

Have you downloaded all the files (see email from Sociology/Fiona)?

# NVivo Training Workshop

PhD Skills Suite

Tuesday 4 Feb, 12.30-2pm

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Queen's University Belfast

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## Outline



Introduction to the software



How to organize your data

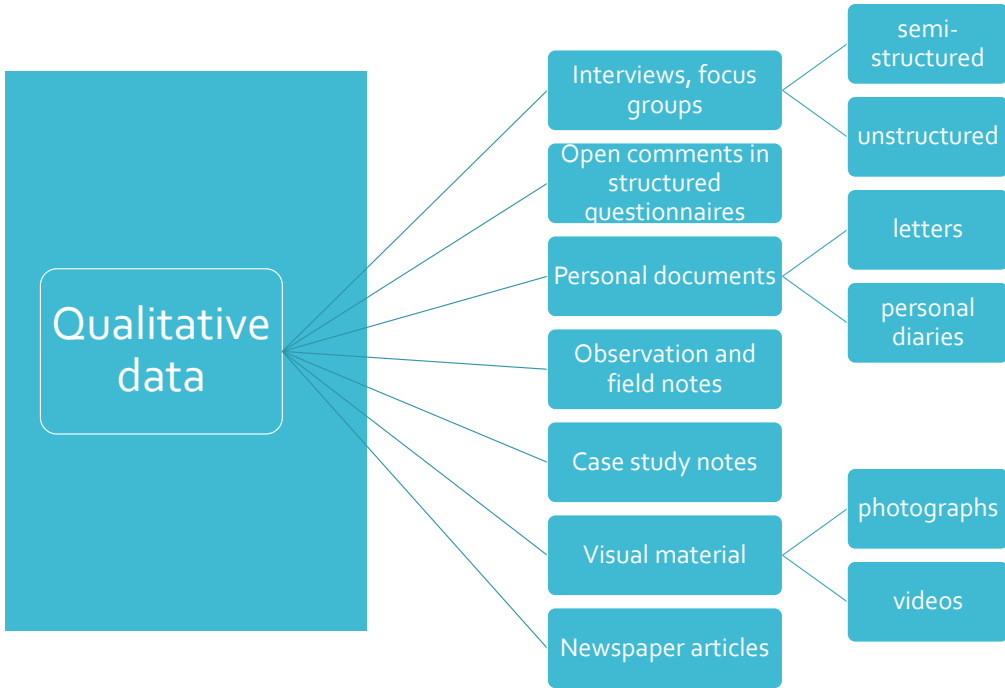
*Importing files  
Creates cases & classifications*



