# Introductions

NVIVO

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# Agenda

- Introductions
- Polls
- Visuals Insights with NVivo Demo
- Upcoming Community Events
- Final Questions

# Poll 1

Experience with NVivo (pick one)

- New User less than a year
- Used it for multiple projects
- Expert user used for years

# Poll 2

What tools do you use to create visuals? (Can pick more than one)

- Excel
- Tableau
- Word Documents
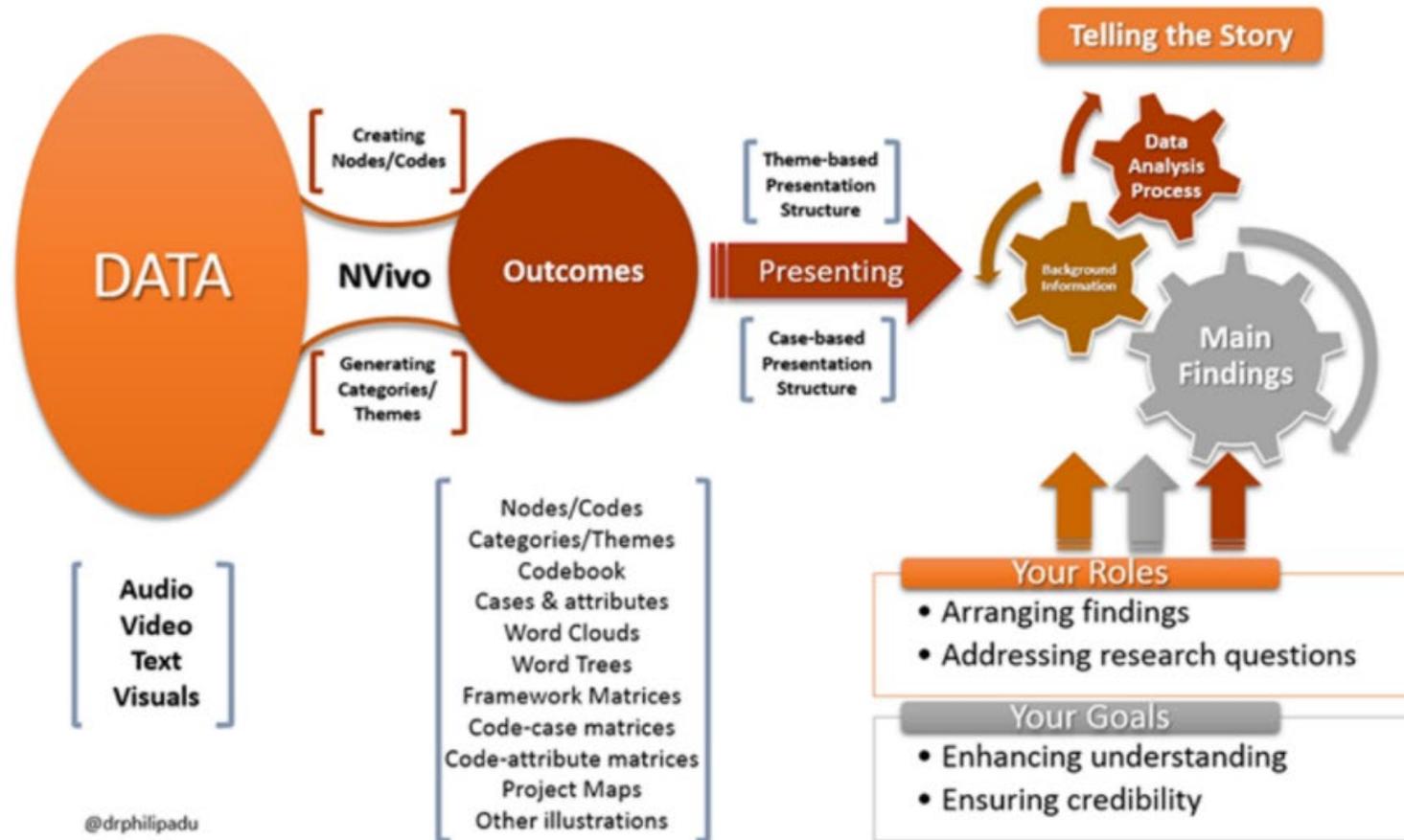- Google Suite
- NVivo
- Other

