BASIC FUNCTIONS OF THE NVIVO PROGRAM
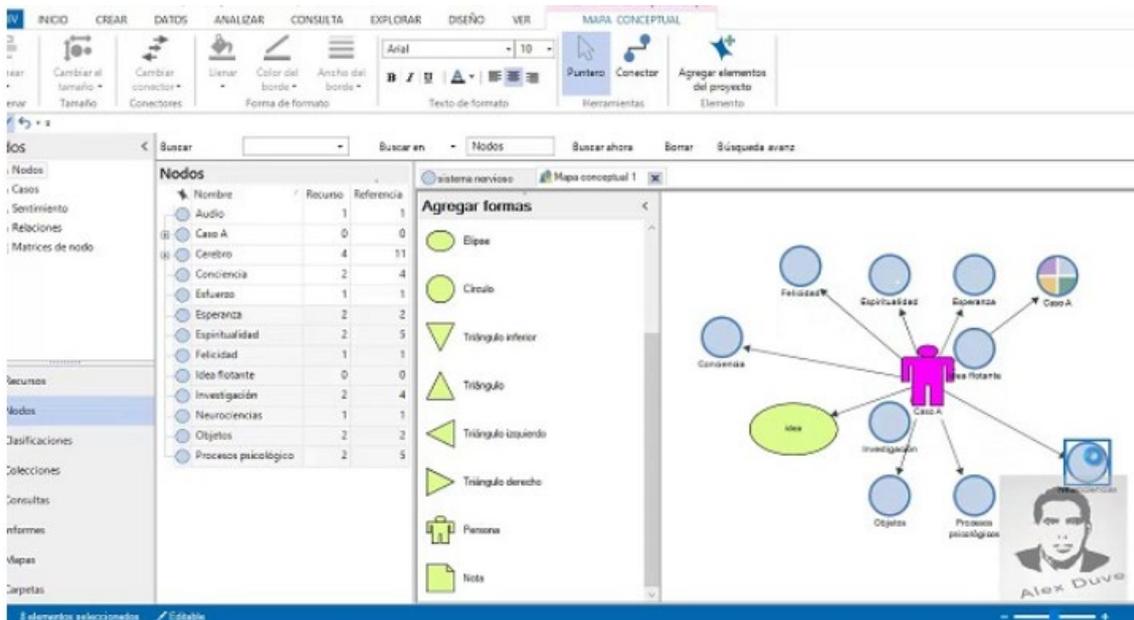
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What is Nvivo? Nvivo is a qualitative data analysis computer software package. It allows users to import, classify and analyze data such as web pages and social networks, audio files, spreadsheets, databases, digital photos, documents, PDF files, bibliographic data, rich text and plain text documents. Users can exchange data with applications such as Microsoft Excel, Microsoft Word, SPSS, EndNote, Microsoft OneNote, SurveyMonkey, and Evernote. Nvivo is multilingual and can be used in English, French, German, Japanese, Chinese, Portuguese and Spanish. Users can request transcripts of media files. It is compatible with both Microsoft Windows and macOS operating systems.

Notions prior to analysis. Basic functions:

1. Create a new project. (Define its properties). To create a new project in Nvivo, open the software and select "File" from the main menu. Next, choose "New Project" and configure the project details, such as the name and storage location. You can opt for a predefined template or start with a blank project. After configuring the details, click "Create" or "Finish" to finish creating the project. Once created, you will be in the Nvivo work environment, ready to import data and perform qualitative analysis according to your research needs. Remember that these steps may vary slightly depending on the specific version of Nvivo you are using, so consult the corresponding documentation for information

2. Edit documents. To edit documents in Nvivo, first, open the project and navigate to the document you want to modify. Double-click the document to open it in the work window. Nvivo provides editing tools that allow you to highlight, underline and add comments directly into the text. Additionally, you can segment the document into nodes or themes relevant to your qualitative analysis. It is also possible to label sections of the document and assign codes to them to organize the information in a meaningful way. After making the necessary edits, save your changes and ensure that the edited document is synchronized with your Nvivo project. These editing functions facilitate the qualitative data analysis process, allowing dynamic interaction with textual content within the Nvivo environment.

3. Use of memos and notes. Memos and notes play an essential role in the qualitative analysis process. Memos are dedicated spaces where researchers can record reflections, ideas, and comments on specific aspects of their data. They serve as tools to document thinking and interpretations as research develops. Annotations, on the other hand, allow users to add comments directly to fragments of data, such as documents, interviews, or images. This enables the capture of immediate observations and contextual reflections directly associated with specific parts of the data. Both functions, memos and annotations, facilitate the organization and tracking of ideas throughout the analytical process, providing an additional layer of contextualization and reflection that enriches the understanding of the qualitative material.

Practice activities:

ACTIVITY 1: Search for material to work with Nvivo: Before starting the program we must search for material to analyze. Our first task will be to search for documents, preferably ones that interest you and are related to the course or your work.

