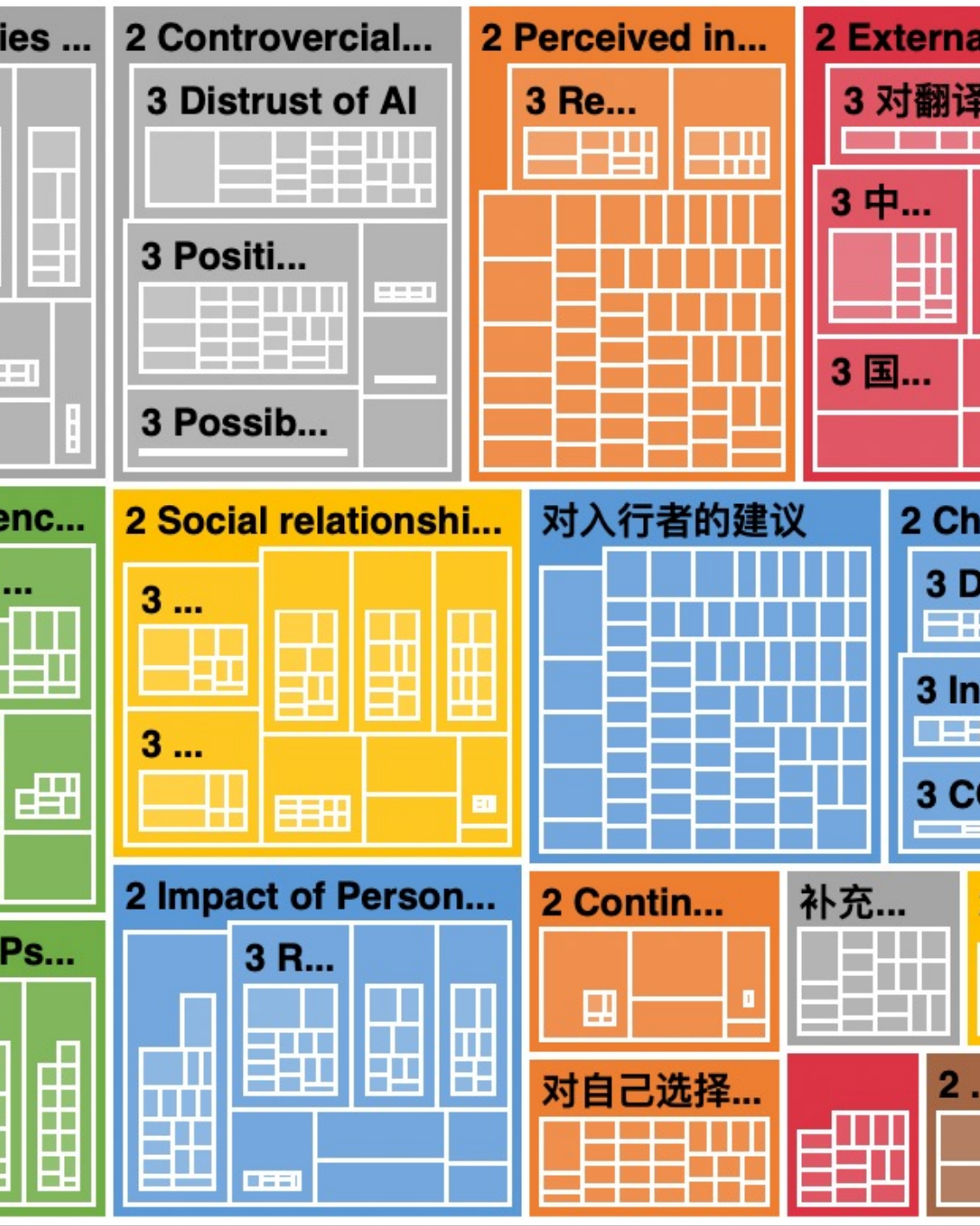




Coding in Nvivo

Experience from my DBA research

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Content

Introduction to Nvivo



Why choose Nvivo



How to make use of Nvivo



Applying Nvivo to my research

What is Nvivo?

Not a must/Microsoft Excel

But a powerful tool!

CAQDAS: Computer assisted qualitative data analysis software

MAXQDA, ATLAS.ti, N6, NUD *IST (the dawn of CAQDAS, featured with non-numerical unstructured data indexing, searching and theorizing)

Why choose Nvivo instead of others?

