NVivo for Qualitative Research

Part I

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What is Qualitative Research?

- Qualitative researchers are interested in understanding the meaning people have constructed, that is, how people make sense of their world and the experiences they have in the world (Merriam, 2009)

- Qualitative research is a scientific method to analyse the meanings, concepts, understandings, perspectives, definitions, etc… as presented by particular groups of people at particular times of interest. Qualitative research approaches are particularly focused on the human elements of the social and natural sciences

Qualitative Research Activities

1. Setting up a project that is well managed
2. Conceptualising the project: Reviewing the literature, defining research questions
3. Developing a methodology: Identifying data collection and analysis techniques
4. Presenting data meaningfully and answering RQs
5. Ensuring and documenting trustworthiness and rigour

Setting up a project that is well managed

What does it mean?

- Chronologically track the development of the research project
- Smartly store and classify research elements
- Selectively access, browse and retrieve research elements
- Create and develop new research components
- Restructure and/or reorganise your research project without jeopardizing the integrity of its research elements

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Setting up a project that is well managed (cont'd)

Chronologically track the development of the research project

- Create Log with event description
  - Organisation through labelling (use format TITLEyyyyMMDD)
  - Create backups

- Create Index

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Setting up a project that is well managed (cont'd)

Smartly store and classify research elements

- Importing a variety of files
- Using source and case classifications

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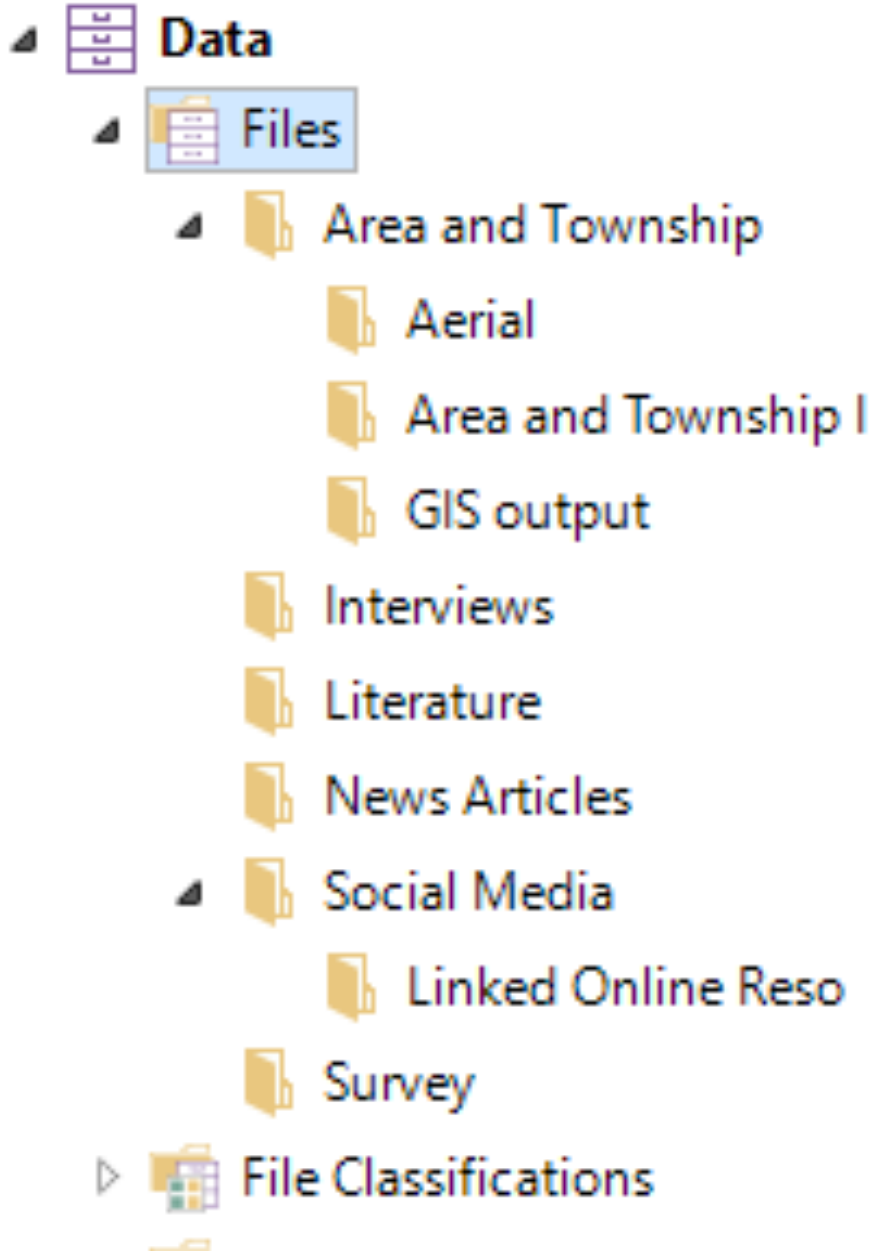
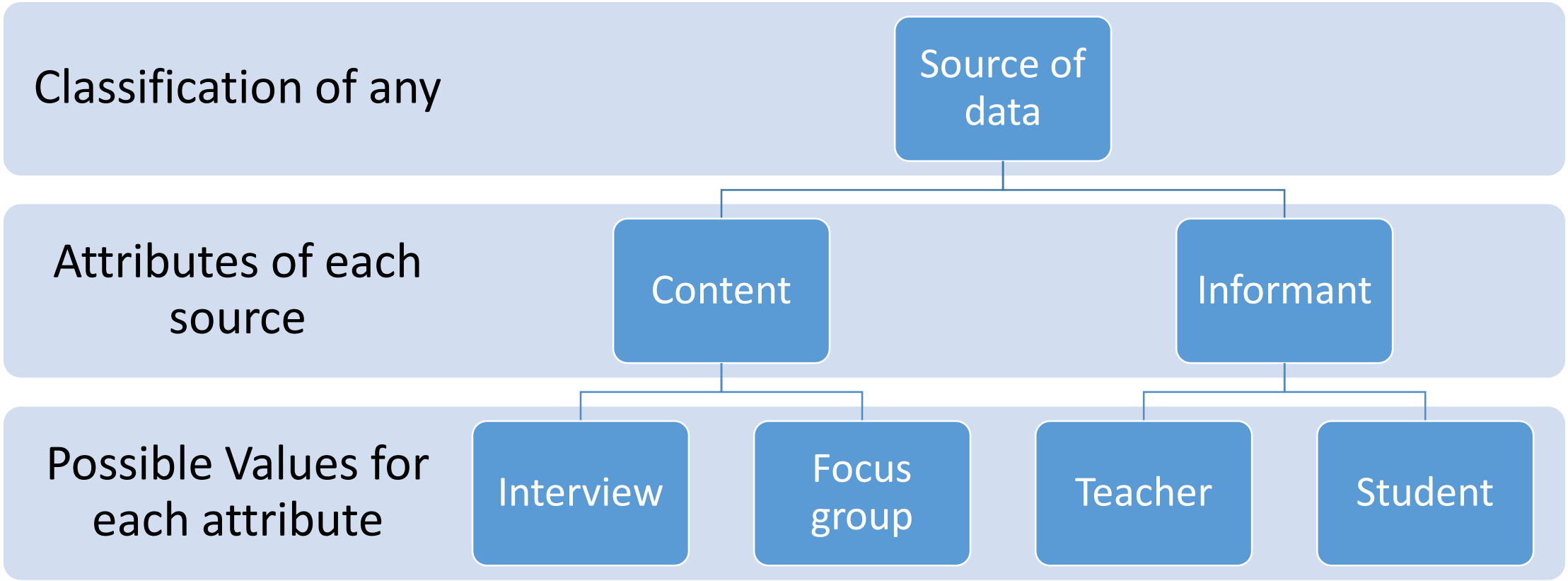
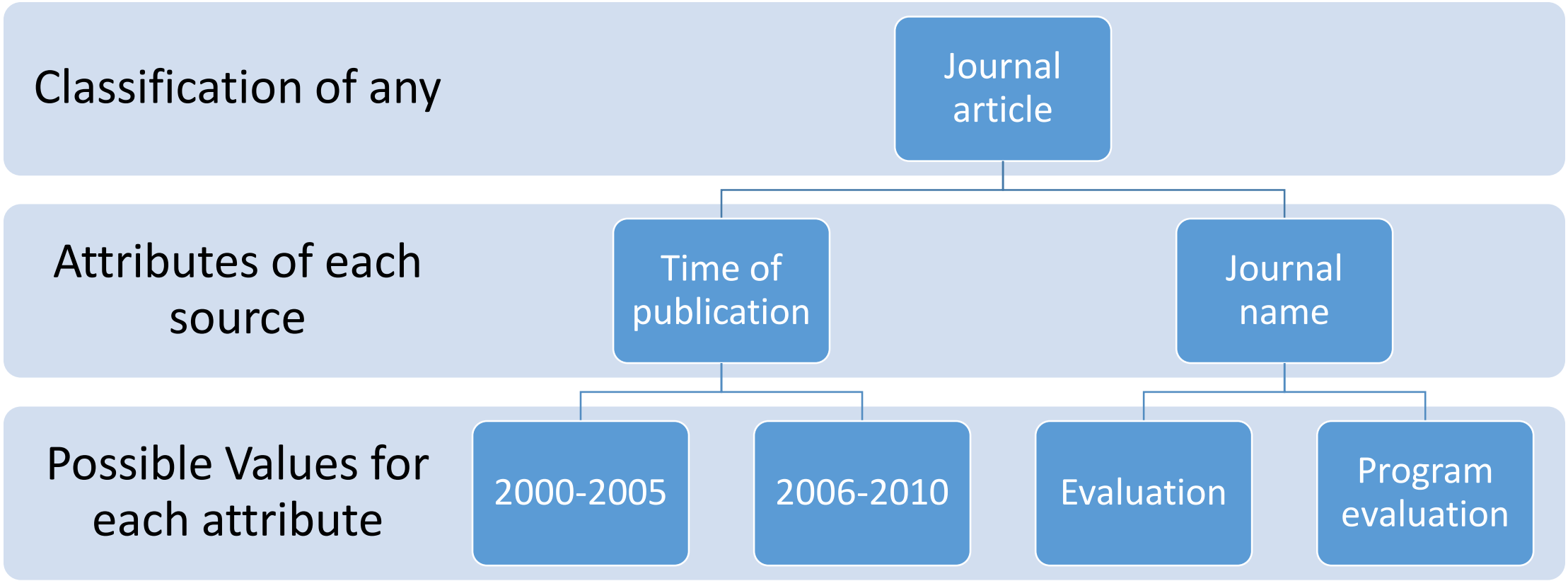


Is this organization sufficient?

