



NVivo: Classifications, Datasets and Queries

2021



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

Welcome to the Research Commons!

- Workshops and One-on-one Consultations
 - Thesis Formatting
 - Citation Management
 - R / SPSS
 - GIS
 - NVivo
- Literature Reviews (Part 1 and 2)
- Graduate Student Writing Community

Check the Website for more

Getting NVivo

- UBC Library has NVivo on its computers (Room 217 and 218)
- From Nov. 21, 2016, NVivo is available to UBC students, faculty and staff
Instructions: <https://it.ubc.ca/services/desktop-print-services/software-licensing/nvivo-pro-software>
- For new students, go to the following link (google- [UBC On the Hub](#))
- 14-day free trial available to anyone at: <http://www.qsrinternational.com/trial-nvivo>

Learning Objectives

By the end of this session,

- Import datasets into NVIVO
- How to work with close-ended and open-ended answers in NVIVO
- Query the data:
 - Matrix
 - Crosstab
 - Coding
- Visualizations in NVivo



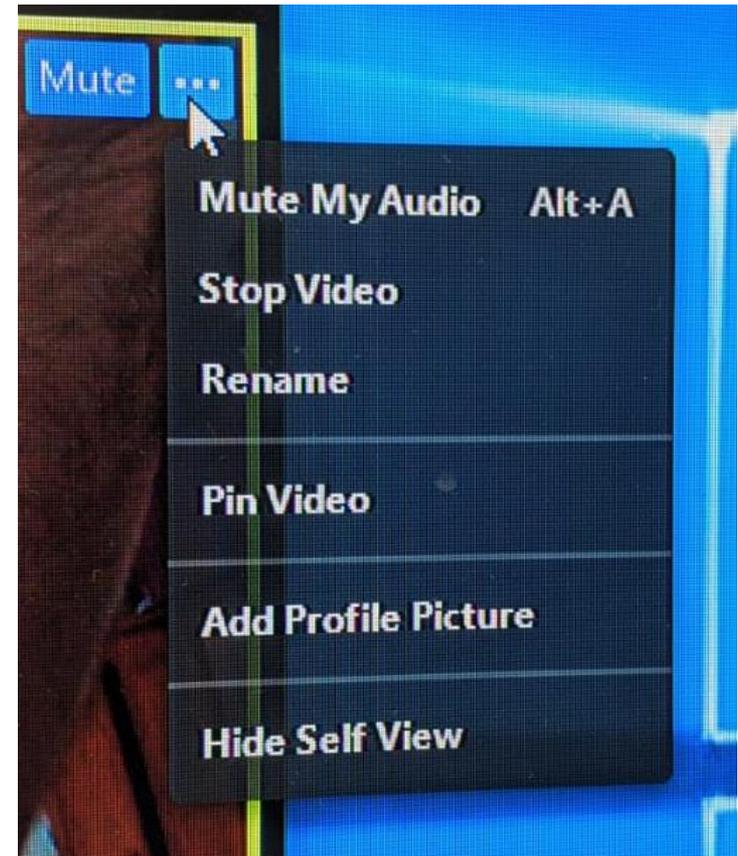
Add PC/MAC to Your Zoom Name

In order to direct you to the proper room—Mac or Windows—please change your name to include what version of NVivo you will be using:

Example:

Amir-Windows

Jeremy-Mac



Datasets

- A collection of related sets of information that is composed of separate elements but can be manipulated as a unit by a computer.
(Wikipedia)
- Their typical form is as spreadsheets.
- Usually Survey Data (Excel, SurveyMonkey or Qualtrics)
- But also: responses from social media data gathered from Facebook, LinkedIn or Twitter using NCapture.

