

The background is a solid bright blue. On the left, there are several overlapping white papers with horizontal lines, suggesting documents or forms. In the center, a magnifying glass with a yellow handle and a blue lens is positioned over the papers. To the right of the magnifying glass, there are two pencils: one red and one green, both with grey erasers and sharpened tips.

# **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

<b>Overall learning objective</b>	<p>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:</p> <ul style="list-style-type: none"> <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>			
<b>Parts of workshop/topics (total of 5 hours incl. breaks)</b>	<p>1: Introduction</p> <ul style="list-style-type: none"> <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> </ul>	<p>2: Overview of, introduction to and working with tools for</p> <ul style="list-style-type: none"> <li>- Harvesting data</li> <li>- Importing data <ul style="list-style-type: none"> <li>o Interviews</li> <li>o Website material</li> <li>o Social media data</li> </ul> </li> </ul>	<p>3: Overview of, introduction to and working with tools for</p> <ul style="list-style-type: none"> <li>- Treating data <ul style="list-style-type: none"> <li>o Coding, queries (etc.)</li> </ul> </li> <li>- Visualising analysis and results</li> </ul>	<p>4: End of workshop</p> <ul style="list-style-type: none"> <li>- Recap</li> <li>- Q&amp;A</li> </ul>
<b>Student activities</b>	<p>Downloading NVivo (if you haven’t already)</p>	<p>Case work with own data or dataset supplied by DiCu IT support</p>	<p>Case work with own data or dataset supplied by DiCu IT support</p>	
<b>Resources and materials</b>	<p>NVivo</p> <p>NVivo support material (from software producer)</p>	<p>Dataset supplied by DiCu IT support</p> <p>NVivo</p>	<p>Dataset supplied by DiCu IT support</p> <p>NVivo</p>	<p>NVivo</p>