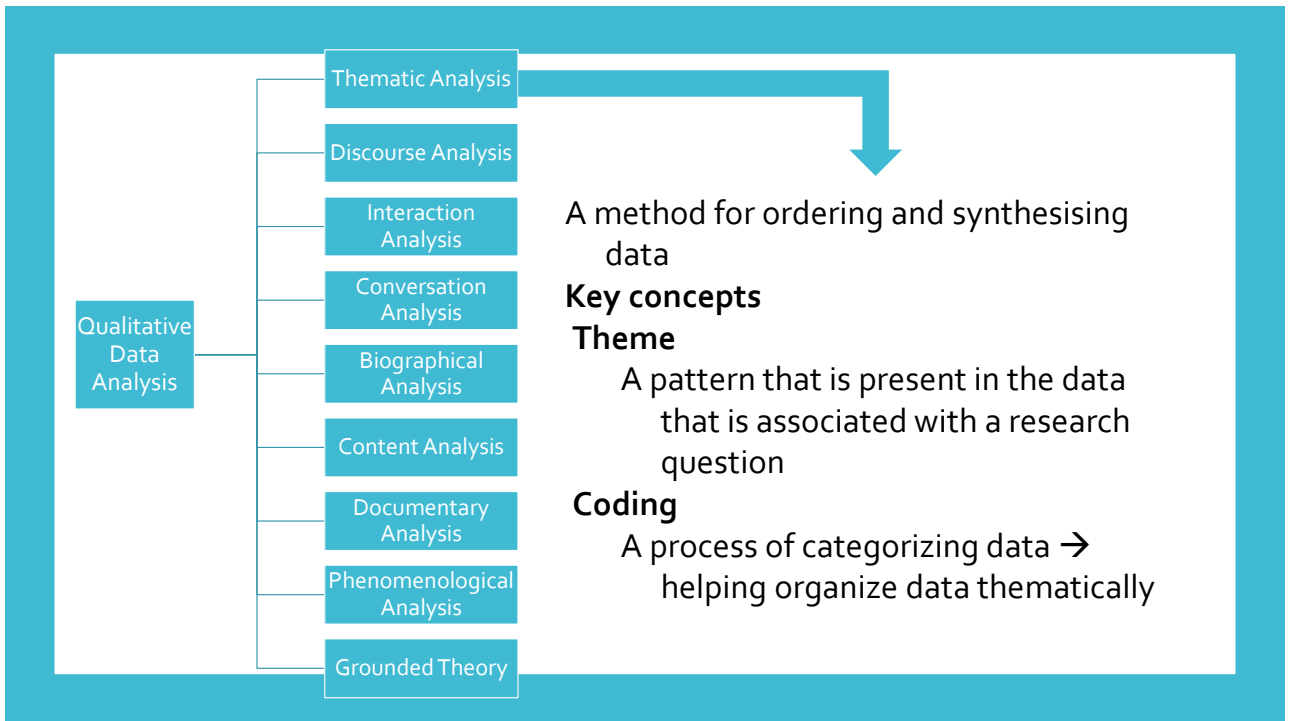
How to analyse your data

*Coding your data  
Finding patterns*

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## Coding

- Coding is the process of linking data (words, sentences, paragraphs) that are “about” the same thing – represented by a **code** (label)
- Indexing/categorising
- Codes serve as shorthand devices to “label, separate, compile and organise data” (Charmaz, 1983)
- Coding the data in this way allows for an analysis of the data along thematic lines
- Coding the data makes it easier to make comparisons and to identify patterns
- Differs from coding in quantitative research as aim is not to “count”

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WHAT CAN BE CODED	EXAMPLES
Behaviours	Seeking reassurance, Bragging
Activities	Going clubbing, attending a night course
Strategies, practice or tactics	Staying late at work to get promotion
States	Hopelessness “I’ll never meet anyone better at my age”
What concepts do participants use to understand their world?	The term ‘chilling out’ is used by young people to mean relaxing and not doing very much
What symbols do people use to understand their situation?	A PhD is referred to as ‘a test of endurance’ (because finishing a PhD is a challenge)
Relationships or interaction	Seeing family “ Now my sister lives in the next road she visits more and we’ve become much closer.
Conditions or constraints	Loss of job (before financial difficulties), moving away (before lost contact with old friends)

Summarised from [http://onlineqda.hud.ac.uk/Intro\\_QDA/how\\_what\\_to\\_code.php](http://onlineqda.hud.ac.uk/Intro_QDA/how_what_to_code.php)

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## Introduction to NVivo

- Software overview
- Example project
- Importing and organising data
- Coding
- Queries
- Other tools

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## Software overview

- What is it?
  - Software designed to aid qualitative data analysis
- What can it do?
  - Organisation, see patterns in your data, concepts
- What can't it do?
  - Think for you!
- Where can I find extra help and support?
  - QSR NVivo tutorials (check you're on the right page for your version and Windows or Mac)

- ✓ There are lots of ways to complete tasks
- ✓ Workflows can differ

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## Approaches to using NVivo

### Organising data

- Organise **DATA** (e.g. types of document - interviews, focus group transcripts and time/date etc)
- Create **CASES** for the participants (socio-demographic info), schools (type, location, co-ed...), workplaces (org size, sector...)

