

If you are wondering what NVivo is and why use it, you have come to the right place!

NVivo is one of the many Qualitative Data Analysis (QDA) software programs available for qualitative and mixed-methods research. To be clear, Qualitative Research here means collecting and analyzing non-numerical data (e.g., text, video, audio) to explore concepts, opinions, or experiences in more depth as apposed to quantitative data, such as collecting numerical data.

So, do you have to use NVivo?

No, there are other software programs available. We use NVivo because the University has a licence for it. Your other options are MAXQDA, Atlas.ti, Dedoose and Quirkos and more. You might find another software that works better for your project. So be sure of what your requirements are before choosing NVivo as your analytical software.

Now you might have decided to go with NVivo after all – and expect that NVivo is going to analyze all the data automatically. Sorry to burst your bubble, but this is false. Although the auto-code technology is getting better with every software update, the researcher still needs to code manually.

Also, it's worth knowing what NVivo can do and cannot do. For example, NVivo is not going to analyze the data for you, but rather help organize a large data set. It provides a way to store, code and organize information from various formats of data (pdf, articles, video, audio etc.) all within one software to help make better sense of the gathered data.

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