- + Recommended by my supervisor!
- + Supported by UWTSD IT service
- + All my peers use it!(except one)
- + Numerous strengths

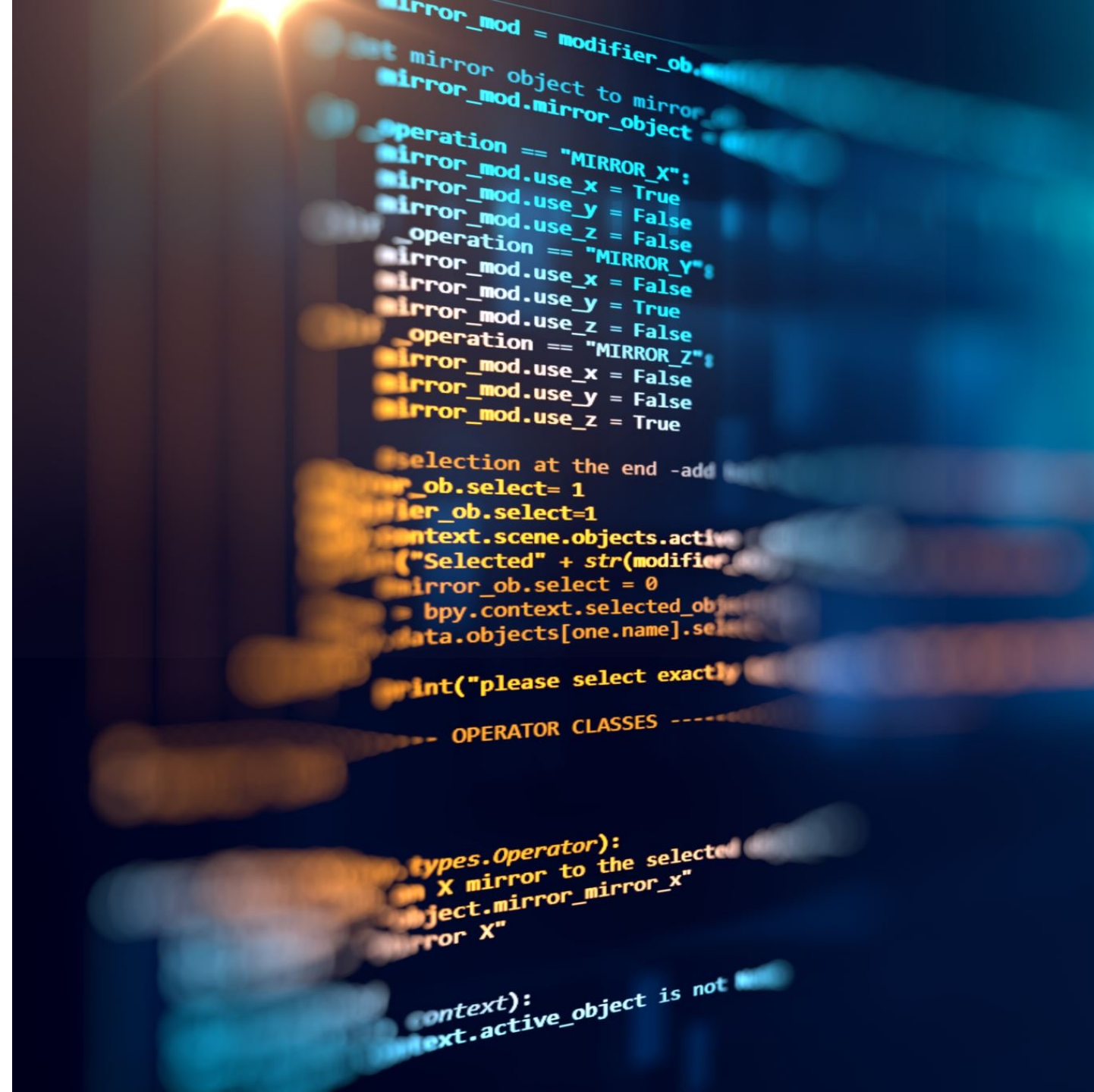
Strengths of Nvivo

- + Character-based coding
- + Rich text capabilities
- + Multi-media functions
- + Cooperate across geographical spaces network
- + High compatibility to research designs



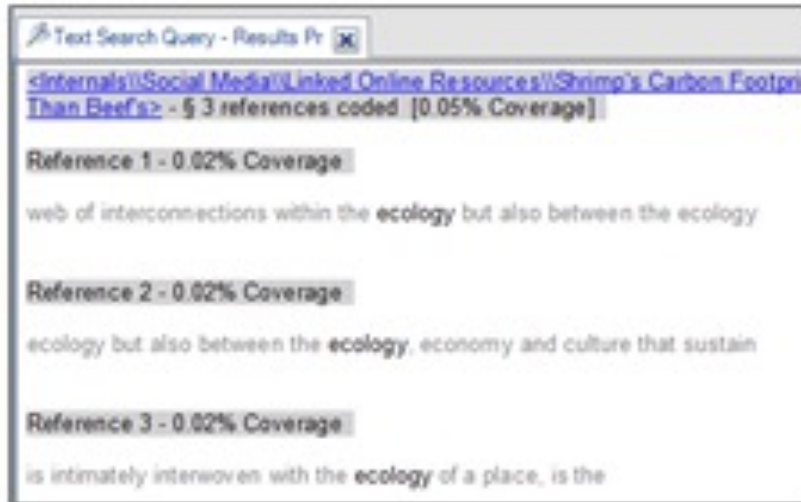
How to make use of Nvivo?

