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
Learning Objectives

By the end of this session,

• You will be able to import files
• Create memos
• Run basic queries
• And code data into nodes

in NVivo
Outline

• What is NVivo?
• Why should I use it?
• How does it work?
  – Data
  – Queries, nodes, and coding
• 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
Organizing Qualitative Data

From this......

To this:
What can I do with NVivo?

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

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

• Comprehensive exam preparation

  and more!
How do I approach my research project?

- **Import**
  - Bring in interview documents

- **Memo**
  - Record your insights and use this memo when you write up your project
  - Display a word tree to see how people talk about ‘balance’

- **Explore**
  - Open and explore the interviews

- **Code**
  - Some participants talk about ‘balance’ - this is interesting! Make a node to collect all the references

- **Query**
  - Do other people talk about ‘balance’ too? Run a Text Search query to find out

- **Reflect**
  - Gather the query results in your ‘balance’ node and review all the material in one place
Benefits

PRO

Analyzing video interviews, survey results and social media conversations

Experimenting with different analytical techniques

Looking for visual ways to brainstorm, explore and present data

Working in a team to deliver robust and transparent findings
Built-in transcription capabilities

Audio or Video file → Transcribe in NVivo → Text
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
Task 1

• Open the Nvivo software

• From the UBC library (Research Commons/Nvivo/Workshop Materials) download the sample materials

• Open a new blank project: Give it a name and a description
Interview with Barbara on February 19th, 2009 at her home in Bettie, North Carolina. Barbara writes cooking curriculum materials and does earth science environmental consulting work for soil scientists.

Q.1. Connection to Down East

Henry
Tell me about your personal and family history in Down East. How long have you or your family been living Down East full time or part time?

Barbara
My family moved here when I was two years old in 1969. My parents still live here. They live down in Gloucester. But I was raised in Beaufort, in town, and went to Beaufort Elementary and middle school and high school, then moved away for college. So I’ve lived here most of my life although I’ve moved away.

Henry
And you’ve lived Down East how long?

Barbara
Since ’96. My husband and I bought this little cottage in ’96.
DATA

- Files
- File Classifications
- Externals
Files

• Supports file types
  • Audio (.mp3, .m4a, .wav)
  • Video ( .mp4, .mov)
  • Pictures (.gif, .jpeg, .png, .tiff.)
  • Documents (doc, docx, rtf, txt or odt)
  • Datasets (.xlsx, .xls)
  • PDFs (Smart PDFs are best, though!)
  • Information from websites/social media (via NCapture)
Externals

• 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
Task 2

• Create subfolders for different data within files
• Import all the files into different folders in your project
• Describe an external
Basic tools

• Notes

• Search
  – Word frequency queries
  – Text search queries

• Codes
  – Nodes
Notes

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
What is a query?

- Find and analyze words or phrases in your files 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

<table>
<thead>
<tr>
<th>Word</th>
<th>Length</th>
<th>Count</th>
<th>Weighted Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>beach</td>
<td>5</td>
<td>259</td>
<td>0.67%</td>
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<td>east</td>
<td>4</td>
<td>219</td>
<td>0.56%</td>
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<tr>
<td>area</td>
<td>4</td>
<td>209</td>
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<td>sea</td>
<td>3</td>
<td>196</td>
<td>0.51%</td>
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<td>people</td>
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<td>195</td>
<td>0.50%</td>
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<td>179</td>
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<td>#carteretcounty</td>
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<td>shoreline</td>
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<td>164</td>
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<td>154</td>
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<tr>
<td>like</td>
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<td>145</td>
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</tr>
<tr>
<td>turtle</td>
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<td>140</td>
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</tr>
<tr>
<td>north</td>
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<td>138</td>
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<tr>
<td>think</td>
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<td>138</td>
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<tr>
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<tr>
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</tr>
<tr>
<td>know</td>
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</table>
Text search queries

<table>
<thead>
<tr>
<th>Word Tree</th>
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<tbody>
<tr>
<td>File Name</td>
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<tr>
<td>-----------</td>
</tr>
<tr>
<td>Barbara</td>
</tr>
<tr>
<td>Charles</td>
</tr>
<tr>
<td>Dorothy</td>
</tr>
<tr>
<td>Margaret</td>
</tr>
<tr>
<td>Maria and Daniel</td>
</tr>
<tr>
<td>Mary and James</td>
</tr>
<tr>
<td>Richard and Patricia</td>
</tr>
<tr>
<td>Robert</td>
</tr>
<tr>
<td>Susan</td>
</tr>
<tr>
<td>William</td>
</tr>
</tbody>
</table>
Word tree

for a living. I was his boat to make his
is to make a living
lot of fishing, almost all
is North Carolina allows
recreational fishing? Robert Limiting
go on any kind
I think a lot
laws that would promote
way to Texas. Tourism, recreational
you imagining would support

now. So, I remain
continue to prosper to the
bulldozed and new three-
Very prevalent. In many
for a living as long
going on in the future,
in the sounds, tributaries, rivers
that not
and the tourism industry.
Dorothy
Bad water quality.
I know it
'Coding' your files is a way of gathering all the references to a specific topic, theme, person or other entity. You can code all types of files and bring the references together in a single 'node'

Source: QSR International
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

Source: QSR International
<table>
<thead>
<tr>
<th>Name</th>
<th>Sources</th>
<th>References</th>
</tr>
</thead>
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<td>0</td>
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<td>16</td>
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<tr>
<td>Community change</td>
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<td>62</td>
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<td>302</td>
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<td>20</td>
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<tr>
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<td>184</td>
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<tr>
<td>Fishing industry decline</td>
<td>14</td>
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<td>Due to cost of doing business</td>
<td>7</td>
<td>13</td>
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<tr>
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<td>7</td>
<td>14</td>
</tr>
<tr>
<td>Due to foreign competition</td>
<td>8</td>
<td>22</td>
</tr>
<tr>
<td>Due to natural variation</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Due to regulations</td>
<td>5</td>
<td>15</td>
</tr>
<tr>
<td>Due to tourism and development</td>
<td>6</td>
<td>13</td>
</tr>
<tr>
<td>Due to water quality decline</td>
<td>10</td>
<td>23</td>
</tr>
</tbody>
</table>
Task 3

• Run frequency queries
• Create a word cloud (explore some of the words inside)
• Save the query
• Run text search queries (based upon the frequency query)
• Create nodes from your research queries (parent and child nodes)
Need Help?

Resources & Consultations
researchcommons.library.ubc.ca

Workshops
elred.library.ubc.ca/libs

Email
research.commons@ubc.ca

Wrap-Up

• Evaluation form: (Please complete!)

researchcommons.library.ubc.ca

Thanks for coming!