# Poll 3

What visuals do you use in NVivo? (can pick more than one)
- Charts
- Maps
- Diagrams
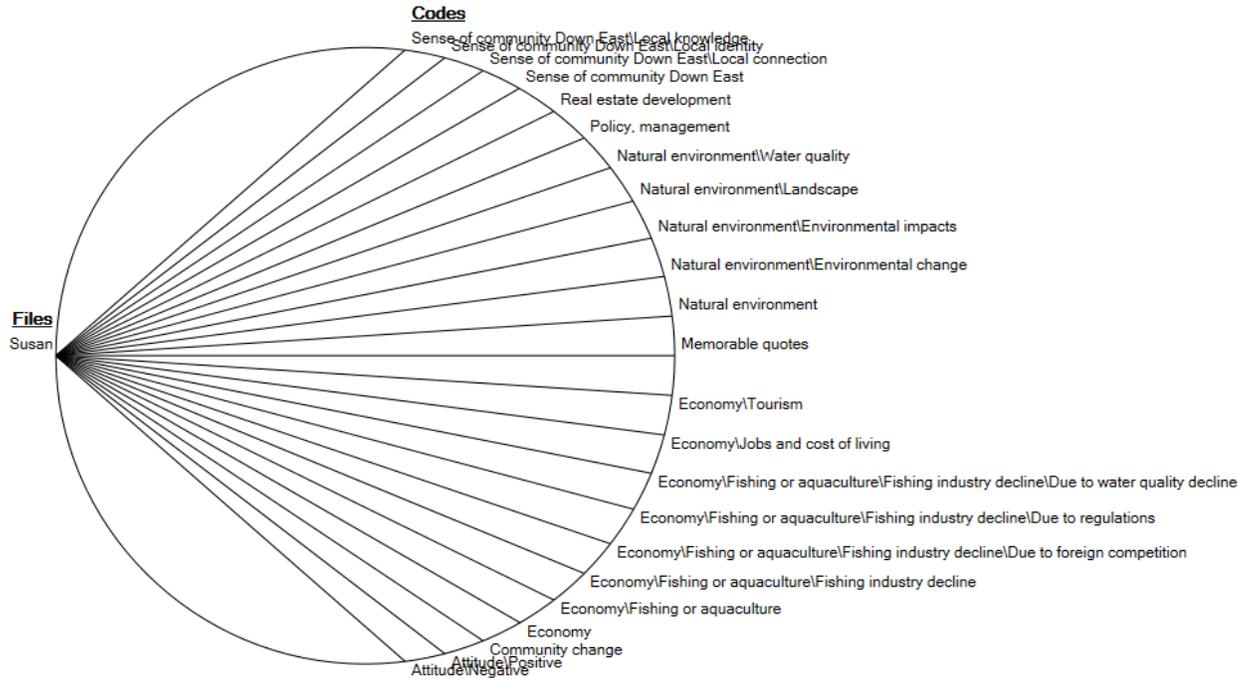- Tables
- Other

# NVivo Supports A Wide Range Of Data

# Telling a Story with Visuals in NVivo

Adu, P. (2016). Presenting Qualitative Findings Using NVivo Output to Tell the Story. [PowerPoint slides]. SlideShare. Retrieved from https://www.slideshare.net/kontorphilip/presenting-qualitative-findings-usingnvivo-output-to-tell-the-story and link to NVivo Blog