- + Major functions
- + CODING
- + Visualization



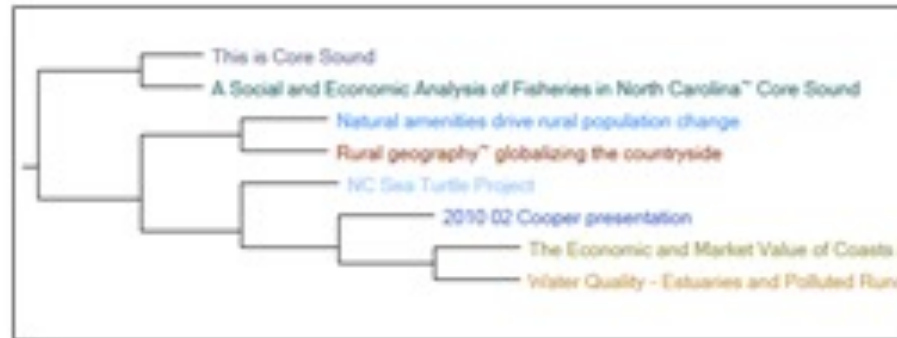
Literature review

Text Search query



Run a Text Search query to search for particular keywords and phrases—academic literature tends to use standardized terminology so this query can help you to review ideas and themes.

Cluster analysis



Cluster the sources by word similarity—see which sources are covering similar topics and make decisions about what to read and when.

Word Frequency query



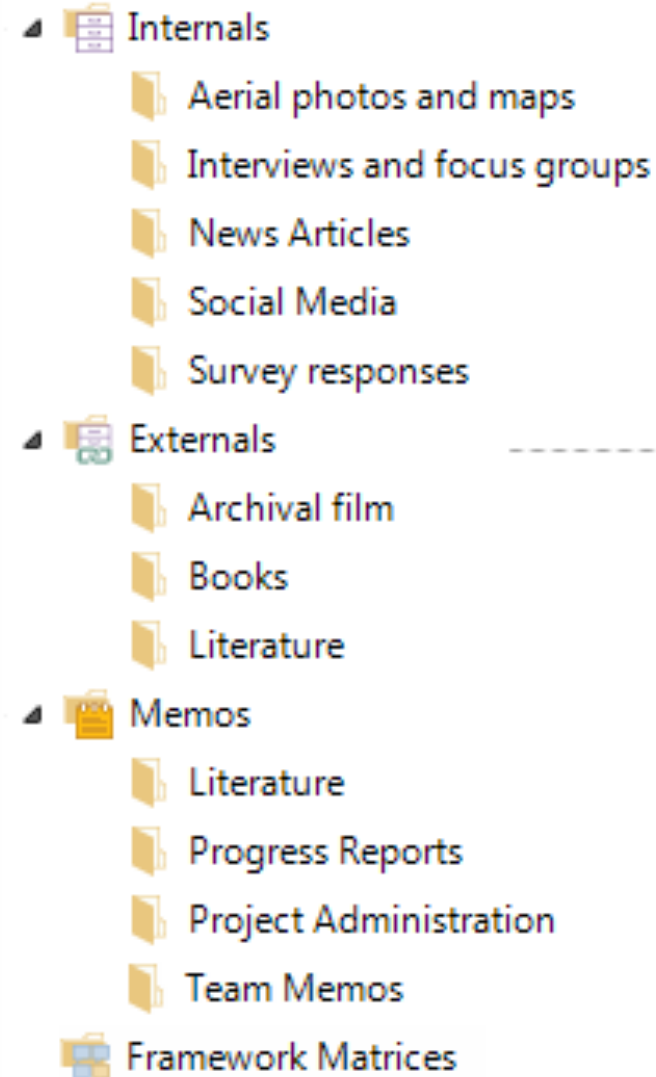
Run a Word Frequency to see the common terms used by a particular author or in articles about a certain subject—display the results in a tag cloud.

Concepts/ buttons

Internals are the materials you want to analyze. Organize them into whatever folders make sense for your project

Memos are where you store your ideas and analytical thoughts. For example, you might have a folder for the memos you write during a literature review, or memos where each team member can record their progress.

Sources



Externals represent the items you cannot import into NVivo. You can summarize the content and code, link and annotate. References from bibliographic software like EndNote are automatically stored in this folder (unless they have associated files).

Framework matrices let you summarize your source materials

Coding and nodes

What is this paragraph about? Code it at the node 'Natural Environment'.

Nodes

- Attitude
- Community
- Economy
- Memorable quotes
- Natural environment
- Policy, management
- Real estate development
- zBalance

Drag and drop to an existing node

Henry

So do you think that that's the major sort of limiting factor, environmental factor impacting development in Down East?

Barbara

Well it's a major one. Water quality in general and— I don't know all of the issues related to larger scale development, but yeah I think that a lot of the easy land that can be approved easily has already been developed. It's very low. And sea level rises. And so I think that that problem is only gonna get worse.