### Analysing data

- Analyse documents by reading and **CODING** to **NODES**.
- Use **QUERIES** to explore patterns e.g. do people of difference ages (CASE) differ on how they talk about trust (NODE)?

organising data can aid analysis



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## Life Histories & Social Change project

**Life Histories and Social Change** is a collection of qualitative life story interviews with three cohorts of Irish citizens, each of which reached adulthood in the crucial decades of the 1950s (an era of socio-economic decline), the 1970s (an era of initial 'modernisation') and in the 1990s (the 'Celtic Tiger' boom).

The research was funded by the **Irish Research Council** and a total of 113 life history interviews were conducted by researchers from Maynooth University between 2006 and 2008.

This sub-collection of **openly available data** is particularly suitable for teaching, and is a rich resource of primary research data including first hand accounts of significant historical events and periods, and aspects of Irish society both past and present. This archive is also a useful resource for teaching qualitative social science research methods.

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The screenshot shows the NVIVO software interface. On the left sidebar, the 'Data' menu is highlighted with a yellow box. The main window displays a 'Files' table with the following data:

Name	Codes	References	Modified on	Modified by	Classification
LHArchiveA11_Kathleen	1	3	19/01/2025 13:28	EC	
LHArchiveA13_Clifford	1	4	19/01/2025 13:28	EC	
LHArchiveA22_Eileen	1	3	19/01/2025 13:28	EC	
LHArchiveB02_David	4	7	19/01/2025 13:28	EC	
LHArchiveB17_John	1	3	19/01/2025 13:28	EC	

A blue speech bubble on the right contains the text: "Importing and organizing your data".

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The screenshot shows the NVIVO software interface. On the left sidebar, the 'Cases' menu is highlighted with a yellow box. The main window displays a 'Case Classifications' table with the following data:

Name	Created on	Created by	Modified on	Modified by
ParticipantID	19/01/2025 13:30	EC	19/01/2025 13:30	EC
Cohort	Text	19/01/2025 13:30	EC	19/01/2025 13:30
Sex	Text	19/01/2025 13:30	EC	19/01/2025 13:30
Residence at time of interview (NUTS)	Text	19/01/2025 13:30	EC	19/01/2025 13:30
Occupation	Text	19/01/2025 13:30	EC	19/01/2025 13:30

A blue speech bubble on the right contains the text: "Importing and organizing your data".

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The screenshot shows the NVIVO software interface. On the left sidebar, the 'Cases' menu is highlighted with a yellow box. The main window displays a table with the following data:

ParticipantID	A: Cohort	B: Sex	C: Residence at time of in...	D: Occupation
1: LHArchiveA11_Kathleen	Born before 1935	Female	West	Never worked outside home
2: LHArchiveA13_Clifford	Born before 1935	Male	Dublin Region	Missing
3: LHArchiveA22_Eileen	Born before 1935	Female	Mid-West	Never worked outside home
4: LHArchiveB02_David	Born 1945-54	Male	Dublin Region	Managers, senior officials, le
5: LHArchiveB17_John	Born 1945-54	Male	Mid-East	Managers, senior officials, le

A blue speech bubble in the lower right of the main window contains the text: "Importing and organizing your data".

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The screenshot shows the NVIVO software interface. On the left sidebar, the 'Coding' menu is highlighted with a yellow box. The main window displays a table with the following data:

Name	Files	References	Created on	Created by	Modified on	Modified by
Family relationships	0	0	02/02/2025 10:25	EC	02/02/2025 10:25	EC
Close, connected	0	0	02/02/2025 10:25	EC	02/02/2025 10:25	EC
Distant	0	0	02/02/2025 10:25	EC	02/02/2025 10:25	EC
Estranged	0	0	02/02/2025 10:25	EC	02/02/2025 10:25	EC
Isolation	1	2	20/01/2025 14:28	EC	02/02/2025 10:24	EC
Political beliefs	1	1	20/01/2025 14:27	EC	02/02/2025 10:24	EC

A blue speech bubble in the lower right of the main window contains the text: "Analysing your data".

