

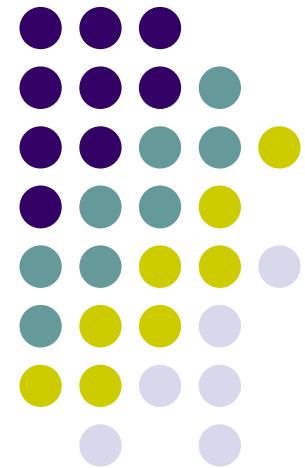
# Introduction to QSR

## NVivo

Graham R Gibbs



*University of*  
HUDDERSFIELD





# Coding

- **Coding** based analysis (but also used in QCA and narrative analysis)
- 4 areas of the screen
- Undock
- Use of right mouse button

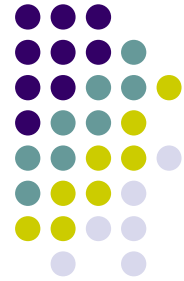
# Project



- Single file holds all but biggest video files
- Sources – audio, video, pdf, text, docx, jpeg etc
- Audio and video can be transcribed and time linked with source
- Code time-line, text, selections of images/pdfs

# Nodes

- Nodes = codes
- Analysis done by coding to nodes
- List or trees
- Case nodes





# Classifications

- Cased based data – attributes
- Case nodes for data
- Source classifications for literature review
- Relationships



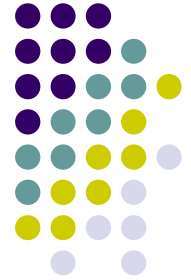
# How to code

- Drag and drop
- Pop up on coding bar
- Auto coding
- Select area of image/pdf
- Select section of timeline on video/audio

# Coding tree



- Re-organise – cut and paste, parent child



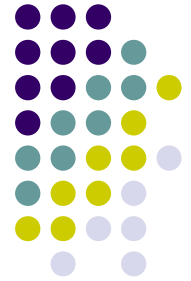
# Retrieval

- Node – double click
- Queries
- Text search
- Node search (with attributes)
- Matrix search



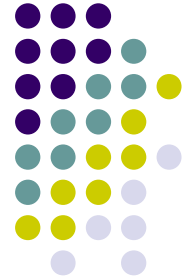
# Models

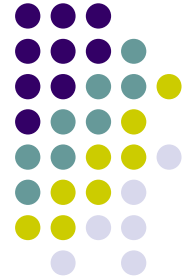
- Images/symbols
- links preserved
- linked to data set



# Teamwork

- Merging projects
- ID of users.





# Transcription

- In NVivo from audio or video
- [Express Scribe and F4/F5](#)
- Can slow down speech
- Rewind on pause.
- Link with control pedal.



# Help

- [http://www.qsrinternational.com/support\\_getting-started.aspx](http://www.qsrinternational.com/support_getting-started.aspx)
- <http://caqdas.soc.surrey.ac.uk/>
- <http://onlineqda.hud.ac.uk/>
- <http://www.youtube.com/user/benmeehan>
- <http://www.youtube.com/user/silvanadigregorio#p/u>



# Books

- Ann Lewins & Christina Silver (2007) *Using Software in Qualitative Research: A Step-by-Step Guide*, Sage Publications, London. Contains step-by-step guides for NVivo 7, along with other programs
- Bazeley, P. (2007) *Qualitative Data Analysis with NVivo*. London: Sage. Covers version 7.
- Gibbs, G.R. (2007) *Analyzing qualitative data*. London: Sage. Part of the Qualitative Research Kit, ed. U. Flick. Contains step-by-step guides for NVivo 7.
- Di Gregorio, S. and Davidson, J (2009) *Qualitative Research Design for Software Users*, London: Open University Press