Research Workshop
QSR's NVivo

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PURDUE
LIBERAL ARTS

THINK BROADLY.
LEAD BOLDLY.

Agenda

- Introductions
- What is Nvivo & background
- Amanda's Research
- Bjørn's Research
- Individual Work Time
- Resources
- Wrap Up

NVivo

- NUD*IST
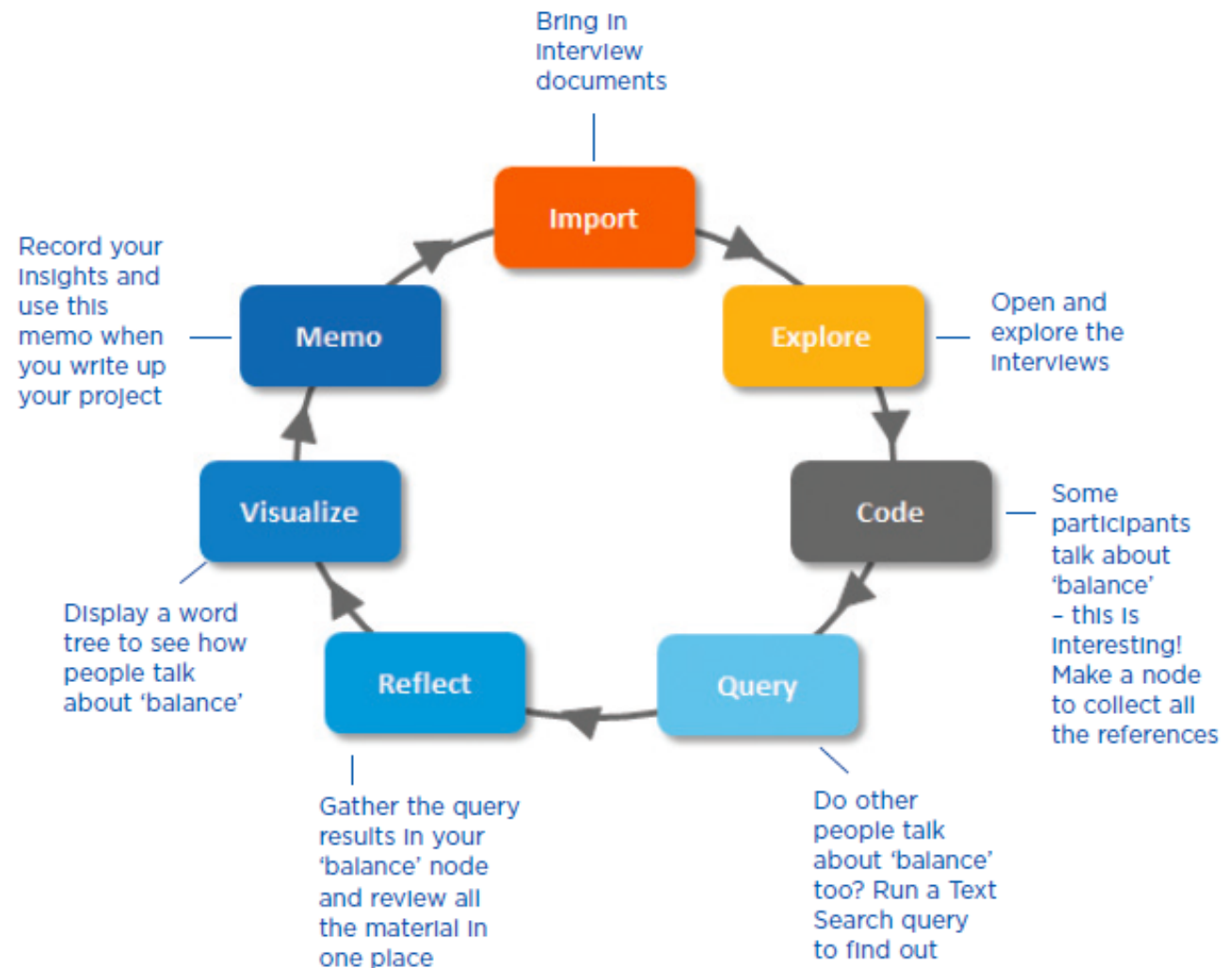- QSR International
- Purdue Campus License