| Person | Agriculture | Fishing or aquaculture | Jobs and cost of living | Tourism | Total (unique) |
|---|---|---|---|---|---|
| Age Group = 30 - 39 (5) | | | | | |
| Gender = Female (3) | 0 | 3 | 0 | 0 | 3 |
| Gender = Male (2) | 0 | 2 | 1 | 0 | 2 |
| Age Group = 40 - 49 (21) | | | | | |
| male (9) | 1 | 8 | 2 | 1 | 8 |
| le (12) | 1 | 12 | 1 | 0 | 12 |
| - 59 (35) | | | | | |
| male (15) | 1 | 14 | 4 | 1 | 14 |
| le (20) | 0 | 19 | 4 | 0 | 19 |
| - 69 (28) | | | | | |
| male (8) | 1 | 8 | 1 | 0 | 8 |
| le (20) | 0 | 20 | 4 | 0 | 20 |
| - 79 (13) | | | | | |
| male (4) | 1 | 4 | 2 | 1 | 4 |
| le (9) | 1 | 9 | 6 | 1 | 9 |
| - 89 (2) | | | | | |
| male (1) | 0 | 1 | 0 | 0 | 1 |
| le (1) | 0 | 1 | 0 | 0 | 1 |
| | 6 | 101 | 25 | 4 | 101 |

**Codes**

Sense of community Down East\Local knowledge
Sense of community Down East\Local identity
Sense of community Down East\Local connection
Sense of community Down East
Real estate development
Policy, management
Natural environment\Water quality
Natural environment\Landscape
Natural environment\Environmental impacts
Natural environment\Environmental change
Natural environment
Memorable quotes
Economy\Tourism
Economy\Jobs and cost of living
Economy\Fishing or aquaculture\Fishing industry decline\Due to water quality decline
Economy\Fishing or aquaculture\Fishing industry decline\Due to regulations
Economy\Fishing or aquaculture\Fishing industry decline\Due to foreign competition
Economy\Fishing or aquaculture\Fishing industry decline
Economy\Fishing or aquaculture
Economy
Community change
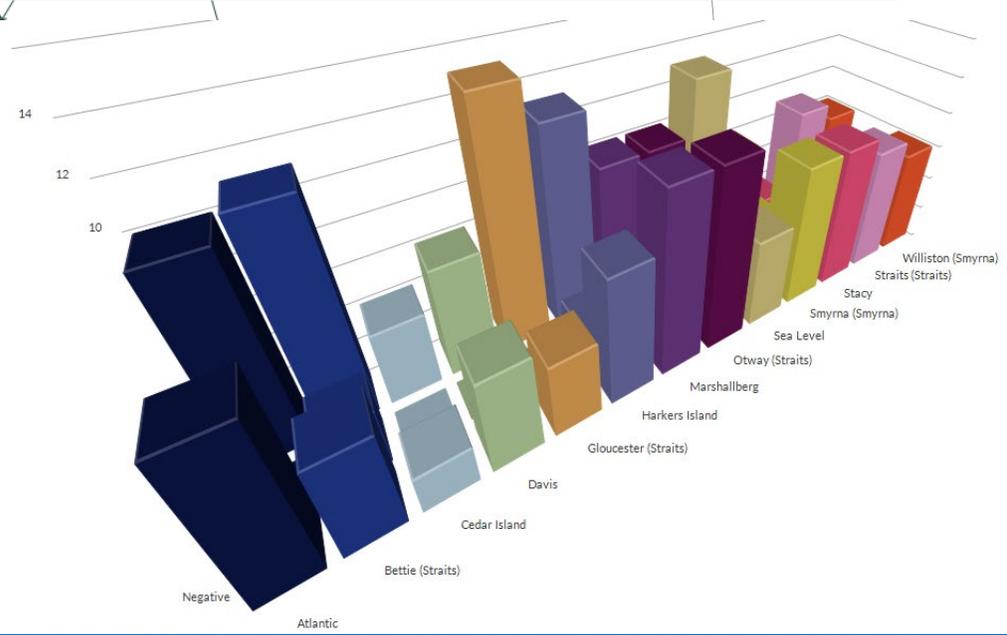Attitude\Positive
Attitude\Negative
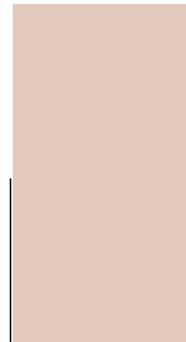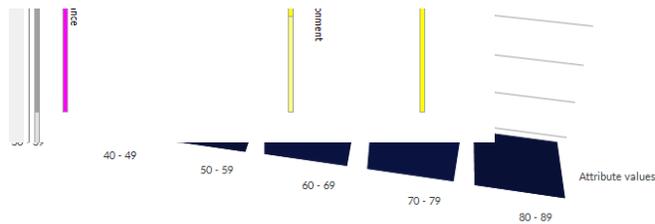
**Files**
Susan

