DATA SERVICES AT NYU

http://library.nyu.edu/
http://guides.nyu.edu/dataservices
NYU DATA SERVICES

- ArcGIS
- Atlas.ti
- Carto DB
- Google Earth
- MATLAB
- NVivo
- Qualtrics
- R
- SAS
- SPSS
- STATA
GOALS FOR INTRODUCTORY SESSION

1. Starting a Project
2. Source Materials
3. Coding
4. Query
5. Visualization & Reports
NVIVO RESEARCH CYCLE

- Coding
  - Review
  - Merge
  - Refine

- Memoing
  - Key ideas
  - Reflect
  - Link

- Visuals
  - Models
  - Matrices
  - Charts

- Queries
  - Text Search
  - Word Frequency
  - Matrix
  - Coding Comparison
START A PROJECT

2. Enter a name for this project (and add a description if you want to).
3. Click the Browse button and in the Save as type list, make sure NVivo Projects (*.nvp) is selected—you can change the default file name and location if you want to.
4. Click Save, and then click OK.
START A NEW PROJECT

Name, describe and save your project. Saved on your C-Drive.

Click this box to record an audit trail of everything that you have done on the project.
NVIVO WORKPLACE

The ribbon helps you to locate all NVivo commands

Navigation View lets you organize your material into folders

See the contents of a folder in List View

Check the status bar to see what is happening in your project

Access Help

Work with your sources, nodes or other project items in Detail View. Undock Detail View to work in a separate window.
TERMINOLOGY OF NVIVO

What is Coding?
Finding & Gathering Patterns, Topics and Themes

NVivo Language: Sources = Primary Documents
Nodes = Codes
Query = Patterns

NVivo key terms
As you work through this guide you’ll be introduced to a number of key concepts but here are some basic terms to get you started:

- **Sources** are your research materials including documents, PDFs, datasets, audio, video, pictures, memos and framework matrices.
- **Coding** is the process of gathering material by topic, theme or case. For example, selecting a paragraph about water quality and coding it at the node ‘water quality’.
- **Nodes** are containers for your coding—they let you gather related material in one place so
IMPORTING DATA
EXTERNAL DATA TAB >>> DOCUMENTS

Documents (.doc/.rtf)
Articles in PDF
Audio
Video
Photographs
Survey
Social Media
Web Pages
EXTERNAL DATA TAB: SPECIAL FEATURE OF NVIVO

NCapture

You can use NCapture to gather web pages and social media data from NCapture files (.nvcx). Import web pages and social media data from NCapture files (.nvcx).
MEMOS

Memos: To record thoughts or observations....

Memos are quite ‘free form’ in NVivo and our innovative users (from the LinkedIn NVivo Users Group) have come up with some great uses for them:

- **Project memo**—record your goals, assumptions and key decisions. Like a journal, update it regularly and include links to the significant theme nodes and sources. Bring your journal to life by displaying it in a model.

- **Interview or participant memo**—summarize the key points of an interview. Make note of contradictions, surprises or early hunches. Include ideas about the nodes you might make and include photos or descriptive information about the interview setting.

- **Node memo**—explain why you think a theme is significant (especially useful in team projects). Add to the memo as your thinking evolves and include links to the related literature. By writing as you go, you won’t face the pressure of staring at a blank document when it comes to writing up your project.

- **Query results memo**—what do these query results tell me? Make a memo to organize your ideas and to plan future steps. If you display your query results in a chart or other visualization, copy and paste it into the memo.

- **Analytical and procedural memos**—record your findings in analytical memos and use procedural memos to document the methodological steps you take.

