NVivo Overview

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- NVivo consultant and trainer
- Working with NVivo for over 15 years
Introductions

• Name
• Area of Research
• Platform (Windows/Mac)
• Familiarity with Nvivo
Overview of NVivo

• NVivo is software designed to assist you in working with unstructured, non-numeric data
The Research Process

1. Identify research question or questions
   - What question or questions will guide your work.

2. Identify sources
   - Selecting up and importing the data

3. Identify information to pull from sources
   - Planning nodes
   - Creating classifications
   - Creating sets

4. Interact with the project data
   - Coding
   - Drag and drop
   - Right-click
   - Creating Memos
   - Word Frequency Query
   - Text Search Query

5. Explore and interrogate the project data
   - Coding Query
   - Matrix Coding Query
   - Coding Comparison Query
   - Visualizations
   - Modeler
   - Cluster Analysis
   - Charts

6. Organize Results
   - Framework Matrix
   - Exporting Visualizations

7. Share Results
What are people’s perceptions of environmental change and its impact on the Down East area?
Make Methodological Decisions and Identify Sources

• Source types NVivo can accept
  • *Transcripts (Interviews, Focus Groups)*
  • PDFs
  • *Field Notes/Observations*
  • Surveys
  • Photographs
  • Audio/Visual
  • Web Pages
  • Social Media
Identify Information to Draw from Sources

- Consider the use of
  - Nodes
  - Cases
  - Classifications
  - Attributes
  - Sets
  - Search Folders
Interact with Project Data

- Begin
  - Coding
  - Creating Memos
  - Running a Word Frequency Query
  - Utilizing the Text Search Query
Explore and Interrogate Project Data

- Utilize
  - Coding Query
  - Matrix Coding Query
  - Coding Comparison Query
- Visualizations
  - Maps
  - Diagrams
  - Charts
  - Cluster Analysis
Organize Results

- Consider
  - *Creating a Framework Matrix*
  - *Exporting*
    - Nodes
    - Visualizations
    - Matrices
Share Your Results

• Share your results with your intended audience
Mixed Methods with NVivo

**Qualitative**
- Coding of Text
- Audio, Video, Image Data, Web Pages, and Social Media
- Open-Ended Survey and Interview Responses
- Transcribing tools for Audio and Video

**NVivo**
- Import/Export from Excel, text and database files
- Open-Ended and Fixed Response Questions
- Within and Between Group Analysis of Coding
- Crosstab Query
- Text Analysis
- Kappa Coefficient
- Cluster Analysis of Word and Coding Similarity

**Quantitative**
- Descriptive Statistics
- Inferential Statistics
- Meta-Analysis
A Note About Nodes

• You can think about a node as a bin
• A place where you can gather data or information from the sources in your project
What is a Case?

- A Case is a specialized node where you can gather all of the data from or about a unit of your analysis. With interviews, you may have a case for each person interviewed.
- The whole interview would be coded to the case.
- Later, attributes could also be attached.
Relationship of the Case, Classification, & Attribute

- **Case**: Barbara
- **Interview**
- **Survey Responses**
- **Field Notes**
- **Data**
- **Classification**
- **Person**
- **Attribute**
  - **Gender**
    - Female
    - Male
  - **Age Group**
    - 20 - 29
    - 30 - 39
    - 40 - 49
    - 50 - 59
- **Attribute Values**
Efficient Node Structures
Initial View of a Coding Structure

Notice Duplication of nodes

Complexity complicates use of queries
More Efficient Structure

![Diagram](image-url)
I could create 9 nodes.

<table>
<thead>
<tr>
<th>Nodes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classroom A</td>
</tr>
<tr>
<td>Classroom B</td>
</tr>
<tr>
<td>Classroom C</td>
</tr>
<tr>
<td>Whole Group Instruction</td>
</tr>
<tr>
<td>Small Group Instruction</td>
</tr>
<tr>
<td>Individual Instruction</td>
</tr>
<tr>
<td>1. Classroom A Whole Group Instruction</td>
</tr>
<tr>
<td>2. Classroom A Small Group Instruction</td>
</tr>
<tr>
<td>3. Classroom A Individual Instruction</td>
</tr>
<tr>
<td>4. Classroom B Whole Group Instruction</td>
</tr>
<tr>
<td>5. Classroom B Small Group Instruction</td>
</tr>
<tr>
<td>6. Classroom B Individual Instruction</td>
</tr>
<tr>
<td>7. Classroom C Whole Group Instruction</td>
</tr>
<tr>
<td>8. Classroom C Small Group Instruction</td>
</tr>
<tr>
<td>9. Classroom C Individual Instruction</td>
</tr>
</tbody>
</table>
Or I could create six and...

Classroom
1. Classroom A
2. Classroom B
3. Classroom C

Instructional Style
1. Whole Group Instruction
2. Small Group Instruction
3. Individual Instruction
Use a query

A matrix coding query would let me locate places where I have coded for a particular classroom and a particular instructional style.
Use a query

I could then copy the saved matrix and paste it as a node hierarchy*

*available in Windows Pro and Plus
Later...

• If I coded for furniture style I could run a query for Classroom and Furniture Style without having to go back and recode for 9 new nodes.
• I could also do a coding query for Classroom, Instructional Method, and Furniture Arrangement.
• I have more possibilities to explore
Thank you for joining me.

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