That's what we mean:

Survey_Responses.xlsx - Excel Amir Michalovich

File Home Insert Draw Page Layout Formulas Data Review View Help Tell me what you want to do

Clipboard Font Alignment Number Styles Cells Editing

R14 Completed high school

	B	C	D	I	J	P	Q
1	Respondent	ReturnDate	The natural environment Down East is	Generations Down East	Commercial Fishing	Age	Gender
2	DE001	14/12/2004 12:00:00 AM	beautiful	none	False	61	Female
3	DE002	17/12/2004 12:00:00 AM	good	3 or more	False	62	Female
4	DE003	11/12/2004 12:00:00 AM	peaceful, beautiful serene -	3 or more	False	51	Female
5	DE004	16/12/2004 12:00:00 AM	becoming poorer with pollution due to chemical runoff	3 or more	False	52	Female
6	DE005	04/12/2004 12:00:00 AM	an important part of the area	1	False	42	Male
7	DE006	07/12/2004 12:00:00 AM	good	3 or more	False	63	Male
8	DE007	09/12/2004 12:00:00 AM	perfect!	3 or more	True	53	Female
9	DE008	07/12/2004 12:00:00 AM	beautiful	1	True	54	Male
10	DE009	15/12/2004 12:00:00 AM	needed to keep the natural look of the area.	3 or more	False	64	Female
11	DE010	11/12/2004 12:00:00 AM	worth preserving	3 or more	False	65	Female
12	DE011	03/12/2004 12:00:00 AM	as good as when I was a kid	3 or more	False	55	Female
13	DE012	15/12/2004 12:00:00 AM	fragile	2	False	66	Female
14	DE013	09/12/2004 12:00:00 AM	in need of good stewards	3 or more	False	56	Male
15	DE014	18/12/2004 12:00:00 AM	threatened	1	True	67	Male

Headers

(Preferably Row 1)

	B	C	D	I
1	Respondent	ReturnDate	The natural environment Down East is	Generations Down East
2	DE001	14/12/2004 12:00:00 AM	beautiful	none
3	DE002	17/12/2004 12:00:00 AM	good	3 or more
4	DE003	11/12/2004 12:00:00 AM	peaceful, beautiful serene -	3 or more
5	DE004	16/12/2004 12:00:00 AM	becoming poorer with pollution due to chemical runoff	3 or more
6	DE005	04/12/2004 12:00:00 AM	an important part of the area	1
7	DE006	07/12/2004 12:00:00 AM	good	3 or more
8	DE007	09/12/2004 12:00:00 AM	perfect!	3 or more
9	DE008	07/12/2004 12:00:00 AM	beautiful	1
10	DE009	15/12/2004 12:00:00 AM	needed to keep the natural look of the area.	3 or more
11	DE010	11/12/2004 12:00:00 AM	worth preserving	3 or more
12	DE011	03/12/2004 12:00:00 AM	as good as when I was a kid	3 or more
13	DE012	15/12/2004 12:00:00 AM	fragile	2
14	DE013	09/12/2004 12:00:00 AM	in need of good stewards	3 or more
15	DE014	18/12/2004 12:00:00 AM	threatened	1

Open- vs. close-ended questions

An **open-ended question** is designed to encourage a full, meaningful answer using the subject's own knowledge and/or feelings. It is the opposite of a **closed-ended question**, which encourages a short or single-word answer.

([Media College, accessed Oct.9, 2018](#))

Which is which?

O C C C C

D	I	J	P	
The natural environment Down East is beautiful	Generations Down East none	Commercial Fishing False	Age 61	Gender Female
good	3 or more	False	62	Female
peaceful, beautiful serene - becoming poorer with pollution due to chemical runoff	3 or more	False	51	Female
an important part of the area	3 or more	False	52	Female
good	1	False	42	Male
perfect!	3 or more	False	63	Male
beautiful	3 or more	True	53	Female
needed to keep the natural look of the area.	1	True	54	Male
worth preserving	3 or more	False	64	Female
as good as when I was a kid	3 or more	False	65	Female
fragile	3 or more	False	55	Female
in need of good stewards	2	False	66	Female
threatened	3 or more	False	56	Male
	1	True	67	Male

Why distinguish?

