Qualitative data analysis with NVivo

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qualitative analysis

- seeking to gain new understanding of a situation, experience or process
- handling of “unstructured” data
- creation and management of complexity
- the software will not teach the methods!
qualitative analysis

- **reading of data**
  - literally, interpretive, reflexive

- **organization of data**
  - indexing (→ categories or codes)
  - contextual, holistic, case study
  - diagrams, maps

- **arguing with data**
  - causal, comparative
  - evidential, narrative, reflexive
  - generalizations

computer based qualitative analysis tools – what can they do?

for example:

- search
- sort
- link
- visualize
- store
computer based qualitative analysis tools – what can’t they do?

- collect your data
- improve the quality of your data
- code your data
- interpret your data

NVivo

- qualitative data management and exploration
- typical data sources:
  - semi-structured interview
  - observation
  - diaries
  - focus groups
- basic functions:
  - storing and manipulating texts
  - creating and manipulating codes
- basic components:
  - documents
  - nodes = codes
  - attributes
  - sets
resources

- Michael D Fischer (1994): *Applications in Computing for Social Anthropologists*
- Boone, Margaret S. and John J. Wood (1992): *Computer Applications for Anthropologists*
- Centre for Computer Assisted Qualitative Data Analysis Software (CAQDAS) [http://caqdas.soc.surrey.ac.uk/](http://caqdas.soc.surrey.ac.uk/)
- Forum für Qualitative Sozialforschung [http://qualitative-research.net/fqs/fqs-eng.htm](http://qualitative-research.net/fqs/fqs-eng.htm)
- G.R. Gibbs, S Friese & WC. Mangabeira (2002): *Using Technology in the Qualitative Research Process* [http://www.qualitative-research.net/fqs/emhl02-02-e.htm](http://www.qualitative-research.net/fqs/emhl02-02-e.htm)
- Software reviews in: "Field Methods" [http://www.acadimage.com/Field_Methods/], "Qualitative Sociology", "Computers and the Humanities"

more resources

- SU:
  - Social Sciences Resource Center (SSRC) [http://library.stanford.edu/depts/ssrc/](http://library.stanford.edu/depts/ssrc/)
- come talk to me
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