

Analyzing qualitative date using NVivo

Learning goals:

After this training, participants should be capable of:

- Understanding the contribution of NVivo for analyzing qualitative data
- Using the NVivo interface
- Importing and organizing data in an NVivo project
- Coding data
- Understanding the most advanced features of the software (queries, visualizations, intercoder reliability...)

Level: Beginner/intermediary

Pre-requisites:

Having collected qualitative data in the past (trainees are encouraged to bring their own data during the training).

Targeted audience:

Qualitative researchers who want to conduct a data analysis based on coding.

Duration: 14h

Training modalities

o Intra-enterprise

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Program

Day 1

- 1. Introduction to NVivo
- 2. Discovering the NVivo user interface
- 3. Creating and importing data in NVivo*
- 4. Organizing data through memo links and annotations*
- 5. Organizing data using file classifications*
- 6. Organizing data using cases and case classifications*
- 7. Coding data (coding, uncoding, coding stripes, organizing codes hierarchically, codebook)*

Day 2

- 1. Coding relations and sentiments
- 2. Working with non-textual data (pdfs, audio, video, pictures, surveys)
- 3. Team work
- 4. Visuals (exploration tools and maps)
- 5. Queries (word frequency, text search, coding, matrixes and crosstabs, coding comparison)
- * Users can use their own data during these sequences.

Teaching methods:

Face-to-face interactions. Powerpoint slidedeck. Activities based on users' data and illustrative cases.

Measures if the skills acquisition:

Activity at the end of day 1.

Result and skills expected at the end of the training:

Being able to import, organize and analyze qualitative data autonomously. Knowing the features offered by the software in terms of data mining, quantification and vizualisation tools.

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