Things to know

- Pilot Study
- Network Drives
- File Sharing
- Software Install

Amanda's Research

- Used NVivo for data analysis, study on art mentoring program that included transcriptions of interviews, journals, photographs

- Also used NVivo in an analysis of interviews dealing with the 1st year engineering program

Exploring themes in NVivo

Bring in interview documents

Import

Open and explore the interviews

Explore

Some participants talk about 'balance' – this is interesting! Make a node to collect all the references

Code

Do other people talk about 'balance' too? Run a Text Search query to find out

Query

Gather the query results in your 'balance' node and review all the material in one place

Reflect

Display a word tree to see how people talk about 'balance'

Visualize

Record your insights and use this memo when you write up your project

Memo

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Terms in NVivo

- Sources- your research materials (documents, audio, video, pictures)

- Coding- process of gathering materials by topic, theme, or case

- Nodes- containers for your coding

Bringing Your Materials into NVivo

- To import sources, use the options on the **External Data** tab
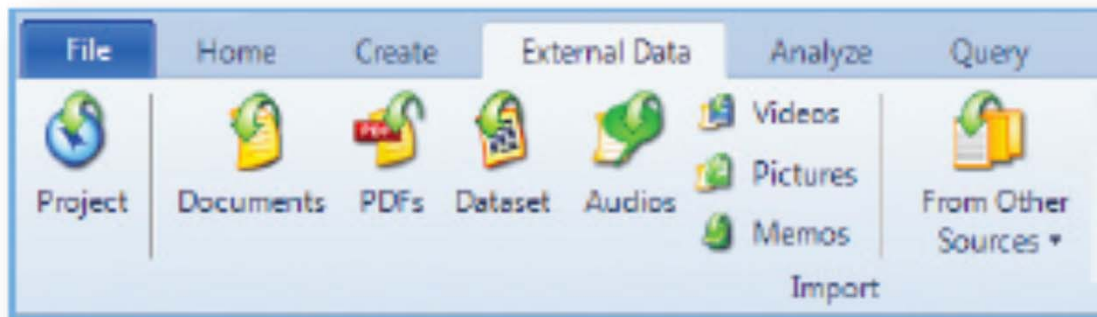
NCapture

- Ncapture is a browser extension that allows you to clip web pages and import them as PDF sources into your project
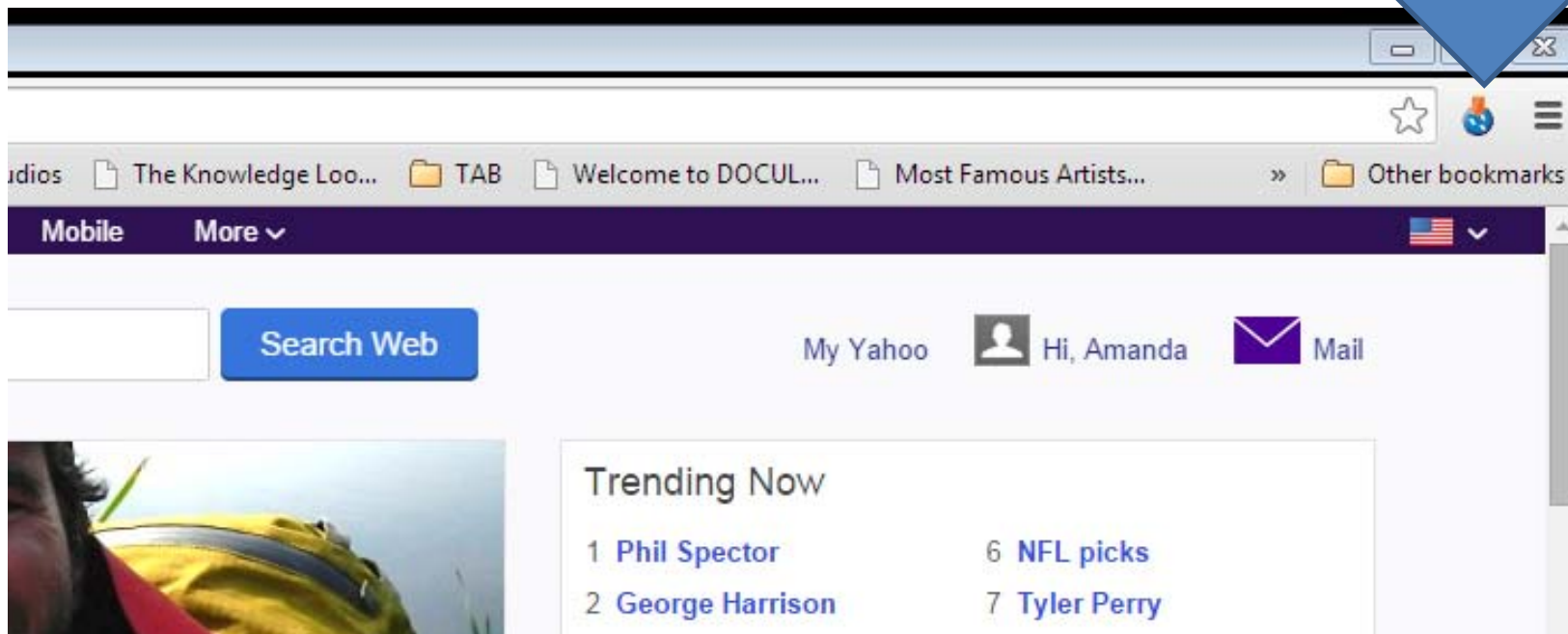
Evernote

