

Using Nvivo 10 for Qualitative and Mixed- Method Data Analysis

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Overview

- ▶ Qualitative Data;
- ▶ Content Analysis;
- ▶ Thematic Analysis; and
- ▶ Content Comparative Analysis.

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Types of Qualitative Data

1. **Primary Data:**
 1. Interviews and focus groups.
 2. Observations.
 3. Naturally occurring conversations.
2. **Secondary data:**
 - a. **Documents:**
 - a. Official publications: reports, policies, employment contracts etc.
 - b. Books: texts, fiction and non-fiction.
 - c. Informal: online material (blogs, chat rooms, commentaries, responses to media articles), memos, emails, directives, signs.
 - b. **Media: news, ads, TV, radio, print.**
 - c. **Naturally occurring conversation.**

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Content Analysis

1. Aim to code data usually in quantitative way (quantitation – how many people use red in a sentence ...):
 1. Way to operationalise a specific construct.
 2. Used for categorisation or degree of construct (categorical or continuous).
 3. Also for **open-ended survey responses** (often inductive).
2. Usually, have other quantitative data, or may be all coded from qualitative
3. Usually deductive, but can be inductive.

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Doing Content Analysis

- ▶ Coding system is developed – either inductively or deductively initially:
 - Usually represented in a codebook – e.g.s of each type of coding category are included for reference.
- ▶ Coding system usually refined through further use:
 - Details how particular constructs in the data are operationalized.
- ▶ Once the coding is complete:
 - **Data in form of frequencies (counts) or categories used for quantitative analyses or descriptive stats.**

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Doing Content Analysis

- ▶ Analysing Text;
- ▶ Analysing Photos / Pictures; and
- ▶ Analysing Videos.

Be aware of:

- ▶ Headings;
- ▶ Block quotes;
- ▶ Captions; and
- ▶ Activities (non-cash activities).

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Doing Content Analysis

We could apply Content Analysis using the following techniques:

1. By words;
2. By sentences (average sentence length);
3. By whole paragraph; and
4. Percentage of pages dedicated for certain issues.



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Thematic Analysis


1. Aim to understand range of responses, themes, discourses (speeches or dialogs) etc. within a corpus (quantity) of data.
2. Realist or constructivist (interpretivist).
3. Usually inductive but can be deductive.
4. Often only qualitative data corpus:
 - a. But can also use for open-ended responses to surveys.



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Doing Thematic Analysis (Braun & Clarke, 2004)


1. Familiarise yourself with your data:
 - a. Read the data thoroughly – become familiar with all its aspects.
2. Generate initial codes:
 - a. Often narrower than the broader themes.
 - b. Depending on aim, usually want to code for as many potential themes as possible.
3. **Search for themes:**
 - a. Now focus on broader level themes – sort codes into potential themes, see how the codes might fit together.



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Doing Thematic Analysis (Braun & Clarke, 2004)

4. Review themes:
 - Refine and reconsider all developing themes.
5. Define and name themes:
 - Define themes and analyse data within themes if appropriate.
6. Produce report:
 - Be sure to go beyond description – create an argument.



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Content Comparative Analysis

It's a comprehensive method of thematic analysis:

1. Did separate group tell different story with other group in terms of thematic analysis?
 - Similarities and differences;
 - Trends of the data based on this grouping.
2. Did small groups tell differently with large groups and whether individuals tell differently than the group one.
3. Check for consistency.

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NVivo 10

- ▶ **Nvivo** is software that supports qualitative and mixed methods research.
- ▶ Every day we're faced with **questions and challenges that we need to investigate and find answers for**. We look to information to help us deliver insight – and **rarely is it just about numbers**. It lets you collect, organize and analyze content from:
 1. Annual Reports;
 2. Sustainability Reports;
 3. Any Reports/Publications;
 4. Journals;
 5. Interviews;
 6. Focus Group Discussions (FGD);
 7. Surveys;
 8. Audio;
 9. Web Pages/ Websites;
 10. Video (You Tube); – and
 11. Social media like Facebook or Twitter.

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1. With [NVivo](#) you can deeply:
2. Analyze your data using powerful search;
3. Query and visualization tools;
4. Uncover subtle connections;
5. Add your insights and ideas as you work;
6. Rigorously justify findings, and
7. Effortlessly share your work.

