W4: Using NVivo 10 for Qualitative Data Analysis

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First thing after you login:

- **In IE or Chrome** – Go to [http://tinyurl.com/iassist15nvivo](http://tinyurl.com/iassist15nvivo)
- Follow steps in “FIRST HALF OF WORKSHOP – TO DO” box.
NVivo – What is it?

Analysis software for ‘coding’...

surveys
interviews
focus groups
websites
facebook posts
twitter posts
news articles
field notes

images
filmed interviews
recorded interviews
YouTube clips
recorded field notes
What is a ‘code’?

A code is:

“often a short word or phrase that symbolically assigns a summative, salient, essence-capturing, and/or evocative attribute for a portion of language based or visual data.” (p. 3)

Code ≈ “Node” in NVivo

Coding is both a means of dividing your data into manageable segments, as well as a means of allowing you quick access to the relevant data when you need it.

Figure 1: Illustration of Coding and Marginal Remarks

It was really good. There was a variety of activities, the overhead and information where they talked about it, and the opportunity to practice the activities together. I liked it. The 5 hours went really quickly. We had a good group, and felt very comfortable because everyone was open and sharing. And the lunch was wonderful. Having lunch was a good idea.

Yes, the structure helped my grasp the information, and I enjoyed the group size and variety of activities. 3.5 hours was good enough, and it went quickly. It all seemed to follow their outline, and it gave the opportunity to listen and then practice and get to know other people, because I was there by myself.

I think I would have gotten the same information either way with the overheads and printouts, but the interpersonal and opportunity to relate to other people and have back and forth and the ability to ask questions was more personal and enjoyable. In a webinar, I don’t feel comfortable asking questions to someone I don’t know, so the personal, face to face was better than if I did the webinar. I imagine I would have gotten the same information, but it wouldn’t have been as enjoyable, and without the activities and other people’s questions, I probably wouldn’t remember as much.
Coding is both a means of dividing your data into manageable segments, as well as a means of allowing you quick access to the relevant data when you need it.

Figure 1: Illustration of Coding and Marginal Remarks
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Prior to 2nd half of workshop:

• **In IE or Chrome** – Go to [http://tinyurl.com/iassist15nvivo](http://tinyurl.com/iassist15nvivo)

• Follow steps in “SECOND HALF OF WORKSHOP – TO DO” box.
Attributes & Classification Sheets
Facilitating comparisons across categories
### INTERVIEW SUBJECTS

- Sex/Gender
- Race/Ethnicity
- Age
- Educ Level

#### "CLASSIFICATION SHEET"

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#### "ATTRIBUTES"
W4: Using NVivo 10 for Qualitative Data Analysis

Thanks for attending!

Any questions?