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Analysing your data

Name	Files	References	Created on
Cohort x Family		3	02/02/2025 11:01
Family text		2	02/02/2025 10:46

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Analysing your data

	A : Family relationships	B : Estranged	C : Distant	D : Close, connected
1 : ParticipantID.Cohort = ...	0	0	0	2
2 : ParticipantID.Cohort = ...	0	0	0	1

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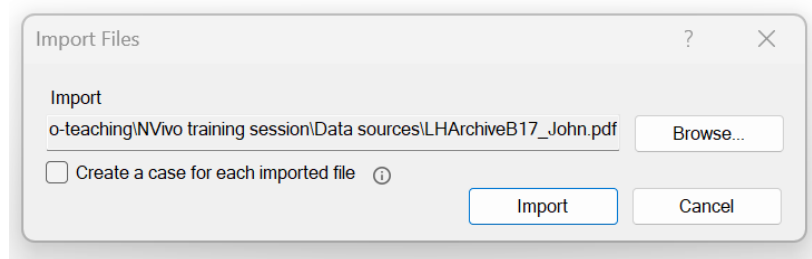
## Start a new project

- Start NVivo
- Click on New Project
- Give project title
- Decide file location
- *Keep a log?*
- *Change language?*

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## Import files - demonstration

- Menu → Import → Files /right click white space → Import items
- Select files to import



You can create a case now but let's do it later instead

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## Create a memo-demonstration

- Select file
- Right click → Memo link
- Link to new memo

Memos are useful for interview notes/field notes

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## Create cases - demonstration

- Files → Select all imported files
- Right click → Create as Cases
- Assign to new classification = **ParticipantID**

NB This matches the first column header in the Excel spreadsheet

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## Import case classification sheet - demonstration

- Menu → Home → Case Classification
- Import classification sheet
- Browse to Excel file → next
- Accept default → next
- Hierarchical names → next
- Finish

Leave all default values

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Hopefully it looks something like this...!

Case Classificati...	A : Cohort	B : Sex	C : Residence at time of in...	D : Occupation
1 : LHArchiveA11_Kathleen	Born before 1935	Female	West	Never worked outside hor
2 : LHArchiveA13_Clifford	Born before 1935	Male	Dublin Region	Missing
3 : LHArchiveA22_Eileen	Born before 1935	Female	Mid-West	Never worked outside hor
4 : LHArchiveB02_David	Born 1945-54	Male	Dublin Region	Managers, senior officials,
5 : LHArchiveB17_John	Born 1945-54	Male	Mid-East	Managers, senior officials,

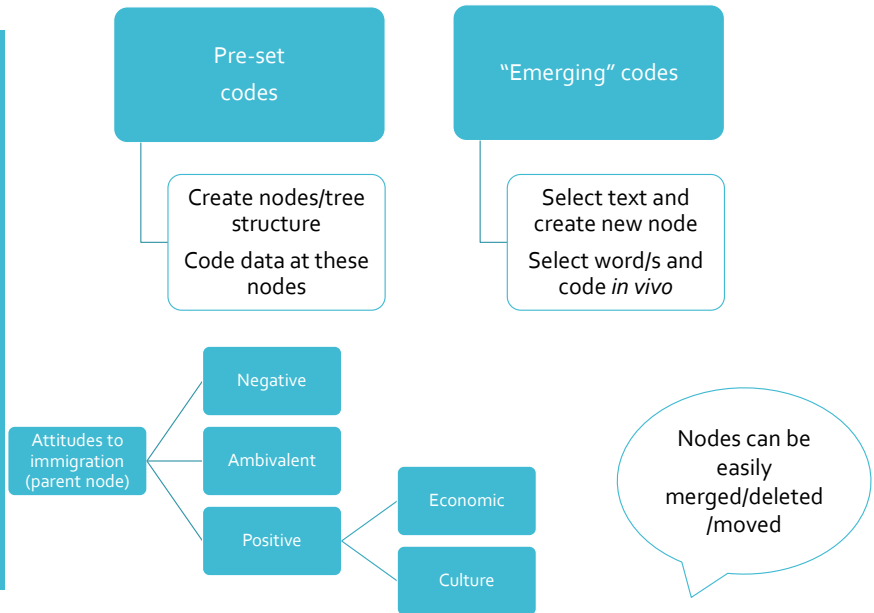
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# Summary: organising your data

