NVivo for Windows Software Training

Course Syllabus

Introduction:

NVivo is a powerful qualitative data analysis software used by researchers in education, government, NGO and the commercial sectors worldwide. In this workshop, we will learn the key functions of the software. Learning will be interactive and hands-on with sufficient time for participants to practice. Participants can walk out the classroom and start using NVivo in their projects right away!

Learning objectives:

1. To learn what NVivo is and how it is different from other QDA software;
2. To learn the basic functions of NVivo including creating a project, coding, running queries, and creating models for presentations and team meetings;
3. To learn in a hands-on learning environment and be able to use NVivo in your own projects right after the class.

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Duration: 6 hours (with one hour lunch break)

Technical requirements: Students will need to come with a laptop with NVivo version 10 already installed. It can be a purchased full license or a 30 day free trial downloaded from the company's website. This class is for NVivo for Windows only and is designed for the beginner and intermediate level.

Outline

I. Introduction to NVivo
a. PowerPoint presentation -20 minutes
       i. What is NVivo?
       ii. Differences of NVivo from other similar software
       iii. License options

b. Basics of NVivo –10 minutes
       i. Understand the user interface
       ii. Toolbars and icons
       iii. Save project and backup
       v. Import sources/documents

II. Coding – 1 hour 15 minutes
       i. How to code text files (e.g., doc, rtf), PDFs, pictures, audio and video files?
       ii. Inductive vs. deductive coding
       iii. Open coding vs. in vivo coding vs. a priori coding
       iv. What are coding stripes?
       v. Organize a code hierarchy

III. Other useful functions
a. Literature review – 10 minutes
       i. Compatibility with bibliographic software (e.g., Refwords, Zotero, Endnote)
       ii. How to use codes to help with your literature review?

b. Import survey data - 15 minutes
       i. Prepare your data before import
       ii. Classifying vs. codable questions

c. Memos, Links and Annotations – 10 minutes
       i. What are memos and how to use memos effectively?
       ii. Create links
       iii. Create annotations

--2.5 hour break--

IV. Attributes/variables - 30 minutes
       i. What are attributes (variables) and why are they important?
       ii. Create **case nodes** from your sources with attributes (emphasis)
       iii. Use attributes in your data analysis

V. Data Analysis and Exploration – 1 hour

a. Text search query

      i. How to run a text search query on all or part of my data?

      ii. When to run a text search query?

b. Word frequency query

      i. When to run a word frequency query?

      ii. Interpret results in various formats (e.g. Word cloud, tree map)

c. Coding query

d. Matrix coding query

      i. What kinds of questions does a matrix coding query answer?

      ii. Design and interpret matrix coding query results

VI. Visualize your data/Modeling - 20 minutes

      i. Create a model using your data and results

      ii. Create a model from scratch

      iii. Export the model

VII. Generating Report – 10 minutes

VIII. Working with Online/Social Media Data – 15 minutes

      i. Work with Website pages

      ii. Work with Facebook comments

      iii. Work with Twitter tweets

IX. Questions & Answers

X. Debrief

--Total time: 5 hours--