- Use Evernote to capture and record data from a mobile device

Use Evernote to gather material on your smartphone or tablet (Android and IOS)

Then easily bring individual notes or whole notebooks into NVivo. You may also want to convert your tags to nodes.

Coding

- In Navigation view, click **Nodes**

- On the **Create** tab, in the Nodes group, click **Node**. The new node dialog box opens.
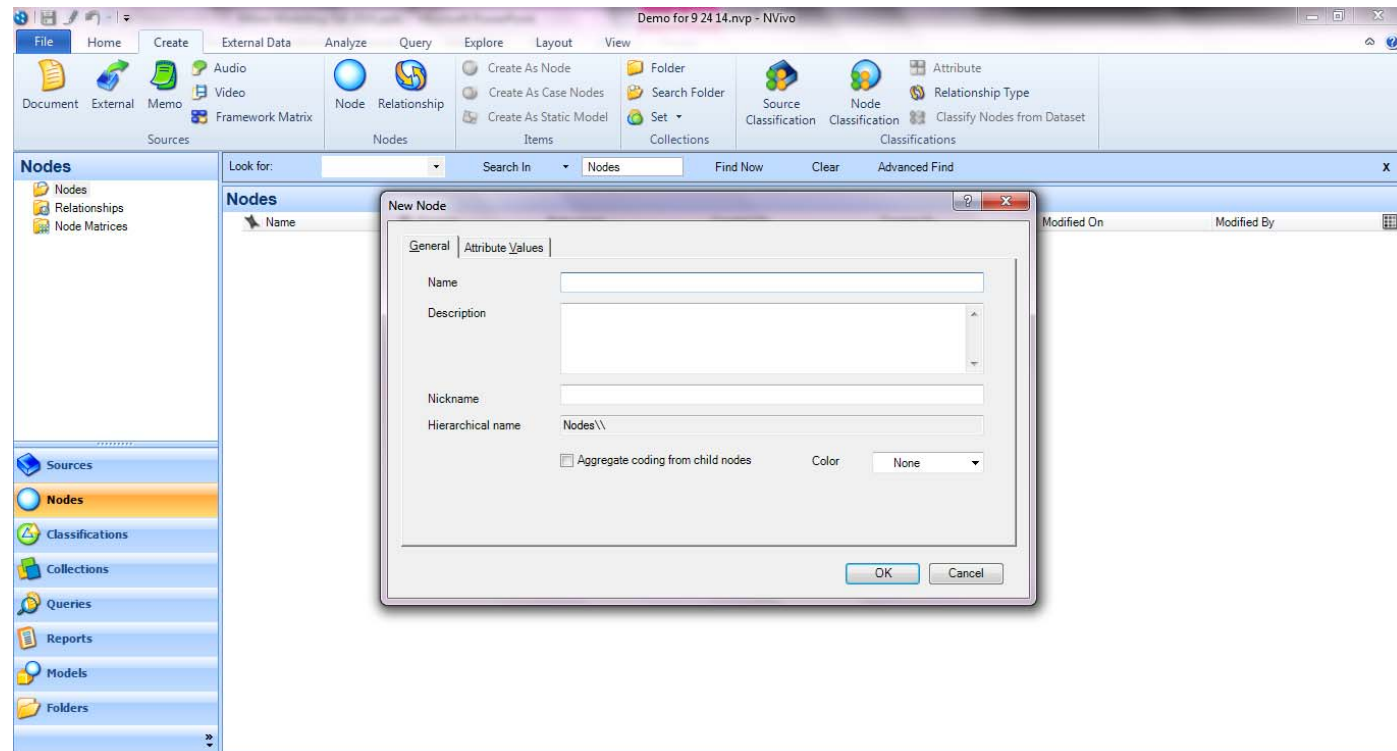
Screen Arrangement