# INTRODUCTION VIDEO

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



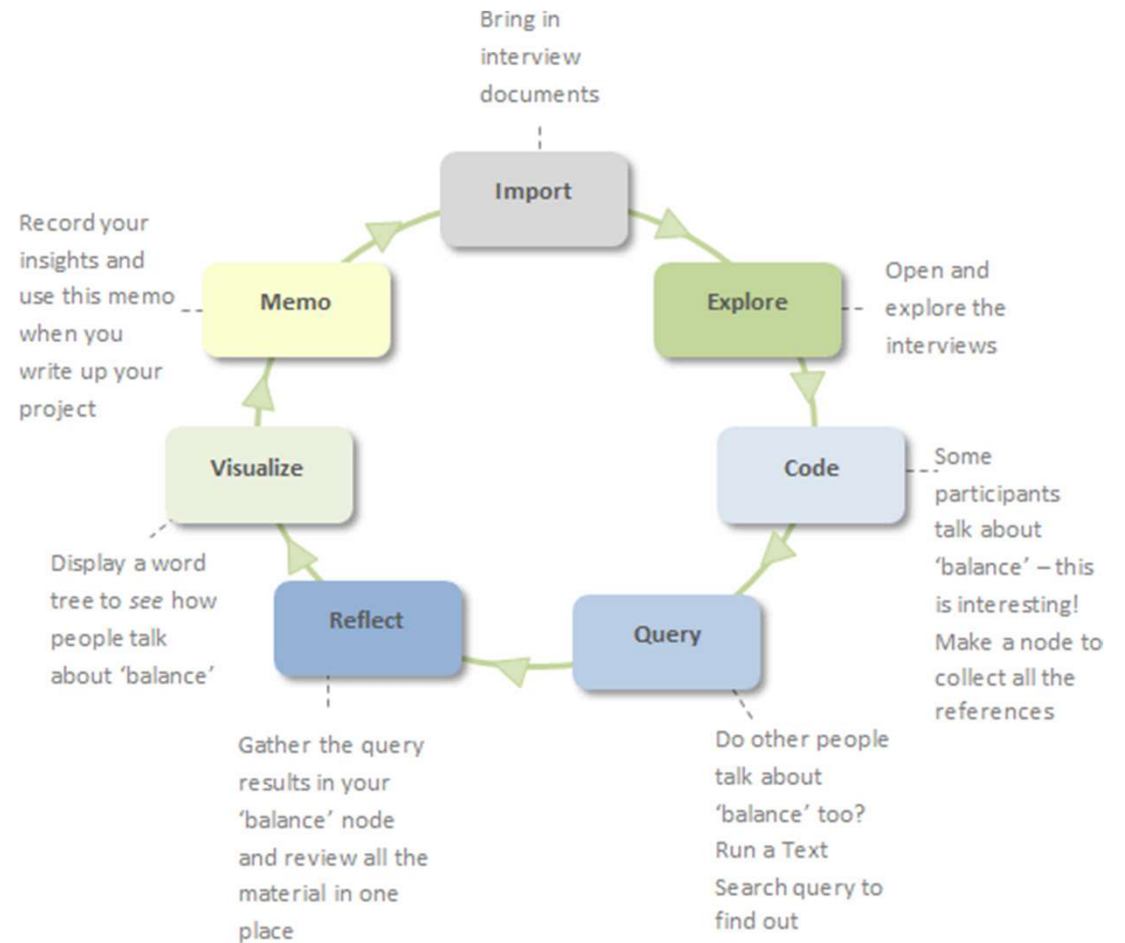
# 1) INTRODUCTION TO NVIVO

- 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

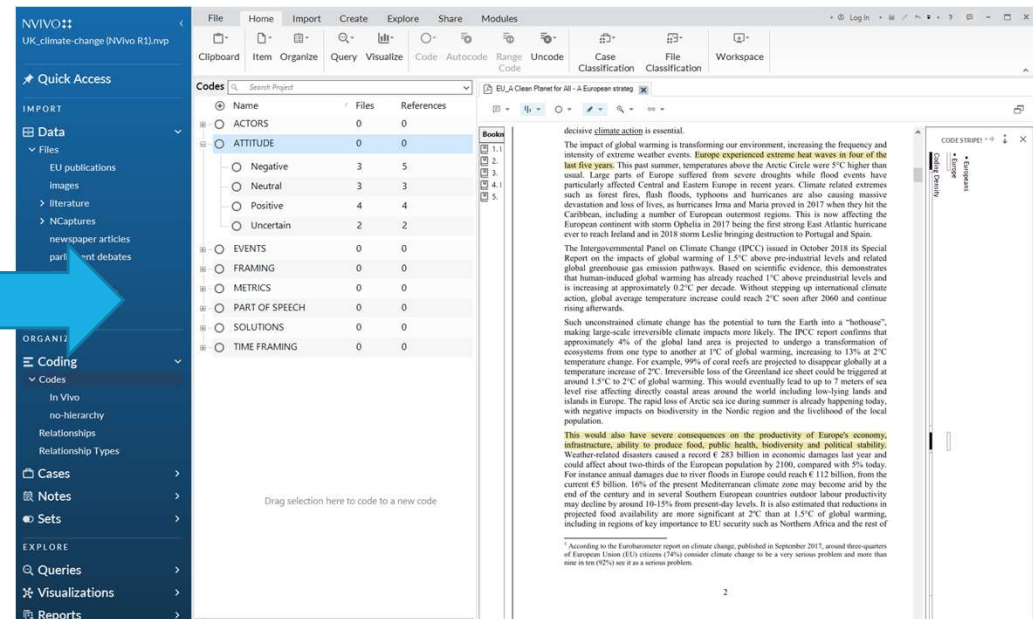
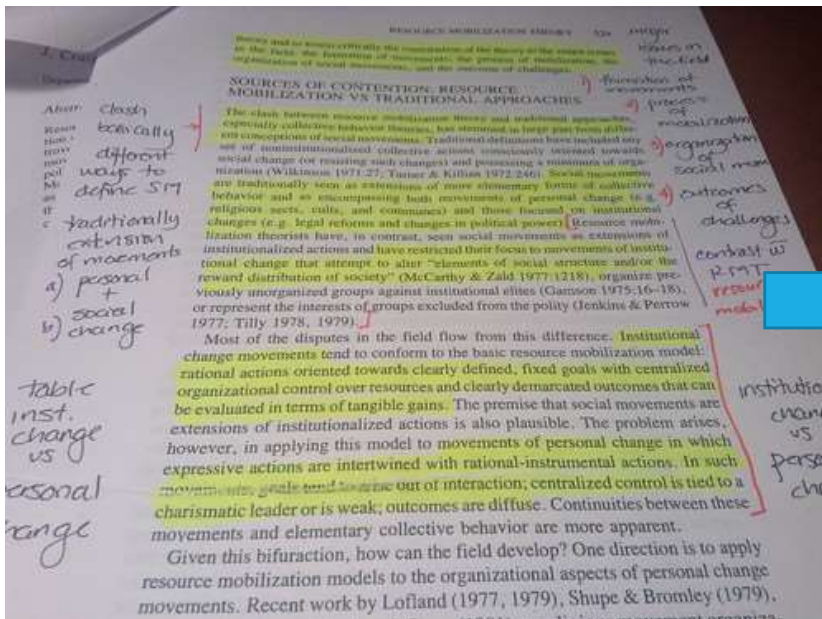
MANAGE AND ORGANIZE DATA  
MANAGE AND ORGANIZE IDEAS  
QUERY DATA  
VISUALIZE DATA  
REPORTS FROM DATA



Source:

<https://help-nv.qsrinternational.com/12/win/v12.1.86-d3ea61/Content/concepts-strategies/using-nvivo-for-qualitative-research.htm>

