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# Using Qualitative Data

Software: *An introduction to NVivo*

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# Overview

- Introduction to NVivo
  - Critique
  - Possibilities
  - Practical, the only way is doing
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# NVivo

- Three generations of CAQDAS:
    - Text retrieval: lets users recover data where keywords appear in the data
    - Code-and-Retrieve: supports the division of text into segments, attaching codes to the segments, and retrieving segments by code (or combination of codes).
    - Theory-Building: emphasizes relationships between the categories. Helps to develop higher-order classifications and categories, formulate propositions which fit the data and test their applicability, or visualise connections between categories as an aid to conceptualization.
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# What can it do?

- Organisational tool: Manage data/ideas
  - Facilitates accurate and transparent data analysis process and accountability.
  - The ability to handle concepts as things, thus to manage ideas, and explore their relations.
  - Code-and-Retrieve
  - Theory Building with the use of memo tools, queries, coding on live nodes
  - Visualisation
  - Potential for integration of quantitative/qualitative
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# What can't it do?

- The software is a tool not a proxy for a valid method of analysis.
  - It cannot interpret the data for you? Similar to quantitative research.
  - The question that needs to be asked is how much it impacts on the direction of data collection & analysis?
  - Neutrality of tools: analogy of a loom
  - Inappropriate for certain methods: Discourse, Narrative and Conversation Analysis
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# Criticism

- Quantification/mechanisation of qualitative data
  - Fragmentation of data/ loss of narrative flow
  - Distancing from data
  - Decontextualisation
  - Fetishisation of coding
  - Bias towards Grounded Theory
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# Creeping Quantification

- Can add transparency to the research process but with the danger of empathising statistical criteria of validity and reliability that may be inappropriate to your research.
  - Degeneration into searching for patterns
  - Offers simple quantitative tools, word, text frequency count. Matrices allow for a qualitative version of cross-tabulations
  - Mechanisation of data analysis
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# Fetishisation of coding

- Dominance of code-and-retrieve to exclusion of other methods
  - Increased reliance on coding and validation of patterns
  - Coding becomes an end to itself instead of gaining a higher level of interpretation
  - Abstracting or adding complexity?
  - Mapping the woods or cutting down trees?  
(Silverman: 2007)
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# Fragmentation/Decontextualisation

- Rapid coding allows us to identify repeated patterns, themes, concepts, categories etc.
  - But does it allow us to understand how meaning is constructed in conversations between individuals or narrative structure.
  - Early code-and-retrieve software were heavily criticised for taking data out of context. However this is also a problem for conventional manual methods.
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# Distance or closeness

- Tactile/digital divide
  - Qualitative analysis involves both closeness and distance.
  - Too much closeness: 'coding trap' shuts down abstraction and analysis
  - Allows cognitive distance from the process of analysis: audit trail.
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# Grounded Theory

- NVivo seen to have an elective affinity with grounded theory.
  - The central goal is categorization –the discovery, construction and development of concepts.
  - Ease of coding/linking to memos & annotations/ hierarchical node trees/coding-on
  - Facilitates but does not guarantee theory development or coherence with particular method.
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# Code-and-Retrieve

- Allows rapid coding of large amounts of data-  
can use queries to detect patterns and rapidly  
code
  - Coding system in which researcher's evolving  
knowledge about the data is stored in **nodes**  
which retain the link to the source data
  - Iterative process of recoding through coding  
on live nodes: 'Coding-on'.
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# Queries

- Allows code-based theory-building
  - Expands ways of asking questions about coding and sources
  - Saves and reuses the product of queries
  - Results can be coded: System closure
  - Allows searches that drives rather than ends enquiry
  - Coding that provides data for more analysis.
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# Cantle report

about **also** approach **areas** based been between change **cohesion**

**community** considered could **councils**

cultures development different diversity each educational employment

ensure **equality** established **ethnic** faith from funds groups **have** housing

however including initiatives issues level **local** many minority **more** nations

**need** opportunities organizations **other** part **particular people** places **police**

political problems **programmes** promote provide regeneration relations representatives

required respect responding **schools** service **should** social **some**

strategy support **were** where **which** white working would young youth



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# Shared Futures

about activity also areas' authors been being between both building

change citizenship clearly **cohesive**

**community** councils culture'

develops differing diversity' equally ethnic faith **from** funds future

governments groups **having** housing important including

integration issues level **locally** making many migrants more

nations **need** opportunity organisations other part particular **people**

places police policy programmes promote provide publicly **recommending** reports

responsive rights **schools** services **sharing should** socially some support

them those were what where **which works'** would young

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# Importation of demographic data

- Classification tables allow for importation of demographic data
  - Matrix queries allow the researcher to systematically look at differences amongst participants, how participants construct meaning differently according to various attributes, demographics but also sequences.
  - Can compare coded text by attributes of cases
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# Visualisation