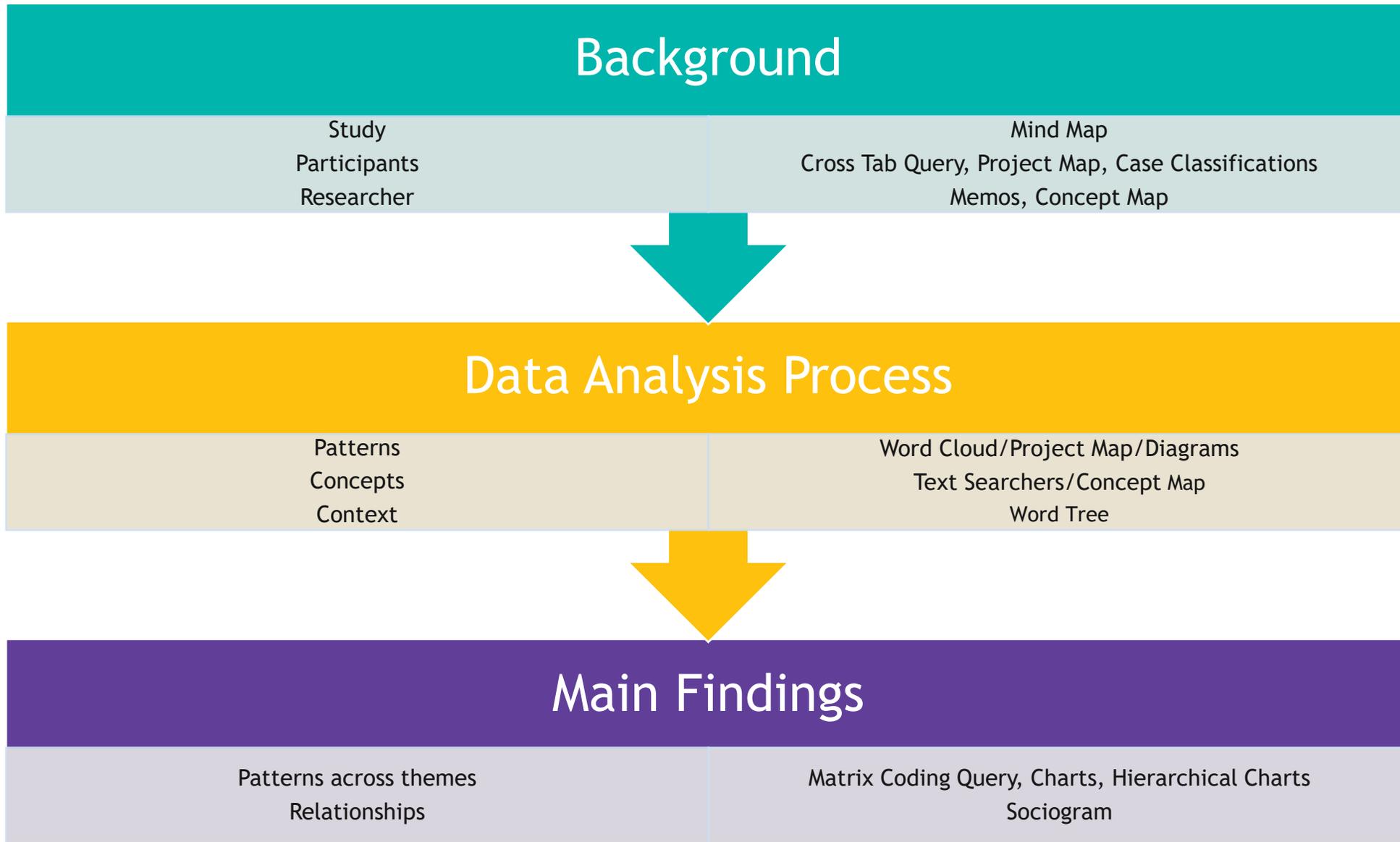*Barb*

I got a
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*Henr*
*What*

*Barb*

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There
thought could get a system or just sort of in an unofficial way looks like it. There are options
and there are hard luck sort of considerations that the county tries to help people. But it's a
