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](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](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

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
Typology of qualitative research

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

Audio or Video file -> Transcribe in NVivo -> 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

## Summary

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<th>Count</th>
<th>Weighted Percentage</th>
<th>Similar Words</th>
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Text search queries

- Search for: 
  - fish

Summary:

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<th>In Folder</th>
<th>References</th>
<th>Coverage</th>
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Word tree

for zoning or no
long ago – vote yes
for
it'll happen because
planning and
be good
far as
local
no ladder trucks.
or area, county,
There's no

But it is very difficult.
The best thing would be
down here.
There's nothing that
and the people
is still in the hands
or no for zoning – and
– and I think it got
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

<table>
<thead>
<tr>
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<th>Sources</th>
<th>References</th>
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<tr>
<td>Due to water quality decline</td>
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</tbody>
</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

Node “x”

Source: QSR International
Need Help?

Resources & Consultations
researchcommons.library.ubc.ca

Workshops
elred.library.ubc.ca/libs

Email
research.commons@ubc.ca

researchcommons
@UBCResearchCommons
UBCResearchCommons

Guided practice

Now....

Hands On!
Wrap-Up

• Evaluation form: (Please complete!)

researchcommons.library.ubc.ca

Thanks for coming!