# NVIVO FOR QUALITATIVE RESEARCH



# 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**

- makes working with empirical data structured, coherent and transparent →  
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

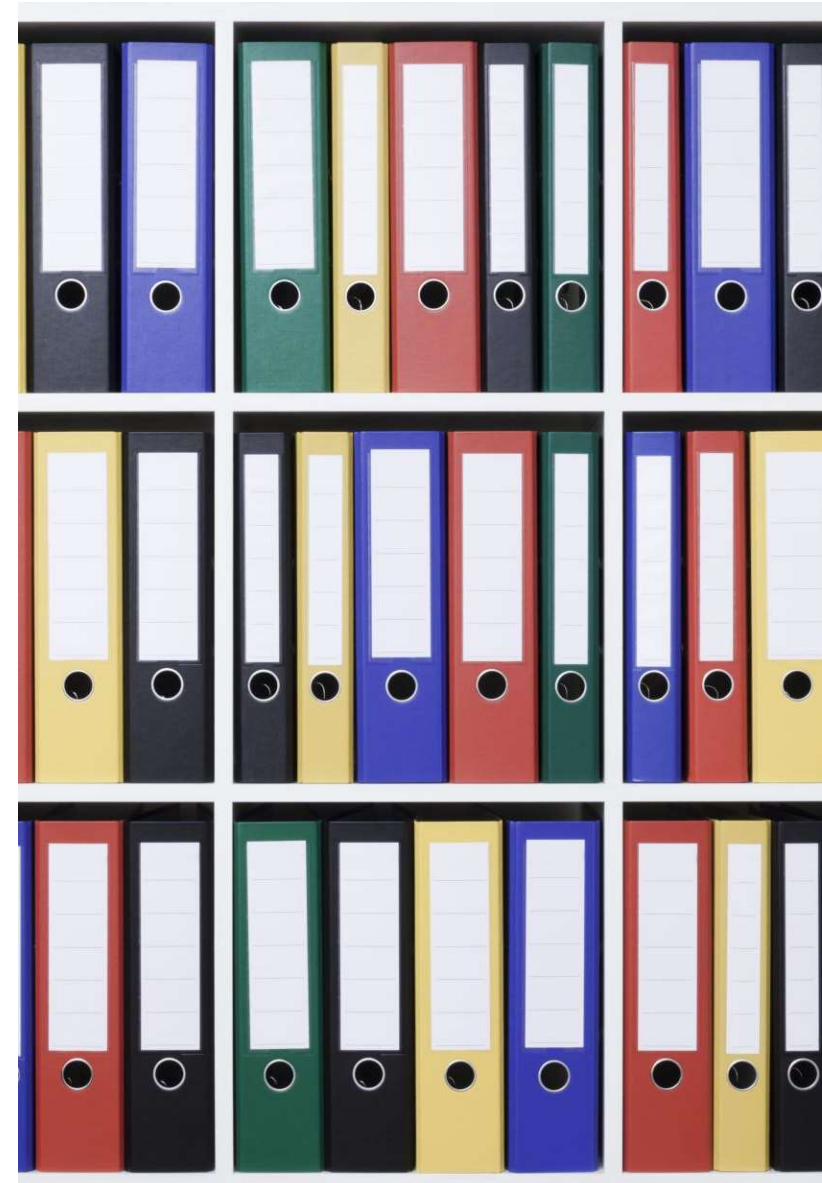
- A collection of files has been uploaded to the Moodle room '[SIV Nvivo kursus](#)'
- During the course, you may work with the files or upload your own data

## 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

The screenshot displays the NVivo software interface. On the left is a dark blue navigation pane with sections for 'Quick Access', 'IMPORT' (Data, Files, File Classifications, Externals), 'ORGANIZE' (Coding, Codes, Relationships, Relationship Types, Cases, Notes, Sets), and 'EXPLORE' (Queries, Visualizations, Reports). A purple box labeled 'Navigation view' is overlaid on the bottom of this pane. The top of the interface features a ribbon with tabs for File, Home, Import, Create, Explore, Share, and Modules. A purple box labeled 'Ribbon' is overlaid on the 'Home' tab. Below the ribbon is a 'Files' table with columns for Name, Codes, and References. A purple box labeled 'List view' is overlaid on this table. The main workspace shows a document titled 'The Environmental Change Down East Sample Project' with sections for Introduction, Background, and Study Description. A purple box labeled 'Detail view' is overlaid on the text in the Introduction section. The bottom status bar shows 'In Codes' and 'Code to Enter code name (CTRL+Q)'. The bottom left corner shows 'KGK 1 Item'.

# RESOURCES

## Literature

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

## Help site in NVivo

For Windows: <https://help-nv.qsrinternational.com/20/win/Content/welcome.htm>

For Mac: <https://help-nv.qsrinternational.com/20/mac/Content/welcome.htm>

## Videos on QSR International's NVivo YouTube channel

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