- **Open-ended** questions -> codable
- **Closed-ended** questions -> automatically coded

Having both allows to ask focused questions:

- **Political views** of participants **above 50?**
- **below 50?**

Importance of Identifier

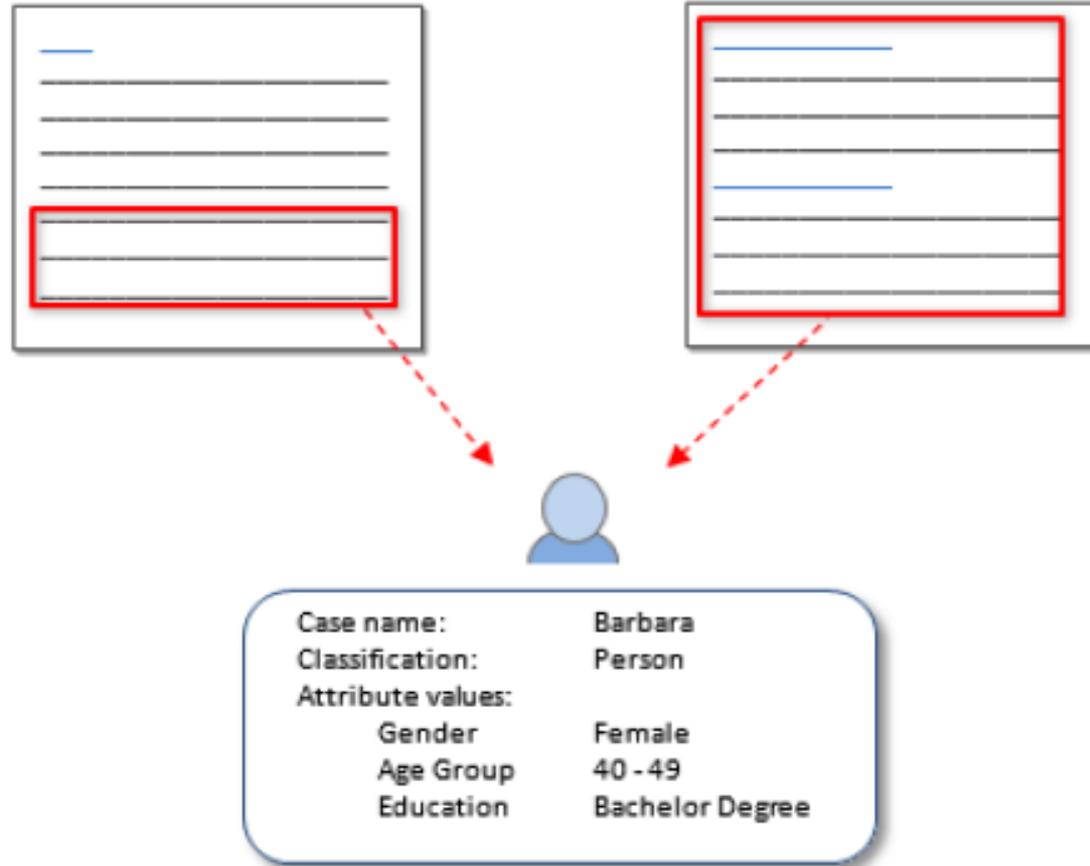
- Not the real identity of a participant.
- NVIVO calls them *Cases*.

	B	C	
1	Respondent	ReturnDate	The natural envirc
2	DE001	14/12/2004 12:00:00 AM	beautiful
3	DE002	17/12/2004 12:00:00 AM	good
4	DE003	11/12/2004 12:00:00 AM	peaceful, beautif
5	DE004	16/12/2004 12:00:00 AM	becoming poorer
6	DE005	04/12/2004 12:00:00 AM	an important part
7	DE006	07/12/2004 12:00:00 AM	good
8	DE007	09/12/2004 12:00:00 AM	perfect!
9	DE008	07/12/2004 12:00:00 AM	beautiful
10	DE009	15/12/2004 12:00:00 AM	needed to keep t
11	DE010	11/12/2004 12:00:00 AM	worth preserving
12	DE011	03/12/2004 12:00:00 AM	as good as when

Cases

- Cases are the 'units of observation' in your research study. They might represent people, places, events, organizations or other entities that you want to analyze and compare.