balance between helping people who have these hardship situations and protecting the
environment. And that's difficult as the person on the ground telling the landowner, "Sorry,"
and especially when it's not a developer. It's just a young couple or something.
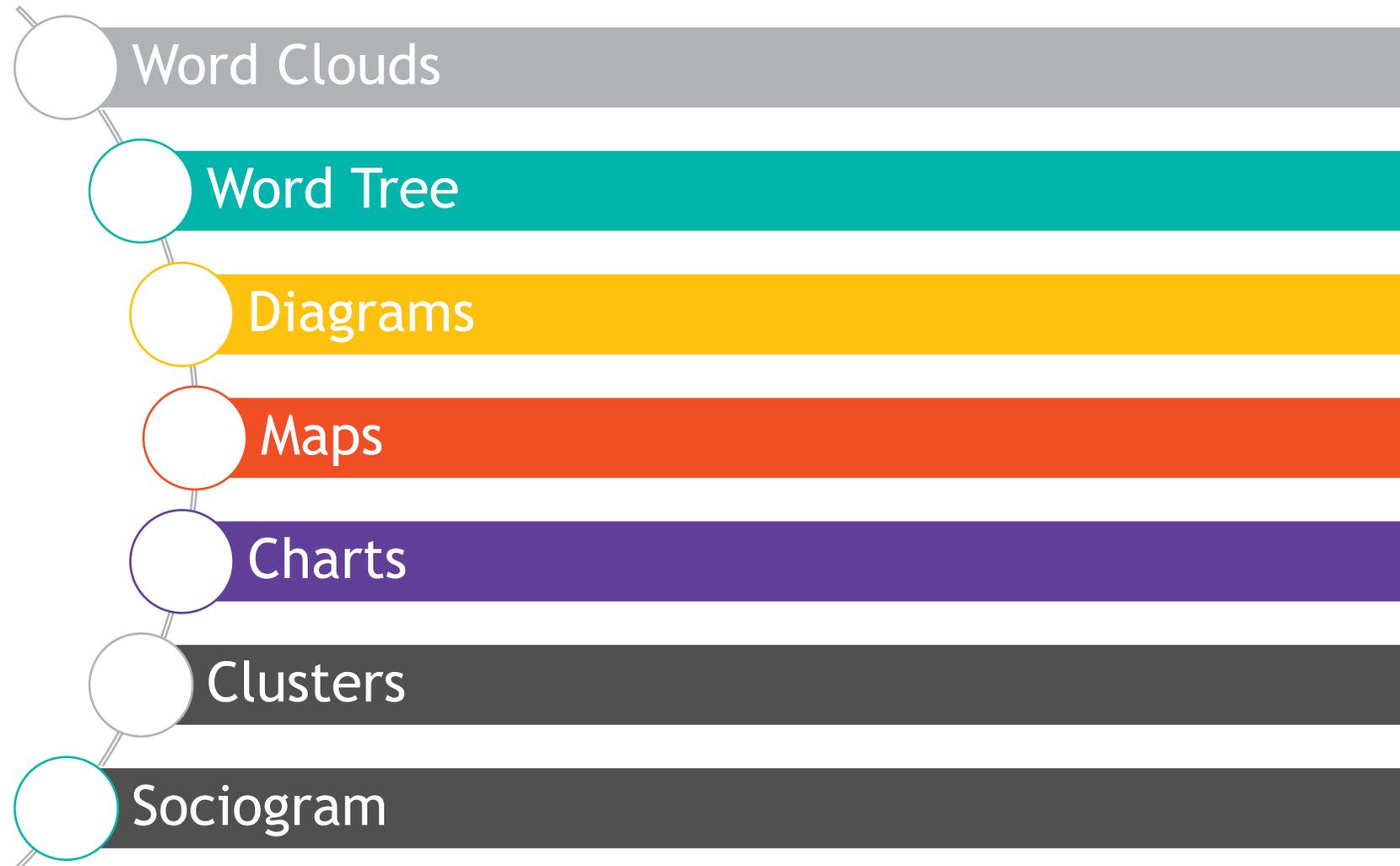
*Henry*