Q.4. Community and Environmental Change

Henry

Talk about changes that you've seen in this area.

Barbara

The biggest change that I'm aware of is the sense – I think that now there's the sense the commercial fishing as a livelihood is dying as a viable option. And I know – I think that that is a change since 30 years or 35 years ago. I don't remember that being sort of this sense of doom.

Display coding stripes to check the coding.

You can also use the toolbar to code at new or existing nodes

Open the node
Natural Environment

See everything that was coded at
Natural Environment (from all your sources.)

The screenshot shows a software interface with a document window and a sidebar. The document window has a tab labeled "Natural environment" with a close button. It contains three sections of text, each with a header indicating reference ranges and coverage percentages:

- References 8-9 - 4.82% Coverage**
The biggest change that I'm aware of is the sense – I think that now there's the sense the commercial fishing as a livelihood is dying as a viable option. And I know – I think that that is a change since 30 years or 35 years ago. I don't remember that being sort of this sense of doom. For me that's the most profound. That's a huge thing that I think is very sad. And that has to do with – that's such a complex situation – the water quality and also the overharvesting and tearing up of the bottom – all these different things that are factors.
- References 10-15 - 3.85% Coverage**
Or pressure on water quality and market forces. And then also the complicated relationship between the methods of trawling or methods that destroy habitat– just several factors. A lot of fishermen work on dredges and they go off to other jobs. It might be there would be less and less seafood for us. The fish houses have largely closed; there used to be quite a few more fish houses and places to sell the seafood that you would catch.
- Reference 16 - 5.18% Coverage**
The biggest factor in my understanding is stormwater runoff. We don't have a lot of – considering the amount of wetlands we have and the amount of land – we don't have a lot

The sidebar on the right contains a vertical bar chart with three bars. The first bar is labeled "Coding Density" and is black. The second bar is labeled "Jobs and cost of living" and is purple. The third bar is labeled "Water quality" and is purple. A dashed line points from the text "Code on to finer themes like Water Quality." to the "Water quality" bar. The sidebar also has a vertical menu with buttons: Summary, Reference, Text, PDF, Picture, Audio, Video, and Delete.

Now that you can see
everything in one place,
what are the key issues
and recurring themes?

Code on to finer themes
like Water Quality.

Theme nodes and case nodes

Nodes

	Name
	 Attitude
	 Community
	 Economy
	 Agriculture
	 Fishing or aquaculture
	 Jobs and cost of living
	 Tourism
	 Memorable quotes

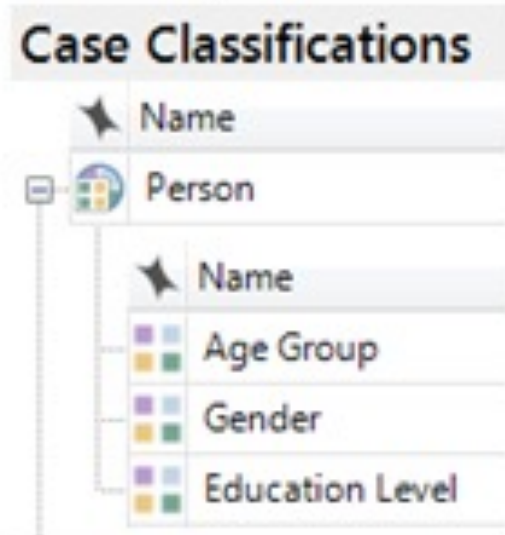
1

Cases

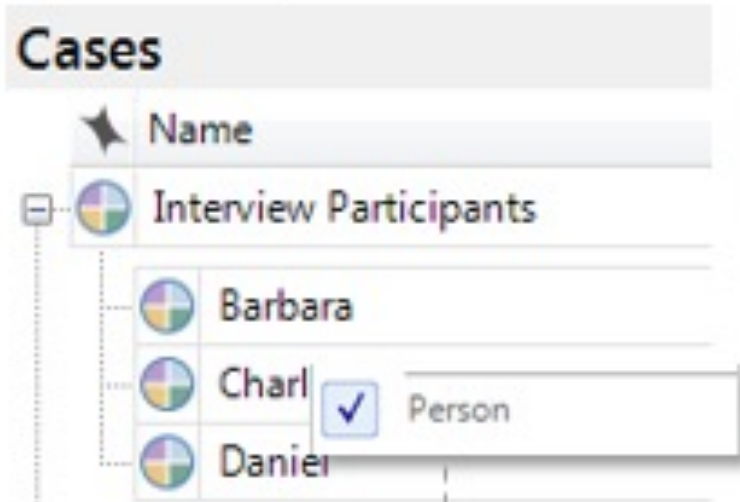
	Name
	 Interview Participants
	 Barbara
	 Charles
	 Daniel
	 Survey Respondents
	 DE001
	 DE002
	 DE003

2

Add the case classification 'person' to your project and make sure you have the attributes you want to use for comparison.