(NVIVO website)



Barbara's case node

Attributes and Values

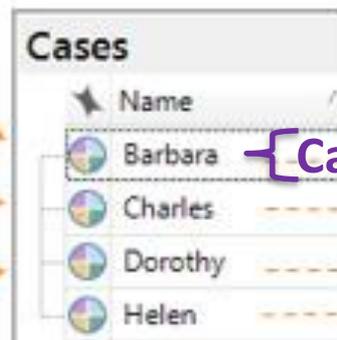
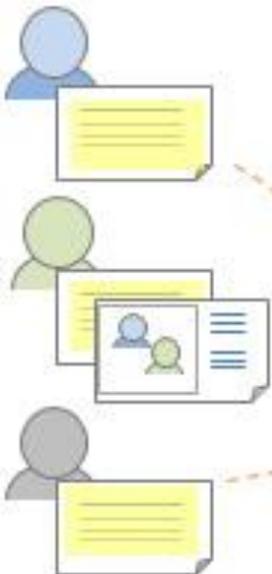
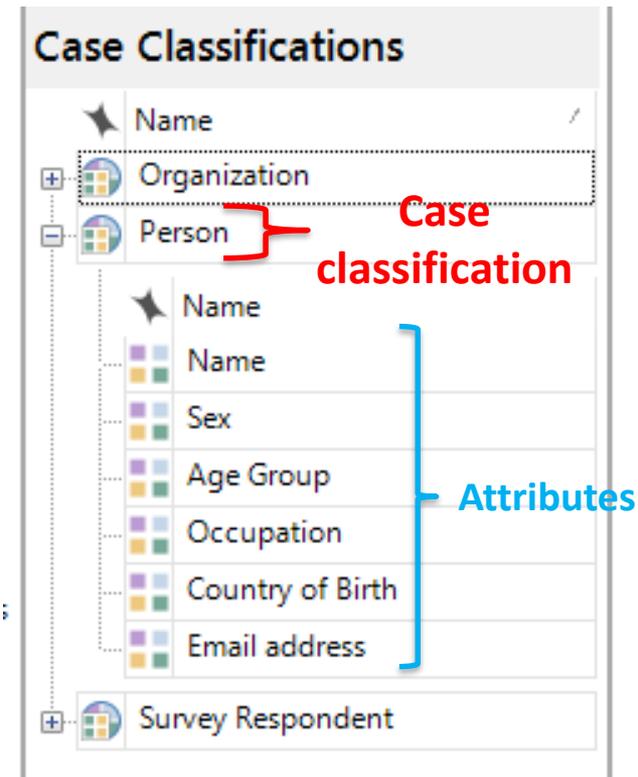
(close-ended questions by nature -> turn to Attributes)

- **Attribute:** a **type** of quality, character, or characteristic ascribed to someone or something.
- **Value:** the **specific** quality, character or characteristic ascribed...

Age	Gender
61	Female
62	Female
51	Female
52	Female
42	Male
63	Male
53	Female
54	Male
64	Female
65	Female
55	Female
66	Female
66	Male

Case classifications

- Allow users to record descriptive information about **people, places, organizations**, or other 'classifications' in a project.



