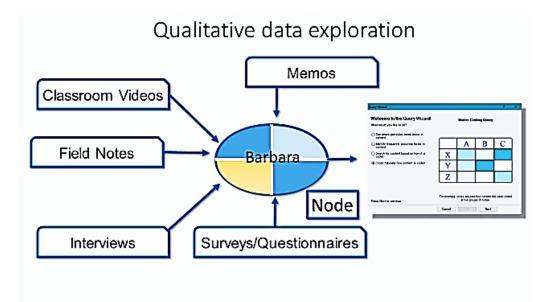
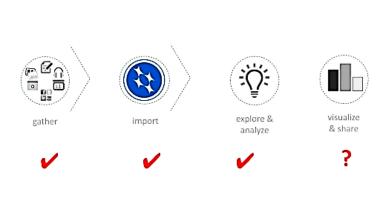
Exploring Qualitative Data with NVivo: Creating, Importing, Coding and Querying

• JALT Nagoya Chapter Workshop 2017/05/13

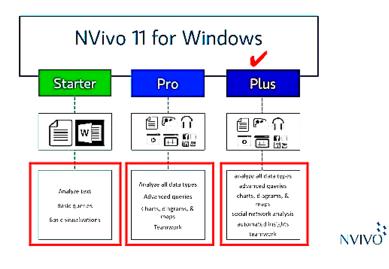
• Yuzo Kimura (University of Toyama)



01

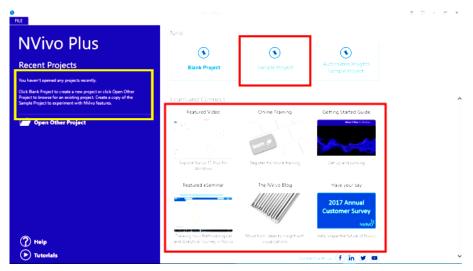


Agenda Today





Three different types of NVivo with each tool/function availabilities

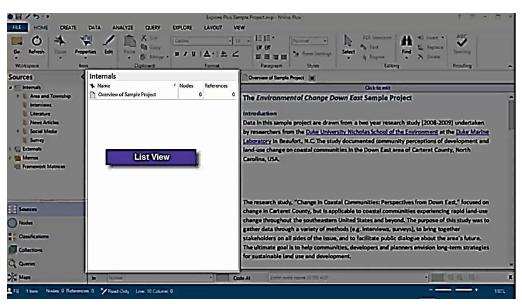


04

* Sample project (centre) * Online programme

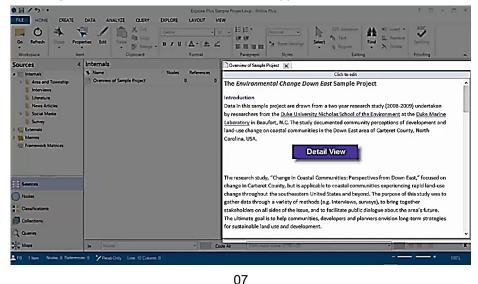
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Navigation View: Main materials are located. The contents of lower section appear on the upper widow.



06

List View: When files of navigation view are selected, those files appear here.



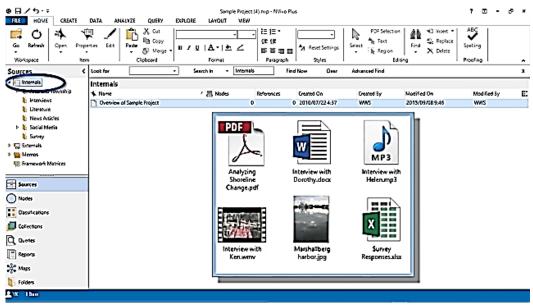
Detail View: When you click a file on the list view, the contents appear on this view.

NVivo 11 Demonstration Yuzo Kimura (University of Toyama)

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08

Ribbon: You can access the commands you need to analyse data.



09

Internal folder: Data you use your project are stored.

NVivo 11 Demonstration Yuzo Kimura (University of Toyama)

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External folder: Data you can't import for your project are manually stored (e.g., books, archives footage)

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11

Memos: Memos are good way to capture your ideas and track your progress.