- ☑ Created a new project
- ☑ Imported files (interview excerpts)
- ☑ Created cases and imported case classification
- ☑ **Next steps: analysing your data**
  - Coding
  - Queries

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# Coding in NVivo



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## Coding in NVivo - demonstration

- Open file → Select text
- Right click → Code selection → Create new → Provide name

The screenshot shows the NVivo interface. On the left, the 'Codes' pane contains a table with one code: 'Family tradition' with 1 file and 1 reference. Below the table is a prompt: 'Drag selection here to code to a new code'. On the right, a text document is open, showing a transcript with several lines of text. A blue highlight is visible over a paragraph of text.

Name	Files	Reference
Family tradition	1	1

RESP: You know everyone killed a pig at that time, killed two pigs depending on the size of the family and when you killed a pig he used to save the barrell and pump it up and make a football [out] of it for us.

INT: Excellent, and how often...

RESP: I remember him well. And my grandmother then we used to go to, it was on our way home from school and we used to go in and she'd have the bacon and cabbage down in the pot on the hearth and she'd give us the soup of the cabbage water and say, "Drink that into you then and run away home and don't be eating blackberries and haws on your way home and don't delay that will bring you home until your mother gets you your dinner". And if she hadn't the cabbage water and the dinner down, she'd give us a fist of raisins.

INT: She'd give you?

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## Coding in NVivo - demonstration

- Codes → right click → new code → give name
- Open file and drag text across to code

The screenshot shows the NVivo interface. On the left, the 'Codes' pane contains a table with several codes: 'Violence', 'Sinn Fein', 'Political beliefs', 'Farming', 'Family traditio', 'Family connect', and 'Blueshirt meeti'. Below the table is a prompt: 'Drag selection here to code to a new code'. On the right, a text document is open, showing a transcript with several lines of text. A blue highlight is visible over a paragraph of text.

Name	Files	Referen
Violence	1	1
Sinn Fein	1	1
Political beliefs	1	1
Farming	1	1
Family traditio	1	1
Family connect	1	1
Blueshirt meeti	1	1

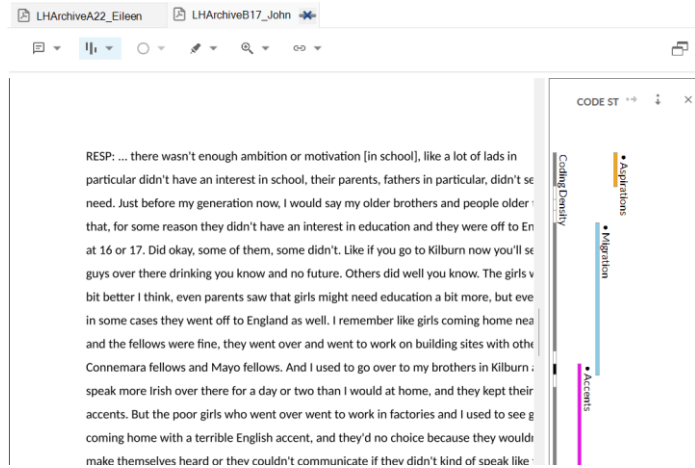
INT: [next town over]

RESP: It could be [next town over] or it could be America or it could be Europe but it didn't mean a thing to her, "Ah that's out foreign" like, when things happened, it was "out foreign". Generally she referred to 'out foreign' as certainly out of Ireland, but like whereabouts out of Ireland didn't arise. I suppose in a lot of ways they lived quite a simple life, you know, quite a simple life in that respect. They were very much involved in the farming and so what was going on would have been of keen interest, like my father used to go off every Sunday evening to various houses around and he go to four or five houses he'd go to. It would be this house one Sunday night and the next house, he'd go through them all. Some of them were in remote spots, but all the conversations I gather were about farming, or the price of cattle, or pigs, or this sort of thing, quite simple, quite simple really. And an awful lot of world affairs didn't really impact upon them, unless it was something that was relatively local like that happened in the county and even in the district or something like that.