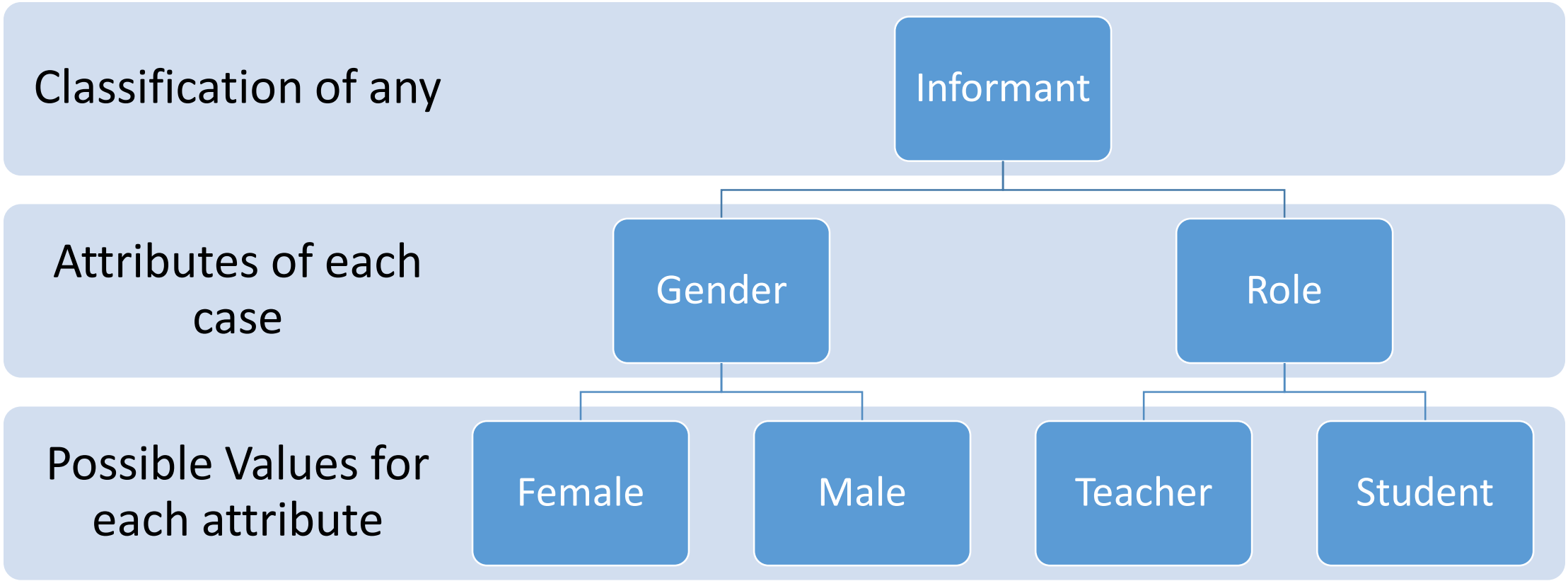
Understanding source classification

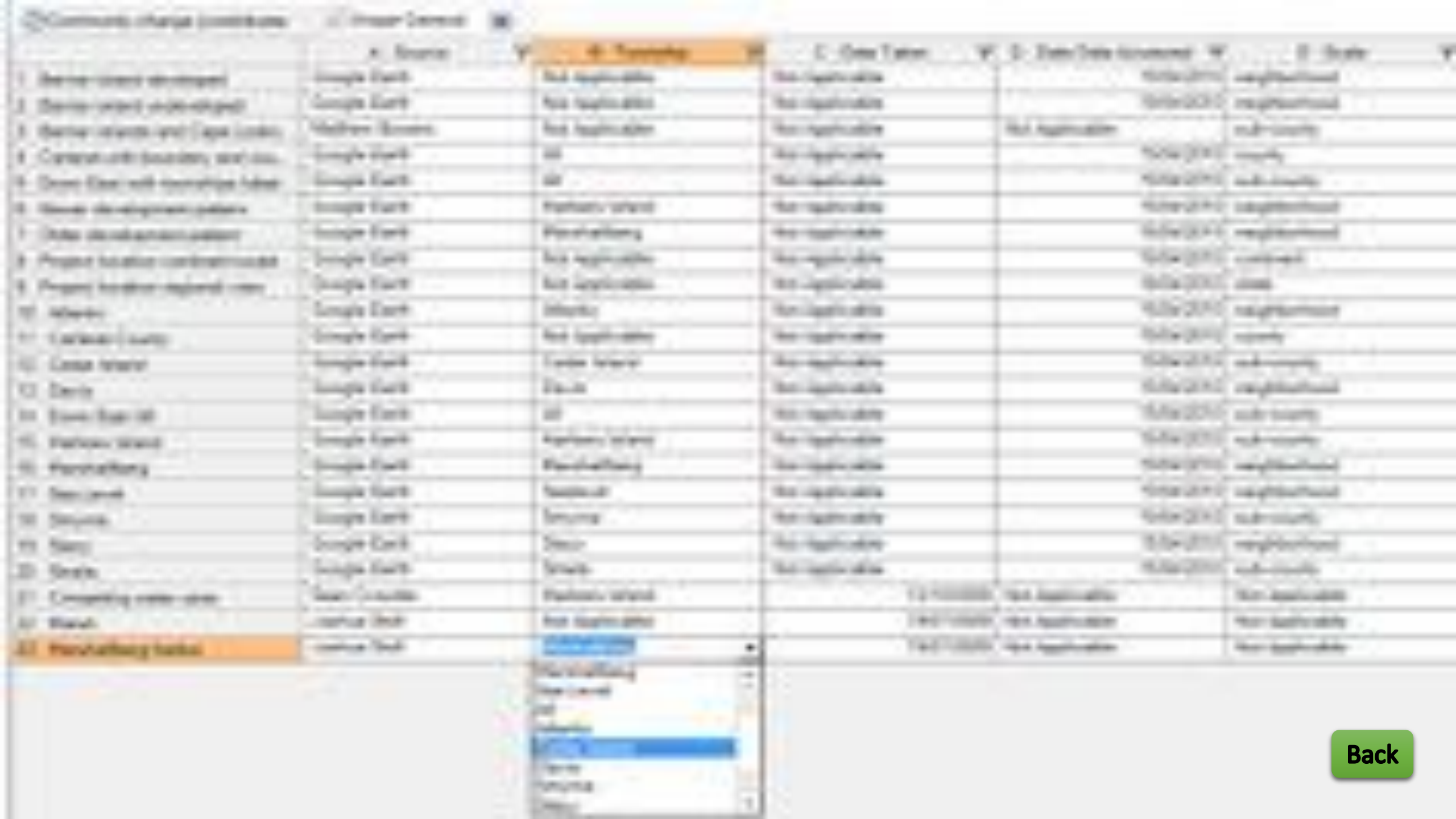


Understanding source classification