Attribute (bracketed above the table)

	A : Gender	C : Age Group	E : Community
1 : Babara	Female	40-49	Straits
2 : Charles	Male	40-49	Cedar island
3 : Dorothy	Female	50-59	Straits
4 : Helen	Female	30-39	Bettie

Values (bracketed next to the data rows)

Case classifications

- Closed-ended question from survey data appear as attributes.
 - i.e. attribute names will be the headers of the closed-ended questions

Case Classifications	
Name	
Organization	
Person	
Survey Respondent	

Name	
ReturnDate	
Township	
Community	
Generations Down East	
Commercial Fishing	
Recreational Fishing	
Income tied to resources	
Pace of development	
Age	
Gender	
Education Level	

Open-ended data

(turn to nodes)

- NVIVO will turn headers into Nodes **automatically.**
- The **resultant nodes** can further be **coded with YOUR nodes.**

	N	O
1	The types of development I would like to see	The types of development I would not like to see
2	more	more growth
3	doctor, drug store, people to relate Harkers Island to Cape Lookout	condos, housing projects
4	eco-tourism - affordable housing	high rises - development that would impact the en
5	better roads & more roads to help w/ traffic problems	Like the farms that have polluted the land & water.
6	light commercial single family and well done multi-family	hog industry
7	a few businesses	banks, drug stores, food stores (food lion example
8	Business that relates to the water use. Tours, boat rentals etc.	Large subdivisions with big expensive houses.
9	single family structures	condos
10	keeping small business with the original life of down east at heart.	development that will meet the needs of our childr
11	couple of businesses	
12	more houses, small business and housing for elderly that is affordable	tourist related with low pay
13	cluster housing	condos, high rise buildings, tract housing

Table1-1

Task 1

- Download the materials for Workshop 2 from
UBC Research Commons: NVIVO ->
-> **NVIVO Part 2 -> [Sample Survey Responses](#)**
(available in Chat Box)
- Import the dataset into NVIVO (we show how).
- We explore next 2 slides: Table + Nodes

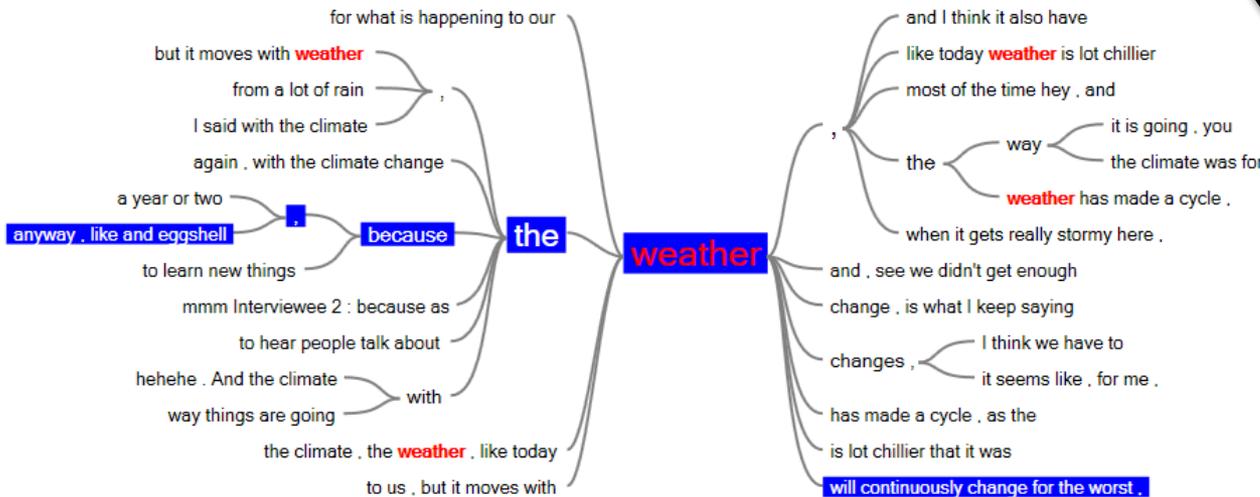
What is a query?