- **NVivo memo**—record what works best in the software, including any tips or shortcuts you want to remember. Include links to NVivo-related support materials that you’ve found on the web.
CREATE TAB >>> MEMOS

New Memo or Link Memos
CODING
CREATE TAB>>> NODES

“CREATING CONTAINERS”

• EXISTING NODES
• NEW NODES (Grounded Theory)
CODING: SOURCES WITH NODES

Add Photo with the Right Click and Code from NVivo
CODING: SOCIAL MEDIA SOURCES WITH NODES

Twitter
Web Pages (PDF)
Face Book
Linked In
CODING: MULTI-MEDIA SOURCES WITH NODES

Audio
Video
Photographs
Survey Data
CODING: CODES WITHIN NODES
BUILDING HIERARCHY WITHIN NODES

Parent >>> Child >>> Grandchild …etc.

Add Photo with the Instructions
CODING: CODING STRIPES

View>>>Coding Stripes>> All Nodes Codes

*Remember to first open the source material you want to see coded

Add Photo with the Right Click and Code from NVivo
CODING: VIEWING ALL CODING RESULTS

Click on Specific Node >> export/print out ---- or ---- keep coding parental relationships……

Right click to export to excel
QUERY : SPECIAL FEATURE OF NVIVO

Queries provide a flexible way to gather and explore subsets of your data. In NVivo, you can create queries to:

- Find and analyze the words or phrases in your sources, annotations and nodes. You can find specific words or those that occur most frequently.

- Ask questions and find patterns based on your coding and check for coding consistency among team members.
QUERY TAB >>>WORD FREQUENCY QUERY

Queries>> Word Frequency >>click Add Project >> Name >>
Word Frequency Criteria >> Select>> Interviews >> Run
Note: Highlight and double click on a word and it will take you to coded instances – right click>>>coding context>>>broadening
Note: Right click >> Export Diagram
QUICK VISUALIZATIONS

Go to Interview >> Right Click >> Visualize
WORKING W/OTHER RESEARCHERS

To import project content:
1. Open the project that you want to import into. Server projects must be opened exclusively.
2. On the External Data tab, in the Import group, click Project.

3. Click the Browse button and select the project you want to import.
   a. Do one of the following:
      - To import a standalone project, select NVivo Projects (*.nvp) from the Files of type list, and then select the project you want to import.
      - To import a server project, select NVivo Server Projects from the Files of type list, then select the server from the Connection name box, and then select the project you want to import from the Project files box.
   b. Click Open.
4. Under Select the project items to import, select Selected (including content) and click the Options button to make your selection—refer to Import options (including content) for more information.
5. Under For duplicate items, choose whether you want to merge the duplicates or create new project items. Refer to How duplicate project items are handled during import for more information.
6. Click Import.

   The import may take a few minutes—you can monitor the progress of your import in the Status bar at the bottom of the NVivo window.

   When the import has finished, the Import Project Report is displayed.
7. (Optional) Print the report for your records—you cannot access this report once it is closed.
FURTHER NVIVO SUPPORT

NVivo Help Manual & Glossary

Nvivo Video Tutorial Library

1. What's new in NVivo 10 for Windows
2. Get up and running with NVivo 10 for Windows
3. Work with audio, video and images
4. Work with survey results
5. Work with interviews, articles and other documents
6. Organize material into themes with coding
7. Work with information about people, places and other cases
8. Explore your coding
9. Find themes and analyze text
10. Visualize your project
11. NVivo 'how-to' videos
<table>
<thead>
<tr>
<th>External Sources</th>
<th>Cluster Analysis</th>
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<tbody>
<tr>
<td>Classifications</td>
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<td>Relationships</td>
<td>Models</td>
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<tr>
<td>Mixed Methods</td>
<td>Explorer Tab</td>
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</tbody>
</table>
ACCESS TO NVIVO SOFTWARE
*NOTE ABOUT MAC VS. PC

NYU Data Service Computer Lab
NYU Bobst Library, 5th Floor
Sun-Sat 7am-1am (Hours are the same as Library Stacks):
Reserve a Computer Work Station

NVivo On-line Purchase at Educator’s Rate

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<tr>
<td><strong>The more you buy, the more you save</strong></td>
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<td>• Purchase 3 to 4 licenses for a 10% discount.</td>
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