# NVIVO WORKSHOP SIV S23

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## WORKSHOP CONTENTS

- 1) Introduction to NVivo
- 2) Why NVivo at SIV?
- 3) Importing empirical material to NVivo
- 4) Exploration and analysis with NVivo
- 5) Round-off/concluding remarks

Overall learning objective	<ul> <li>In order to qualify their work with smaller and larger projects based on qualitative data, and data compilation and treatment in relation to subsequent work tasks, you should:</li> <li>Be familiar with NVivo (as a representative of software for qualitative data analysis)</li> <li>Have a basic understanding of how NVivo can support your analytic work (through the various possibilities for harvesting, importing and treating data, and visualizing analysis and results)</li> </ul>									
Parts of workshop/topics (total of 5 hours incl. breaks)	<ol> <li>Programme for the day</li> <li>Presentation of learning objective</li> <li>Overall introduction to NVivo and 'what's in it for you'</li> <li>Transferable skills</li> </ol>	<ul> <li>2: Overview of, introduction to and working with tools for</li> <li>Harvesting data</li> <li>Importing data <ul> <li>Interviews</li> <li>Website material</li> <li>Social media data</li> </ul> </li> </ul>	<ul> <li>3: Overview of, introduction to and working with tools for</li> <li>Treating data <ul> <li>Coding, queries</li> <li>(etc.)</li> </ul> </li> <li>Visualising analysis and results</li> </ul>	4: End of workshop - Recap - Q&A						
Student activities	Downloading NVivo (if you haven't already)	Case work with own data or dataset supplied by DiCu IT support								
Resources and materials	NVivo NVivo support material (from software producer)	Dataset supplied by DiCu IT support NVivo	Dataset supplied by DiCu IT support NVivo	NVivo						

## **INTRODUCTION VIDEO**

### https://www.youtube.com/watch?v=J-g1c7FriFE



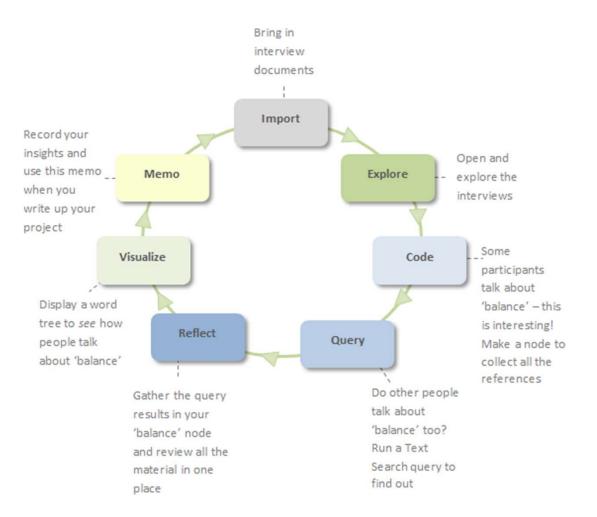
## 1) INTRODUCTION TO NVIVO

- •One of the most widely used data analysis software solutions for qualitative research
- •Originally developed as a textual analysis tool (always for qualitative research)
- •Core features include:
- Coding
- Importing data and making cases
- Writing notes/memos
- Linking between sources
- Adding background information (attributes)
- Searching for patterns (queries)
- Reporting and exporting
- •Compatible with a wide range of data types: pdf, audio, video, images, surveys (e.g. Excel), web pages, social media
- •Can be freely used by students and staff at AAU (app can be retrieved from ITS' homepage)

### NVIVO FOR QUALITATIVE RESEARCH

### **MAIN FUNCTIONS**

MANAGE AND ORGANIZE DATA MANAGE AND ORGANIZE IDEAS QUERY DATA VISUALIZE DATA REPORTS FROM DATA



#### Source:

https://help-nv.qsrinternational.com/12/win/v12.1.86-d3ea61/Content/concepts-strategies/using-nvivo-for-qualitative-research.htm and the second sec