Understanding case classification





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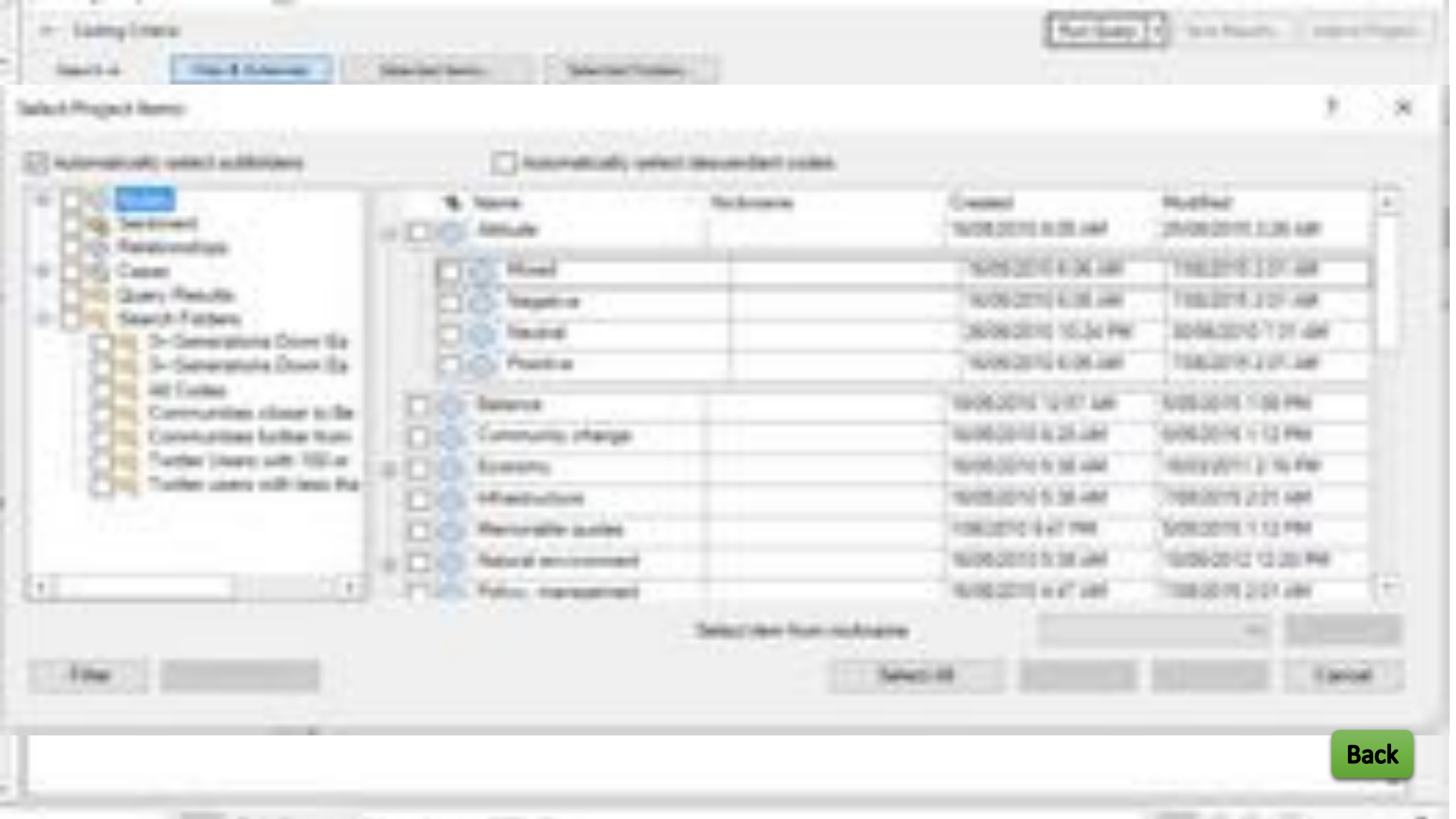

