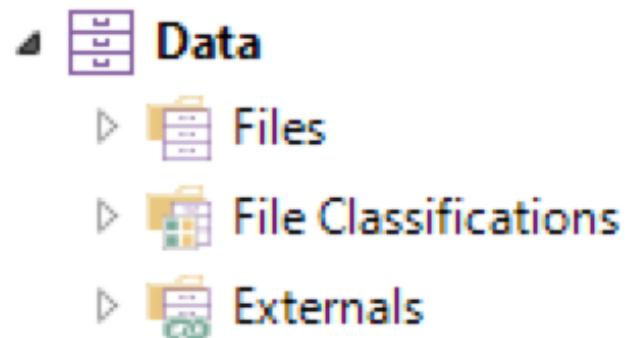
In Nodes Code At Enter node name (CTRL+Q)

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, interview date and location.
- 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



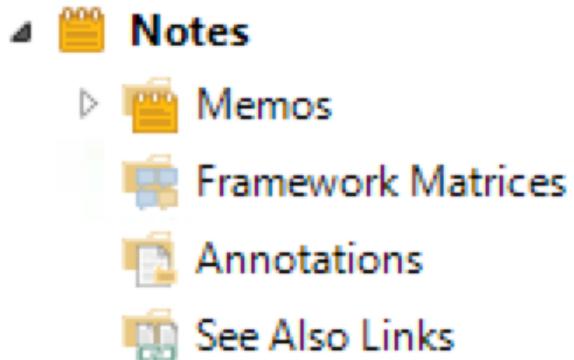
a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

# Notes

## What can you do with them?

- Memos
- Framework Matrices
- 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

- Import all the files from the sample data into different folders in your project
- Create and describe an external
- Write down a memo with what you have learned until now (and maybe include a question)



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA



# Coding

- What do you think coding is?
  - What is it useful for?
  - When do you think having a predefined idea of your coding strategy is useful?
  - When do you think that having an emergent approach is more useful?

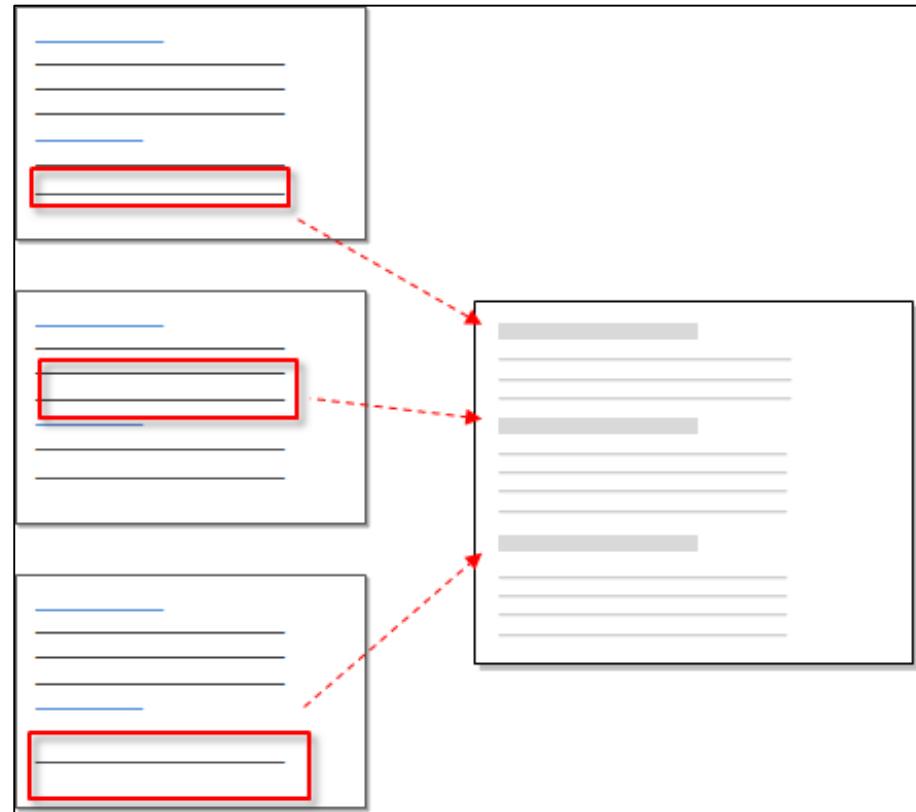


a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

# 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'



Source: QSR International



# Code

- 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)
- It can be done in cycles.
- *in vivo coding, emotion coding, values coding, etc.*
- You can create sub-codes



