NVivo: Classifications and Datasets

2018
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

• Mapping and GIS Workshops

Check the Website for more
Outline

• Brief review of the basics
• Cases
• Case classifications and attributes
• Working with datasets
• Matrix coding queries
• Crosstab queries
• Hands-On!
• Evaluation
What are you planning to use NVivo for?

Source: QSR International
Queries

Queries provide a flexible way to gather and explore subsets of your data.

- Word frequency
- Text search

Source: QSR International
Word frequency queries:
“Word Cloud”
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
weather

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

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.
Coding into a node

- **Document**
- **Picture**
- **Video**

.Node “x”

Source: QSR International
# Nodes in NVivo

<table>
<thead>
<tr>
<th>Node</th>
<th>Description</th>
<th>Files</th>
<th>References</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude</td>
<td>A person's general feeling</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Balance</td>
<td></td>
<td>6</td>
<td>16</td>
</tr>
<tr>
<td>Community change</td>
<td>Change to the people</td>
<td>18</td>
<td>62</td>
</tr>
<tr>
<td>Economy</td>
<td>Text coded around issues</td>
<td>25</td>
<td>486</td>
</tr>
<tr>
<td>Agriculture</td>
<td></td>
<td>8</td>
<td>20</td>
</tr>
<tr>
<td>Fishing or aquaculture</td>
<td>Harvesting of wild seafood</td>
<td>19</td>
<td>367</td>
</tr>
<tr>
<td>Jobs and cost of living</td>
<td></td>
<td>16</td>
<td>86</td>
</tr>
<tr>
<td>Tourism</td>
<td></td>
<td>7</td>
<td>12</td>
</tr>
<tr>
<td>Infrastructure</td>
<td></td>
<td>11</td>
<td>43</td>
</tr>
<tr>
<td>Memorable quotes</td>
<td>This node is for quotes</td>
<td>5</td>
<td>16</td>
</tr>
<tr>
<td>Natural environment</td>
<td>A collection of nodes are</td>
<td>24</td>
<td>324</td>
</tr>
<tr>
<td>Ecosystem services</td>
<td>Term refers to processes</td>
<td>9</td>
<td>13</td>
</tr>
<tr>
<td>Environmental change</td>
<td></td>
<td>14</td>
<td>42</td>
</tr>
<tr>
<td>Environmental impacts</td>
<td></td>
<td>6</td>
<td>26</td>
</tr>
<tr>
<td>Habitat</td>
<td></td>
<td>17</td>
<td>43</td>
</tr>
<tr>
<td>Landscape</td>
<td></td>
<td>11</td>
<td>38</td>
</tr>
<tr>
<td>Renewable energy</td>
<td></td>
<td>1</td>
<td>15</td>
</tr>
<tr>
<td>Water quality</td>
<td></td>
<td>13</td>
<td>147</td>
</tr>
</tbody>
</table>
Cases

• Useful when entire files contain material that relates to particular people, places or other cases.

E.g. interview transcripts
Cases

Interviews

Cases

- Margaret
- Maria and Daniel
- Mary and James
- Richard and Patricia
- Robert
  - Susan
  - Thomas
  - William

- Margaret
- Maria and Daniel
- Mary and James
- Richard and Patricia
- Robert
  - Susan
  - Thomas
  - William
Case classifications

Allow users to record descriptive information about people, places or other 'cases' in a project.
### Attributes and values

#### Person

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Township</td>
<td>Straits</td>
</tr>
<tr>
<td>Community</td>
<td>Bettie</td>
</tr>
<tr>
<td>Generations Down East</td>
<td>2</td>
</tr>
<tr>
<td>Commercial Fishing</td>
<td>No</td>
</tr>
<tr>
<td>Recreational Fishing</td>
<td>Yes</td>
</tr>
<tr>
<td>Income Tied to Resources</td>
<td>Yes</td>
</tr>
<tr>
<td>Opinion - Pace of Development</td>
<td>about right</td>
</tr>
<tr>
<td>Age Group</td>
<td>40 - 49</td>
</tr>
<tr>
<td>Gender</td>
<td>Female</td>
</tr>
<tr>
<td>Education Level</td>
<td>Completed undergraduate college</td>
</tr>
</tbody>
</table>
Working with Datasets

• A survey dataset contains structured data arranged in records (rows) and fields (columns).
  