- View, Detail View, Right to work with your data and see your codes at the same time
- Highlight and drag to existing codes or create new codes

Seeing What You Have Coded

- Under View tab, Coding Group, click Highlight
- Under View tab, Coding Group, click Coding Stripes

Text Queries

- Use queries to find and analyze words or phrases in your sources or nodes
- Find patterns based on your coding
- Work with queries using the **Query** tab
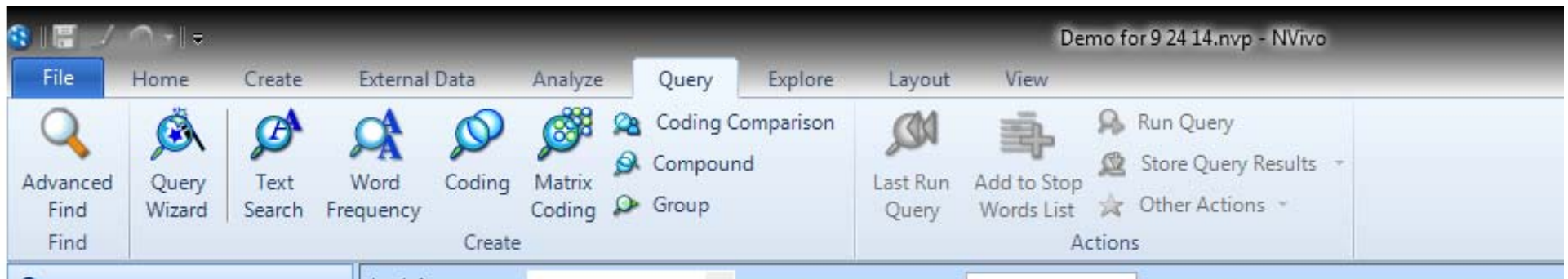
Queries to Explore Coding

- Coding Query: gather all the codes at any combination of nodes

- Matrix Coding Query: creates a matrix of nodes based on search criteria

- Coding Comparison Query: compare the coding of 2 researchers or 2 groups

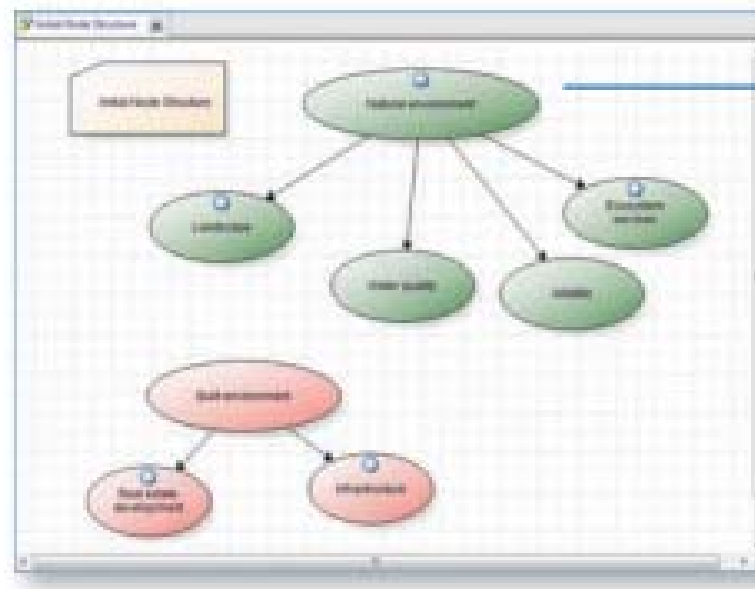- Compound Query: combines text and coding queries

