
NVivo: Effectively Analyzing Qualitative Data

**AO Song
CHU Tsz Hang
School of Communication**

In this workshop.....

You will know:

Basic methods of qualitative data analysis
Functions of NVivo

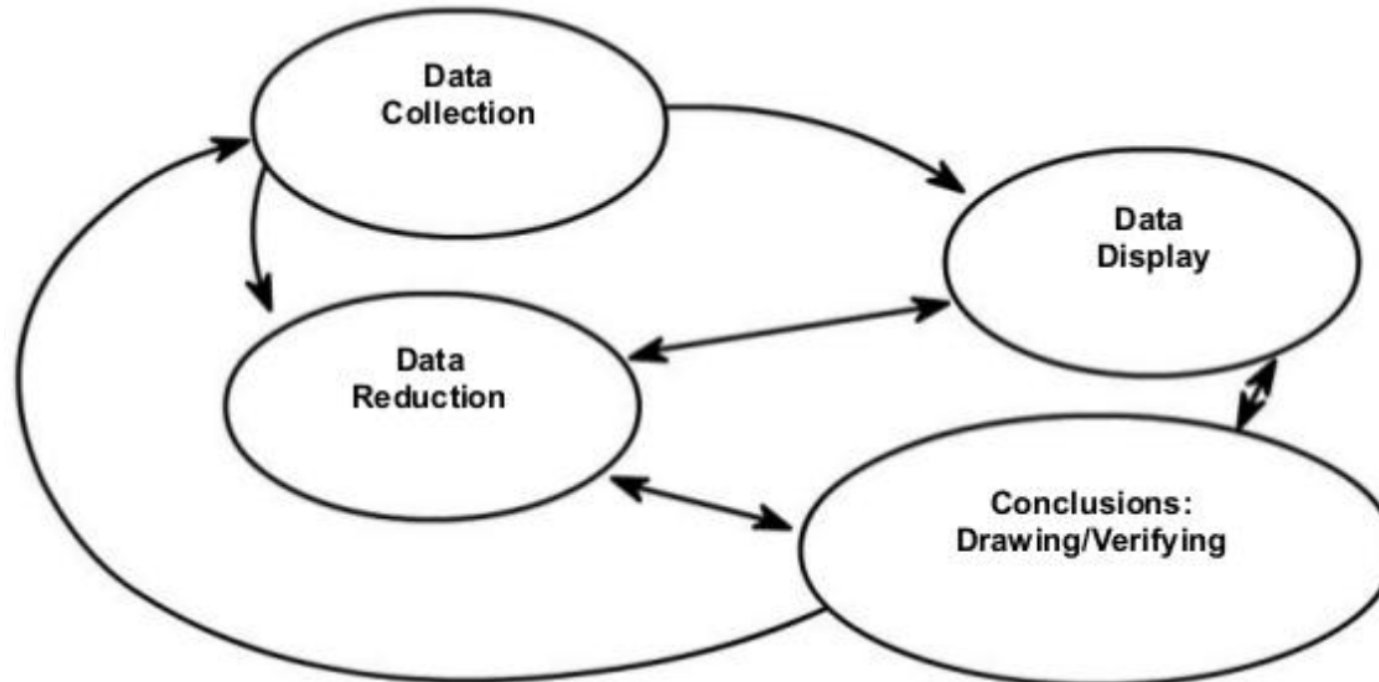
You will be able to:

Use NVivo to extract online data
Use NVivo to analyze and visualize qualitative data

- **What is NVivo?**
- NVivo is a software that supports qualitative and mixed methods research. It's designed to help you organize, analyze and find insights in unstructured, or qualitative data like: interviews, open-ended survey responses, articles, social media and web content.
- **Qualitative research methods**
- A qualitative research method focuses on **quality** more than quantity, on cases, gaining insights into what is going on and why this is happening, or answering some questions that previous research has not adequately addressed.
- **Qualitative data analysis**
- Qualitative data are forms of information gathered in a nonnumeric form. Qualitative data analysis is the range of processes and procedures to examine the meaningful and symbolic content of qualitative data.