NVivo 11 Demonstration Yuzo Kimura (University of Toyama)

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13

Nodes: Themes or analytical framework of your project

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14

Autocoding: Nodes created by NVivo's convenient funtion automatically are stored here.

NVivo 11 Demonstration Yuzo Kimura (University of Toyama)

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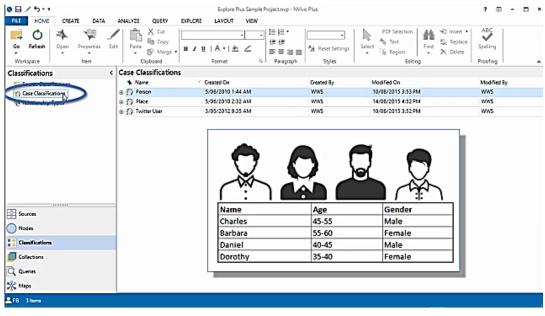
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16

Case nodes: Your unit of observation such as people, places.

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18

Case Classification: Ckassifying details about your cases (e.g., demographic attributes of your participants)

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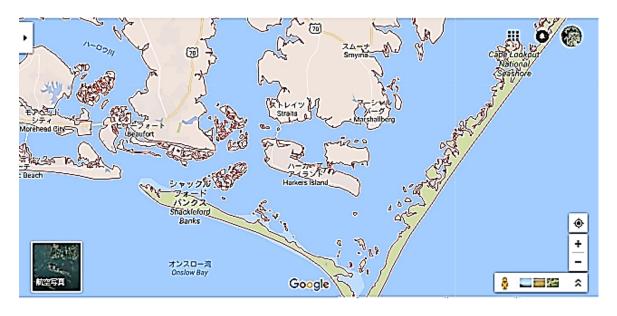
Envorenmental Change Down East

- Data in this sample project are drawn from a two year research study (2008-2009) undertaken by researchers from the Duke University Nicholas School of the Environment at the Duke Marine Laboratory in Beaufort, N.C. The study documented community perceptions of development and land-use change on coastal communities in the Down East area of Carteret County, North Carolina, USA.
- The research study, "Change in Coastal Communities: Perspectives from Down East," focused on change in Carteret County, but is applicable to coastal communities experiencing rapid land-use change throughout the southeastern United States and beyond. The purpose of this study was to gather data through a variety of methods (e.g. interviews, surveys), to bring together stakeholders on all sides of the issue, and to facilitate public dialogue about the area's future. The ultimate goal is to help communities, developers and planners envision long-term strategies for sustainable land use and development.

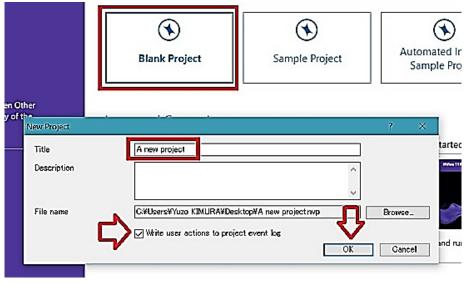
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20



1) Inisiate a new project



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2) Importing data

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23: Importing Documents, PDFs, and Videos

2017/05/13 JALT Nagoya Chapter May Meeting NVivo 11 Demonstration Yuzo Kimura (University of Toyama)

3) List view after import

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24: Documents imported!

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	Dorothy 0 0	Q.1. Connection to Down East		
	🖬 Estuary 0 0	Henry		
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	Ken 0 0	been living Down East full time or part time?		
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NVivo 11 Demonstration Yuzo Kimura (University of Toyama)

5) Memo and Memo link

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26: Creating a Memo

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27: Linking Barbara's interview document with her memo

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28: Icon that shows memo has linked to Barbara's document

NVivo 11 Demonstration Yuzo Kimura (University of Toyama)

6) See Also Link

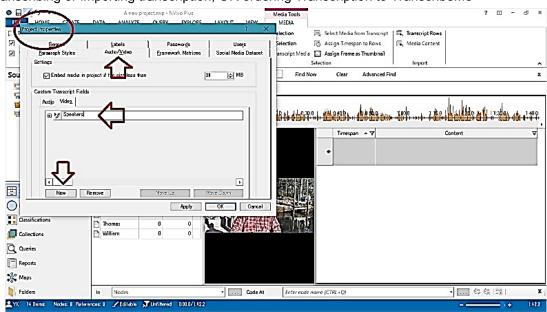
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7) Video / Transcribing or importing transcription, OR ordering Transcription to *TranscribeMe*





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32: Adding speaker column.