Make a case node for each participant and code everything a person says at their case.

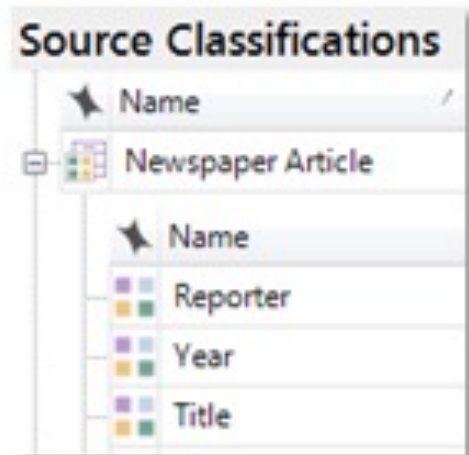


Classify the cases as 'person'

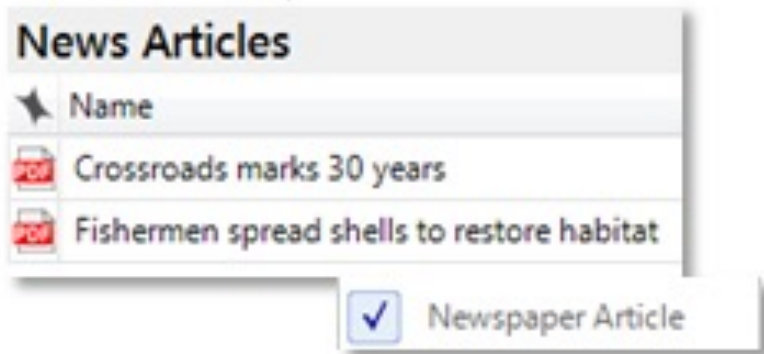
Open the 'person' classification sheet and set the attribute values. You could also import this information from a spreadsheet.

Person			
	B : Age Group ▾	C : Gender ▾	F : Community ▾
1 : Barbara	40 - 49	female	Straits
2 : Charles	50 - 59	male	Harkers Island
3 : Dorothy	70 - 79	female	Marshallberg
4 : Helen	30 - 39	female	Williston
5 : Ken	30 - 39	male	Cedar Island

Add the source classification 'newspaper article' to your project and edit the list of attributes if you need to.



Classify the sources as 'newspaper article'



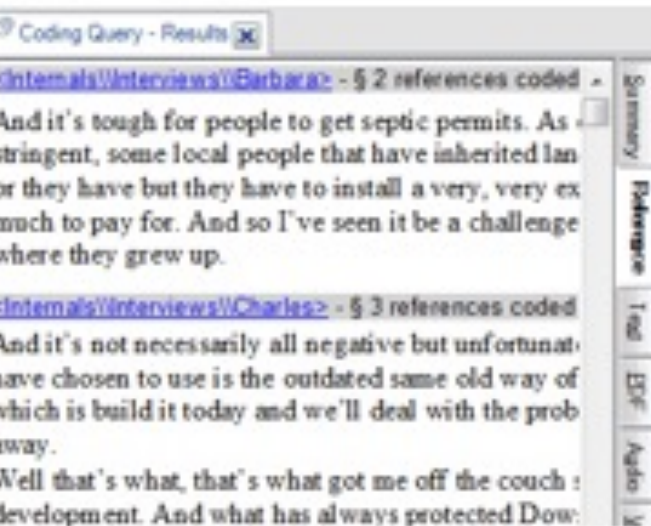
Open the 'newspaper article' classification sheet and add the bibliographical attribute values.

The 'Newspaper Article' classification sheet is open, showing a table with two columns: 'A : Reporter' and 'B : Year'. The table contains two rows of data.

	A : Reporter ▼	B : Year ▼
1 : Crossroads marks 30 years	Shutak, Mark	2010
2 : Fishermen spread shells to re...	Shutak, Mark	2010

Visualization

Coding query



Coding Query - Results

Interviews/Barbara - 2 references coded

And it's tough for people to get septic permits. As stringent, some local people that have inherited land or they have but they have to install a very, very expensive septic system. And so I've seen it be a challenge where they grew up.