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## Review coding - demonstration

- Open file → Coding stripes → Select (all?)



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## Analysing data - Queries

### Text searches

- Search documents
- Can *help* with seeing important themes
- Who said that?

### Word frequency

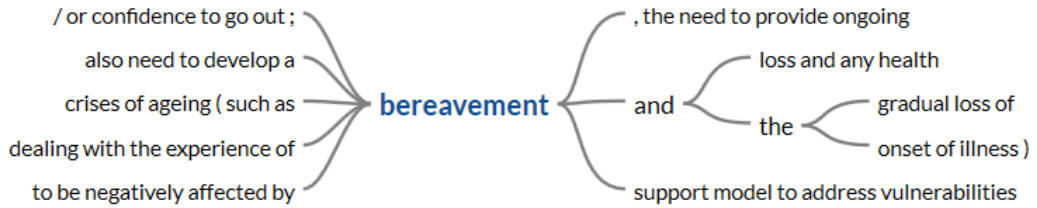
- Search documents for most frequently occurring words

### Intersections

- See where coding intersects
  - Belonging (node) AND Family connections (node)
  - Age groups (case info) x Belonging (node)

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# NVivo Sample project example: text search

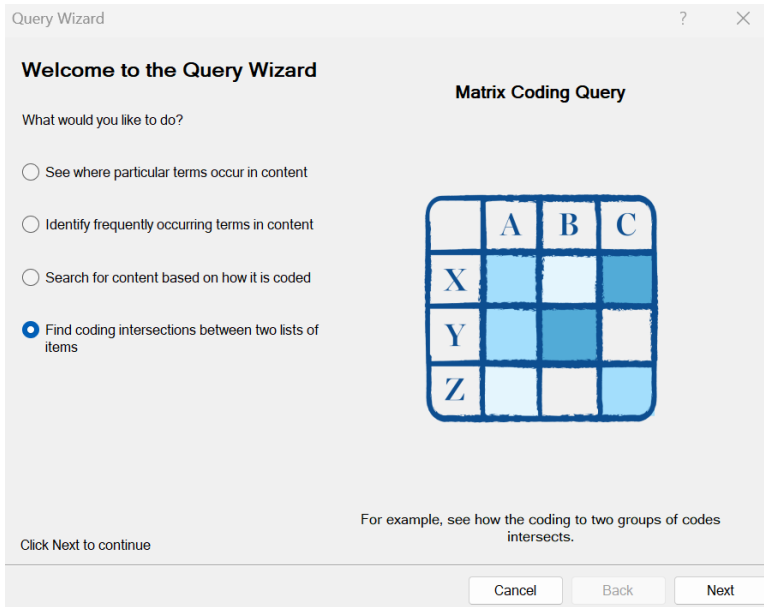
Wellbeing in the Older Women's Network

<https://help-nv.qsrinternational.com/14/win/Content/about-nvivo/explore-sample-project.htm>

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**Matrix coding - demonstration**

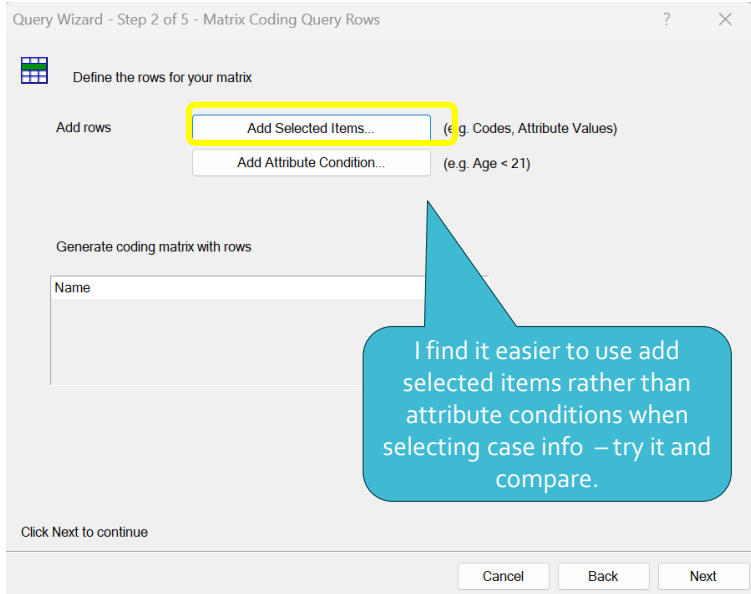
We are going to use case attributes and a node here but this is very flexible