Introduction

- **Qualitative data analysis**
- Data compilation
- Data reduction and conceptual development
- Findings report



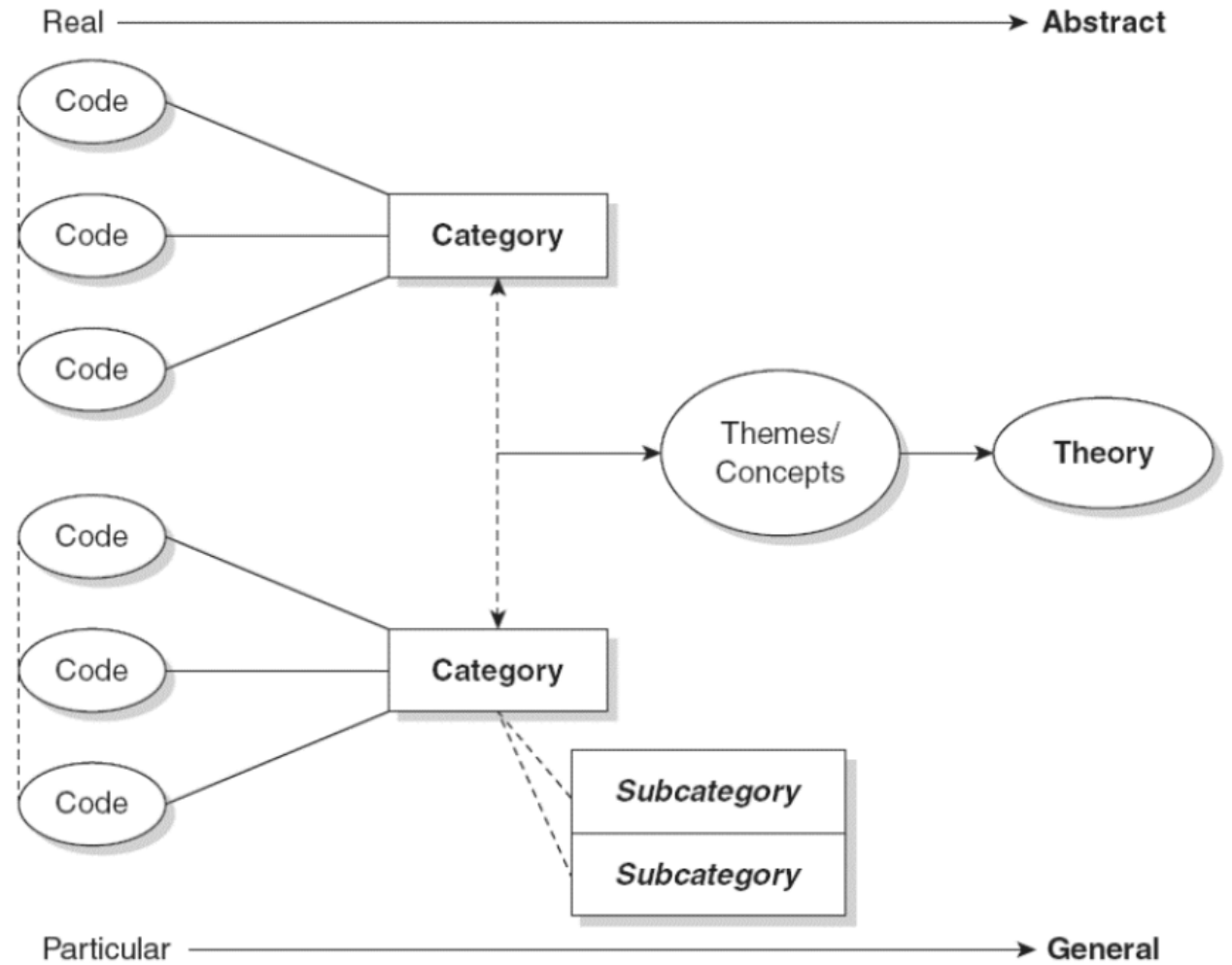
- **Why use NVivo?**
- Nvivo can work with large amounts of data, particularly where the data include different formats. It is useful for managing and organizing projects with many separate data sources to support more transparent and systematic approaches to coding.
- **Thematic analysis**
- Thematic analysis focuses on examining themes within data, this method emphasizes organization and rich description of the data set. Thematic analysis goes beyond simply counting phrases or words in a text and moves on to identifying implicit and explicit ideas within the data.

- **Six phases**
- Getting to know data
- Generating initial codes
- Searching for themes among codes
- Reviewing themes
- Defining and naming themes
- Producing the final report

- **Coding**
- Coding is the primary process for developing themes within the raw data by recognizing important moments in the data and encoding it prior to interpretation.

Introduction

- **Coding**
- Coding is assigning labels to elements of data
- Items that seem to be essentially similar will be assigned the same code
- The purpose of coding is to begin moving methodically to a slightly higher conceptual level
- **Theme**
- A theme represents a level of patterned response or meaning from the data that is related to the research questions.



Thematic Analysis

- **Node**
- A node is a collection of references about a specific theme, place, person or other area of interest.
- We can organize these nodes in hierarchies—moving from general topics at the top (the parent node) to more specific topics (child nodes).
- When working with nodes in a hierarchy, we can gather all the material in child nodes and roll it up into the parent node.

Thematic Analysis

- **Procedures of thematic analysis via NVivo**
- Import data
- Explore data
- Coding
- Results visualization

- **Online data extraction**
- NCapture

Thank you!

