Getting Started with NVivo
Winter 2016
Welcome to the Research Commons!

• Workshops and One-on-one Consultations
  – Thesis Formatting
  – Citation Management
  – SPSS
  – NVivo
• Writing groups
• R study group
• ...

Check the Website for more
Outline

• What is NVivo?
• Why should I use it?
• How does it work?
  – Sources
  – Queries, nodes, and coding
• Hands-On!
• Evaluation
What is NVivo?

“NVivo is software 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!

Source: UBC Research Commons
What can I do with NVivo?

• Qualitative research projects
  – Interviews, surveys, field notes, web pages

• Literature reviews
  – Organizing sources and different ideas thematically
  – Analyzing texts and identifying gaps

• Comprehensive exam preparation

  and more!
Benefits

• Transparency and rigor in qualitative analysis

• User friendly interface

• Data organization
  ▪ Single project file that can be easily transported and shared with others

• Memos, annotations and links
  ▪ Helps keep track of you data analysis progress, making sense of data, can be used as data diary
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)
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

• 14-day free trial available to anyone at: http://www.qsrinternational.com/trial-nvivo
Sources

• Internals
• Externals
• Memos
Internal sources

• 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, Qualtricks)*
  • PDFs (Smart PDFs are best, though!)
  • Information from websites/social media (via NCapture)

* Not all of them are supported in the Mac version
External sources

• 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
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
Possibilities for working with NVivo

“This prism has opened up all kinds of new possibilities!”
Typology of qualitative research

Guest et al. (2013). Collecting Qualitative Data: A Field Manual for Applied Research
Built-in transcription capabilities

1. Audio or Video file
2. Transcribe in NVivo
3. Text
Basic tools

• Queries
  – Word frequency
  – Text search

• Nodes
  – Coding
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
Word frequency queries

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</table>
Word Cloud
Cluster Analysis
(Horizontal Dendrogram)
2D Cluster Map
3D Cluster Map

 UBCLibraryResearchCommons
Text search queries
Word tree

for what is happening to our
but it moves with weather
from a lot of rain
I said with the climate
again, with the climate change
a year or two

because

Anyway, like and eggshell
to learn new things
mmm Interviewee 2: because as
to hear people talk about
hehehe. And the climate
way things are going
the climate, the weather, like today
to us, but it moves with

the weather

and I think it also have
like today weather is lot chillier
most of the time hey, and
the way it is going, you
the climate was for
weather has made a cycle,
when it gets really stormy here.

and, see we didn't get enough
change, is what I keep saying
changes, I think we have to
it seems like, for me,
has made a cycle, as the
is lot chillier that it was
will continuously change for the worst.
Nodes

A node is a collection of references about a specific theme, place, person or other area of interest.

Source: QSR International

You can have pre-set ideas of what your nodes should be, or see what emerges from your data.
### Nodes in NVivo

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<thead>
<tr>
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<th>Sources</th>
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</table>
'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
Coding into a node

Source: QSR International
Need Help?

Resources & Consultations
researchcommons.library.ubc.ca

Workshops
elred.library.ubc.ca/libs

Email
researchcommons@ubc.ca

@UBCResearchCommons

UBCResearchCommons

Guided practice

Now....

Hands On!
Wrap-Up

• Evaluation form: (Please complete!)

researchcommons.library.ubc.ca

Thanks for coming!