## NVIVO FOR QUALITATIVE RESEARCH

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	> literature		O Positive	4		4			devastation and loss of lives, as hurricanes Irma and Maria proved in 2017 when they hit the Caribbean, including a number of European outcomost regions. This is now affecting the European continent with storm Ophelia in 2017 being the first strong East Atlantic burricane ever to reach frequand and in 2018 strong Leib bringing destruction to Portunal and Sonin.						
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of proceedings that attempt to after "elements of social structure and/or the provide intervent distribution of society" (McCarthy & Zald 1977 (218), organize pre-	pain sit debates	H 0	FRAMING	0		0			Report on the impacts of global warming of 1.5°C above pre-industrial levels and related global greenhouse gas emission pathways. Based on seirmine evidence, this demonstrates that human-induced global warming has already reached 1°C above preindustrial levels and is increasing at approximately 0.2°C per decade. Without stepping up international climate action, global average temperature increase could teach 2°C soon after 2006 and continue						
yroutly unorganized groups against institutionial clies (Gamson 1975:16-18).		8 O I	METRICS	0		0									
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1977: Tilly 1978, 1979)			8-0	SOLUTIONS	0		0							turn the Earth into a "hothouse", ly. The IPCC report confirms that	
Most of the disputes in the field flow from this difference. Institutional	ORGANIZ	8-0	TIME FRAMING	0		0			ap	proximately 4%	of the global land	area is projected	to undergo a transformation of		
change movements tend to conform to the basic resource mobilization model: rational actions oriented towards clearly defined, fixed goals with centralized organizational control over resources and clearly demarcated outcomes that can be evaluated in terms of tangible gains. The premise that social movements are extensions of institutionalized actions is also plausible. The problem arises,	E Coding ~ Codes In Vivo no-hierarchy								cosystems from one type to another at 1°C of jobul saming, increasing to 15% at 2°C temperature change. For example, 5% of cost and their is projected to absorpe globally at a second 1.3°C to 2°C of jobul saming. This would eventually food to up to 7 meters of sea level rise affecting directly costal areas areas of the world including the box-ling lands and islands in Europe. The repid loss of Arters as its during summer is already happening today, appendixed.						
however, in applying this model to movements of personal change in which expressive actions are intertwined with rational-instrumental actions. In such movements, geals tend to ense out of interaction; centralized control is tied to a charismatic leader or is weak; outcomes are diffuse. Continuities between these	Drag selection here to code to a new code     projected food available to receive the security such as Northern Africa and the     including in regions of key importance to EU security such as Northern Africa and the						Drag selection here to code to a new code			indiversity and political stability, i economic damages last year and by 2100, compared with 5% today, could reach € 112 billion, from the nate zone may become arid by the ntries outdoor labour productivity is also estimated that reductions in han at 1.5°C of global warming.					
Given this bifuraction, how can the field develop? One direction is to apply resource mobilization models to the organizational aspects of personal change movements. Recent work by Lofland (1977, 1979), Shupe & Bromley (1979).	EXPLORE Q Queries > X: Visualizations >	3					<sup>1</sup> According to the Euroborement report on elimits change, published the Seytenber 2017, around fram-quentre of European Usion (1/3) cations (2/4) contained, change to be a very serious problem and more than nine in ten (92%) set if as a serious problem.								

## NVIVO FOR QUALITATIVE RESEARCH

#### Strengths

- Mimics manual analysis strategies (highlighting, commenting)
- Makes all data in a project searchable in the same workspace
- Reusability of and continued access to data (for all group members)
- Utilizing the opportunities of working with data digitally
- Eases collaboration in qualitative research projects

### Weaknesses

- May not be suitable for all kinds of qualitative research (it is designed with specific workflows in mind)
- Offers fewer functions on Mac than on PC

### Recommendations

- Plan and conceptualize (to a certain extent) how NVivo will be used in the research process before starting to use it
  - Software and tools will influence the research process (Jackson & Bazeley 2019, 6)

### 2) WHY NVIVO AT SIV/LISE/ENGLISH AS A COMMUNICATION AND LANGUAGE PROFESSIONAL?

### Assignments and projects at SIV / LISE / ENGLISH

ullet makes working with empirical data structured, coherent and transparent ullet

your methods and data analysis become visible, replicable and therefore valid

### Transferable skills

• the knowledge and skills you gain can be transferred to work with data in your future workplace