Visualize Your Work

- Display your data in charts: **Explore** tab, **Visualizations** group, **Chart**
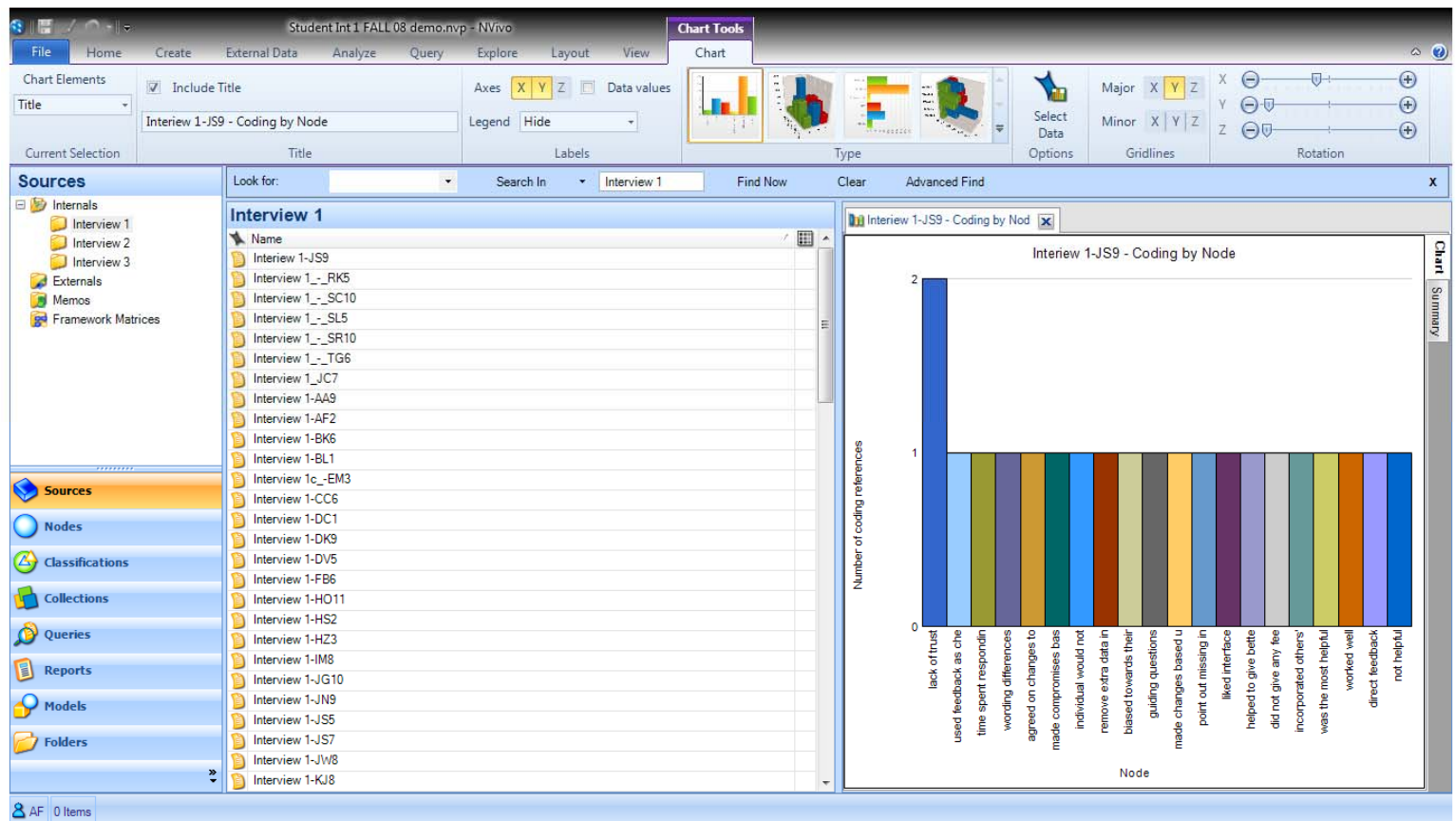
Visualize Your Work

- Create models and graphs to visualize connections
- Create tree maps and cluster analysis diagrams

Link shapes to items in your project—open items directly from the shape

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Create Reports

- Create reports in Nvivo under the **Reports** tab

Bjørn's Research

- Online communities (Discussion forums, Wikis, Crowdsourcing forums).