Work with audio and video

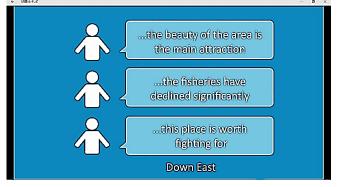
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33: Short cut keys for audio/video files

NVivo 11 Demonstration Yuzo Kimura (University of Toyama)

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- 35: Importing transcription file
- 8) Coding and nodes: Two kinds of nodes; Thematic nodes and case nodes

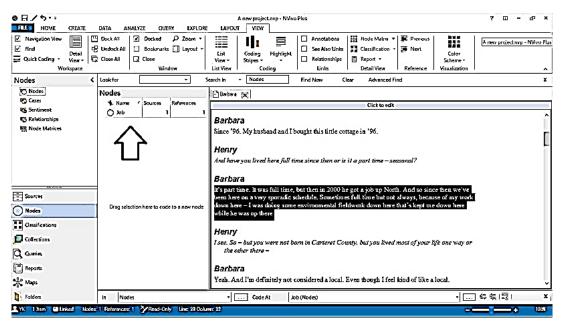


36: Watch tutorial video, "Understanding nodes and cases in NVivo for Windows" by QSR International

- 9) Creating thematic nodes (in bottom-up and top-down fashion)
 - 9-a) Bottom-up fashion: Reading interview contents → Coding (ex. Job)

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9-b) Top down / bottom-up fashion (Using Word frequency query \rightarrow Text searching query)

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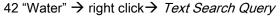
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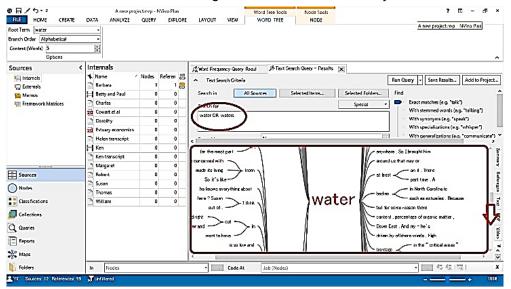
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41 Let's take a look at Word Cloud.

NVivo 11 Demonstration Yuzo Kimura (University of Toyama)

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43 "water"...

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44 "water quality"!

NVivo 11 Demonstration Yuzo Kimura (University of Toyama)

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45 A bit more context...

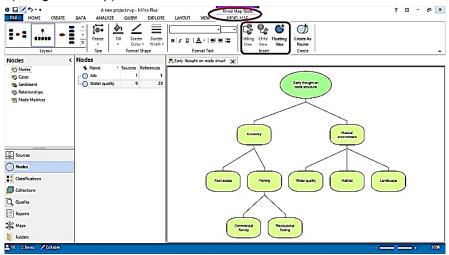
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46 Create as a new node

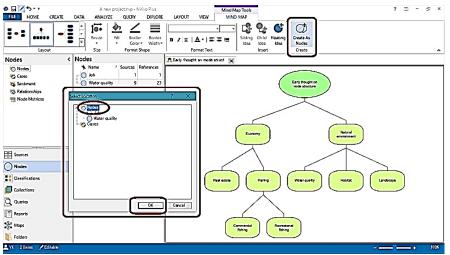
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47 Water Quaity node

