QUALITATIVE DATA ANALYSIS WITH **NVIVO**

PAT BAZELEY & KRISTI JACKSON

dSAGE

Los Angeles | London | New Delhi Singapore | Washington DC

Contents

Figures		viii
Tables		xii
Ab	About the authors	
Preface to the second edition		xiv
Ch	Chapter outline	
Ac	About the authors Preface to the second edition Chapter outline Acknowledgements 1 Perspectives: Qualitative computing and NVivo Qualitative research purposes and NVivo The evolution of qualitative data analysis software Issues raised by using software for qualitative data analysis Exploring an NVivo project Overview, what's in an NVivo project? 2 Starting out, with a view ahead Exploring the research terrain Explore the terrain with software Looking ahead: connecting a web of data Looking ahead: keeping track of emerging ideas Memos, annotations or links: which should it be? Saving and backing up your project 3 Designing an NVivo database Qualitative data for your project	
1	Perspectives: Qualitative computing and NVivo	1
	Qualitative research purposes and NVivo	2
	The evolution of qualitative data analysis software	4
	Issues raised by using software for qualitative data analysis	6
	Exploring an NVivo project	10
	Overview, what's in an NVivo project?	23
2	Starting out, with a view ahead	24
	Exploring the research terrain	24
	Explore the terrain with software	26
	Looking ahead: connecting a web of data	40
	Looking ahead: keeping track of emerging ideas	42
	Memos, annotations or links: which should it be?	45
	Saving and backing up your project	45
3	Designing an NVivo database	47
	Qualitative data for your project	47
	Thinking cases	50
	Preparing data sources	56
	Storing qualitative data in NVivo	61
	Managing data sources in NVivo	63
	Questions to help you work through these early phases	67
4	Coding basics	68
	Goals for early work with data	68
	Building knowledge of the data through coding	70
	Storing coding in nodes	75

vi CONTENTS

	Identifying and naming codes •	80
	Further coding in NVivo	84
	Practical issues in coding	88
	Moving on	93
5	Going on with coding	95
	Creating a structured coding system	95
	Organizing and coding with nodes in trees in NVivo	99
	Automating routine coding	108
	Automating coding with word frequency and text search queries	110
	Closeness and distance with coded data	117
	Moving on	121
6	Cases, classifications, and comparisons	122
	Understanding case types and case nodes	122
	Making case nodes	123
	Understanding attributes, values, and classifications	128
	Creating classifications, attributes, and values	131
	Using attributes for comparison	141
	Using sets to manage data	146
	Overview	150
7	Working with multimedia sources	154
	The promises and perils of non-text data	154
	Using images in your research	157
	Working with audio and video sources	164
	Accessing and using web-based data	171
	Exporting images, audio, and video	176
8	Adding reference material to your NVivo project	178
	Using reference material in your project	178
	Importing, coding, and viewing pdf sources	182
	Importing reference material from bibliographic software	188
	Capturing web pages with NCapture	192
9	Datasets and mixed methods	195
	Combining data types in research	195
	What does a dataset look like?	200
	Managing data in a dataset	201
	Coding dataset text	208
	Importing and analysing a social media dataset	209
	Analysing datasets and other mixed data types	213

CONTENTS	vii
10 Tools and strategies for visualizing data	217
Why visualize?	217
Case analysis using models	219
Grouping and conceptualizing	223
Comparative analysis with charts and graphs	226
Explore relationships via the modeller	230
Build a visual narrative	234
Mapping connections - building theory	234
Exploratory visualization using cluster analysis	236
Exporting models and visualizations	240
Concluding comments	240
11 Using coding and queries to further analysis	242
The analytic journey	243
Queries in NVivo	244
Common features in queries	246
Seven queries	248
Using coding and queries to further analysis	255
Creating and customizing reports	265
12 Teamwork with NVivo	270
Getting ready for teamwork	270
Options for storing and accessing a team project	273
Getting started as a team with NVivo	276
Using NVivo's tools to facilitate team communication	282
Coding as a team	284
Combining databases	286
Comparing coding by different researchers	290
Moving on - further resources	297
References	299
Index	305