NVivo 9 eDemonstration

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The Data Dilemma

- Qualitative research can generate lots of data – interview and focus group transcripts, field notes, articles… maybe even video recordings or photographs.
- How can you manage and analyze that data in a way that is...
  - Thorough?
  - Transparent?
  - Transportable?
Qualitative Analysis with Software

Methodology

GATHER
Existing Research
Current Information
Data Sources

ORGANIZE
Data Sources
Coding Structure
Demographics
Literature Review

ANALYZE
Coding
Queries
Memos
Visuals

VISUALIZE
RESULTS
Reports
Journal Articles
Dissertations
Study presentations
PPT.

- Rigor
- Validity
- Saturation
Gather

- Existing Research
- Current Information
- Data Sources
  - Interviews
  - Focus Groups
  - Surveys
  - Photographs
  - Audio/Visual
Organize: NVivo Project Template
Analyze

- Review
- Merge
- Refine

- Key ideas
- Reflect
- Link

- Text Search
- Word Frequency
- Matrix
- Coding Comparison

Coding   Memoing
Visuals  Queries

- Models
- Matrices
- Charts

Coding Memoing
Visuals Queries

Key ideas
Review
Merge
Refine

Text Search
Word Frequency
Matrix
Coding Comparison

Models
Matrices
Charts

NVIVO
Visualize

Models

Charts

Cluster Analysis
Establish Saturation

For rich and robust explanations, saturation needed to be established (Richards, 2004). Establishing saturation relies on the use of multiple tools within NVIVO to show connections between the development of ideas, and to clarify concepts and their relationships. There are no definitive rules for determining saturation (Bowen, 2008). However, NVIVO does allow searching and exploring at a level difficult in manual analysis. Penna is able to provide evidence on how data saturation was reached. For example, a concept or idea was not considered a finding until there was supporting evidence that all four participants had one or more documents that were coded at a particular node. Supporting data were taken into account, such as hearing similar comments from different participants from different schools (Bowen, 2008).
Mixed Methods with NVivo

**Qualitative**
- Coding
- Text Search Query
- Word Frequency
- Audio/Video Data

**NVivo**
- Import/Export to Excel/SPSS
- Matrix Coding Query
- Data Sets
- Kappa Coefficient
- Cluster Analysis

**Quantitative**
- Statistical Analysis
Introducing NVivo 9

• NVivo 9 Software
  – Organizes & analyse documents, surveys, audio, pictures or video
  – Qualitative data transparent & portable
  – Team work

• **NVivo Server 9** lets team members work with NVivo 9 projects stored on a server
  – Team members work in the same project at the same time
  – Streamlined project administration
  – Share information and knowledge effectively
  – Analyse more data
  – Enhanced security
NVivo 9 Software ....
Experience NVivo for yourself

• 30-day free trial
• Introducing NVivo 9 video
• NVivo 9 tutorials
• eDemonstrations
• www.qsrinternational.com
Learn how to use NVivo 9

• NVivo 9 Training Dates
• NVivo 9 Training Workbook Set
• Form User Group on campus
• Publications
  – Pat Bazeley, *Qualitative Data Analysis with NVivo*
  – Peer-Reviewed Journal Articles
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