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Setting up a project that is well managed (cont'd)

Create and develop new research components:

- Memos
- Records of your queries
- Analysis records
- Data Displays

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Research journal memo

- What exactly are you trying to find out and how this understanding has evolved
- Your research questions and how they are evolving
- Your variables (key organising concepts) and how they evolved as concepts
- What are your data sources? Which ones could you not access? (keep everything, even the ones you didn't use)
- Who are your participants? Why and why not did they not participate? Who discontinued? When and why? (fear of exposure for instance can become part of your data and analysis)
- How do you intend to answer your research questions? And how is this "design" evolving?
- What are some challenges you faced and how did you account for them (Lack of data for example; possible biases are noted as well; fear of disclosure; challenges faced due to logistical considerations: lack of access, budget considerations)

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6/3/2010 2:29 PM
Created a new code today--'Environmental change'--and am in the process of coding to it. I am immediately encounter the problem of how to distinguish "environmental" changes from "community" changes (for which a code has also been created). So often, the two seem inextricably intertwined. We acknowledged this in our interview guide, when we designated a single heading for 'Community and Environmental Change.' Is the distinction between what happens to the "community" and what happens to the "environment" analytically important? Does that distinction matter to people Down East? And if so, what distinguishes the two realms? These are questions that we need to explore further.

Also, does "environment" include the build environment, or only the "natural" environment? For now, I'm including both. I'm not including changes to ownership, management, governance of land/resources, though. The category of 'governance change' might be worth coding in its own right.

6/14/2010 5:08 PM
I'm not sure how best to organize the image files. Right now there are three subfolders in the *Images* folder, which are *Aerial images*, *General images*, and *GIS output images*. *General images* was previously named *Photographic images*, but I changed the name because I found it misleading, since a number of the aerial images are photographic as well. However, *General images* isn't a very informative name, so maybe there's a better solution...

OK, now I've tried a different approach: I've put the files from *General images* into the parent *Images* folder and deleted the *General images* folder since it didn't seem to provide any new information about the images. I'll see if Wanda goes for this.

I also imported new versions of the property subdivision images in the *GIS output images* folder, because it was hard to distinguish the old versus new property lines in the previous versions. Hopefully these will be more legible.

6/15/2010 12:47 PM
Created a new code, 'Development, real estate industries' under the 'Economy' node. This might seem redundant with the 'Development' node under 'Built environment;' however, I see these as representing two different aspects of development. Sometimes people talk about development as an industry, and sometimes they talk about its physical footprint on the landscape. To me, these are distinct and should

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Attitude

Name	Created On	Created By
Attitude coding comparison	27/06/2010 12:09 AM	WWS
Attitude of individual Twitter Users	9/05/2012 11:23 AM	WWS
Attitudes of Twitter Users by Influence level	8/05/2012 11:52 AM	WWS
Attitudes towards fishing by commercial fishing involvement	30/06/2010 4:47 AM	WWS
Mixed attitude coding comparison on survey responses	28/06/2010 10:32 PM	EDR
Word frequency query of negative attitude Tweets	9/05/2012 11:54 AM	WWS