  – for example, data from:
  
    • spreadsheets
    • responses from SurveyMonkey or Qualtrics
    • social media data gathered from Facebook, LinkedIn or Twitter using NCapture.
What can I do in a dataset?

- Sort or filter the dataset based on the values in classifying columns (close-ended questions)

**Classifying**: Values that describe the data, e.g. in a set of survey responses, you may have classifying columns which contain the name, age or sex of the survey participants.
What can I do in a dataset?

- Annotate the text in codable columns
- Create see also links on the text in codable columns
- Code or query the text in codable columns

**Codable**: Textual content that you want to analyze, e.g. survey responses to open-ended questions
What else can I do in a dataset?

- Auto code to organize the data
- Organize demographic attributes for your case nodes using the classifying information in the dataset
Auto coding datasets

- Code at nodes for selected columns
- Code at nodes for each value in a column
# Code at nodes for selected columns

<table>
<thead>
<tr>
<th>Respondent</th>
<th>Age</th>
<th>Sex</th>
<th>Question 1</th>
<th>Question 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anna</td>
<td>29</td>
<td>Female</td>
<td>I think there should be more car-free zones</td>
<td>Electric buses and taxis would help reduce pollution</td>
</tr>
<tr>
<td>Jack</td>
<td>31</td>
<td>Male</td>
<td>Pedestrians need to feel safe. There should be better lighting</td>
<td>We should create more green spaces</td>
</tr>
<tr>
<td>Maria</td>
<td>52</td>
<td>Female</td>
<td>Safety barriers at busy intersections</td>
<td>I don't think they should tax car parks</td>
</tr>
<tr>
<td>Peter</td>
<td>47</td>
<td>Male</td>
<td>Better education in schools about road safety</td>
<td>More street trees</td>
</tr>
</tbody>
</table>
Resulting nodes

- Question 1
- Question 2
<table>
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<tr>
<th>Respondent</th>
<th>Age</th>
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</tr>
</tbody>
</table>
Resulting case nodes

Anna
Jack
Maria
Peter
## Using demographics from dataset

<table>
<thead>
<tr>
<th>Respondent</th>
<th>Age</th>
<th>Sex</th>
<th>Question 1</th>
<th>Question 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anna</td>
<td>29</td>
<td>Female</td>
<td>I think there should be more car-free zones</td>
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<td>Male</td>
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<td>More street trees</td>
</tr>
</tbody>
</table>
Demographics from dataset
Matrix coding queries

- Find a combination of items (usually nodes or cases and attributes) and display the results in a table.
- Ask a wide range of questions about patterns in the data and gain access to the content that shows those patterns.
Thematic nodes vs 1 attribute
Thematic nodes vs 1 attribute
Crosstab queries

• Check how coding is distributed across the cases, or different types of cases in your project
  
  – Check how often interview respondents refer to a particular topic or issue
  
  – Check how many interview respondents (with particular attributes) refer to a topic or theme
Thematic nodes vs 2 attributes
Thematic nodes vs 2 attributes
Thematic nodes vs cases

<table>
<thead>
<tr>
<th></th>
<th>Attitude</th>
<th>Economy</th>
<th>Natural environment</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barbara</td>
<td>10</td>
<td>6</td>
<td>12</td>
<td>28</td>
</tr>
<tr>
<td>Betty</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Charles</td>
<td>7</td>
<td>6</td>
<td>4</td>
<td>17</td>
</tr>
<tr>
<td>Daniel</td>
<td>7</td>
<td>2</td>
<td>4</td>
<td>13</td>
</tr>
<tr>
<td>Dorothy</td>
<td>4</td>
<td>9</td>
<td>8</td>
<td>21</td>
</tr>
<tr>
<td>Helen</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td>James</td>
<td>6</td>
<td>6</td>
<td>3</td>
<td>15</td>
</tr>
<tr>
<td>Total</td>
<td>40</td>
<td>32</td>
<td>35</td>
<td>107</td>
</tr>
</tbody>
</table>
Thematic nodes vs cases
Need Help?

Resources & Consultations
researchcommons.library.ubc.ca

Workshops
elred.library.ubc.ca/libs

Email
research.commons@ubc.ca

Guided practice

Now....

Hands On!
Wrap-Up

• Evaluation form: (Please complete!)

researchcommons.library.ubc.ca

Thanks for coming!