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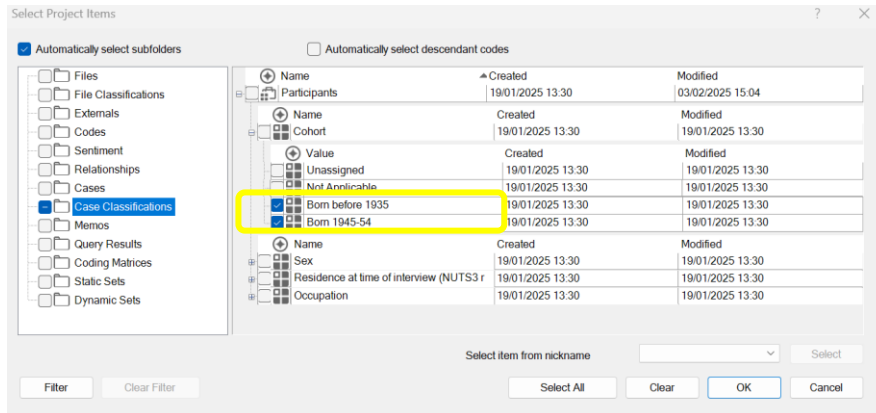


Add selected items - start with your case information



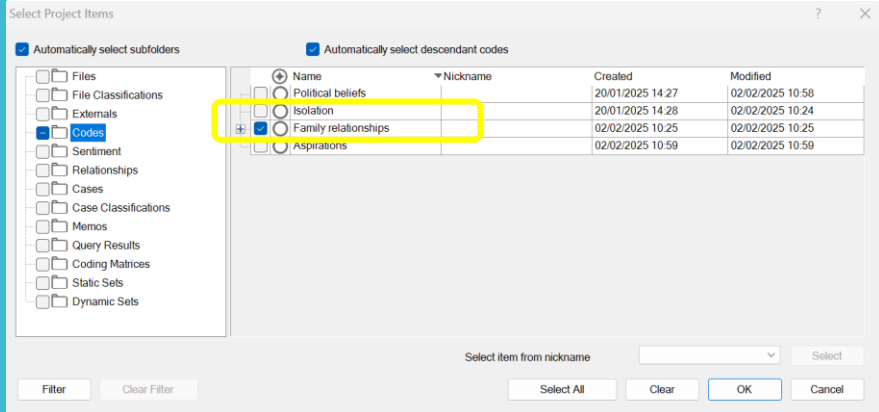
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Select case classification attributes - let's select cohorts