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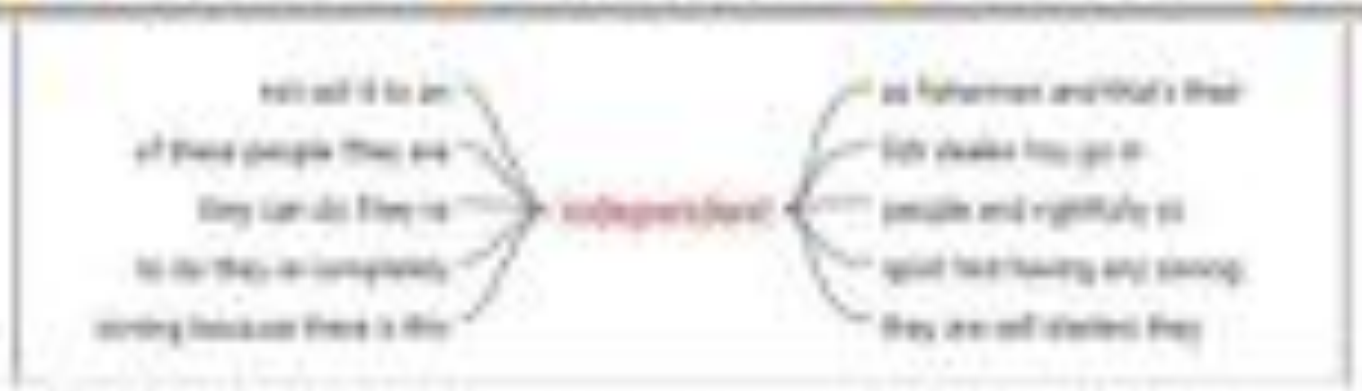

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Setting up a project that is well managed (cont'd)

Restructure and/or reorganise a research project without jeopardizing the integrity of its research elements

- Change of focus?
- Change of design?
- Change of supervisor?
- Change of Budget?

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Conceptualising the project: Reviewing the literature, defining research question

A literature review is a written document that presents a logically argued case founded on a comprehensive understanding of the current state of knowledge about a topic of study. This case establishes a convincing thesis to answer the study's question.

Machi, L. A., & McEvoy, B. T. (2009)

To [analyse] means to break down a whole into its components or constituent parts. Through assembly of the parts, one comes to understand the integrity of the whole

Schwandt (2007)

Conceptualising the project: Reviewing the literature, defining research question (Cont'd)

1. Distinguish what has been undertaken and what needs to be undertaken so as to avoid unintentional and unnecessary replication
2. Identify variables that are relevant to the topic
3. Identify relationships between theory/concepts and practice
4. Distinguish exemplary research
5. Identify the main research methodologies and designs that have been utilized
6. Identify contradictions and inconsistencies in the literature, and
7. Identify strengths and weaknesses of the various research approaches that have been utilized

Conceptualising the project: Reviewing the literature, defining research question (Cont'd)

1. Methodical and systematic approach to smartly store literature
2. Create a codebook that is dynamic and flexible enough to allow your understanding to evolve
3. Selectively browse literature using classified material
4. Integrate data analysis with literature and ability to use the same codes to code and query both sources of information
5. Identify important relationships and ability to code data at these relationships
6. Create visual maps and models

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Relationship Types

Default	Name	Direction	Created On
✓	Associated	⟷	10/04/2010 10:29 PM
	contributes to	⟷	30/06/2010 1:36 AM
	grew up in	→	7/08/2015 1:56 PM
	has family in	→	7/08/2015 2:38 PM
	impacts	→	30/06/2010 1:22 AM
	is a member of	→	8/08/2015 3:55 PM
	is dependent on	⟷	30/07/2015 1:23 AM
	is married to	⟷	29/06/2010 1:03 AM
	mentions	→	10/08/2015 2:59 PM
	went to school at	→	7/08/2015 1:57 PM

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Create visual maps and models

- Models can be created:
  - Using your background ideas/knowledge (Mind maps for brainstorming and conceptualising your project; you can use these ideas to create codes)
  - Using existing elements in the project such as nodes and cases (Project maps)
  - Using a combination of existing project elements and personal ideas (Concept maps)

- Models can be saved and stored in your NVivo project so you can track the development of your understanding (They also can be exported as JPEG)

- Models are great tools to communicate your understanding to collaborators and/or supervisors