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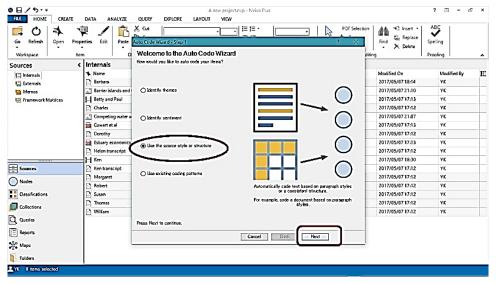
NVivo 11 Demonstration Yuzo Kimura (University of Toyama)

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11) Auto coding for thematic node (Using heading structure of interview document)

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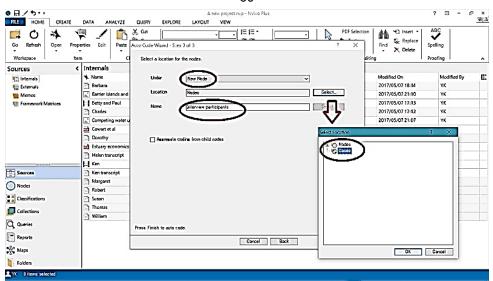
59 Done!

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12) Auto coding for case nodes (Using heading structure of interview documents)

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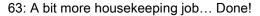
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13) Adding demographic attributes to case nodes

	В	C	D	E		F	G	н	I
Interviewees	Gender	Age Range	Community	Interview Date		Local Employment Status	Years in Down East	Primary Residence	Education
Barbar	female	40-49	Bettie		2009/2/19	working Down East	5-10	yes	college
Charle	male	not aveilable	Atlentic		2009/5/14	working outside Down East	5-10	yes	not available
Dorotny	female	not available	Williston		2009/4/21		lifelong	yes	not available
Helen	female	not available	Sea Level			working Down East	lifelong	yes	not available
Ken	mala	40-49	Cedar Island			working Down East	lifelong	yes	not available
Margaret	female	not available	Davis		2009/3/15	working Down East	lifelong	yes	not available
Robert	male	80+	Harkers (sland			unemployed	5-10	no	college
Susan	female	40-49	Harkers Island			working Down East	lifelong	yes	college
Thomas	male	not available	Harkers (sland			working Down East	5-10	yes	college
William	mala	40-49	Otway		2009/5/13	working outside Down East	0-5	по	college
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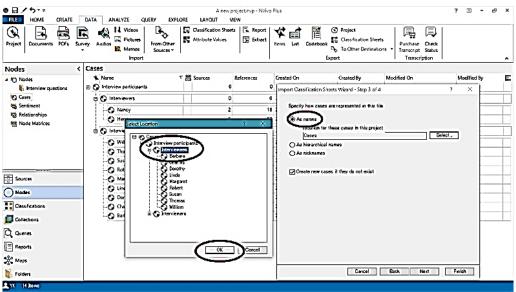
64: Interview participants' classification sheet. Make sure that the A1 cell has the exactly same name as case node top layer name. You need to close classification sheet before processing next step.

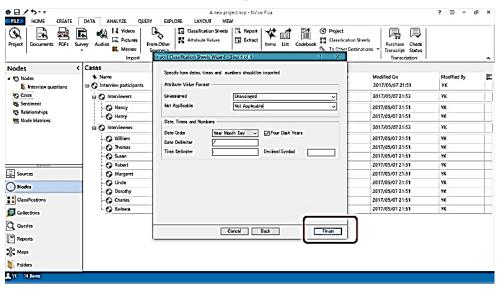
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	- Community	8 : Margaret	female	not evallable	Davis	2019/13/15 morkine o
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69: Done!

From here, a richer node structure is needed to use more functions of NVivo. The data will be switched to Sample project of Environmental Down East. Then, let's closely look at the whole node structure of this project. Then watch tutorial Webinar video, "Introduction to Text Analysis with NVivo 11 for Windows" by QSR International. (0:26:32 \rightarrow)

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-0	Policy, management		14	38
O	Real estate development		27	313
⊕ ◯	Sense of community Down East		3	4
l	Water Quality		7	19

70: Node structure of Sample Project 'Environmental Down East'

13) A hint for a good/poor node structure

13-a A viral node structure : Too many similar/same child nodes

Node Hierarchy Best Practices

- Child nodes are *always* a type of the parent node.
- 2. Group like ideas together.
- Don't duplicate nodes; names should be unique.
- Code for broad concepts, not specific ideas.
- 5. Don't go too deep.