- Overarching research question guided by several analytical questions specific to the content.

- Initial coding and holistic coding (explorative and descriptive in nature)

Bjørn's Research
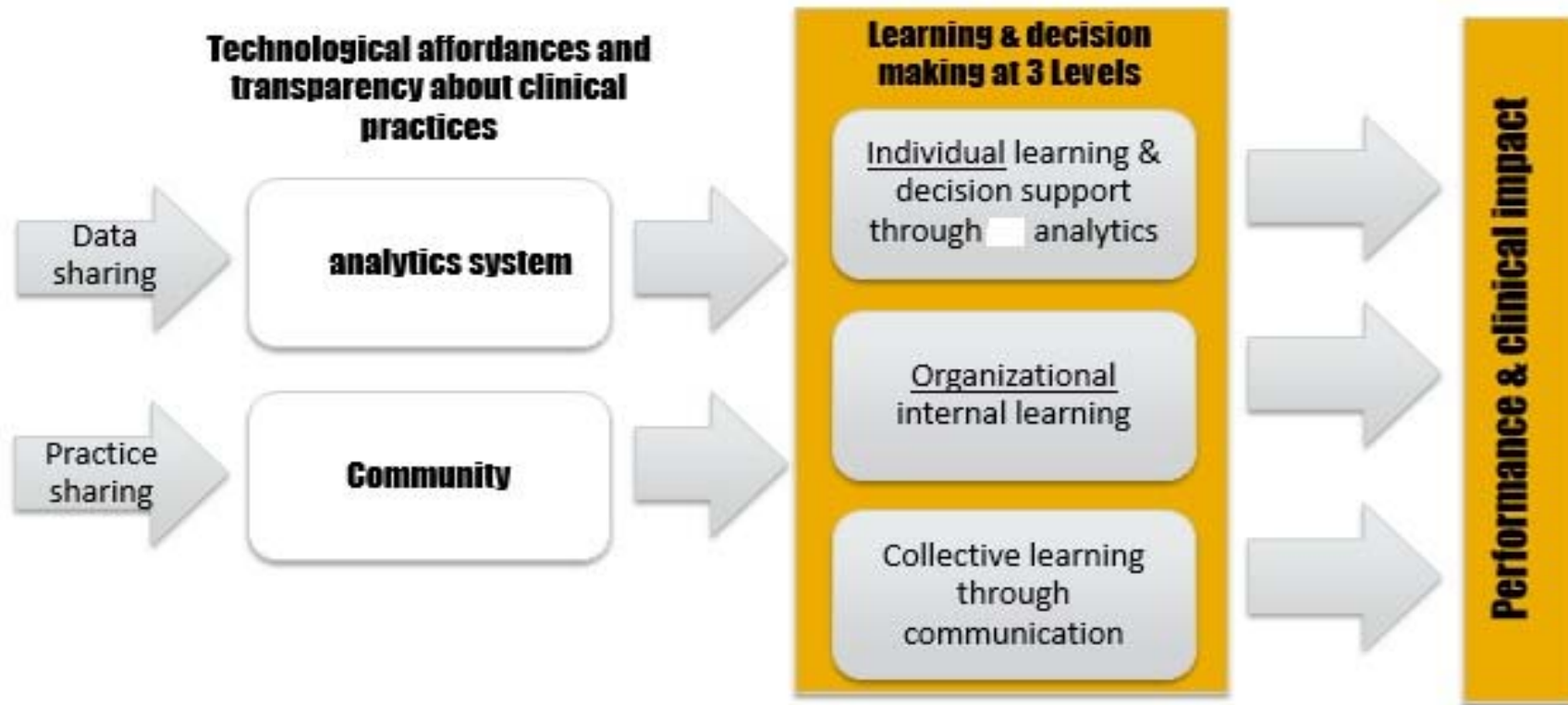
Bjørn's Research

- How did Nvivo help me?
  - Organized artifacts (Posted documents, PPTs, Photos) that could be coded.
  - Allowed integration of various sources and to demonstrate relationships across data types.