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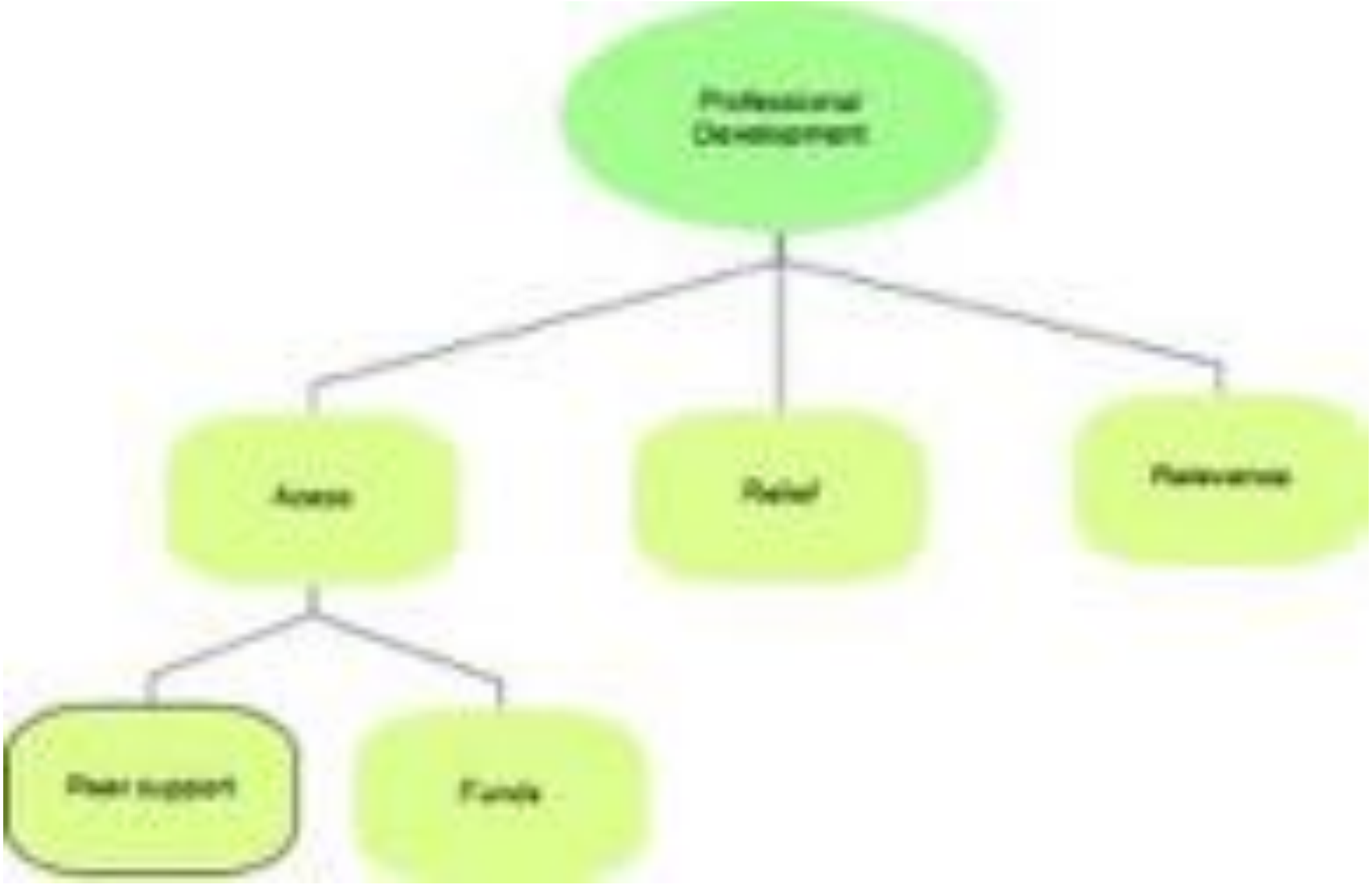
Professional Development
Access
Relief
Perseverance
Peer support
Funds

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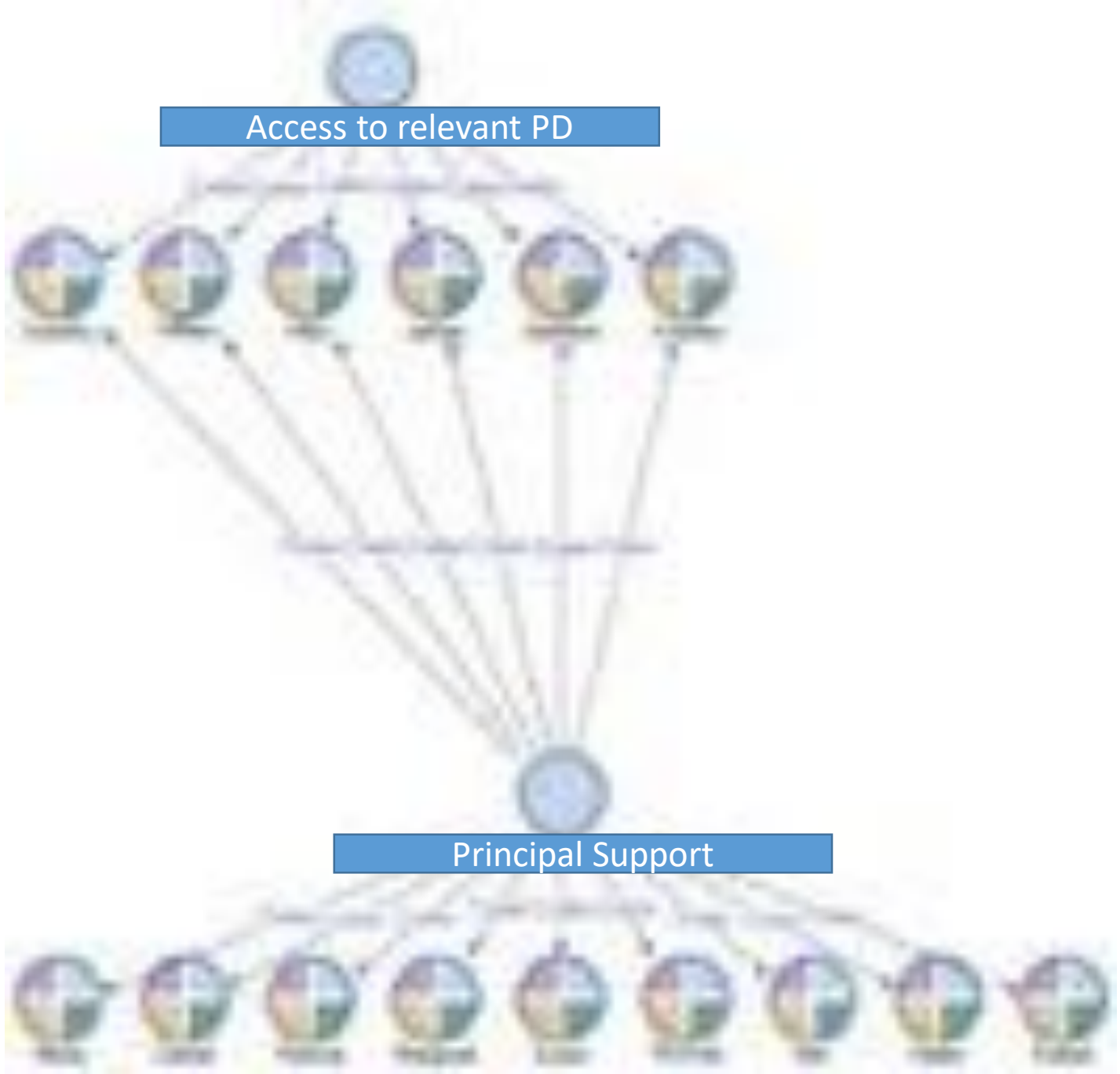