Discover. Gather. Create. Share.  
UBC Library Research Commons

# Nodes in NVivo

- Parent & child nodes

Nodes		Search Project		
	Name	Files	References	Description
	Immigration	0	0	
	Recent immigration	1	3	
	Reasons for immigrati	1	1	
	Past immigration	1	1	
	Development Models	0	0	
	Professional Planning	1	2	
	Community involvem	1	1	
	'Build today; fix probl	1	2	
	Attitudes	0	0	Code for the sentiment of participants to any subject.
	Positive	1	1	
	Neutral	1	1	
	Negative	1	1	



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

# Nodes in NVivo

- Problems with coding

Nodes							
Name	Files	References	Created On	Created By	Modified On	Modified By	
Development Models		0	0 9/25/2018 11:29 A	AM	9/25/2018 11:31 A	AM	
Immigration		0	0 9/25/2018 11:33 A	AM	9/25/2018 11:33 A	AM	
Past immigration		1	1 9/25/2018 11:34 A	AM	9/25/2018 11:39 A	AM	
Attitudes		0	0 10/1/2018 3:19 PM	AM	10/1/2018 3:19 PM	AM	
Negative		0	0 10/1/2018 3:19 PM	AM	10/1/2018 3:19 PM	AM	
Neutral		0	0 10/1/2018 3:19 PM	AM	10/1/2018 3:19 PM	AM	
Positive		0	0 10/1/2018 3:19 PM	AM	10/1/2018 3:19 PM	AM	
Reasons for immigration		1	1 9/25/2018 11:34 A	AM	9/25/2018 11:39 A	AM	
Attitudes		0	0 10/1/2018 3:19 PM	AM	10/1/2018 3:19 PM	AM	
Negative		0	0 10/1/2018 3:19 PM	AM	10/1/2018 3:19 PM	AM	
Neutral		0	0 10/1/2018 3:19 PM	AM	10/1/2018 3:19 PM	AM	
Positive		0	0 10/1/2018 3:19 PM	AM	10/1/2018 3:19 PM	AM	
Recent immigration		1	3 9/25/2018 11:34 A	AM	9/25/2018 11:40 A	AM	
Attitude		0	0 10/1/2018 3:21 PM	AM	10/1/2018 3:21 PM	AM	
Negative		0	0 10/1/2018 3:19 PM	AM	10/1/2018 3:19 PM	AM	
Neutral		0	0 10/1/2018 3:19 PM	AM	10/1/2018 3:19 PM	AM	
Positive		0	0 10/1/2018 3:19 PM	AM	10/1/2018 3:19 PM	AM	

- Too many nodes
- Less flexibility for asking questions
- Mixing up categories
- Impose results before analysis

To be continued...



# Task 3

- Open Charles' interview
- Start with broad-brush coding to organize the material into broad topic areas, such as development, attitude (positive and negative), recommendations, immigration.
- Check yourself – are children types of their parents?



Discover. Gather. Create. Share.  
UBC Library Research Commons

# Query

- What do you think a query is?
- What is it for?



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

# 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



Discover. Gather. Create. Share.  
UBC Library Research Commons

# Queries we will cover today

- Word frequency
- Text search



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA



# Task 4

- 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](http://researchcommons.library.ubc.ca)



researchcommons



@UBCCommons



UBCResearchCommons

## Workshops

[elred.library.ubc.ca/libs](http://elred.library.ubc.ca/libs)

## Email

[research.common@ubc.ca](mailto:research.common@ubc.ca)



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA



# Wrap-Up

- Evaluation form: (Please complete!)

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

Thanks for coming!



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA