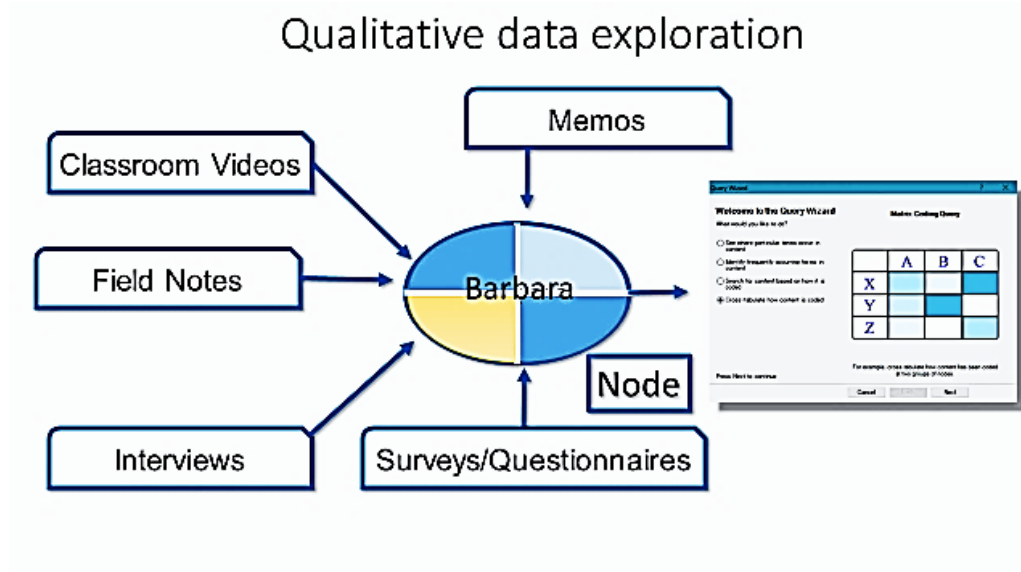## Exploring Qualitative Data with NVivo: Creating, Importing, Coding and Querying
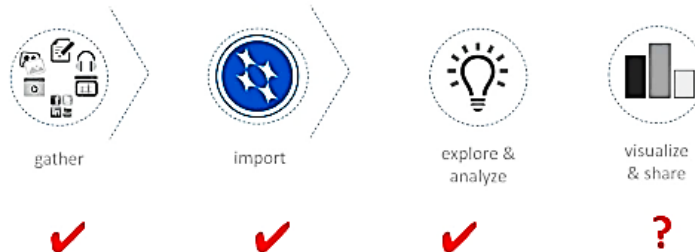
- JALT Nagoya Chapter Workshop 2017/05/13

- Yuzo Kimura (University of Toyama)
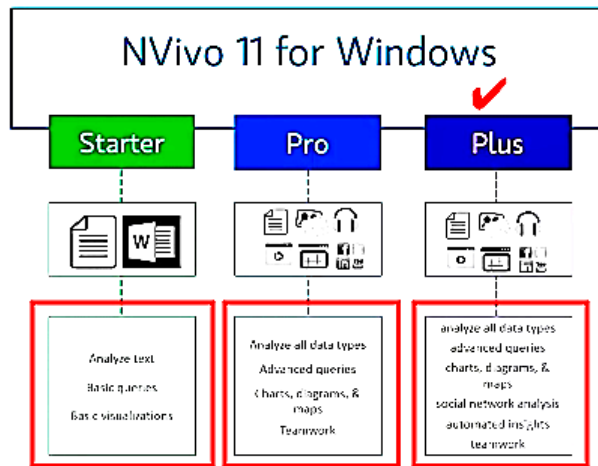

01

Agenda Today

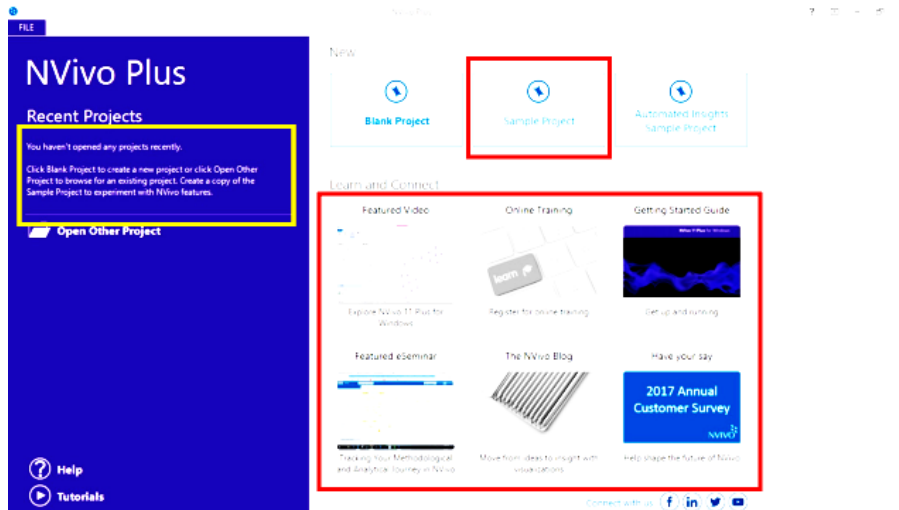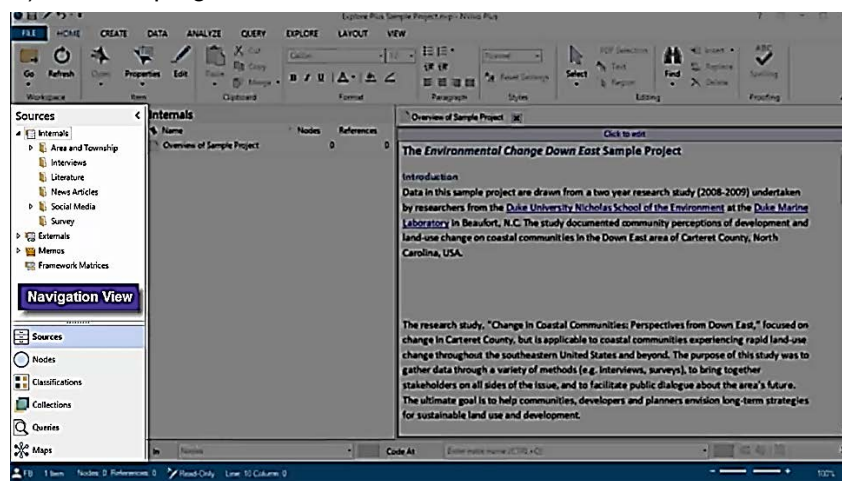| gather	import	explore & analyze	visualize & share
✔	✔	✔	?

02

03

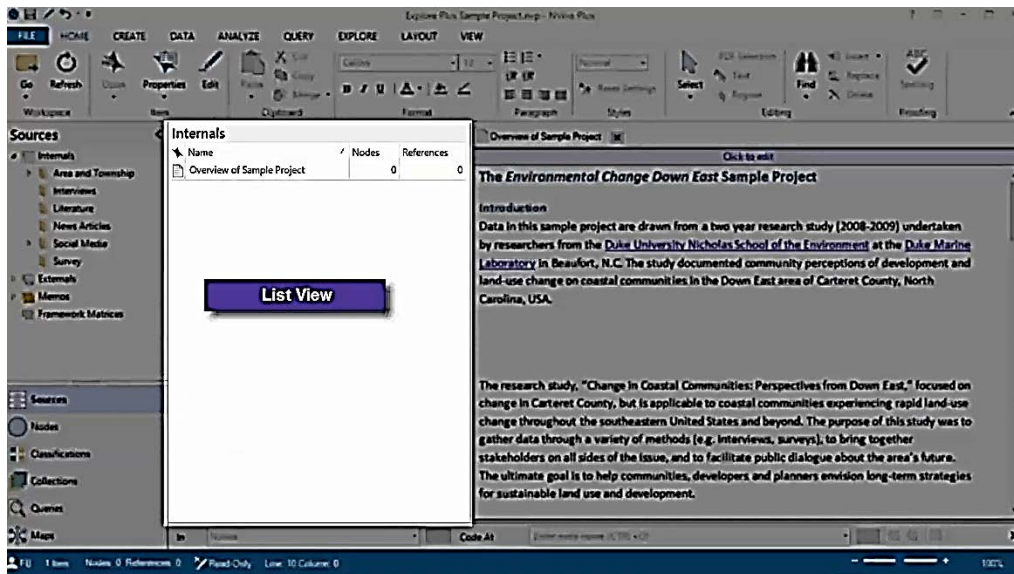Three different types of NVivo with each tool/function availabilities

04

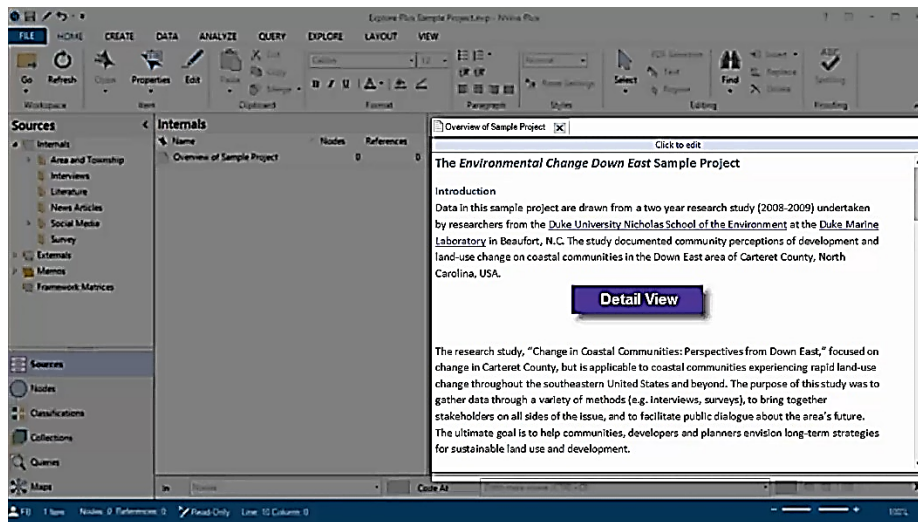* Sample project (centre) * Online programme

05

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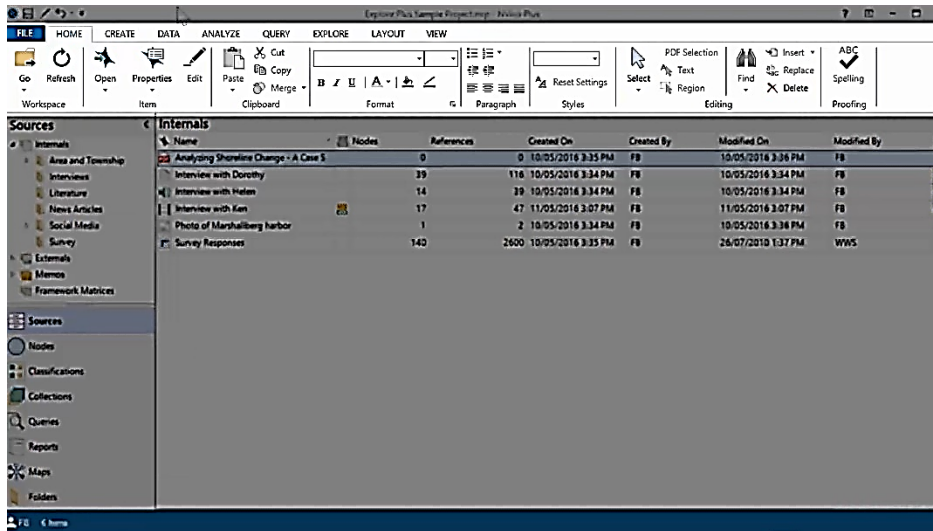

06

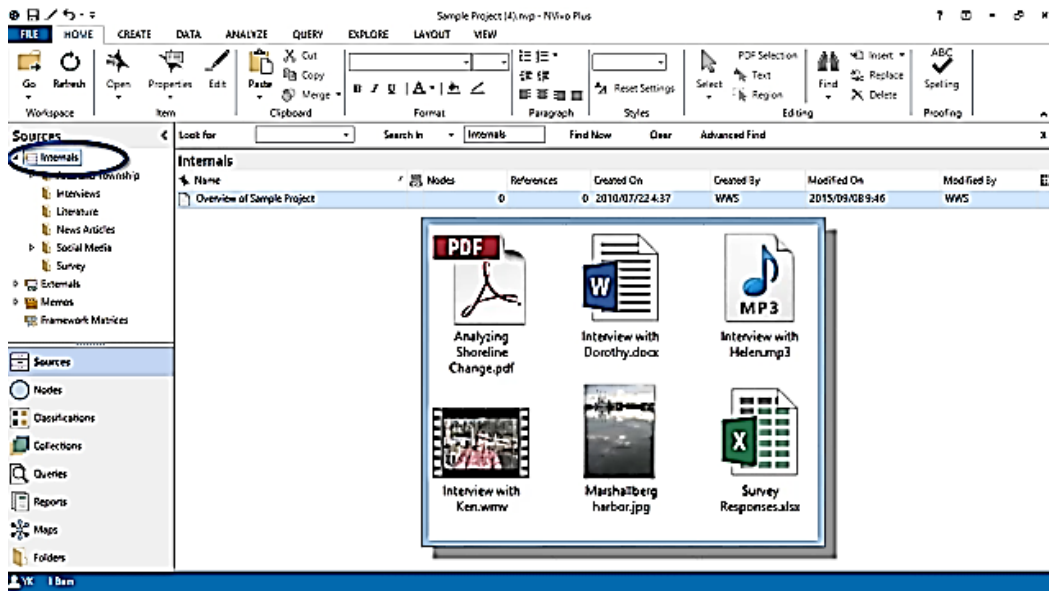List View: When files of navigation view are selected, those files appear here.

07

Detail View: When you click a file on the list view, the contents appear on this view.
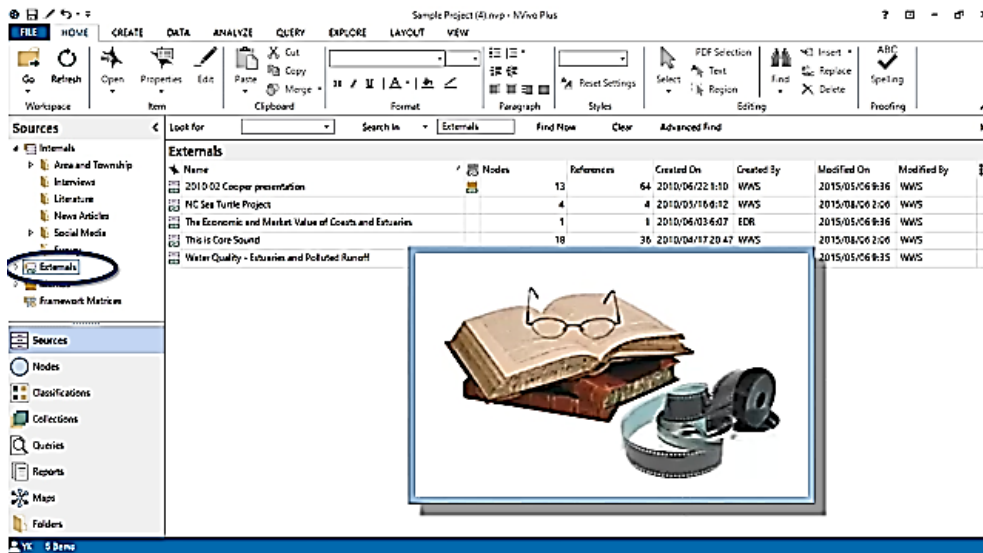
08

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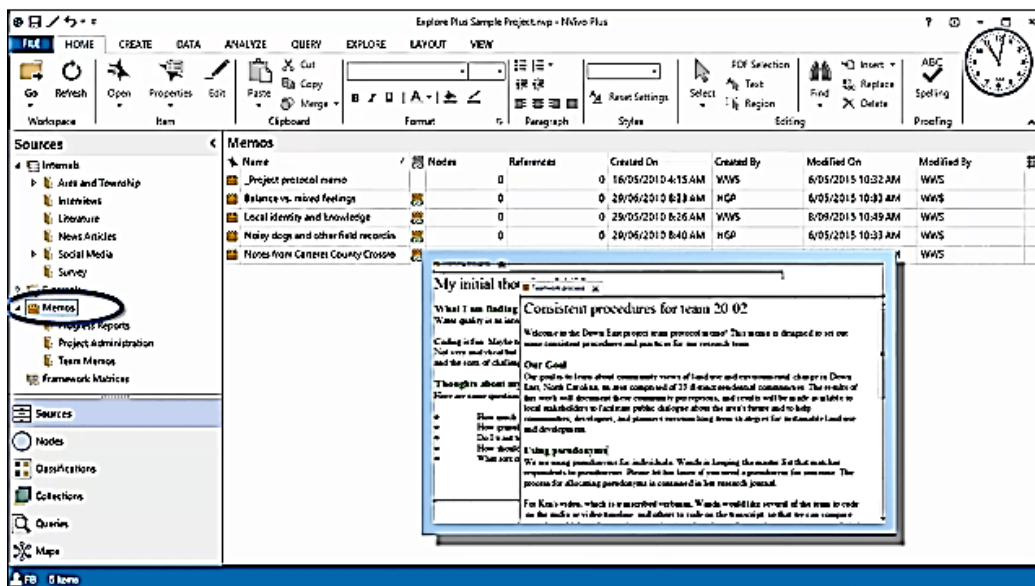

09

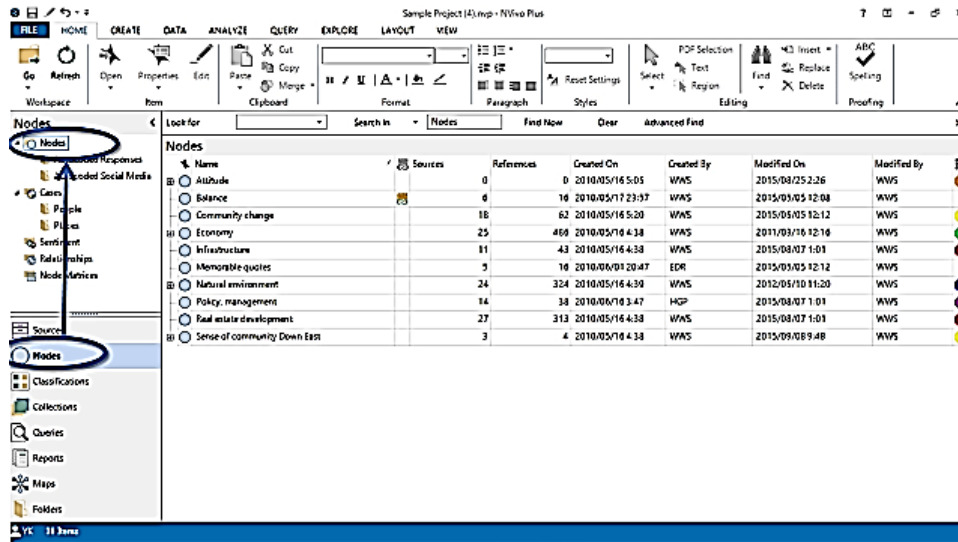Internal folder: Data you use your project are stored.

10

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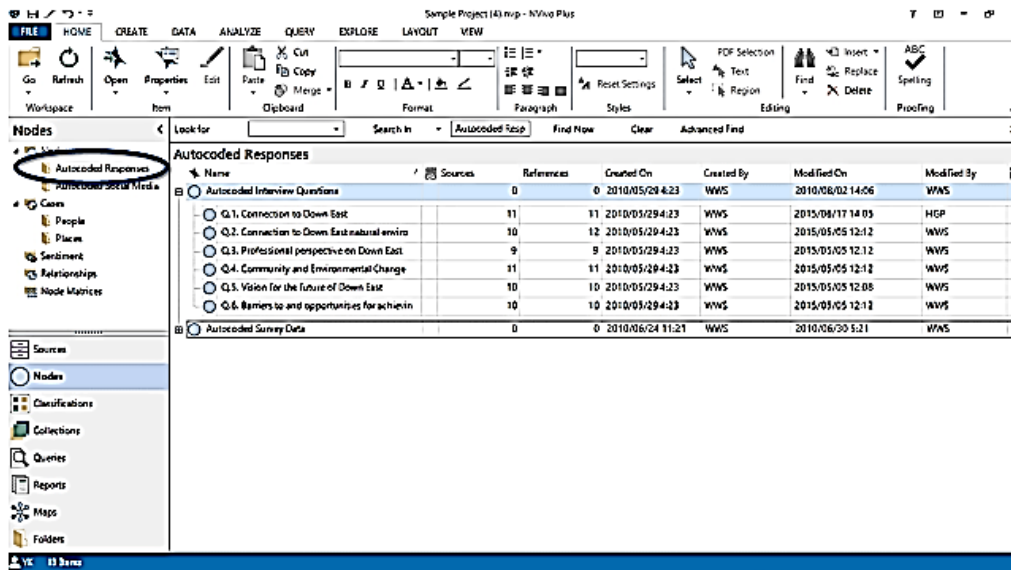

11

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

13

Nodes: Themes or analytical framework of your project

14

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

15

16

Case nodes: Your unit of observation such as people, places.
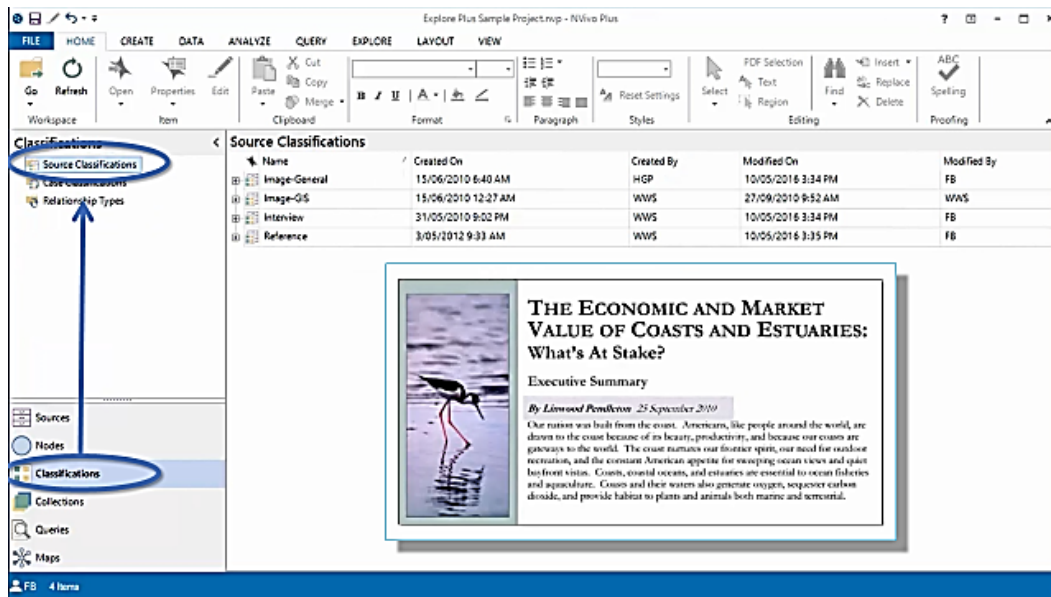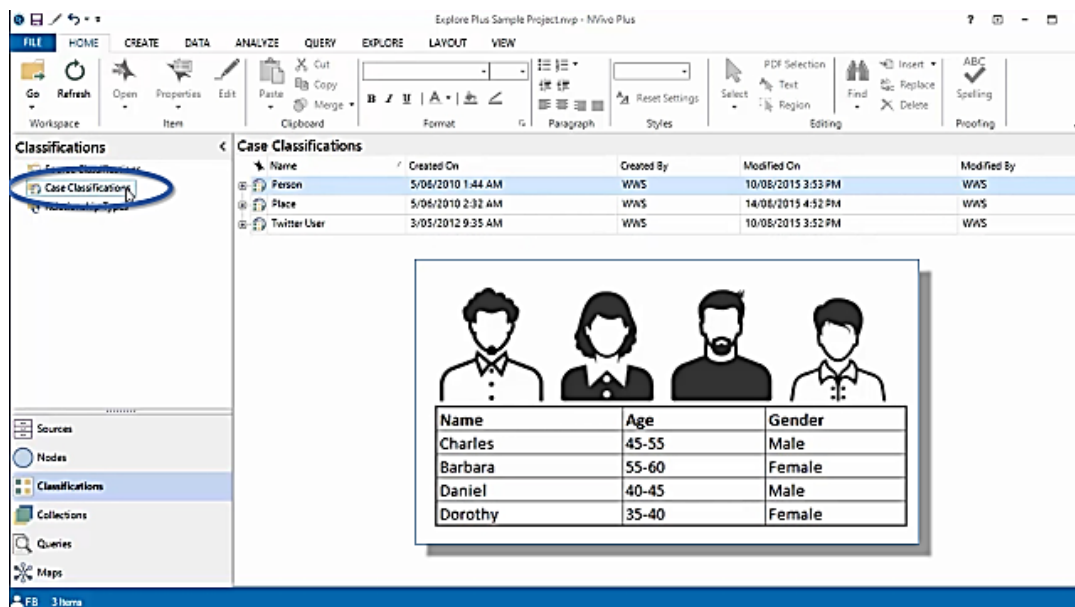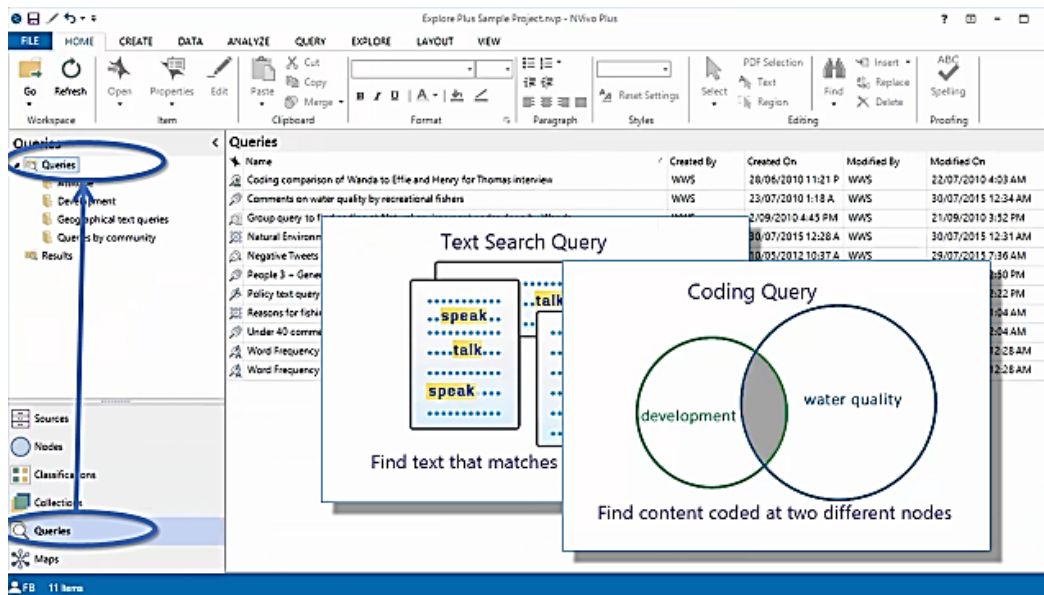
17

Source Classification: Bibliogrhafical details (e.g., author, publication dates)

18

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

19

Queries: Queries are stores here to re-run

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.
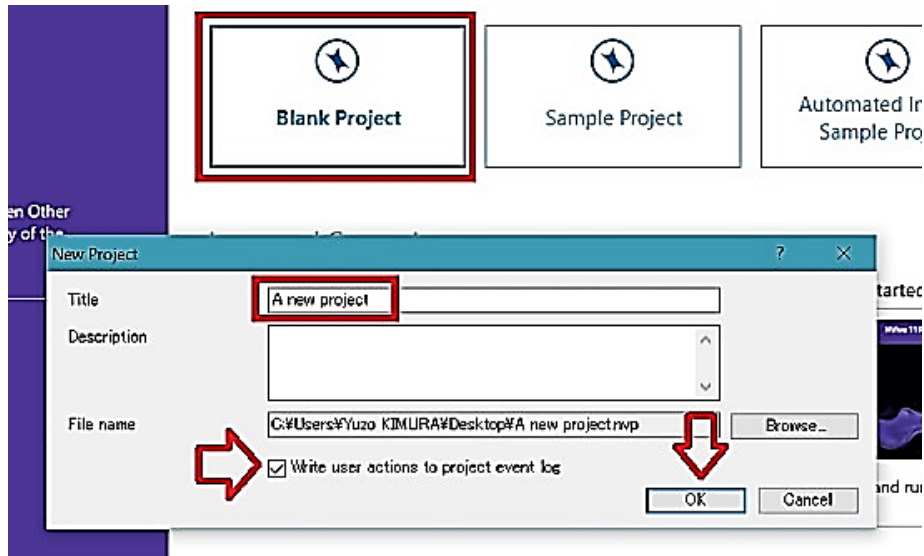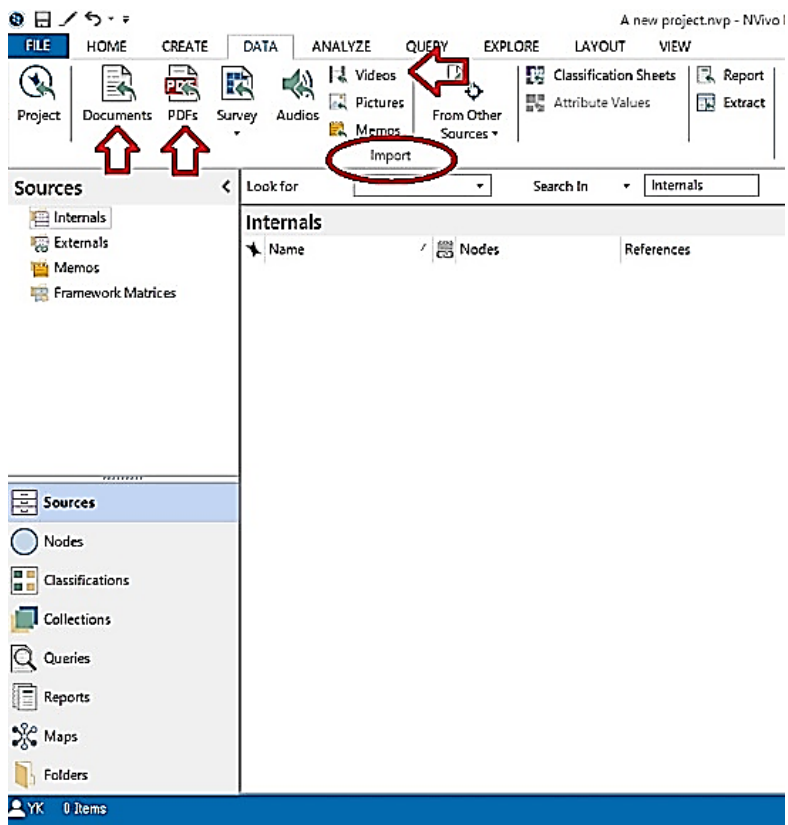
20

21

1) Inisiate a new project

22: Blank Project --> Name → User actions ✓ → OK

2) Importing data

23: Importing Documents, PDFs, and Videos

3) List view after import

24: Documents imported!

4) Semistructured intervew transcripts in heading system
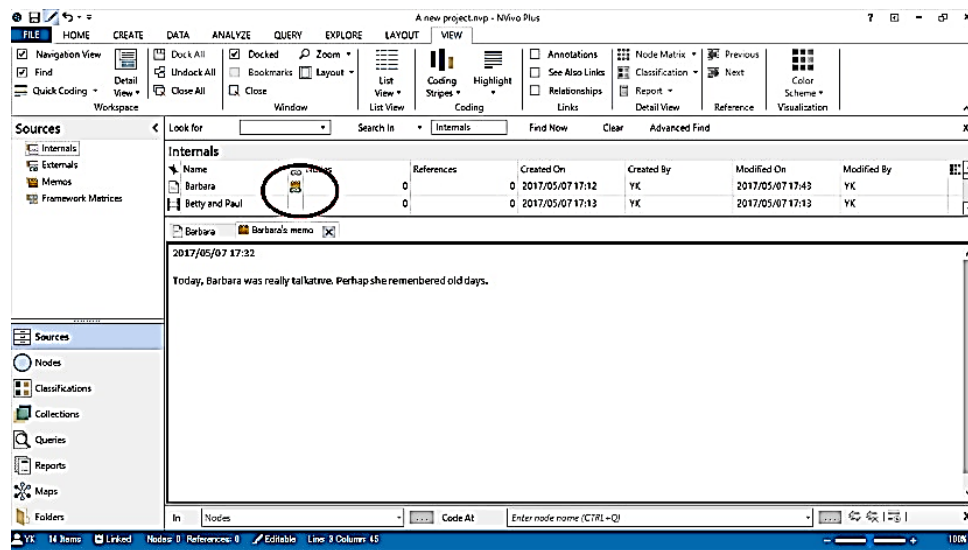

25

5) *Memo* and *Memo link*
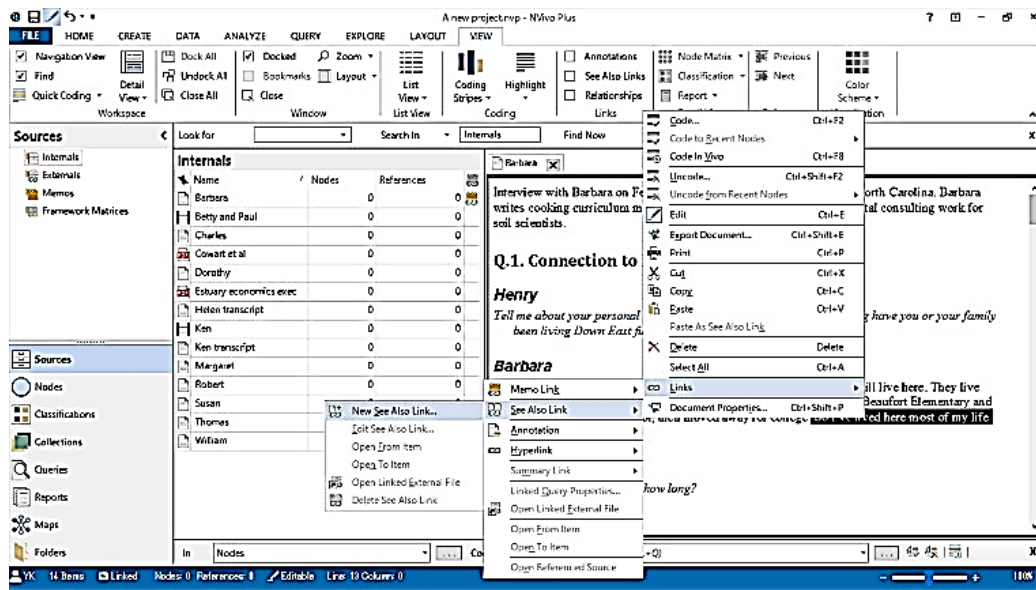

26: Creating a *Memo*
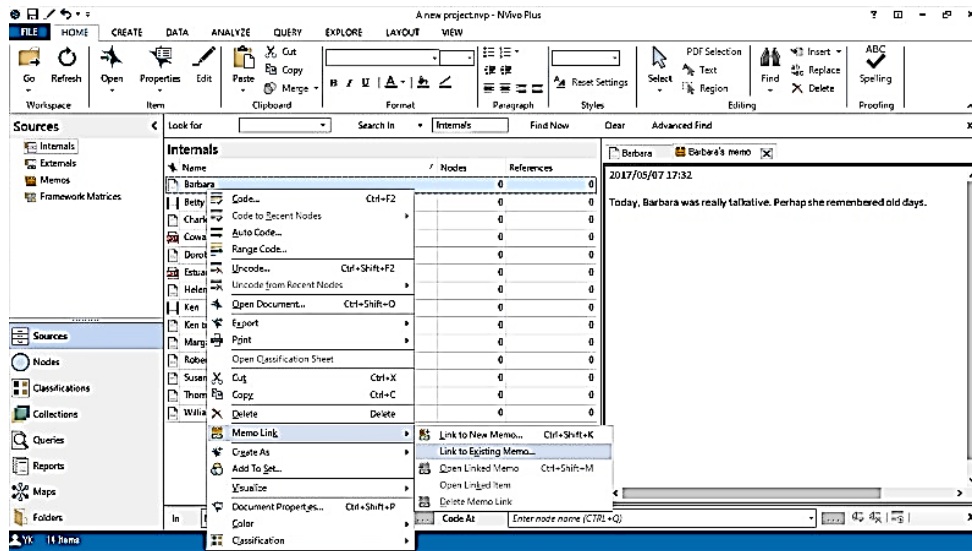
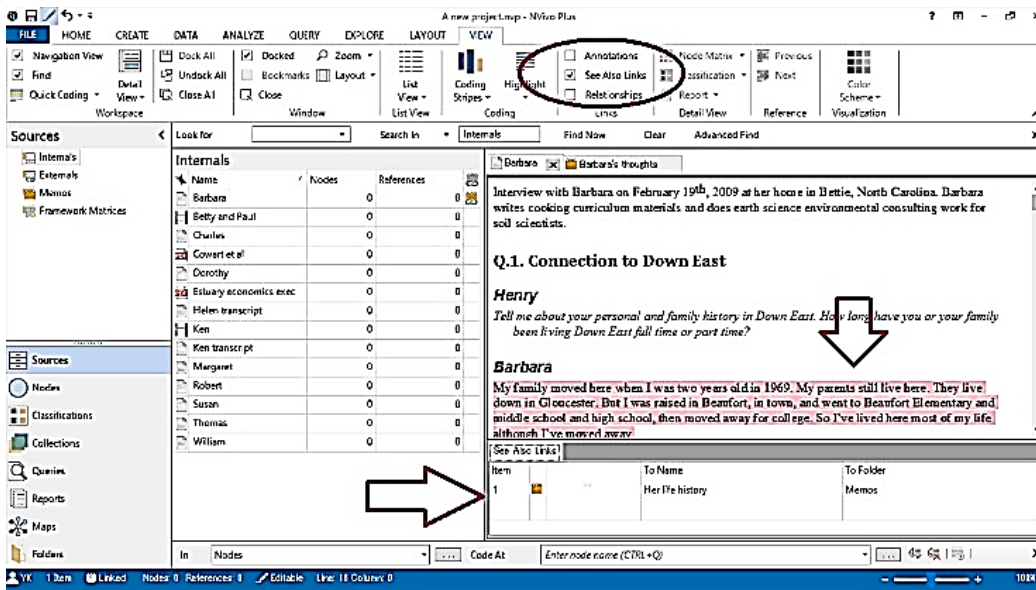27: Linking Barbara's interview document with her memo

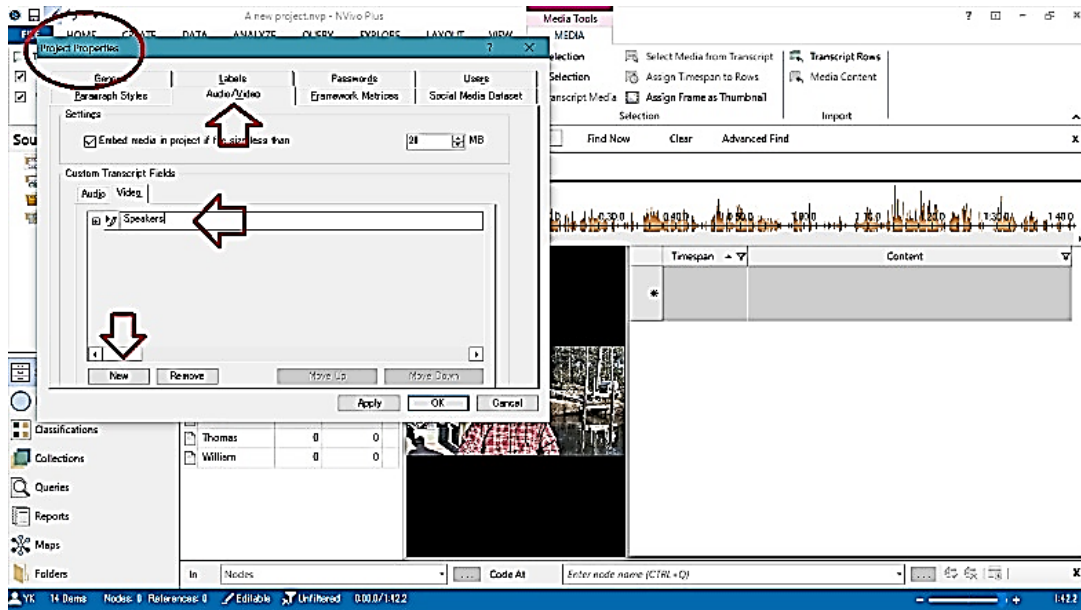28: Icon that shows memo has linked to Barbara's document
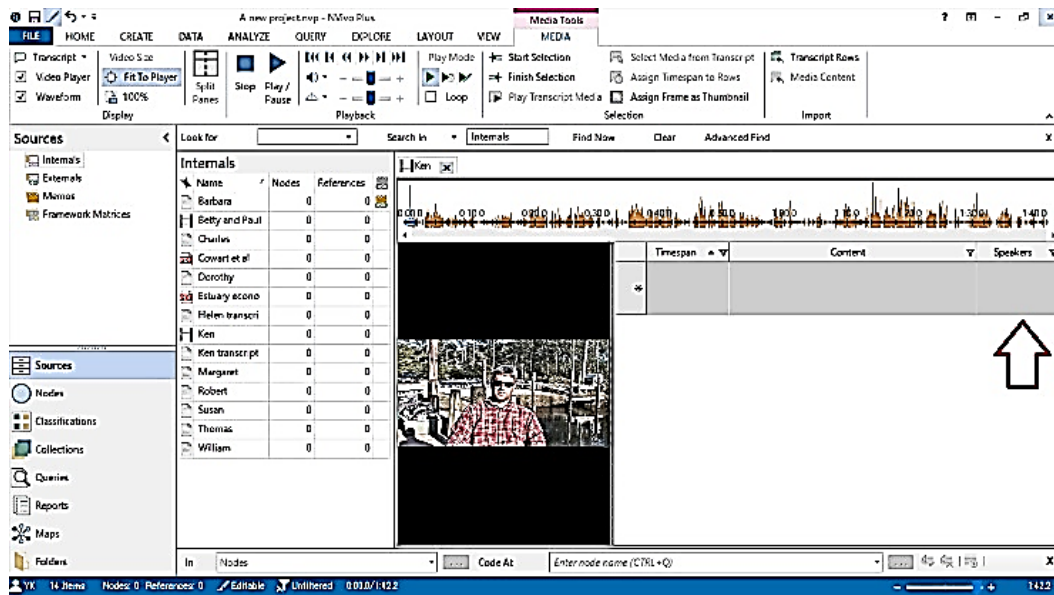
6) *See Also Link*

29: Creating a *See Also Link*

30

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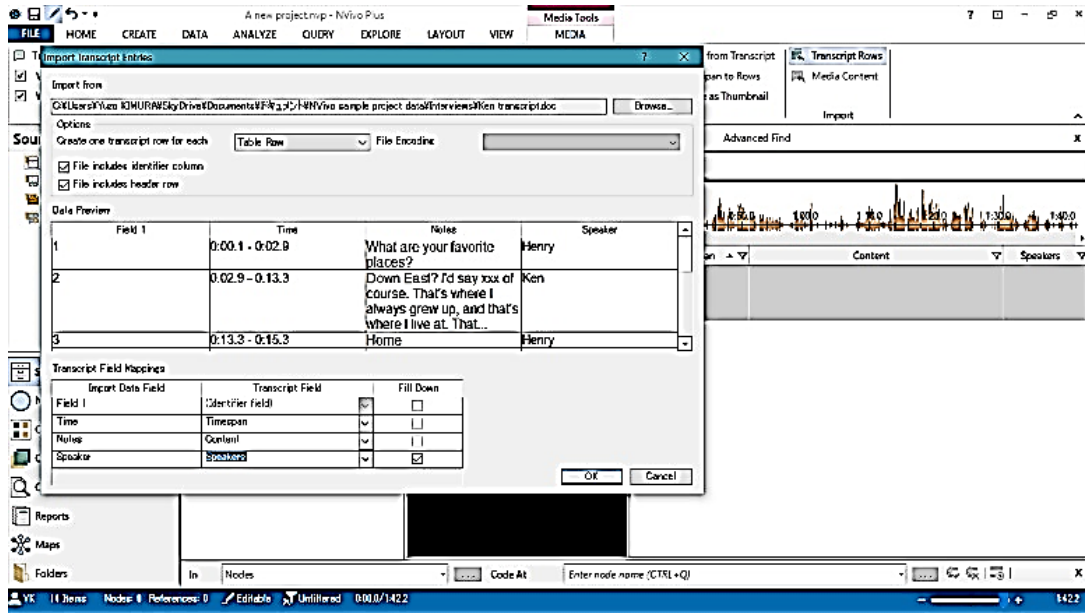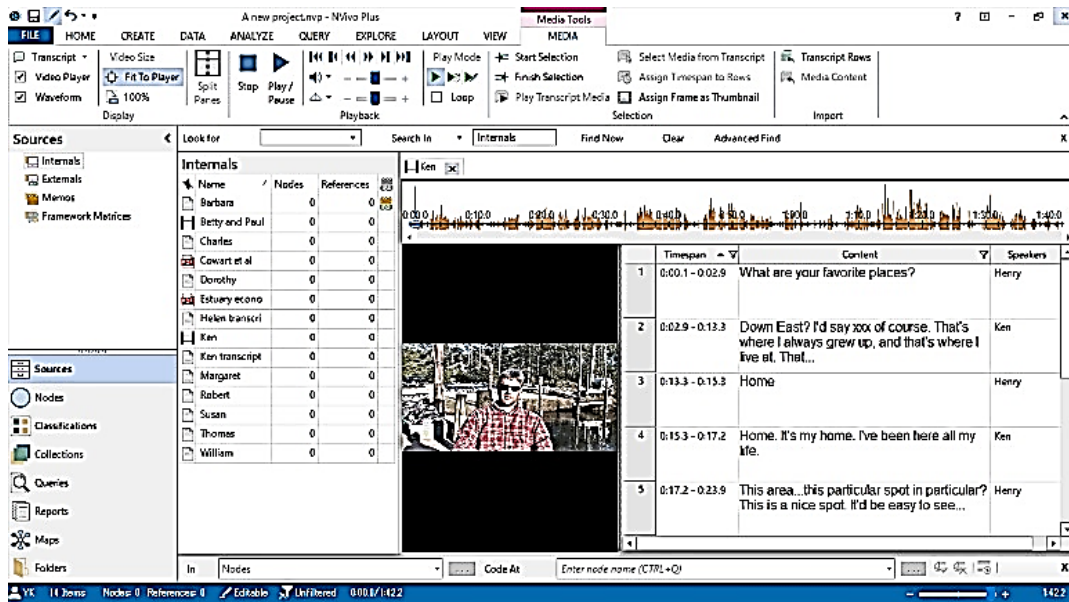

31

32: Adding speaker column.

Work with audio and video

To do this	Press
Play / pause.	F4
Stop.	F8
Skip back.	F9
Skip forward.	F10
Start selection.	F11
Finish selection.	F12

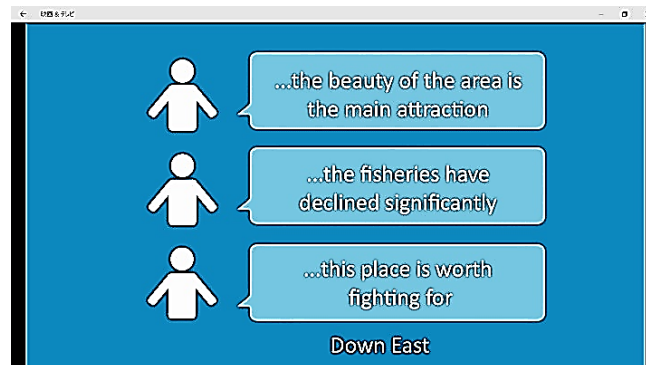33: Short cut keys for audio/video files

34

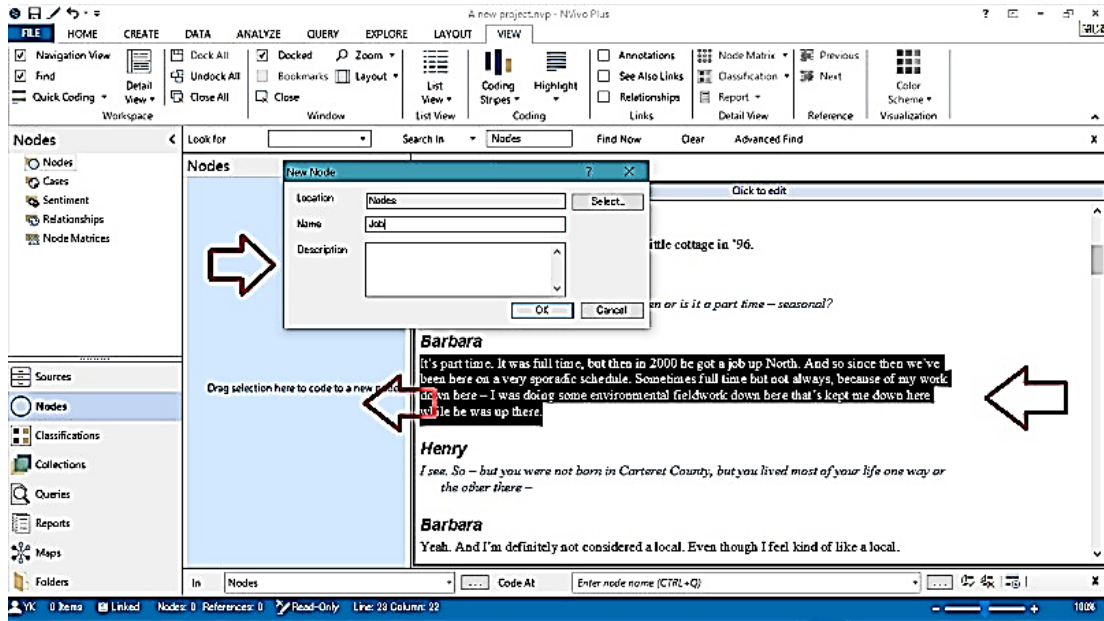

35: Importing transcription file

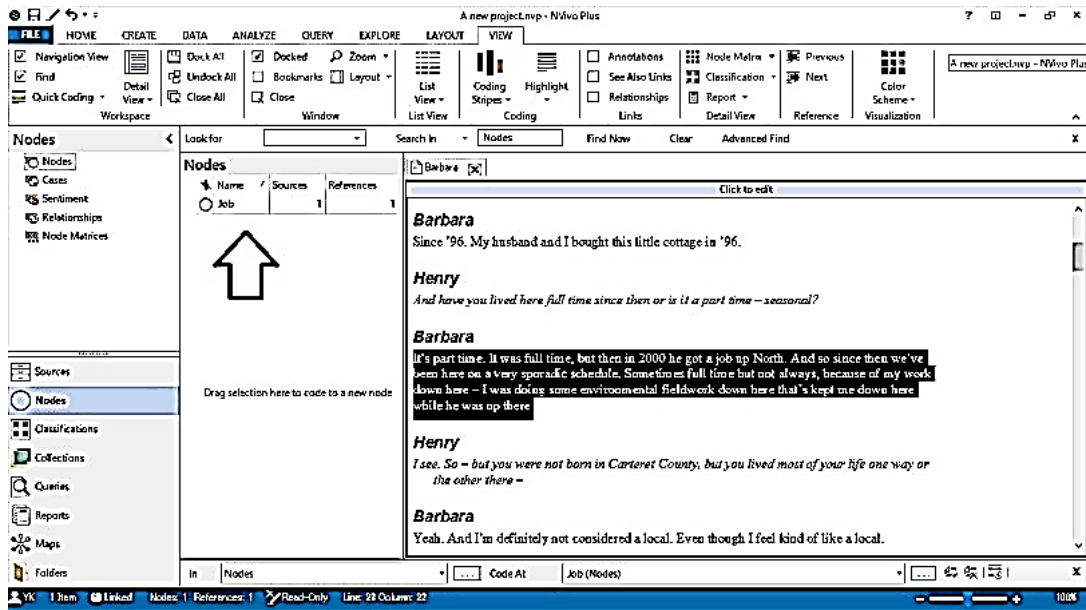8) Coding and nodes: Two kinds of nodes; Thematic nodes and case nodes

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)
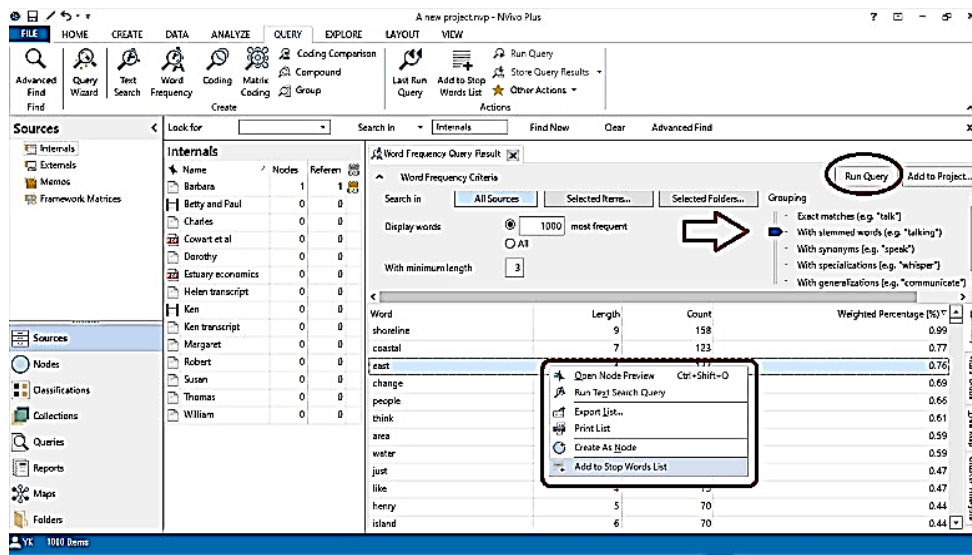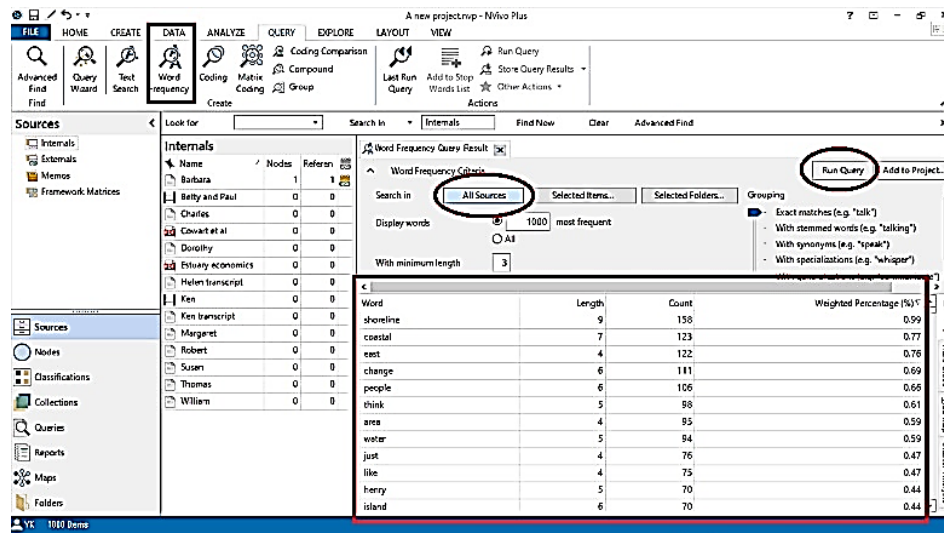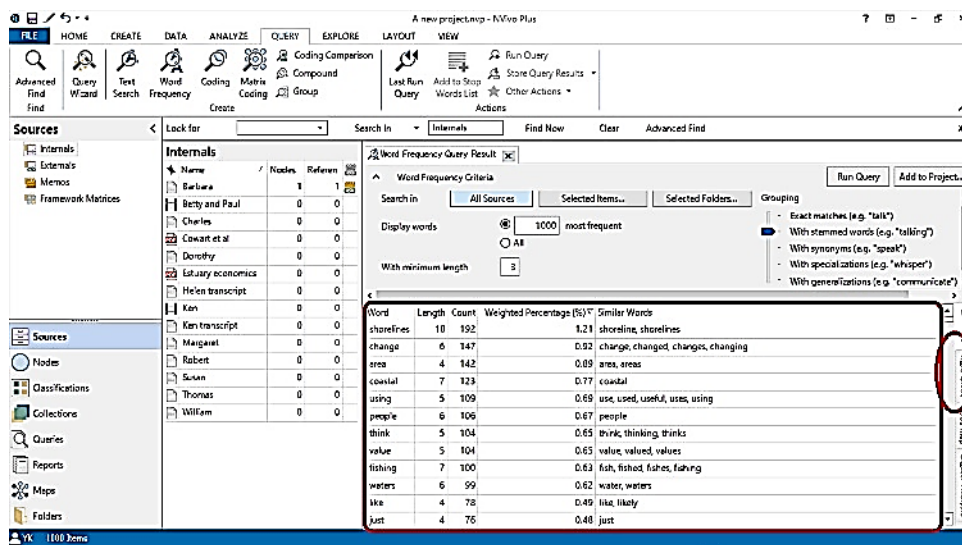

37

38

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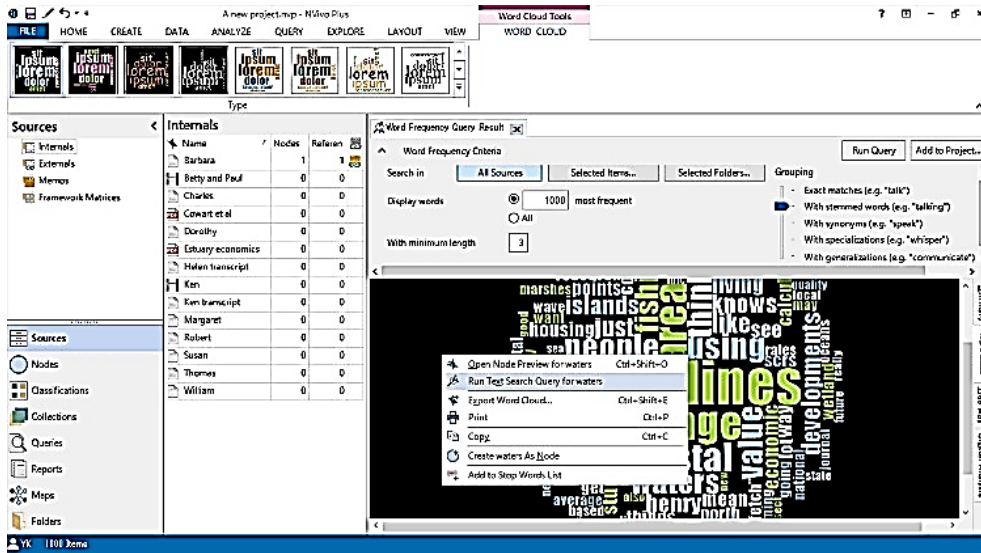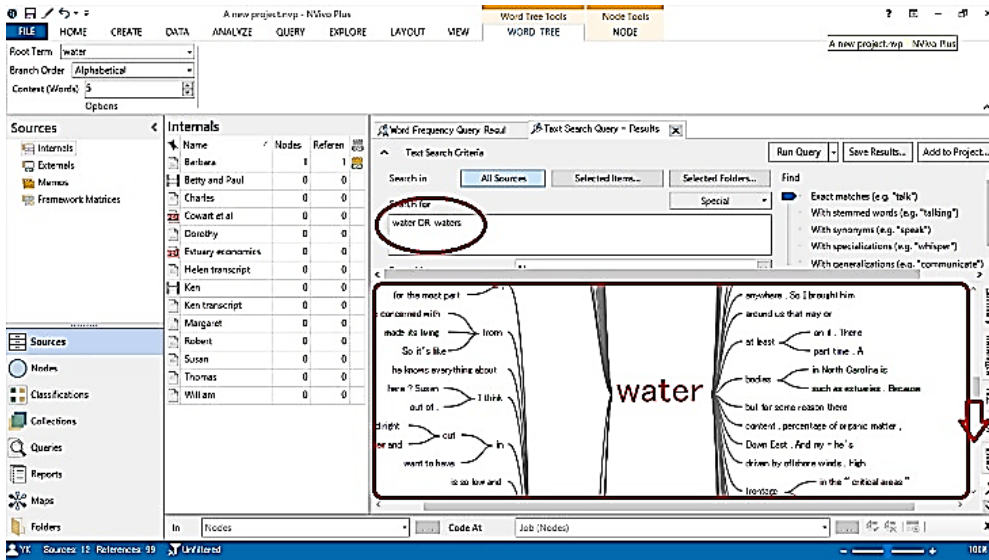

39: Iinitial *Word Frequency Query*

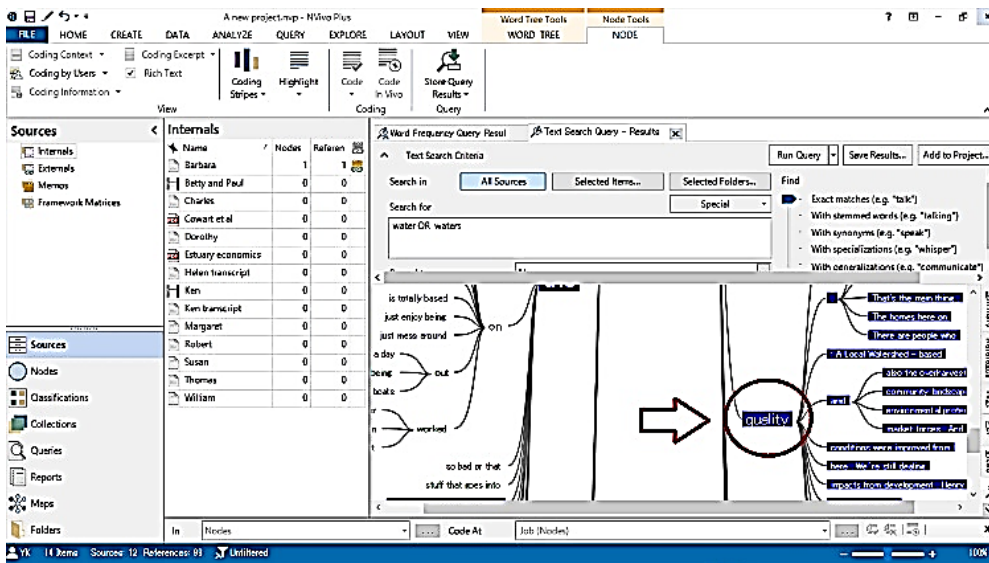40 Re-try adding *Stop words* and *with Stemmed words*
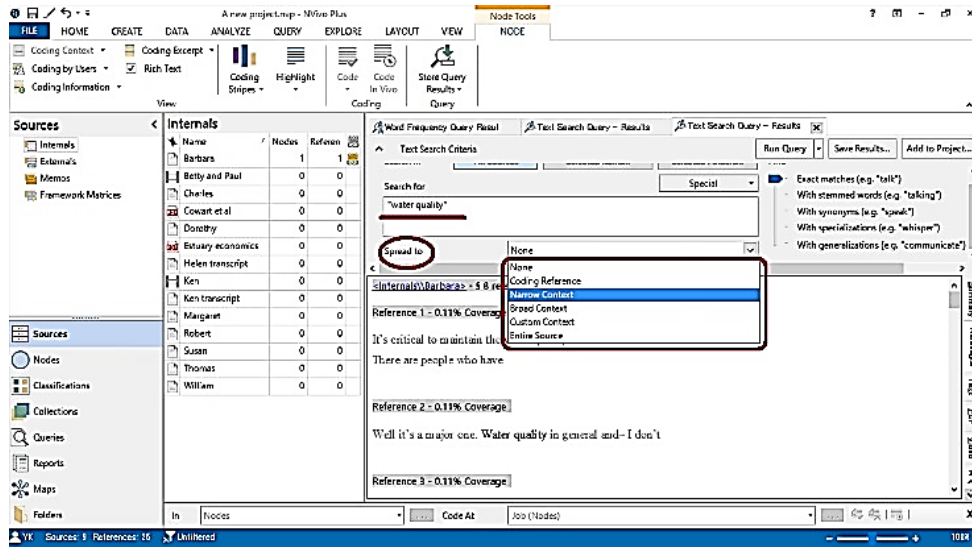

41 Let's take a look at *Word Cloud.*
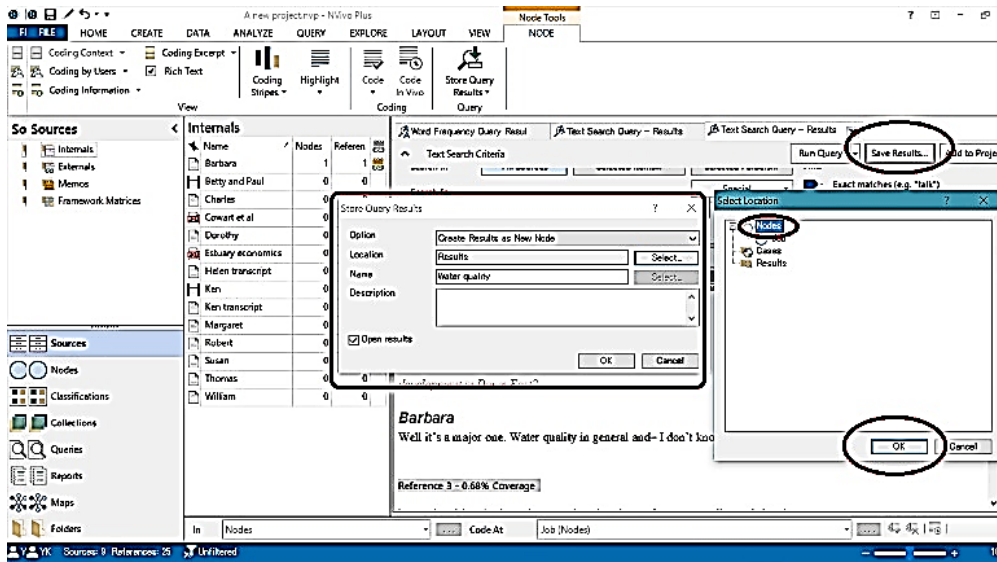
42 "Water" → right click→ *Text Search Query*

43 "water"…
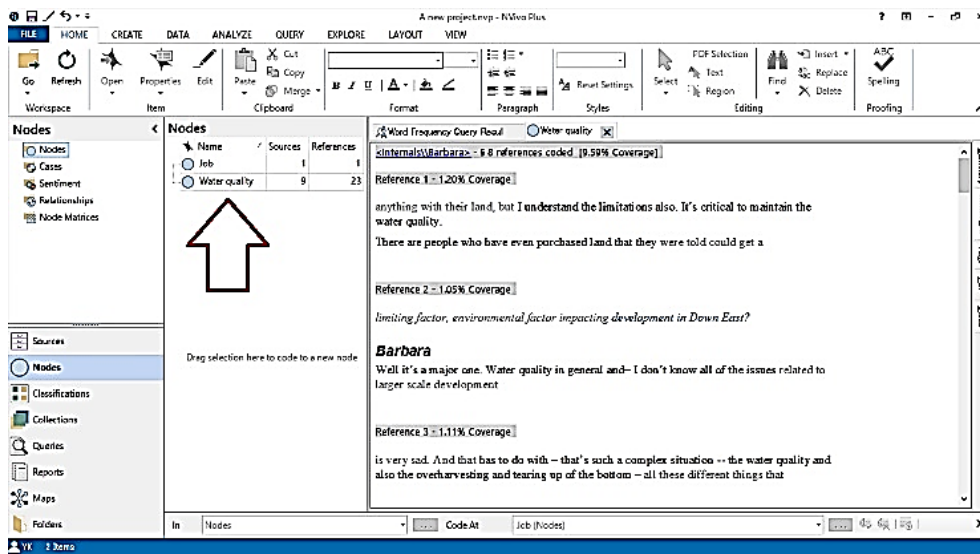

44 "water quality"!

45 A bit more context…

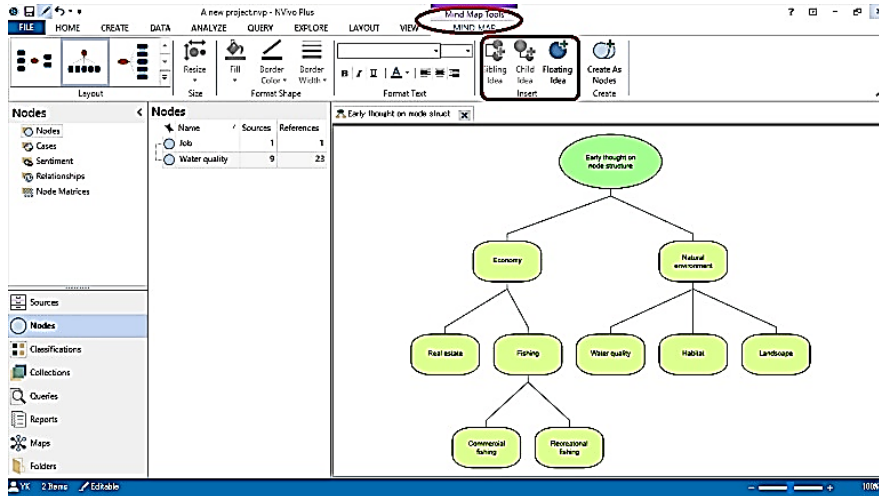46 Create as a new node

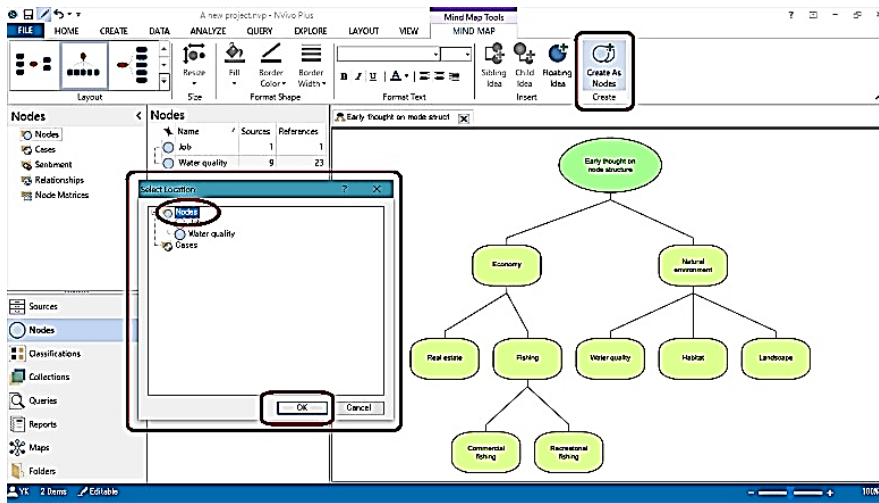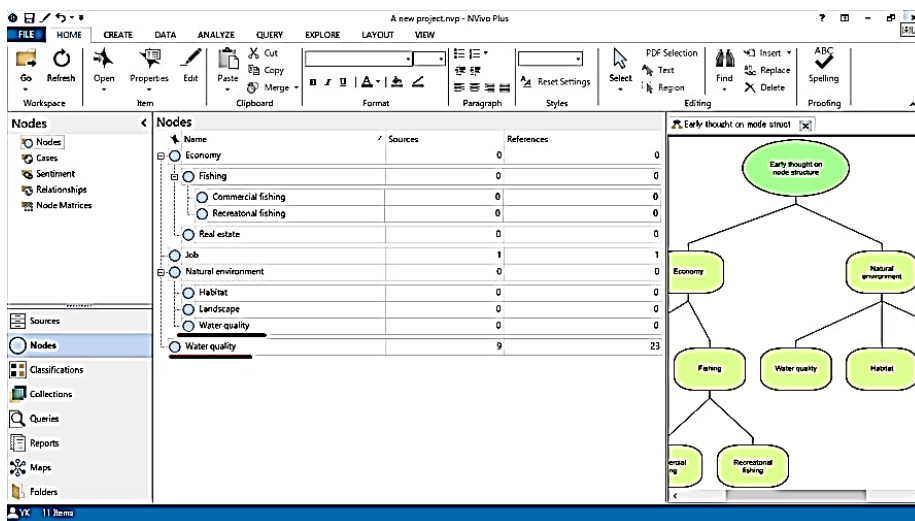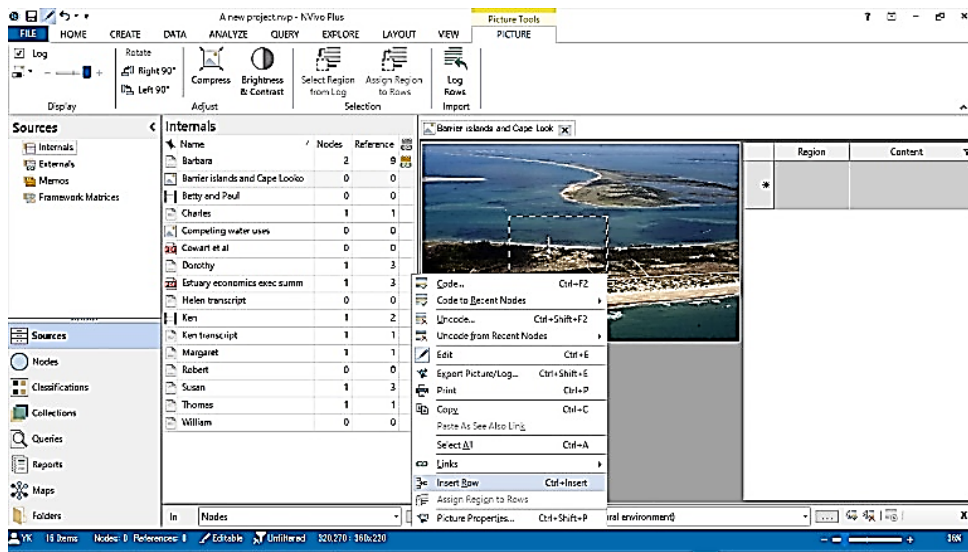

47 Water Quaity node
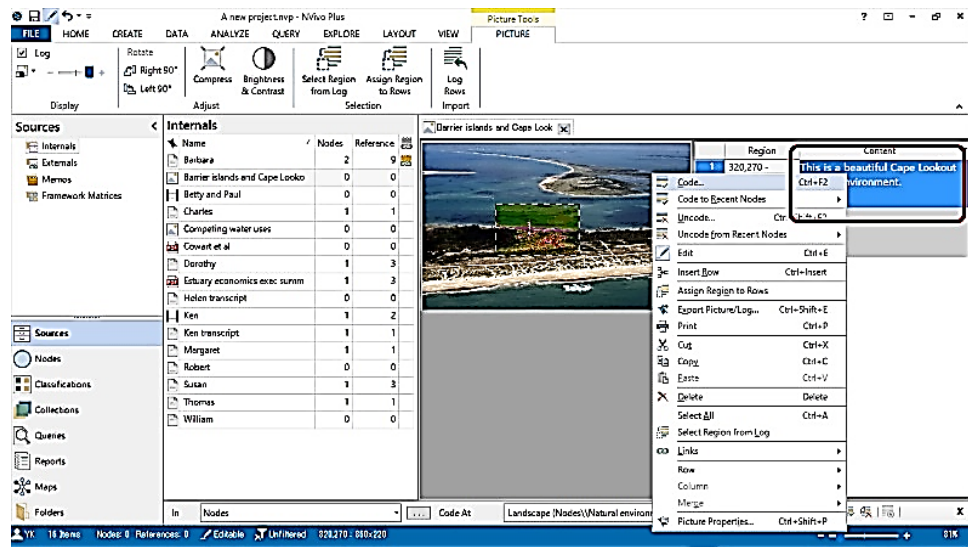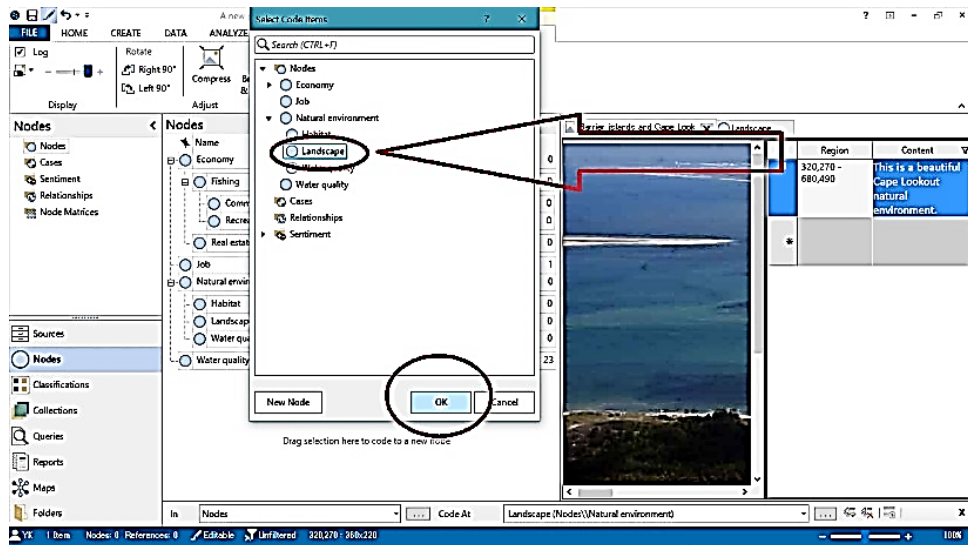
9-C Top-down fashion (Using *Mind Map*)
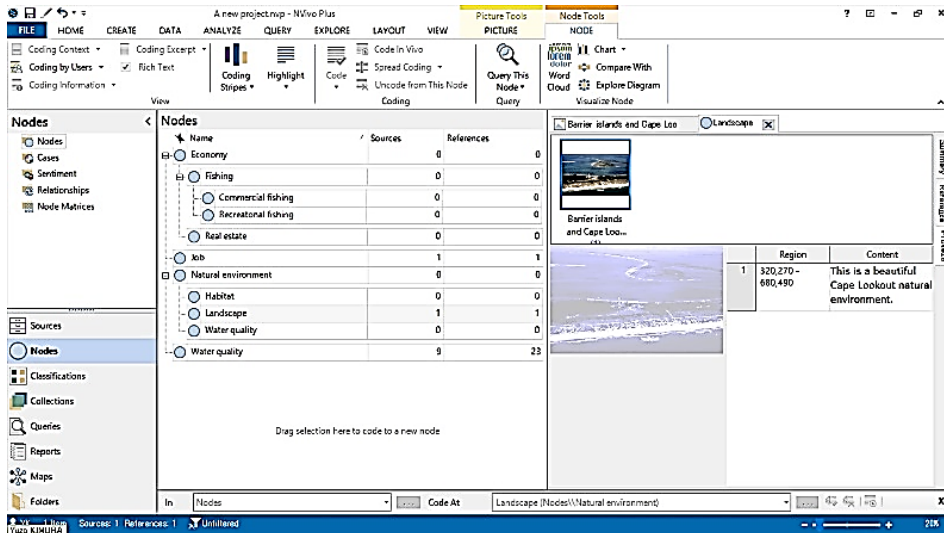

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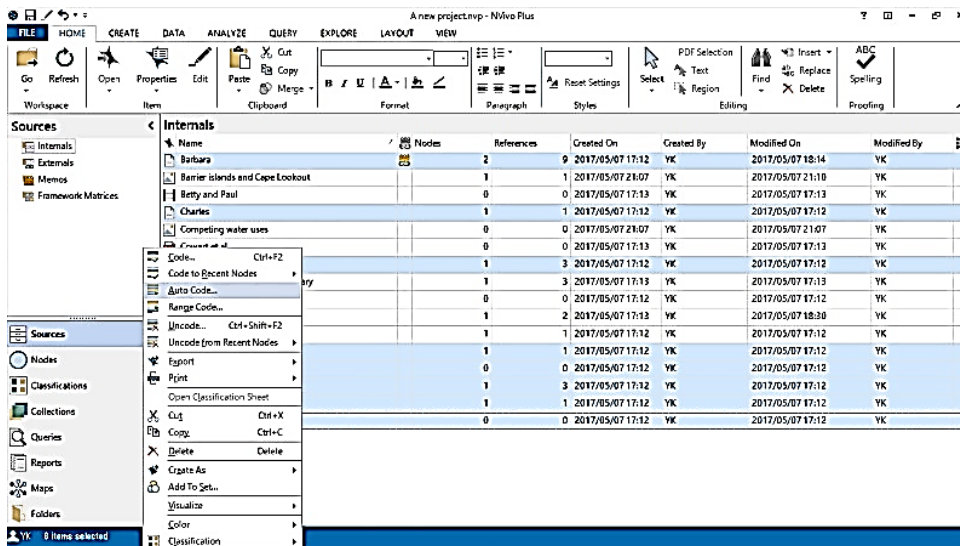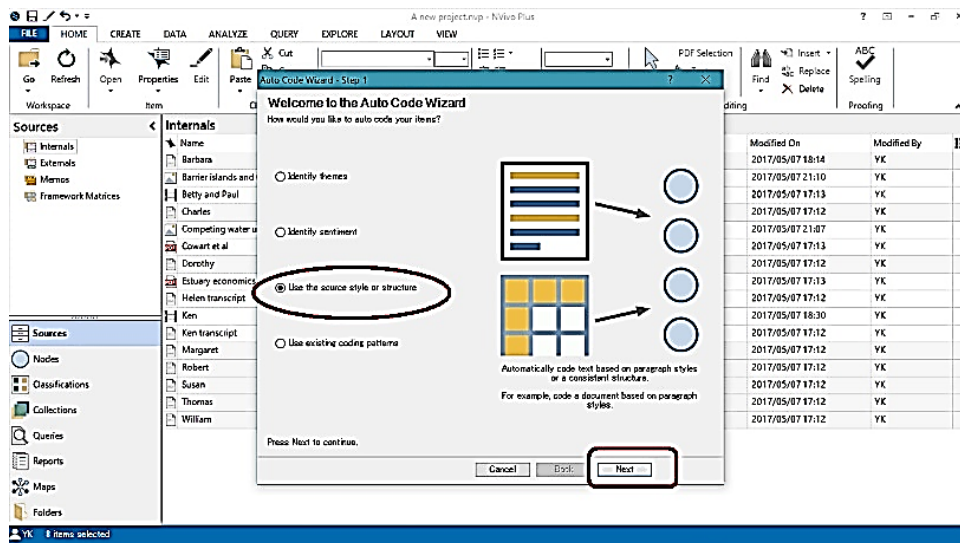10) Coding images/pictures
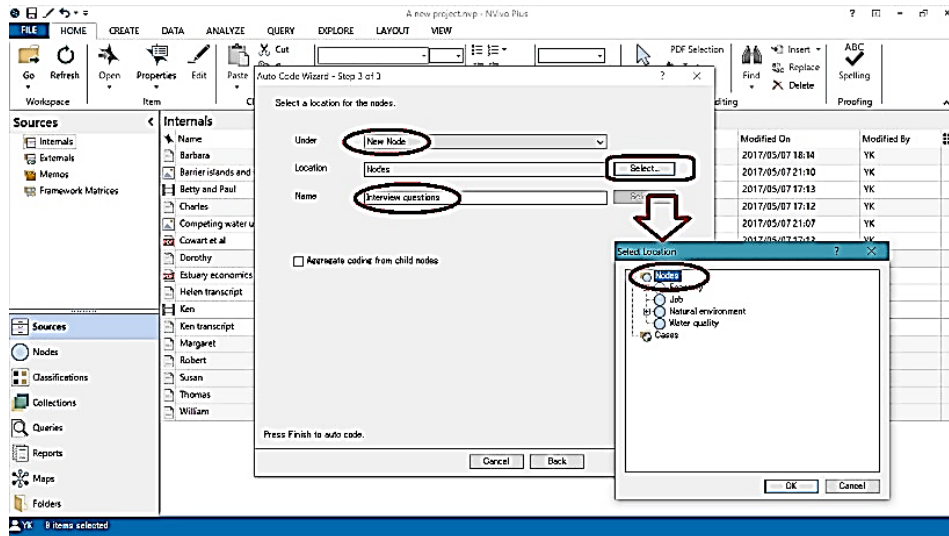

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11) Auto coding for thematic node (Using heading structure of interview document)

55

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57
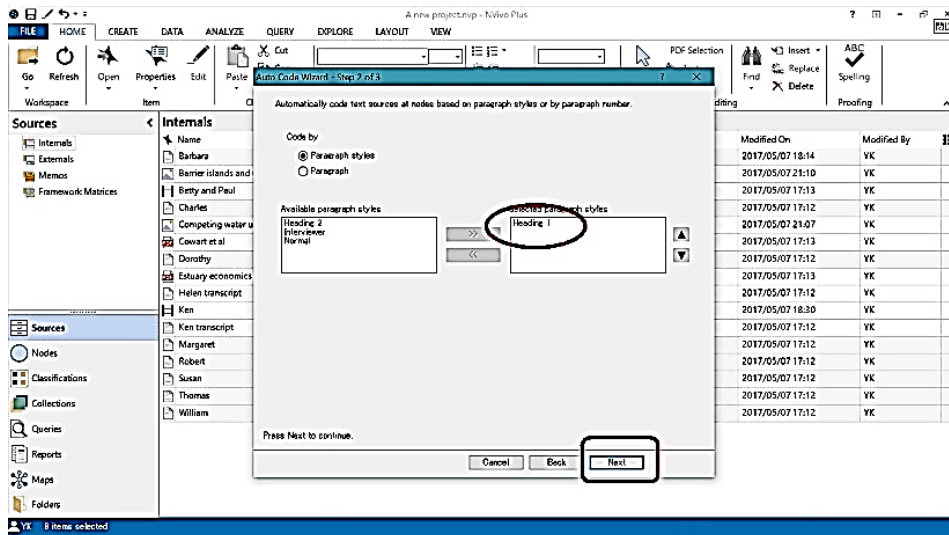
58

59 Done!

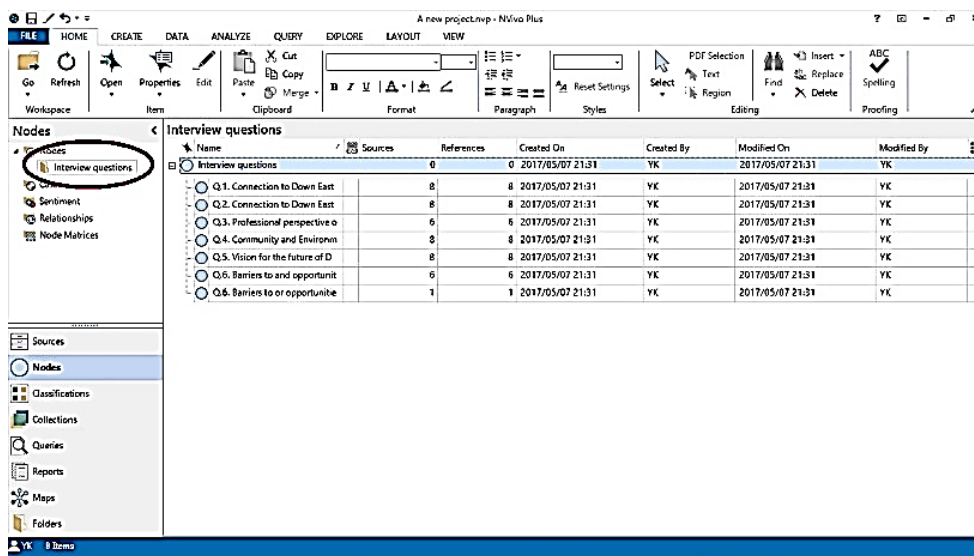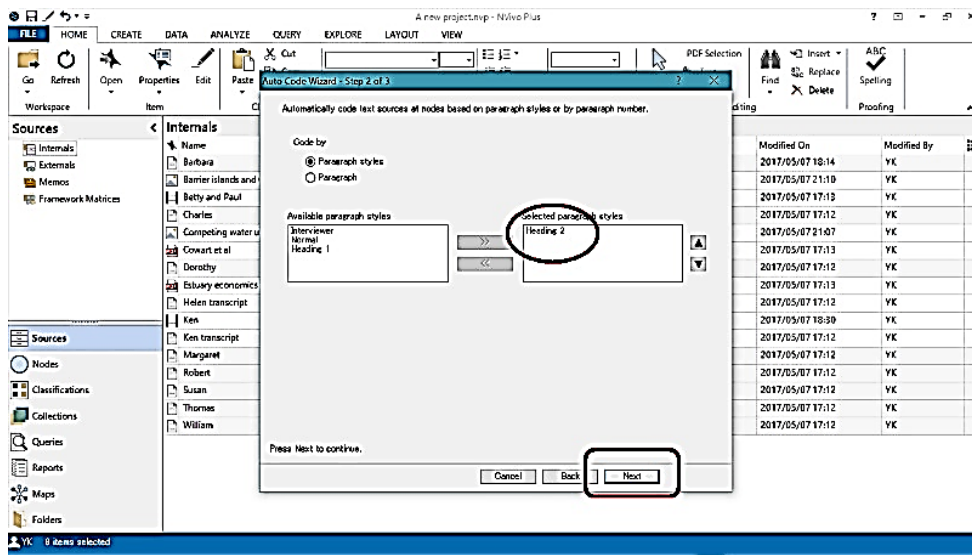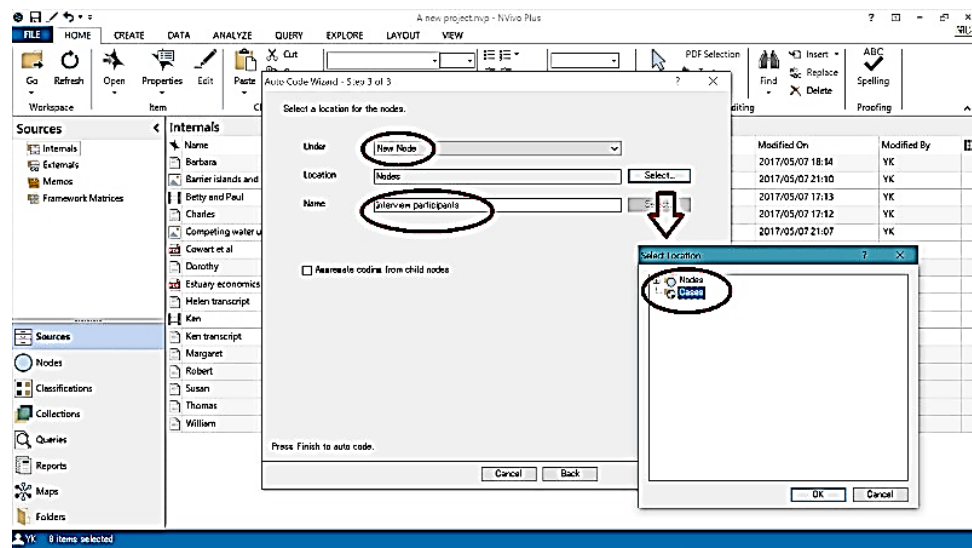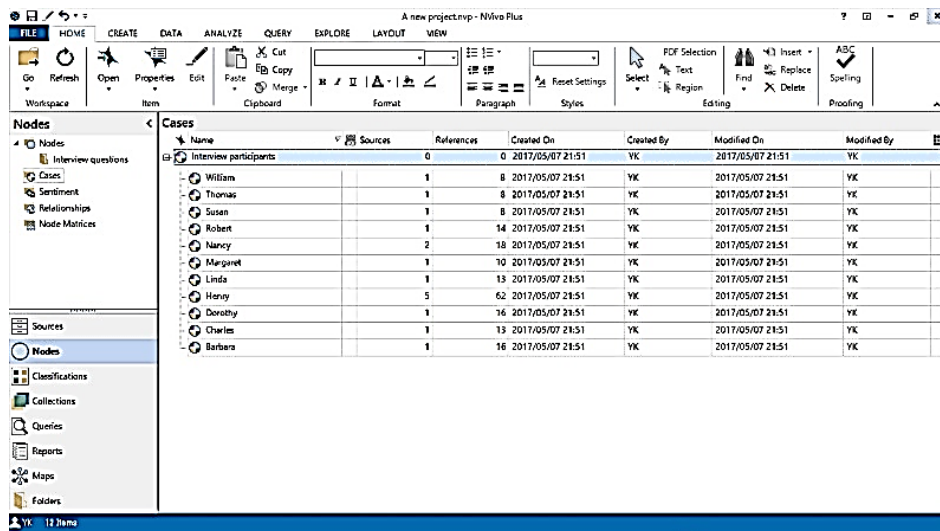12) Auto coding for case nodes (Using heading structure of interview documents)

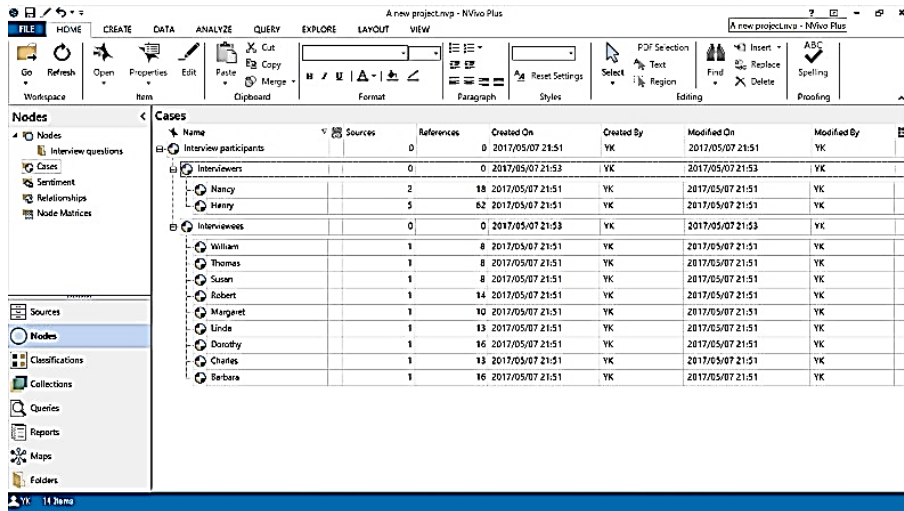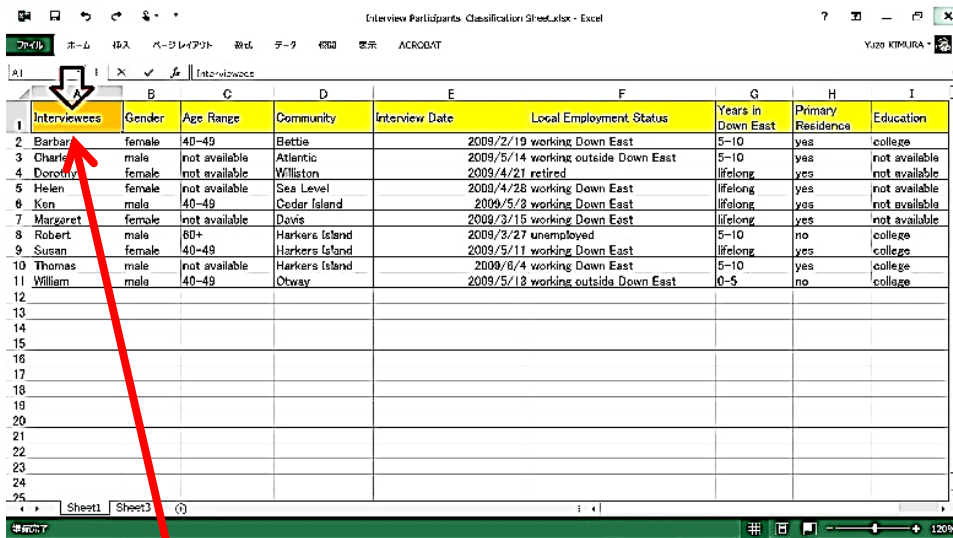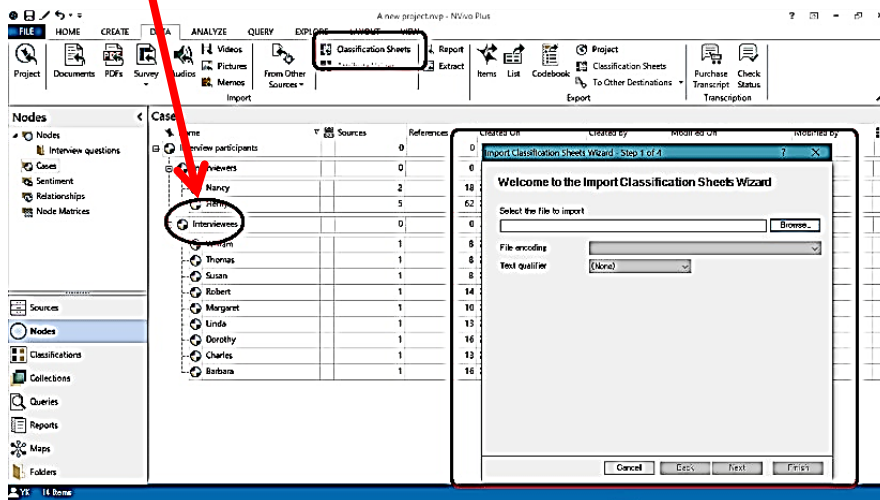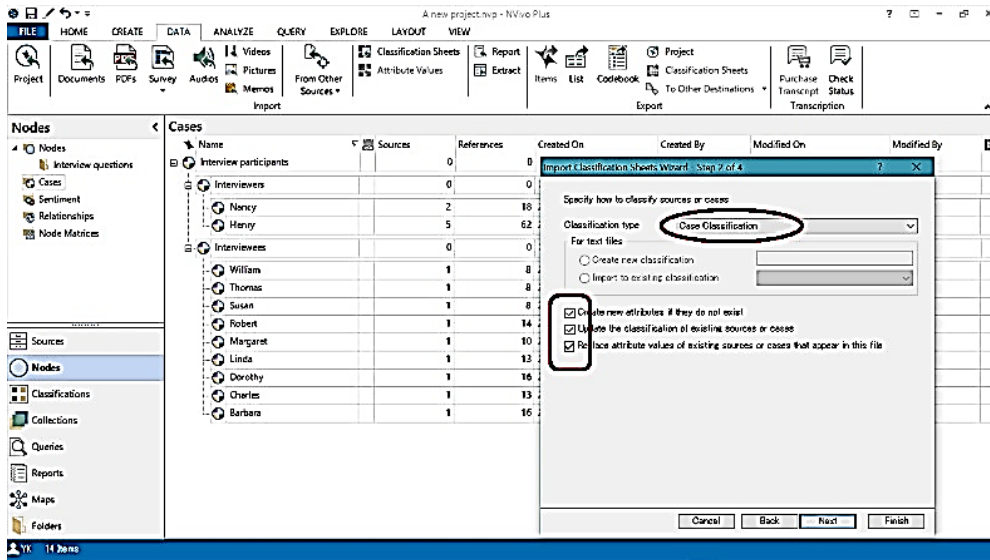
60

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62: Done!

63: A bit more housekeeping job… Done!
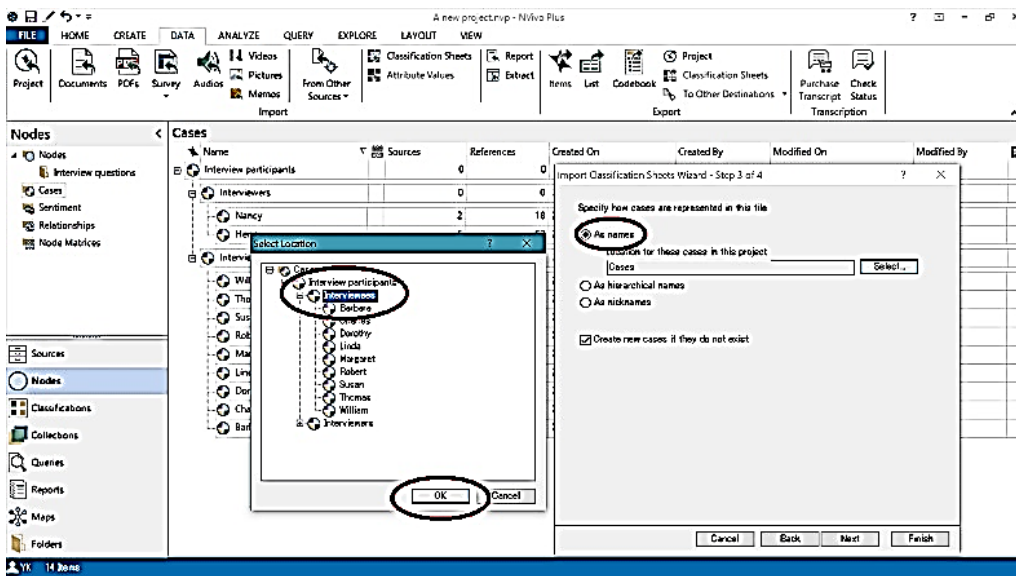
13) Adding demographic attributes to case nodes

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.
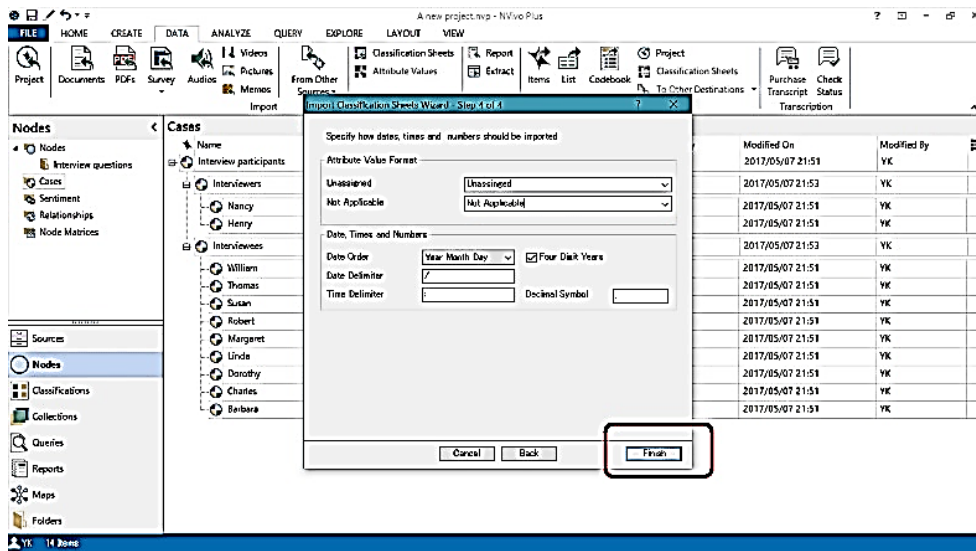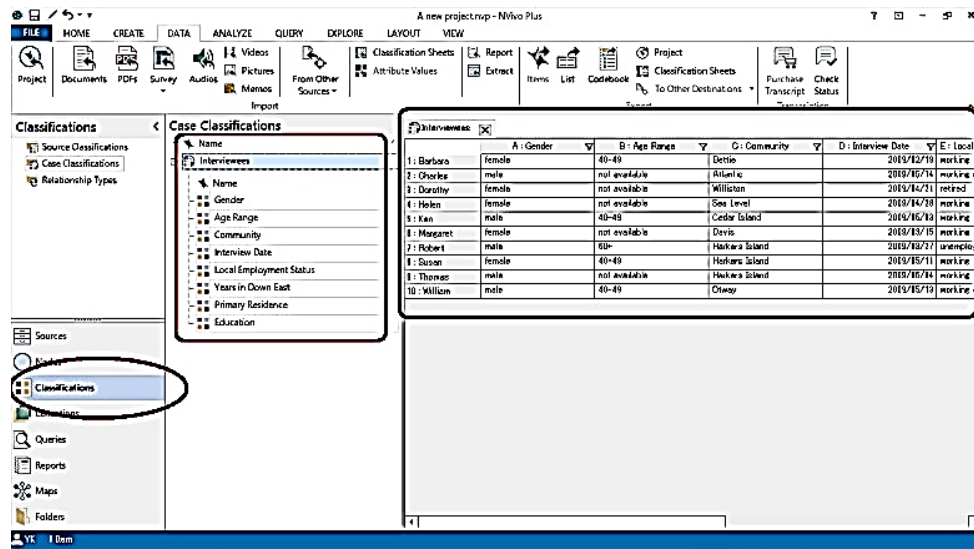

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69: Done!

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→)

Nodes

Name	Sources	References
Attitude	0	0
Balance	6	16
Community change	18	62
Economy	25	486
Infrastructure	11	43
Memorable quotes	5	16
Natural environment	24	324
Policy, management	14	38
Real estate development	27	313
Sense of community Down East	3	4
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

1. Child nodes are *always* a type of the parent node.
2. Group like ideas together.
3. Don't duplicate nodes; names should be unique.
4. 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

NVIVO

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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.
3. Don't duplicate nodes; names should be unique.
4. 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
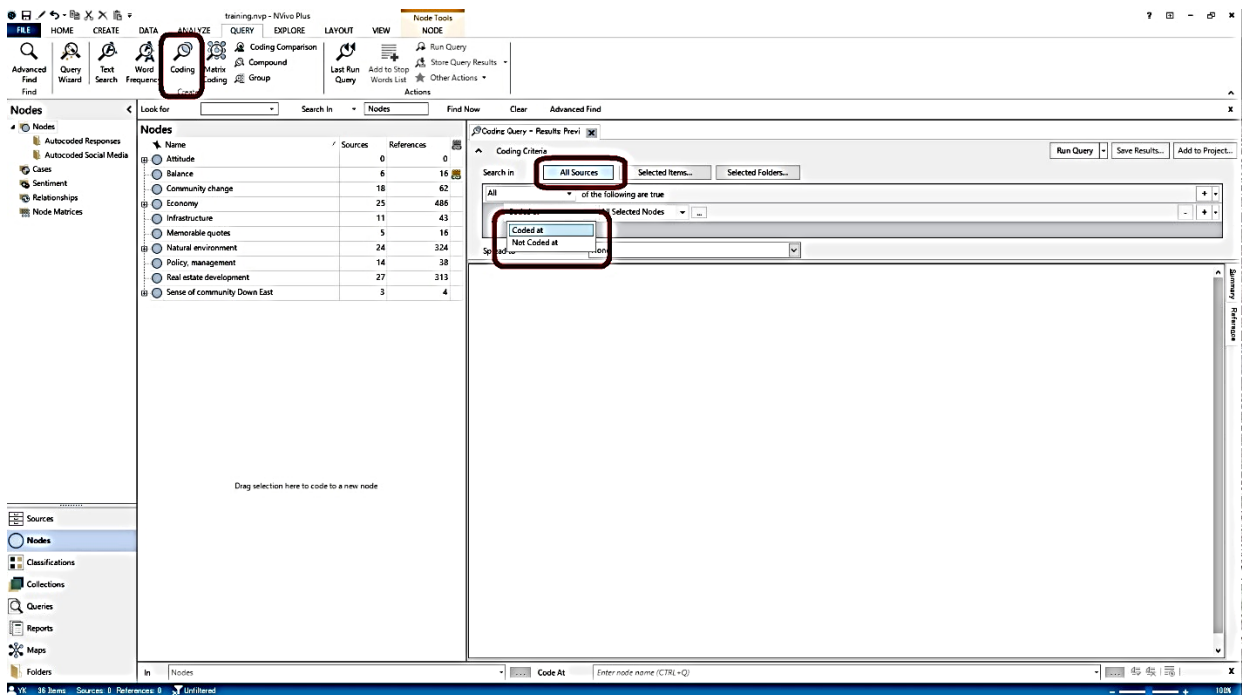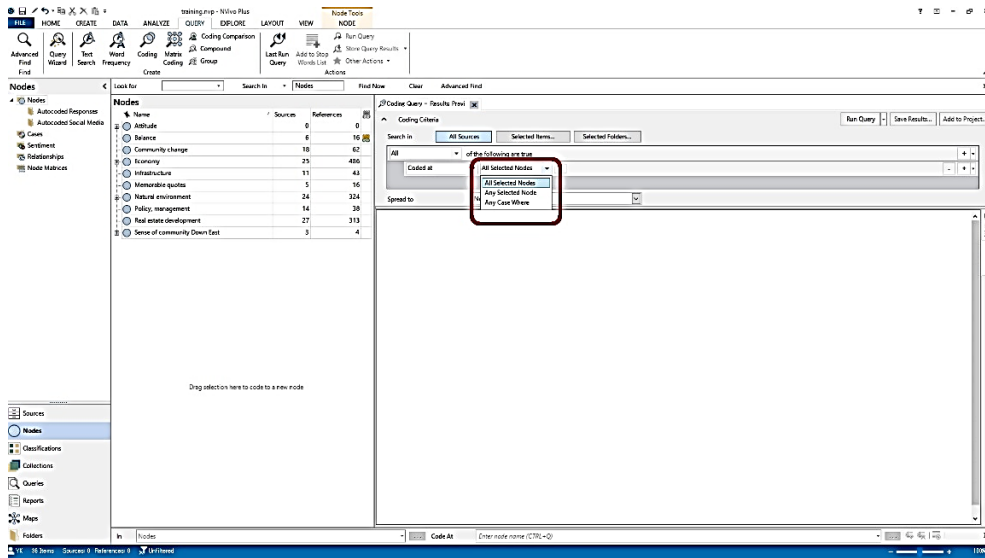- Real estate development
- Policy

NVIVO

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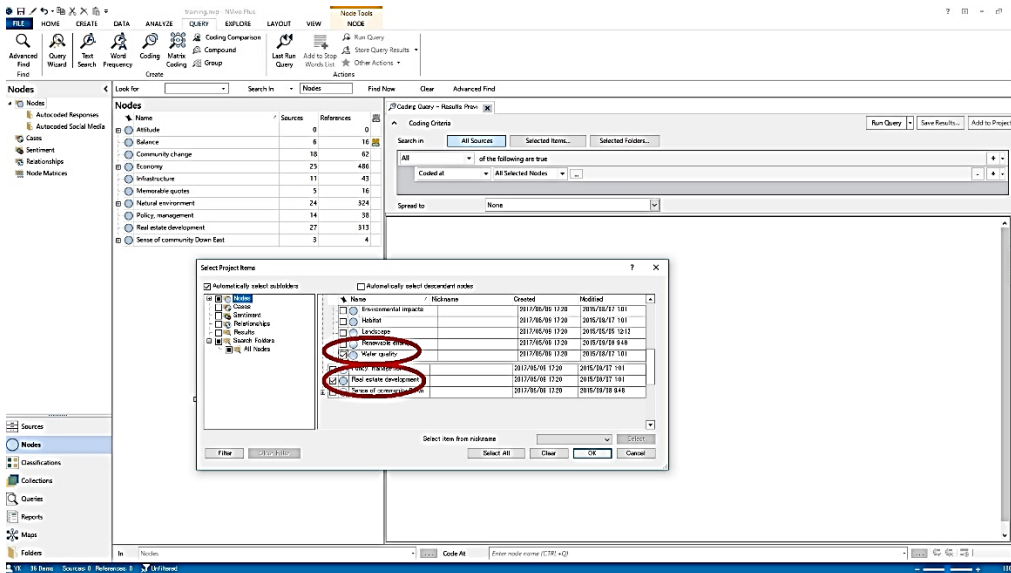14) Cording Query: Exploring all nodes that have both "Real Estate Development" and "Water Quality"
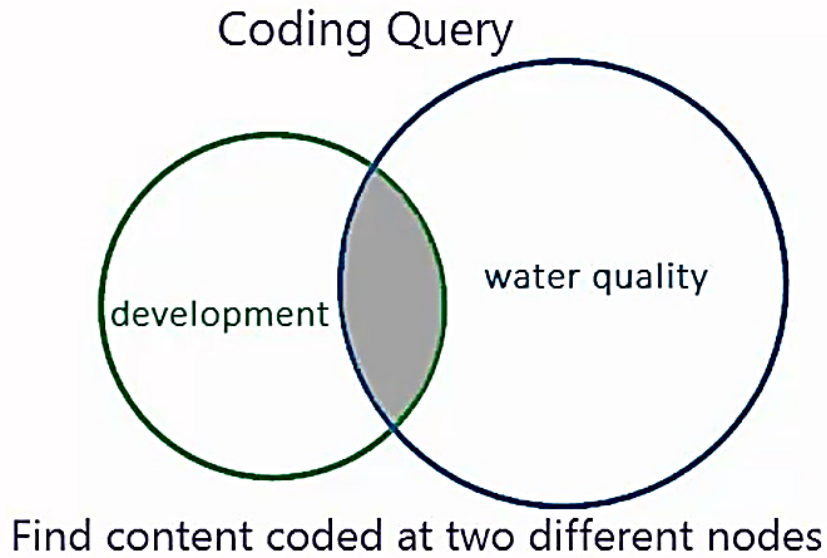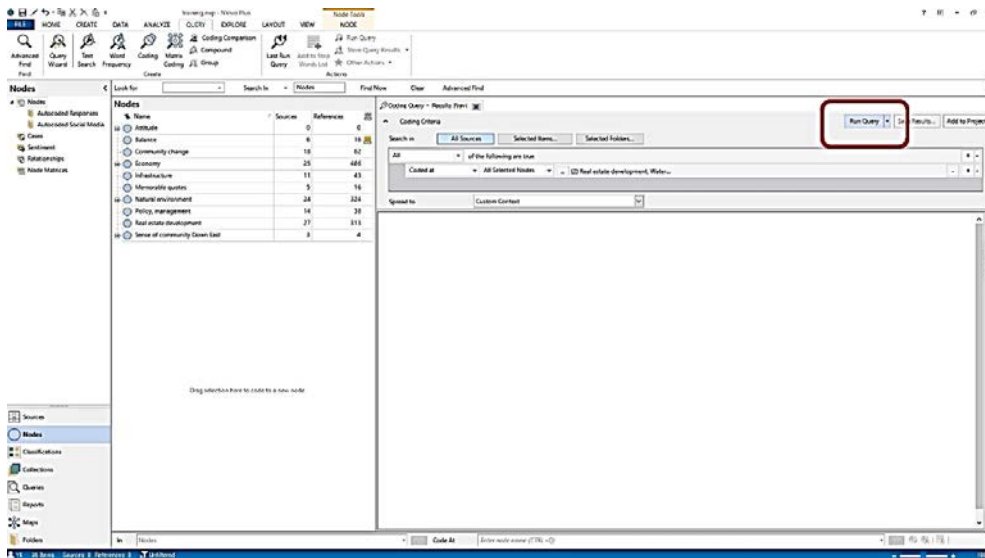
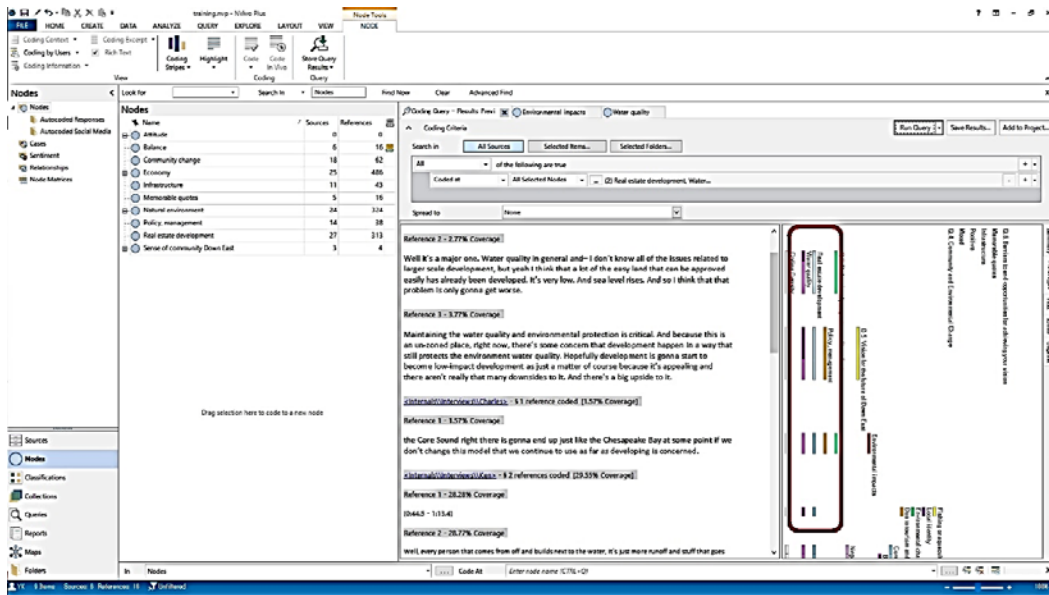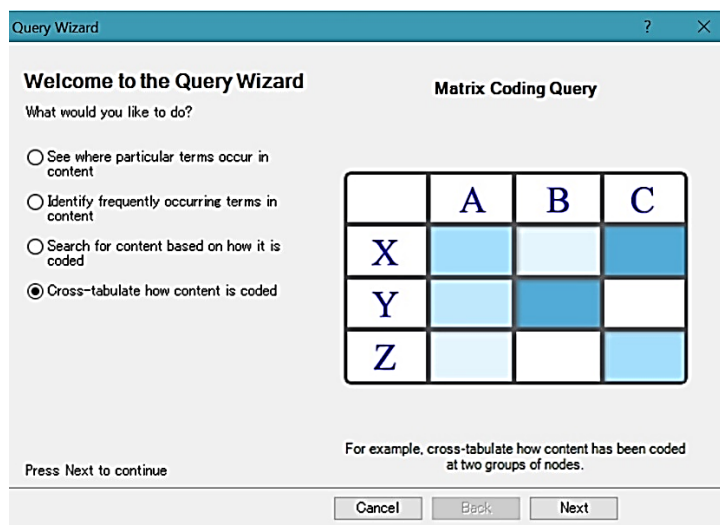

73: Concept of *Cording Query*
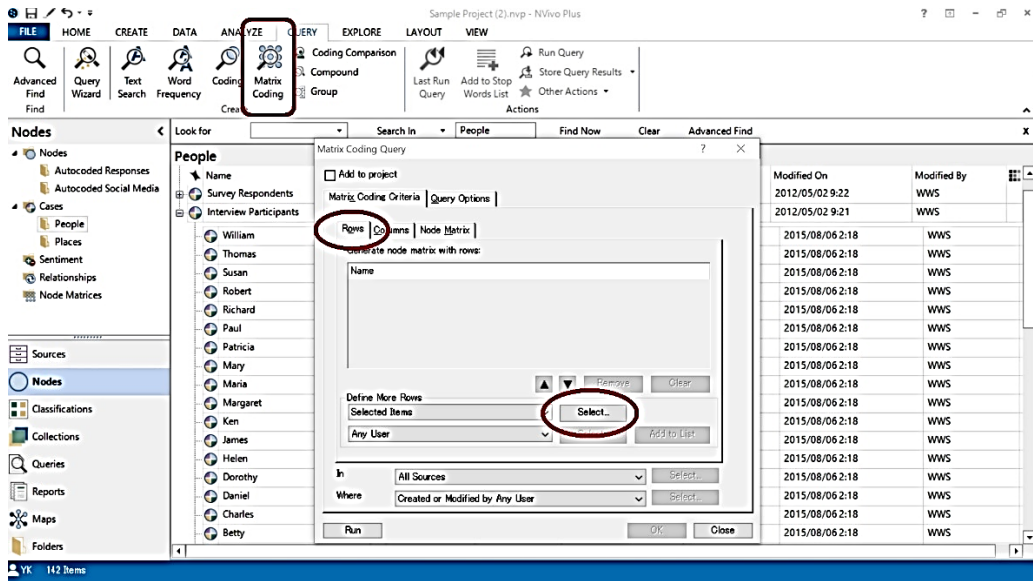

74

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78: Done!

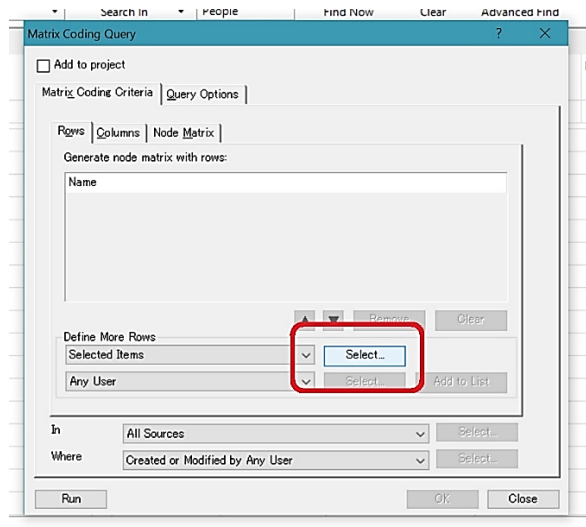15) Matrix Cording Query: Exploring interview participants' community and their attitudes to natural environment
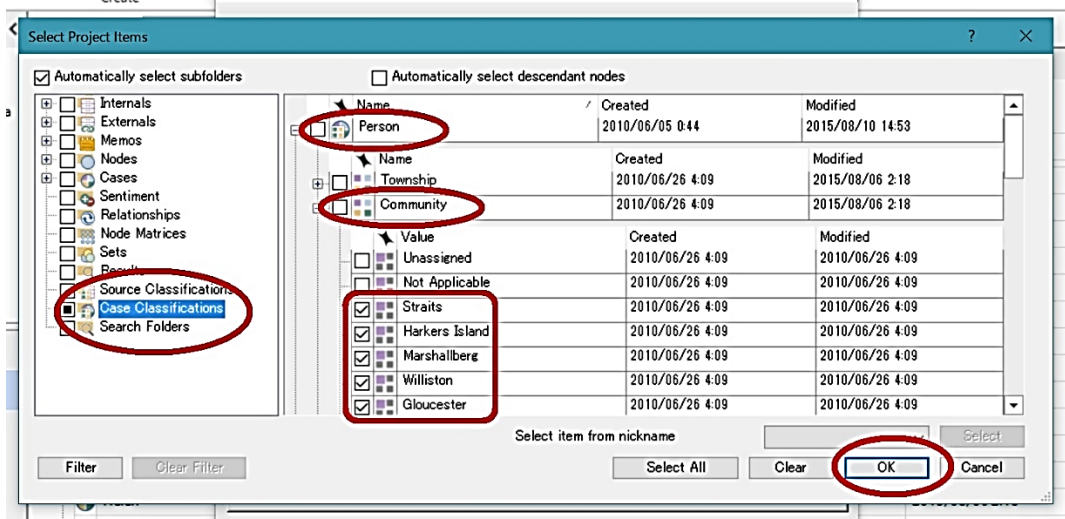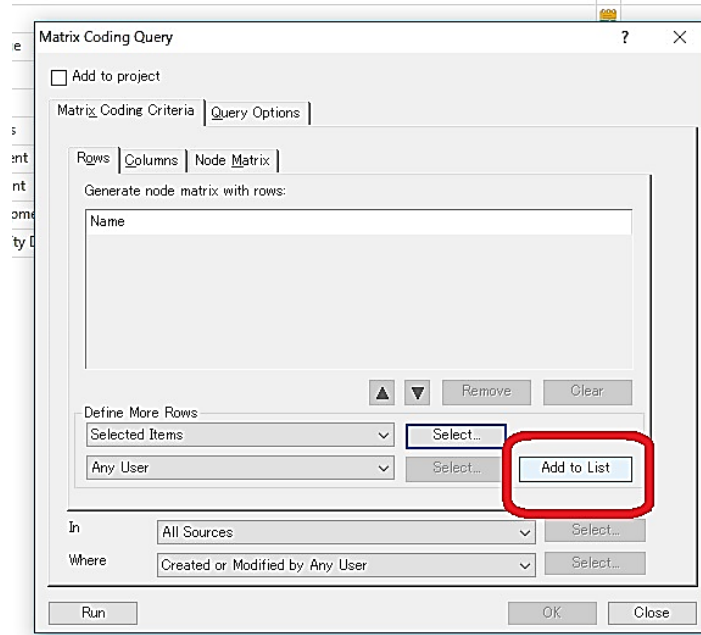
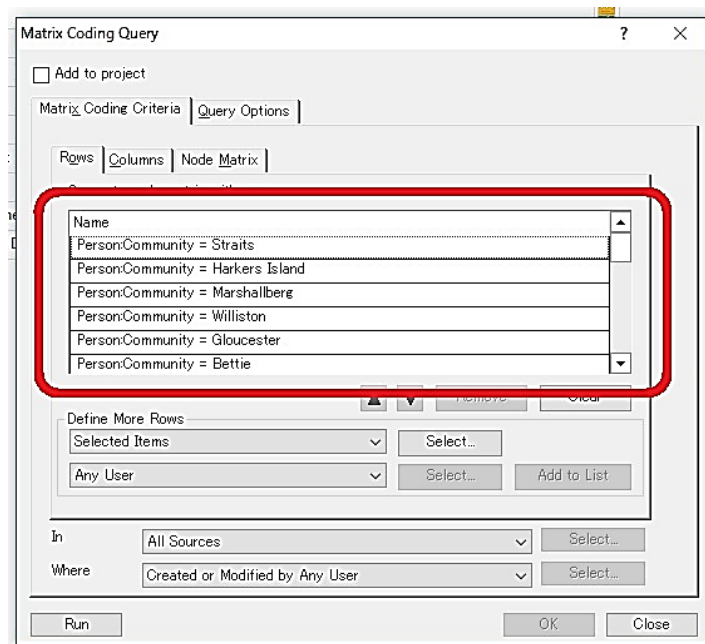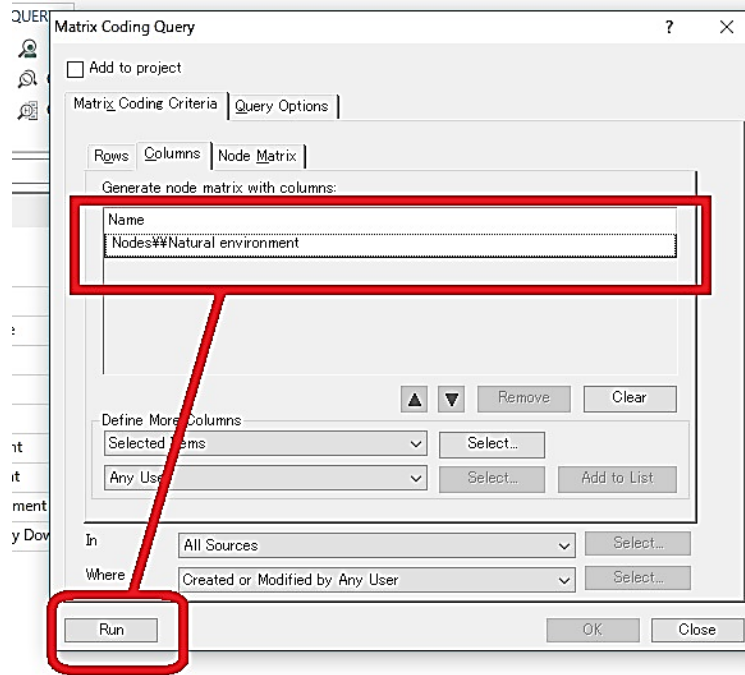

79: Concept of *Matrix Cording Query*

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89: Finish!