- ✓ Find and analyze words or phrases in your sources, annotations and nodes
- ✓ Ask questions and find patterns based on your coding and check for coding consistency among team members
- ✓ Create new codes and/or visualize the results

Source: QSR International

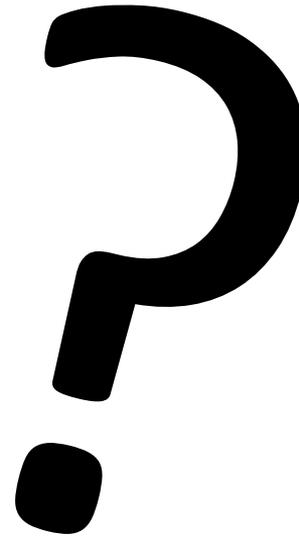
Queries we covered in Workshop 1

- Word frequency
- Text search



Queries we will cover today

- Matrix
- Crosstab
- Coding



Task 2

- Close NVIVO and re-open it.
- Create a Sample Project.
- Run Matrix, Crosstab, and Coding queries

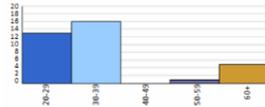
Visualizations in NVivo

- ✓ **Get started**
- ✓ **Research design and data collection**
- ✓ **Data analysis (coding)**
- ✓ **Final write-up**

Source: QSR International

Visualizations in NVivo

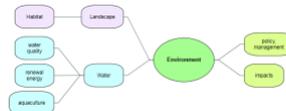
✓ Charts



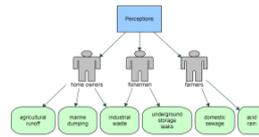
✓ Hierarchy charts



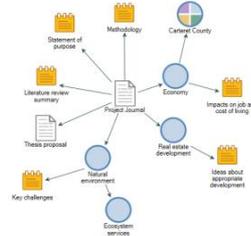
✓ Mind maps



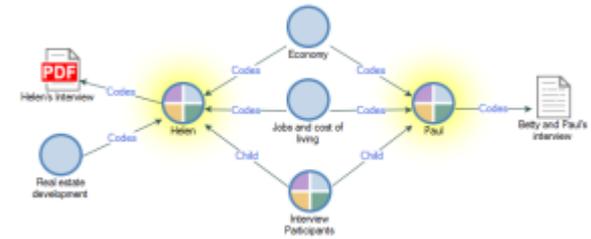
✓ Concept maps



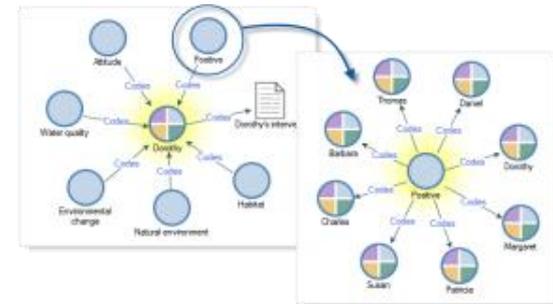
✓ Project maps
(not available on MAC)



✓ Comparison diagrams



✓ Explore diagrams



Source: QSR International

Task 3

- Using the sample project:
 - Explore various saved visualizations in the Maps section.
 - Explore Charts (Chart Wizard and Hierarchy Chart)

NVIVO and Reference Managers

- You can import references from your reference manager:
 - Refworks, Mendeley, Zotero, Endnote (xml, ris, txt)
- Import notes, files (depending on the export)
- Create attributes for: Author, Year, etc. (notes are imported as Memos)
- Run queries:
 - How often was a topic discussed in the 90s as opposed to the 2000s?

Need Help?

Resources & Consultations

researchcommons.library.ubc.ca

Workshops

elred.library.ubc.ca/libs

Email

research.commonson@ubc.ca



researchcommons



@UBCRCommons



UBCResearchCommons



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

Wrap-Up

- Evaluation form: (Please complete!)

<https://bit.ly/2NEgRKs>

Thanks for coming!