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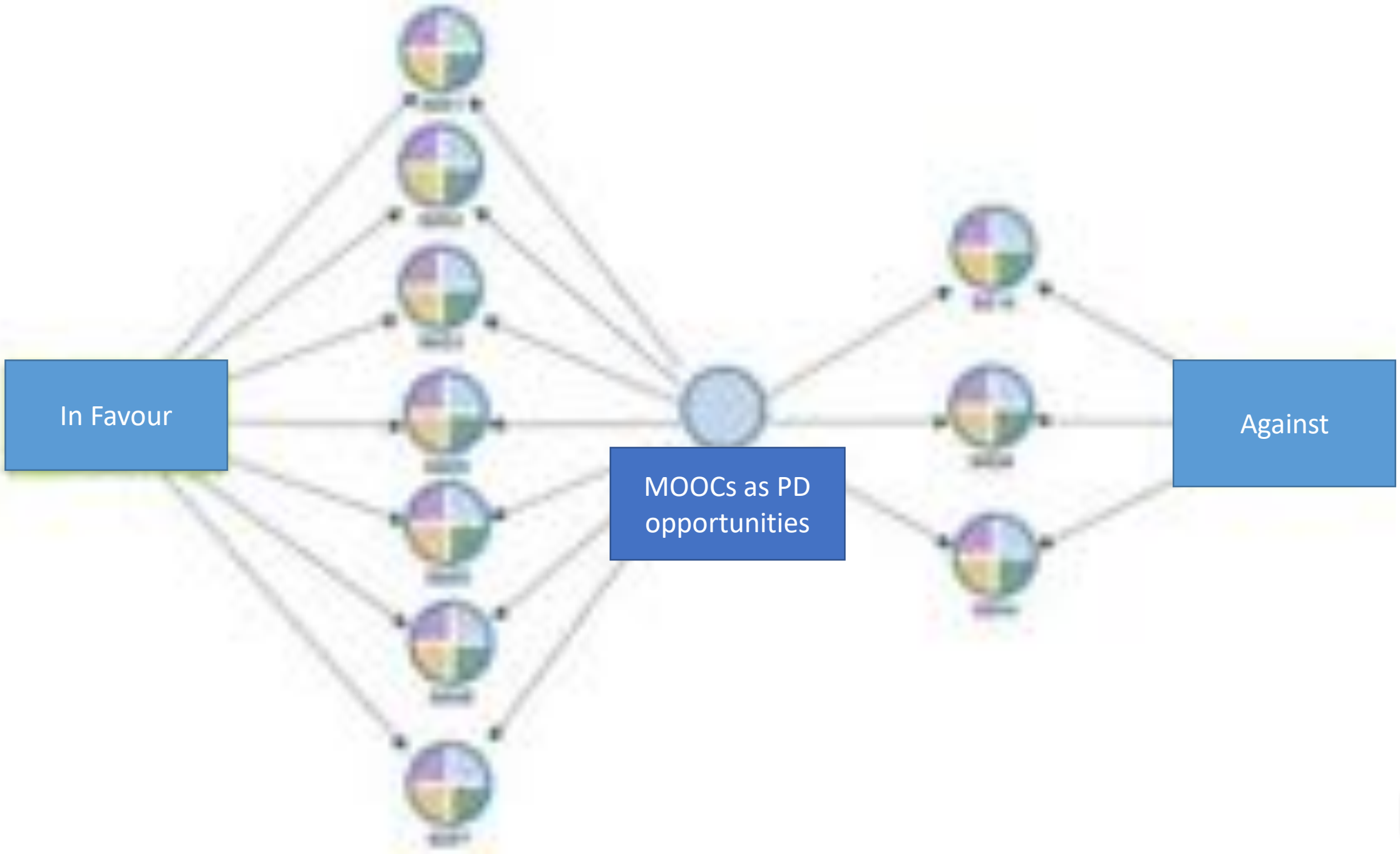

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