# Components for Visual Insights

**NVIVO**

## Background

| | |
|---|---|
| Study | Mind Map |
| Participants | Cross Tab Query, Project Map, Case Classifications |
| Researcher | Memos, Concept Map |

## Data Analysis Process

| | |
|---|---|
| Patterns | Word Cloud/Project Map/Diagrams |
| Concepts | Text Searchers/Concept Map |
| Context | Word Tree |

## Main Findings

| | |
|---|---|
| Patterns across themes | Matrix Coding Query, Charts, Hierarchical Charts |
| Relationships | Sociogram |

# NVivo Tools to Explore and Visualize

**NVIVO**

- Word Clouds
- Word Tree
- Diagrams
- Maps
- Charts
- Clusters
- Sociogram

See NVivo In Action

# NVivo Community Forum

Continue the discussion by joining...

Visual Insights Club on the NVivo Community Forum
- Start a topic
- Reply to a topic
- Learn best practices

# Customize NVivo To Suit Your Needs

**The research process**
- Collect Data
- Transcribe
- Manage and Analyze
- Collaborate
- Enhance

**NVivo**
- NVivo Integration for Word, Excel and Outlook
- NVivo Transcription
  - Pay As You Go
  - Unlimited Use
- NVivo (desktop)
  - NVivo - Windows
  - NVivo - Mac
- NVivo Collaboration
  - Collaboration Cloud
  - Collaboration Server
- NVivo Learning Journeys
  - Certification
  - 1:1 Coaching
  - Onsite Workshops

# NVivo Resources Links

## Free Resources

- Getting Started with NVivo Videos
  - Windows
  - Mac
- NVivo eGuide
  - Windows
  - Mac
- On Demand Webinars

## NVivo Academy

- NVivo User Certification Course
- Focused Learning Course – Coding
- Virtual Training & Consultancy
- Certified Expert Course

# NVivo Virtual Conference 2021
## November 3-4

**Transcending Boundaries in Qualitative Research**

We welcome proposals exploring but not limited to:

- Cross-Disciplinary Research

- Multi-Method Research

- Innovating New Methods

- Culturally Responsive Research

- Innovative Ways of Using NVivo

- Cross-Sector Research – including Academic, Commercial and Not-for-profit

- Hybrid Research – Online and Face-to-face

- STEM Research

- Inspire Us!

Registration Open Until November 2

NVIVO

# QSR Early Career Research Grant

- $25,000 over two years for best qualitative or mixed methods study using NVivo

- Call for grant submissions 14 June – 30 November 2021

- Apply Now

- Further information: Silvana di Gregorio, PhD, Research Director – s.digregorio@qsrinternational.com

# NVivo Community – Connect With Fellow Researchers



## Share and Learn

- NVivo & SAGE Publishing Webinar Series
- NVivo Podcast
- NVivo Virtual Conference

## Connect

- NVivo Research Networks
- NVivo Community Forum

## Funding Opportunities

- Early Career Researcher Grant - $25,000 USD

Join the NVivo Community

# Discussion – Breakout Rooms

After seeing the visuals in NVivo what would you use
in your own research projects?
(5 minutes)

# Researchers Role and Goals for Visual Insights

**NVIVO**

**Researcher Role**

- Arranging Findings
- Addressing Research Questions

**Researcher Goals**

- Enhancing Understanding
- Ensuring Credibility