- Increases accessibility of ideas
  - Excellent exploratory tool to rapidly identify key concepts
  - Can be combined with coding to rapidly code large amounts of data
  - Understanding of relationships and model building
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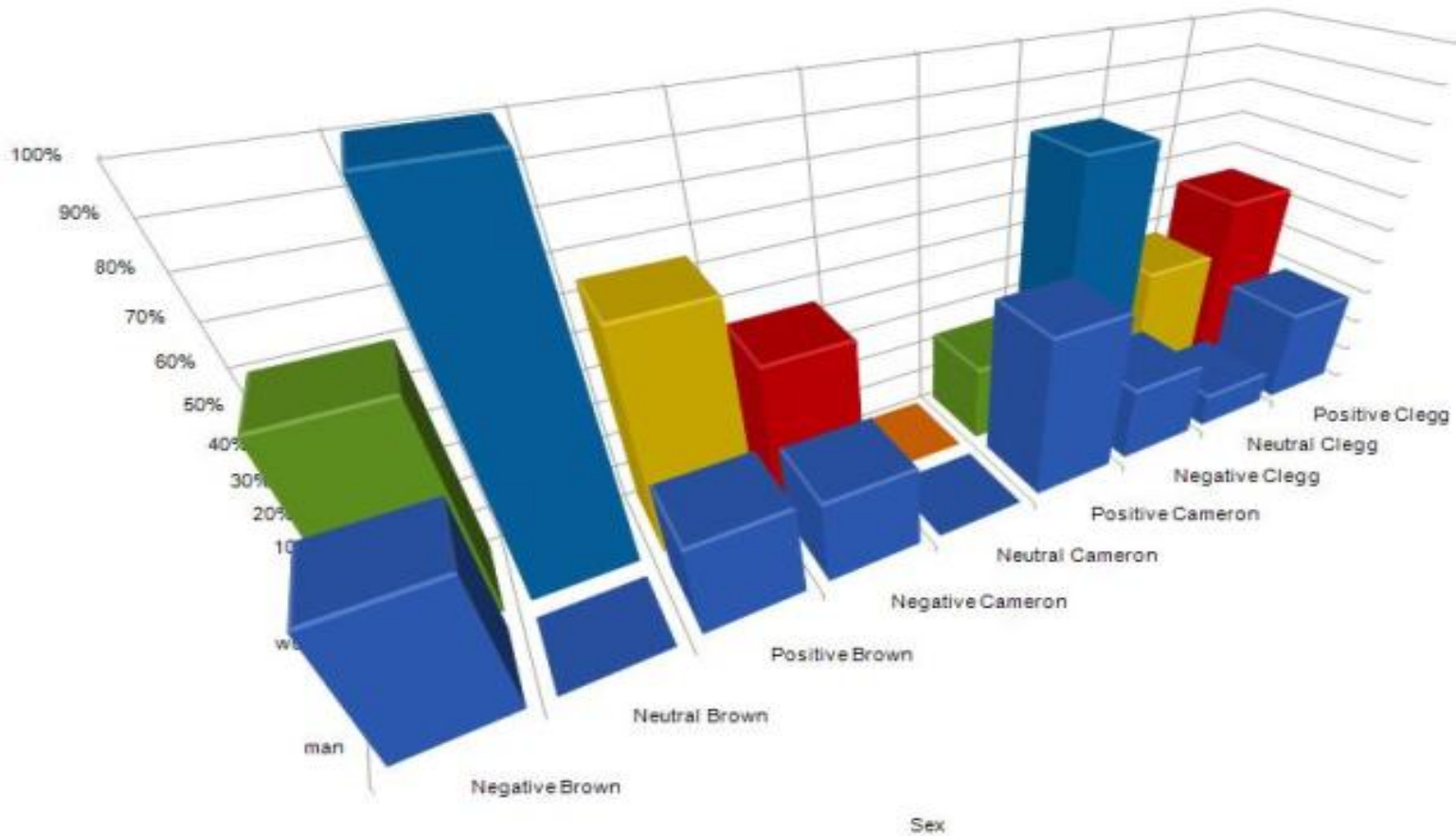
# Tree maps

Nodes compared by number of coding references



# Charts but quantification?

Nodes - Coding by Alias: Sex



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# Beyond coding

- 7 types of analysis which NVivo can facilitate:
    - Constant Comparison
    - Classical Content
    - Keyword in context
    - Word count
    - Domain analysis: Symbols, the cover term, the included term
    - Taxonomic analysis
    - Componential analysis (Leech, N: 2001)
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# Overview

- ❑ Nvivo Workspace
  - ❑ Importing sources
  - ❑ Downloading word documents from [wintersresearch.wordpress.com](http://wintersresearch.wordpress.com)
  - ❑ Importing .doc into NVivo
  - ❑ Open coding reading of transcripts
  - ❑ Queries
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# Resources/Methodological

- [http://www.restore.ac.uk/lboro/research/software/caqdas\\_primer.php](http://www.restore.ac.uk/lboro/research/software/caqdas_primer.php) Very Critical
  - Special Issue: *International Journal of Social Research Methodology*, 2002, Vol. 5, (3)
  - Bringer, J: Using Computer-Assisted Qualitative Data Analysis Software (CAQDAS) to Develop a Grounded Theory Project. *Qualitative Research*, 2004, Vol 4, (2)
  - Online QDA at <http://onlineqda.hud.ac.uk/>
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# Practical

- See Nvivo 9 Getting Started + free 30 day trial! at [http://www.qsrinternational.com/#tab\\_you](http://www.qsrinternational.com/#tab_you)
  - Bazely, P (2007) Qualitative Data Analysis with Nvivo (Sage)
  - CAQDAS Network at <http://www.surrey.ac.uk/sociology/research/researchcentres/caqdas/>
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