Viral Node Structure

- Habitat
- Positive attitude
- Negative attitude _
- Changes due to real estate development
- Water quality
- Policy
 - Real estate development policy
 - Water quality issues from real estate development
- Positive attitude

Negative attitude

- Landscape
 Positive attitude
- Negative attitude
- Wildlife habitat



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13-b) A powerful node structure: Simple and easy to run queries

Node Hierarchy Best Practices

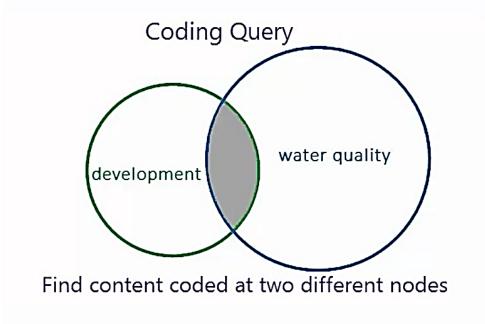
- 1. Child nodes are *always* a type of the parent node.
- 2. Group like ideas together.
- Don't duplicate nodes; names should be unique.
- Code for broad concepts, not specific ideas.
- 5. Don't go too deep.

Powerful Node Structure

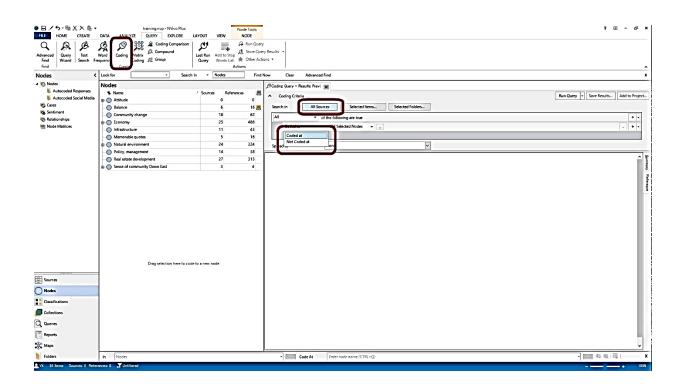
- Natural Environment
 - Water quality
 - Landscape
 - Habitat
- Attitude
 - Positive
 - Negative
- Real estate development
- Policy



14) Cording Query: Exploring all nodes that have both "Real Estate Development" and "Water Quality"



73: Concept of Cording Query

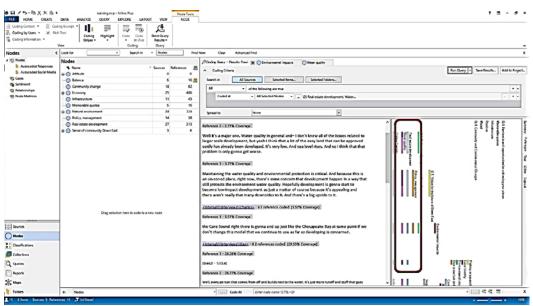


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78: Done!

15) Matrix Cording Query: Exploring interview participants' community and their attitudes to natural environment

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79: Concept of Matrix Cording Query

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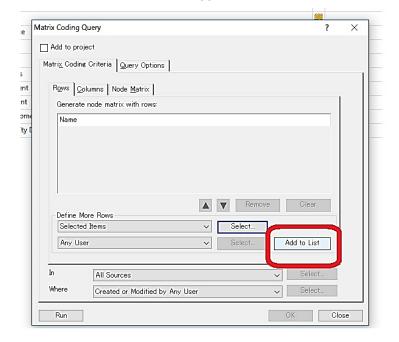
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2017/05/13 JALT Nagoya Chapter May Meeting NVivo 11 Demonstration Yuzo Kimura (University of Toyama)

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NVivo 11 Demonstration Yuzo Kimura (University of Toyama)

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89: Finish!