Interviews/Charles - 3 references coded

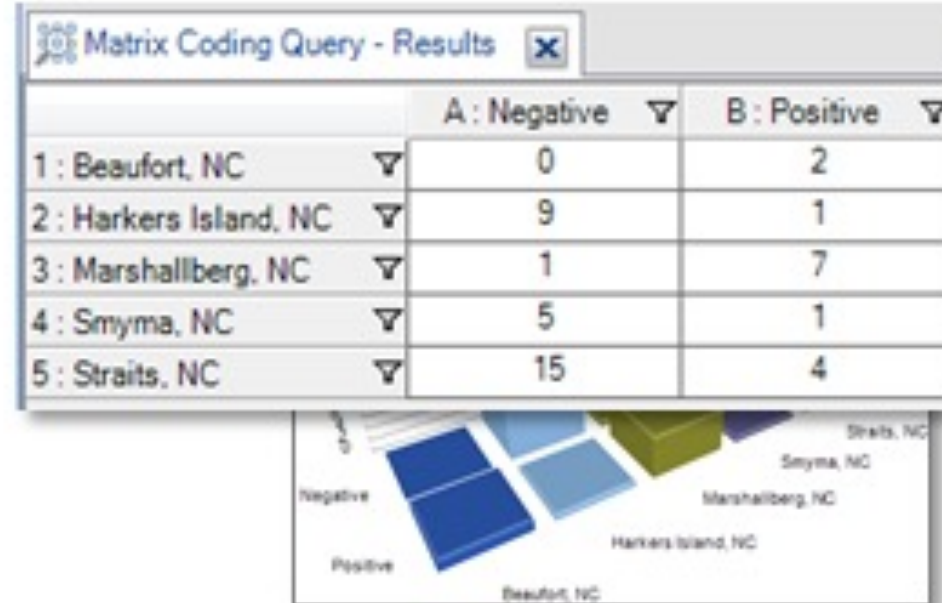
And it's not necessarily all negative but unfortunately what we have chosen to use is the outdated same old way of building which is build it today and we'll deal with the problem later.

Well that's what, that's what got me off the couch : real estate development. And what has always protected Down

Summary Reference Text PDF Audio

review all the negative comments about real estate development by gathering all content coded at the nodes *real estate development* AND *Negative*.

Matrix Coding query



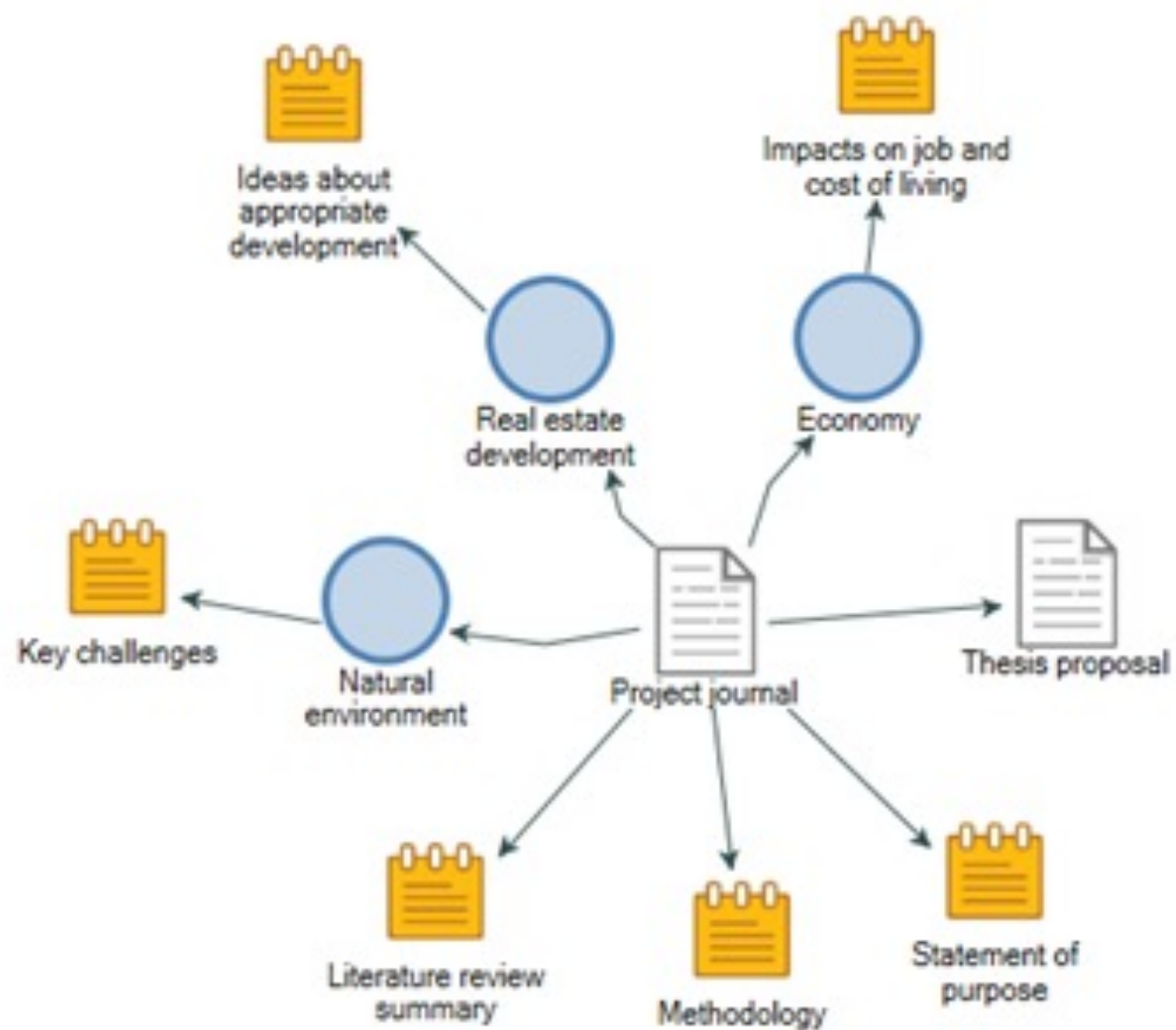
Compare the *Positive* and *Negative* responses of Twitter users based on their location (display them in a chart).