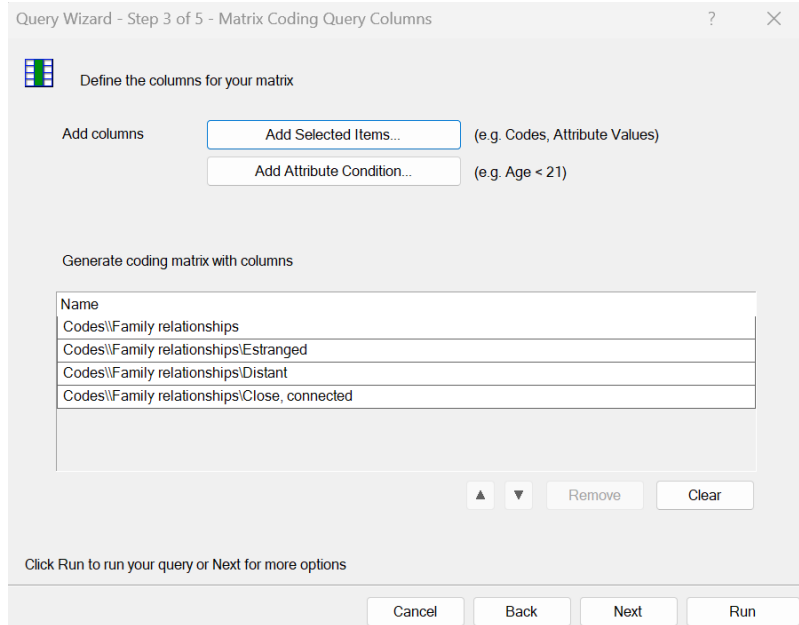
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Click on selected items again and choose your nodes - whatever you've coded the most!



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Your screen should look something like this – run the query



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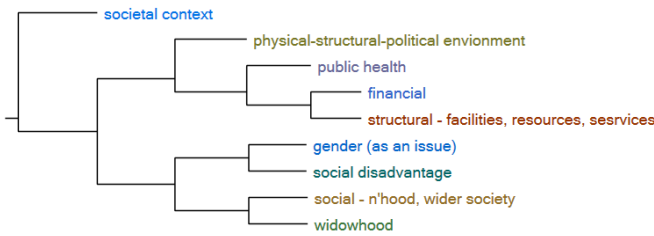
NB these numbers refer to REFERENCES and not PEOPLE!

	A : Family relationships ▾	B : Estranged ▾	C : Distant ▾	D : Close, connected ▾
Born before 1935 ▾	0	0	0	2
Born 1945-54 ▾	0	0	0	1

# Matrix query results

You can save the query if you want to refer to it again

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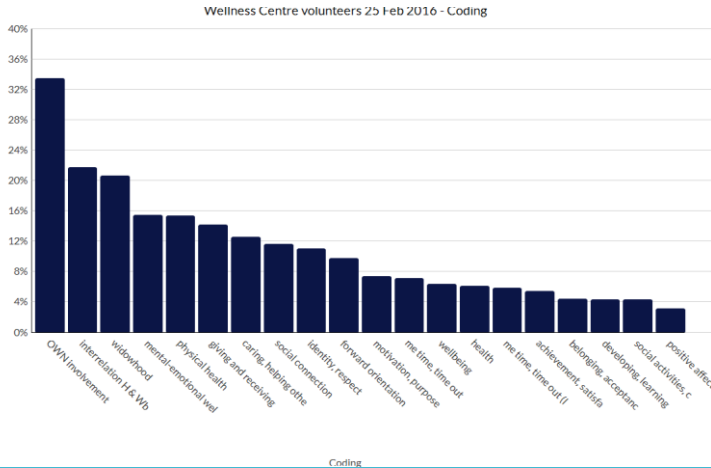
Explore → Diagrams

- ✓ You can select files or nodes.
- ✓ Select different visualisations

# NVivo Sample project example: cluster analysis

Wellbeing in the Older Women's Network  
<https://help-nv.qsrinternational.com/14/win/Content/about-nvivo/explore-sample-project.htm>

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Explore → Charts  
 ✓ Lots of options  
 ✓ This is the coding for a particular file expressed as a %

## NVivo Sample project example: Charts

### Wellbeing in the Older Women's Network

<https://help-nv.qsrinternational.com/14/win/Content/about-nvivo/explore-sample-project.htm>

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## NVivo flexibility & functionality

- Mixed methods research
  - 1958 British Cohort study & interviews with subset
- Special functions
  - Data: spreadsheets, Evernote, SurveyMonkey, sound files
  - Analysis: Social media, visualisation tools, relationships, literature reviews.
  - Collaborative working
  - Meta analyses (e.g., file classifications)

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## Summary

- ✓ Familiarity with NVivo basics
- ✓ Gained practical experience in importing and analysing data
- ✓ Overview of other data types and analytical approaches