## EXAMPLE MATERIAL

### Data

• A collection of files has been uploaded to the Moodle room 'SIV Nvivo kursus'

• During the course, you may work with the files or upload your own data

### Slides

• Today's slides have been uploaded to the Moodle room

## VERY BASIC NVIVO TERMINOLOGY

- NVivo has 3 main windows: Navigation view, List view, Detail view
- Data is the container for all material to be analyzed (local and external)
- Codes are labels for conceptual ideas, themes and so on
- Cases are objects of study
- Memos can be used to document ideas, research process
- Classifications can be used to store metadata/attributes about the data (file classifications) or about the objects of study (case classification, i.e. demographics)
- Word frequency queries can be used to explore prevalent terms
- Text search queries can be used to look for specific terms



### THE NVIVO INTERFACE

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🗄 Data 🛛 🗸	Overview of Sample Project 0	The Environmental Change Down East Sample Project	
> Files			
> File Classifications		Introduction Data in this sample project are drawn from a two year research study (2008-2009) undertaken	
> Externals		by researchers from the Duke University Nicholas School of the Environment at the Duke	
ORGANIZE		Marine Laboratory in Beaufort, N.C. The study documented community perceptions of development and land-use change on coastal communities in the Down East area of Carteret	
■ Coding ~		County, North Carolina, USA.	
> Codes	List	The research study, "Change in Coastal Communities: Persp Detail ed	
Relationships	view	on change in Carteret County, but is applicable to coastal co land-use change throughout the southeastern United States VIEW is	
Relationship Types	VIEW	study was to gather data through a variety of methods (e.g.	
🗗 Cases 💦 🔶		together stakeholders on all sides of the issue, and to facilitate public dialogue about the area's future. The ultimate goal is to help communities, developers and planners envision	
鼠 Notes >		long-term strategies for sustainable land use and development.	
🛛 Sets 🛛 🔸		Background	
EXPLORE		According to principal investigator Lisa M. Campbell, almost half of the United States'	
		population lives in coastal counties now, and the population is expected to rise by about 25 million people over the next 15 years. Tourism, migration to the coast by retirees and second	
Q Queries >		home owners, and associated development are having profound impacts on the character,	
✤ Visualizations →		economies, cultures and environments of coastal areas such as Down East.	
🖫 Reports 💦 >		Down East refers to a rural section of Carteret County comprising 13 different residential communities. The area's economy has traditionally been dominated by commercial fishing.	
		The distinctive culture and spoken dialect of historically-isolated Down East communities have	
		long attracted the attention of linguists, sociologists and historians, but in recent years the area's low cost of living and proximity to coastal waters and beaches also has attracted an	
		influx of tourists and second-home owners.	
loviantion		In 2006, conflict resulting from land-use changes Down East erupted into a hotly contested	
lavigation		public debate between local residents, property owners, developers, environmentalists and elected officials. The divisiveness of the conflict convinced Campbell and her collaborators	
view		that a more productive approach was needed.	
		Study Description	
		To that end, the research team assembled a group of community advisors representative of	
		all sides in the land-use debate, to help guide the study. With their input, Campbell and her team conducted a regional household survey and held one-on-one interviews with Down East	
	In Codes	Code to Enter code name (CTRL+Q)	· ··· O To To ×
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## RESOURCES

### Literature

Jackson, K. & P. Bazeley. 2019. *Qualitative Data Analysis with NVivo*, SAGE Publications Ltd.

### Help site in NVivo

For Windows: <a href="https://help-nv.qsrinternational.com/20/win/Content/welcome.htm">https://help-nv.qsrinternational.com/20/win/Content/welcome.htm</a> For Mac: <a href="https://help-nv.qsrinternational.com/20/mac/Content/welcome.htm">https://help-nv.qsrinternational.com/20/win/Content/welcome.htm</a>

### Videos on QSR International's NVivo YouTube channel

https://www.youtube.com/playlist?list=PLNjHMRgHS4Fc7-Bk0K5PR9rtRyGdFfNpu