ACTIVITY 2: Create a project with NVIVO: Now that we have the documents we are looking for, we will create the project.
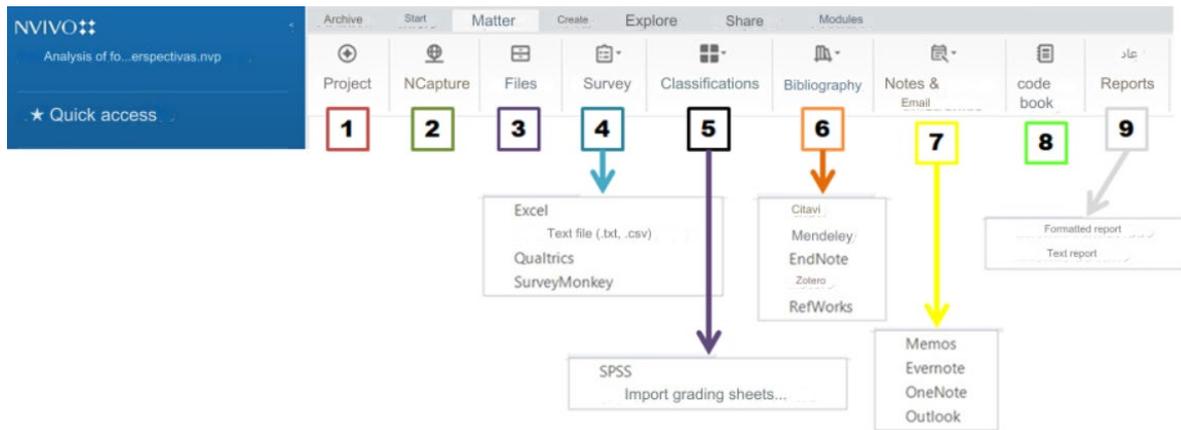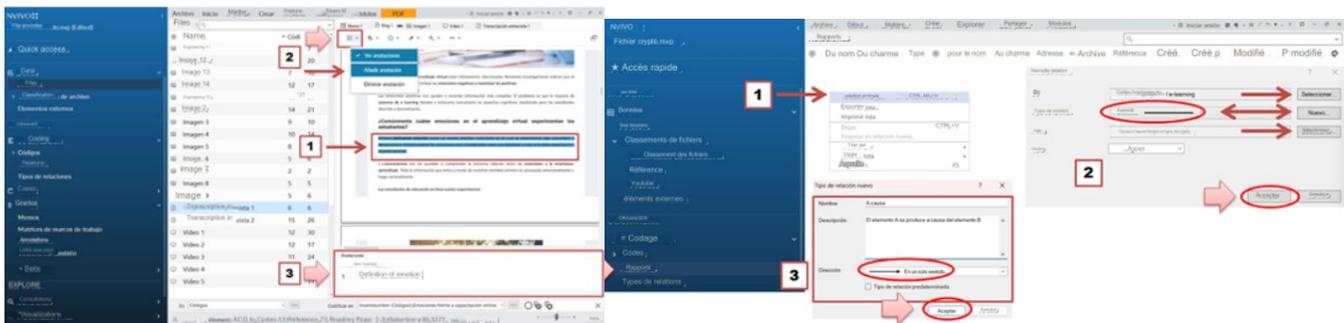
ACTIVITY 3: Import documentation into the project: Now that we have created the project, we must import the material that we are going to analyze.
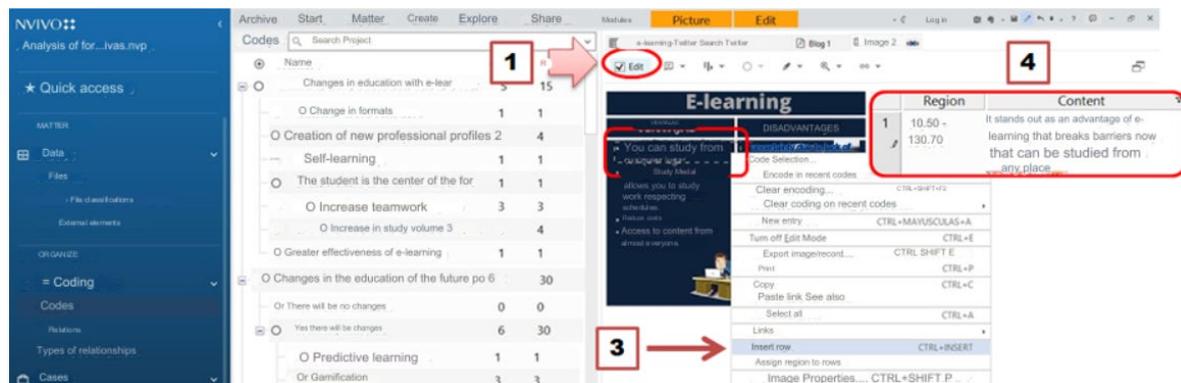
ACTIVITY 4: Add memos and links: On many occasions, we will have to make notes and relate documents to each other. For this, we can use MEMOS and LINKs.

Analysis of other types of data:

Image analysis: In the current environment, media coexist in a multimedia environment that goes beyond mere textual documents. Therefore, the possibility that Nvivo offers to work with images is notable. The most common formats (.jpg, .bmp, .tiff) are recognized by the program.