Word Frequency query



Run a Word Frequency query over the node *real estate development* to see which words people are using and get a handle on the major themes or topics.

Add Associated Items



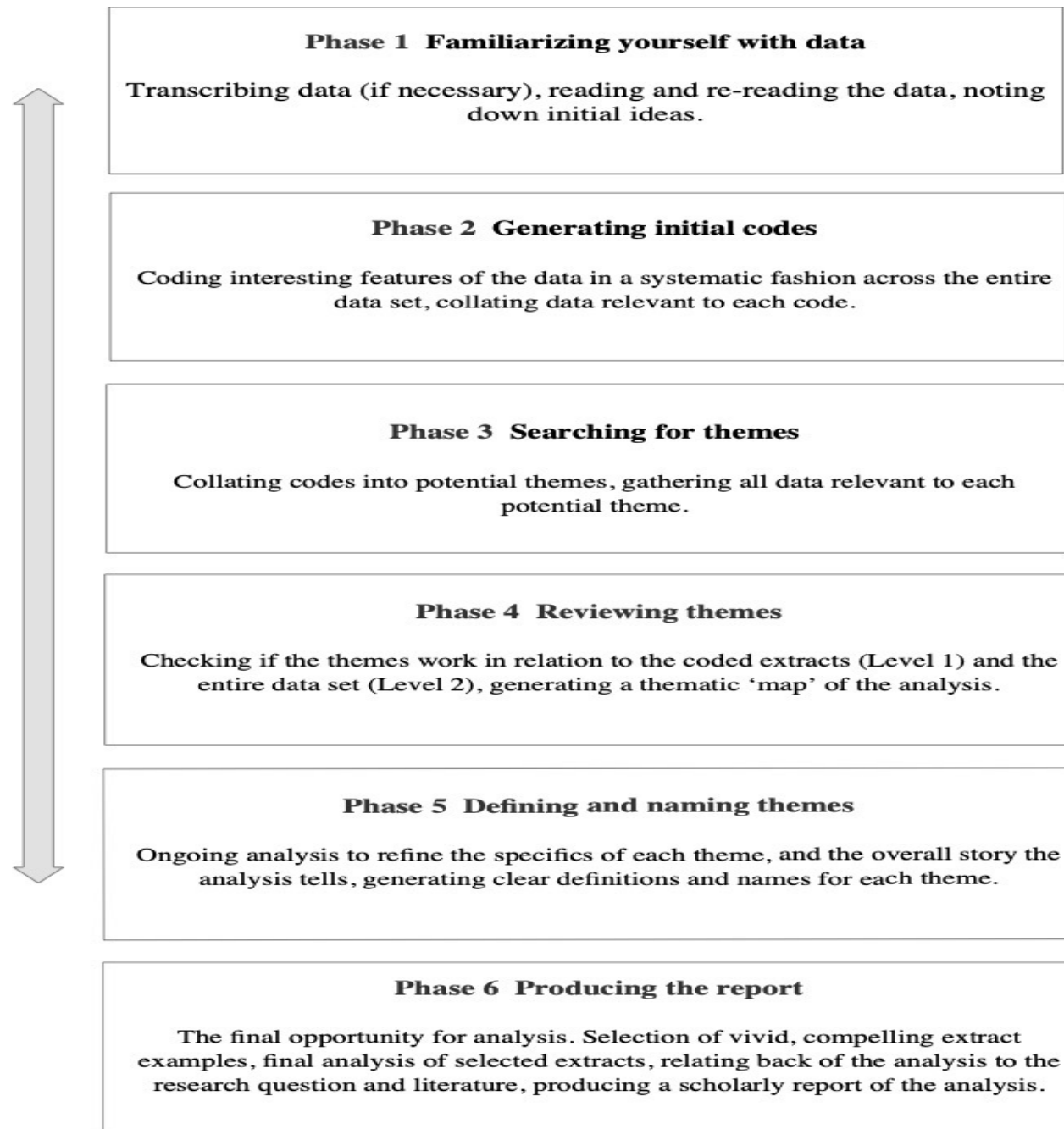


Figure 1 Phases of thematic analysis, adapted from (Braun and Clarke, 2006)