- **Policy (learning) features: Forum was used to improve decision-making across hospitals by sharing individual hospital policies in the discussion forum.**

- **Discussion of new requirements of the system and analytics features.**

- **Request for learning and knowledge sharing: e.g. wanting records of which actions hospitals took in what cases regarding infusions and what they learned.**

- **Misc: Surveys, compliance charts, research journals, job descriptions etc.**

Bjørn's Research
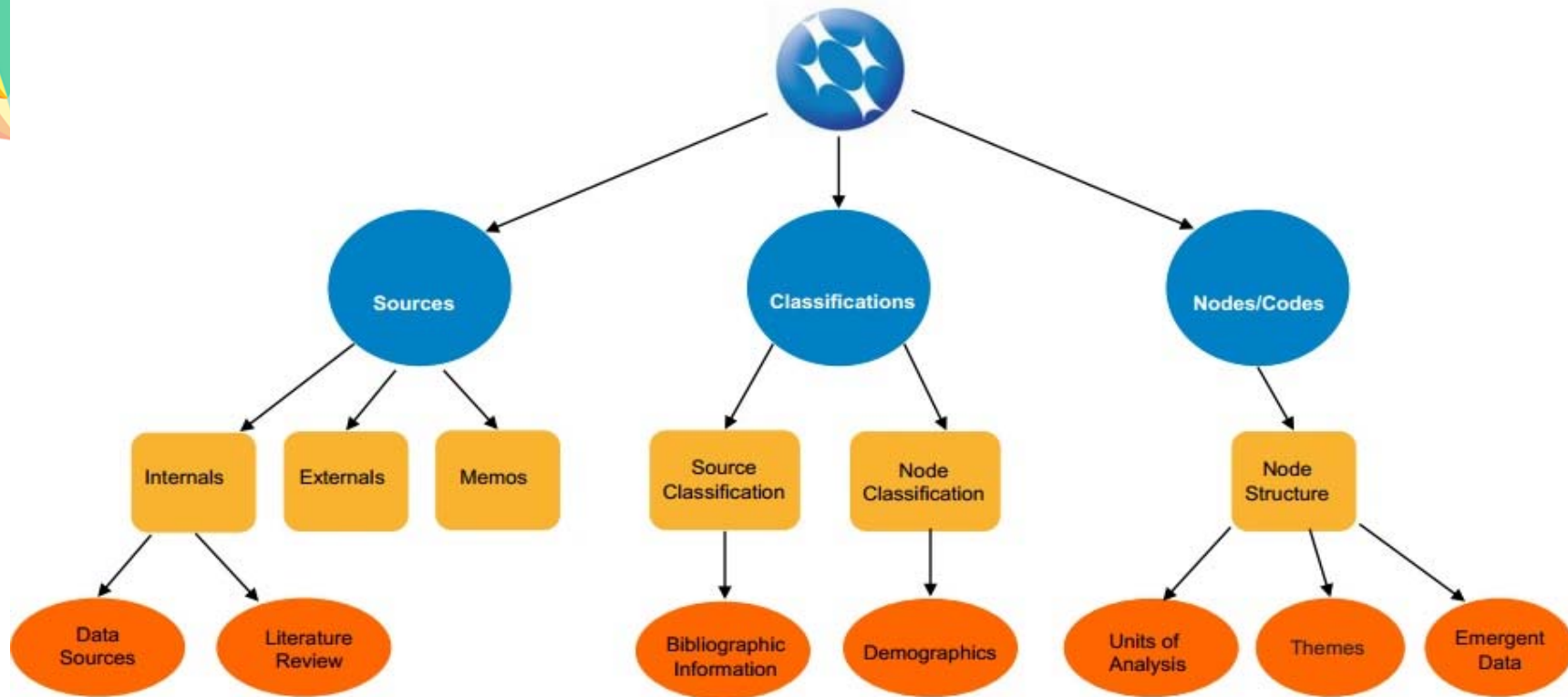
Resources

- Book – Available on Amazon
  - Bazeley, P., & Jackson, K. (Eds.). (2013). *Qualitative data analysis with NVivo*. Sage Publications Limited.
- http://forums.qsrinternational.com/
- Book: also available on Amazon ($35 new)
  - Saldana, J. (2012). *The Coding Manual for Qualitative Researchers*. Sage Publications Limited.