Analysis of social networks and websites: With the Ncapture application, a browser extension that Nvivo brings, we can capture content from web pages, blogs, social networks... quickly. Thus, we can obtain posts that have been published on Facebook, Tweets that contain a certain word or hashtag, or that have been published by a specific user. Likewise, we can collect the discussions held in a LinkedIn group or capture

the entries from a certain blog that may be interesting for our investigation. All this with a single click and without losing information.

Analysis of information obtained from conversational techniques

ACTIVITY 5: Transcription: From one of the incorporated videos, transcribe the first 3 minutes. As we said in the previous block, the audio and video formats can be incorporated into Nvivo, that is, they can be listened to and viewed with the program, but if we want to do a study on the content of those files (except images) we must transcribe it to a text format. This program allows you to make transcriptions of the data collected through different conversational techniques such as an interview or discussion groups, which are recorded on video or audio. It has a "transcription" option with which we can do them. Furthermore, once completed, they can be exported to different text formats and we now have the data ready for use.

Creation of concept maps, coding and results.

As advanced functions we have considered the tasks of categorization, coding and data exploration.
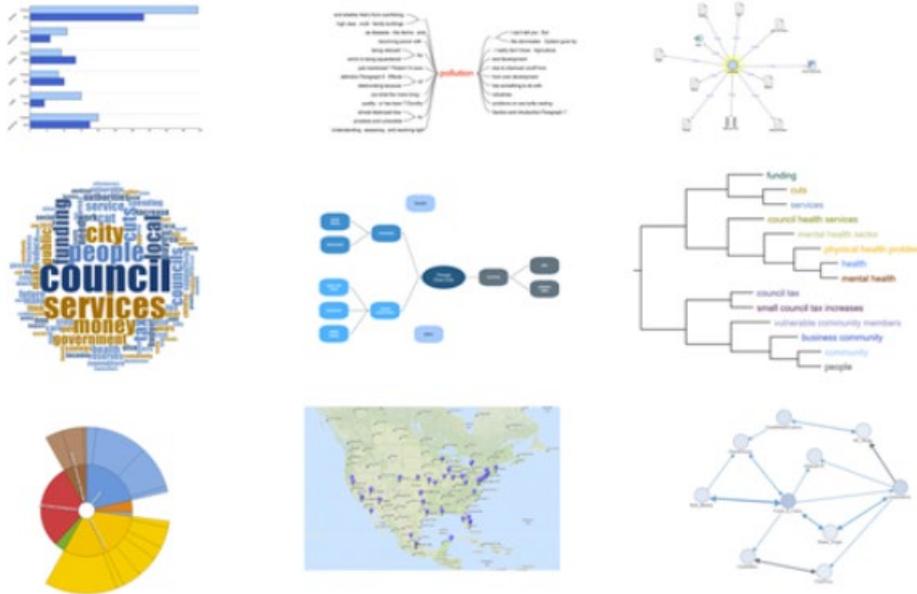
- **Categorization:** development of the data analysis instrument, called the system of nodes or categories (Creation of nodes).
- **Coding:** assignment of parts of the text to different categories or nodes

- **Data exploration:** Description of the data.

These processes are the most creative, in which the researcher will have to put into play all their knowledge and interests about the research they are carrying out.

Categorization process: As you may have already read, it is a process that starts from theory but also from the data collected. In short, it is about collecting all the information from theory and data, and organizing it. Typically, it is organized into content categories that also contain subcategories. With other programs, these categories and subcategories had to be listed in schema form, with NVIVO this is not necessary, since they are organized in a hierarchical tree.

Coding process: Once the nodes are created, we begin the coding process, that is, assigning parts of the text to the created categories or nodes. Keep in mind that you can assign the same text fragment to a category or node, or to several at the same time, since several categories or nodes can be related to the same text. There will also be parts of the text that do not correspond to any of the categories or nodes. The latter is not a problem, in the end a study can be done on this part of uncoded text, categories or nodes not included in our system could appear.

Data exploration: Nvivo allows us to have a first approach to the coding carried out through coding bands or highlighting the text in different colors depending on the nodes. Once the categorization and coding have been completed, a first exploration of your data is carried out using the different ways that have been explained.

Reports in Nvivo: Nvivo allows you to create reports during and after the analysis process. It allows you to analyze and review the progress made, showing a summary of the resources that make up the project, the nodes and the coding, allowing you to quickly explore the topics that appear most frequently. The reports can be used directly to present the conclusions. You can make a report on resources, a report on nodes, a report on coding.

Graphs in Nvivo: Nvivo allows you to analyze data using graphs and other visualization techniques that allow you to explore trends, test hypotheses and theories, establish comparisons and show the results "at a glance."

Maps: Nvivo allows you to design different maps, such as hierarchical maps that allow you to represent hierarchies and relationships between different codes or themes or conceptual maps, which allow you to relate the ideas and themes of the theoretical framework and the results. These trees help visualize the structure and interrelationship of concepts in your research.

Download the complete book of Nvivo (in Spanish):

https://eusal.es/eusal/catalog/view/978-84-1311-818-5/6367/9382-1