My coding process

Codes	Categories	Themes
• Open-minded • Empathy • Dig more information from clients • Keep your manager updated • Coordination and management	Awareness and willingness of communication	Communicative skills
• Support your working partner • Able to work in a team	Willing to work with others	Cooperation
• Linguistic knowledge of working languages • Fluency in speaking • Fluency in writing • Accurate delivery • Appropriateness in expression	Knowledge of target and source languages	Bilingual expertise
• Good short-term memory • Note-taking skills • Public speaking	Capability to translate between target and source	Transfer competence

My big goal

- + To explore the **competencies** of **language practitioners** in China from the perspectives of themselves using **capital theories**
- + Objectives:
 - + To explore the set of competencies of language practitioners required through their experience
 - + Identify the significantly required competencies of language practitioners
 - + To establish a framework of competency development for language practitioners in the future

- Human capital
(What you know)

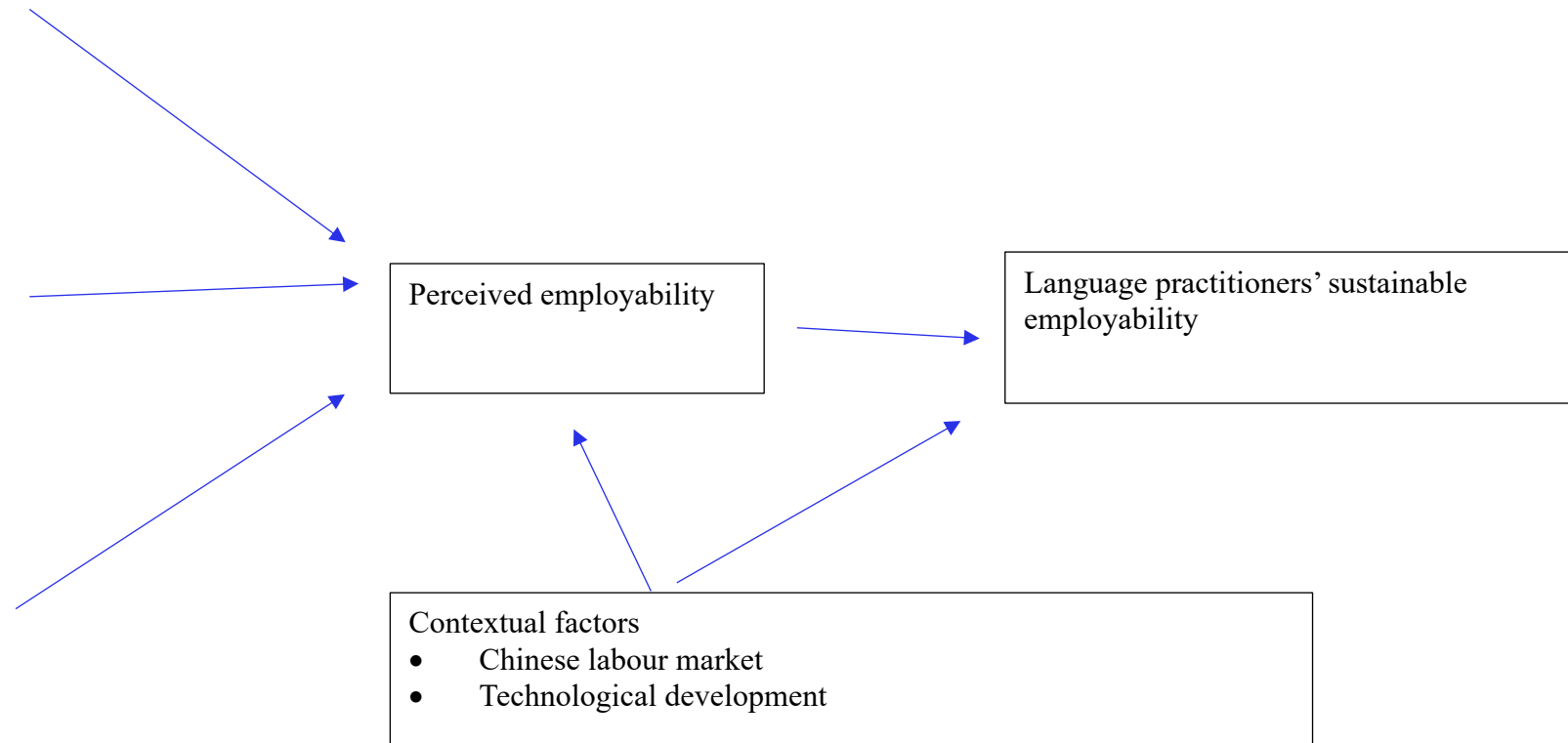
- Skills
- knowledge
- Experience
-

- Social capital
(who you know)

- Networks
- Social class
- Relation

- Psychological capital
(Who you are)

- Confidence
- Hope
- Optimism
- Resilience



+ My diagram of key areas in this research and literature review (Sun, 2022)

My research design

- + Mixed method research (qualitatively driven)
- + The quantitative part is yet to be decided until the qualitative result is crystal clear.
- + But surely some tool are in need for qualitative data collection and analysis.

**Operational steps in Nvivo:
my example in this software**

References

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