Before getting started with NVivo...

Qualitative Research

Contents

1. What is Qualitative Research? (1/3)

Let's take a look at Qualitative vs Quantitative research*

Qualitative Research	Quantitative Research
Emphasis on exploration (theory generation); Research questions beginning with "How" and "Why"	Emphasis on theory testing and verification Hypothesis-led
Understanding from participants point of view (subjective)	Understanding from outsiders' point of view (objective)
Natural setting	Controlled setting
Methods: Interviews, Observations	Methods: Survey, Experiment
Generalization through theorization	Generalization by population (sample size)

Source: Park, J. and Park, M., 2016. Qualitative versus quantitative research methods: Discovery or justification?. *Journal of Marketing Thought*, *3*(1), pp.1-8.
* This table is of course simplistic (e.g. there are also qualitative surveys) but this is a useful starting point.

1. What is Qualitative Research? (2/3)

Bear in mind that…

> *"Both qualitative and quantitative paradigms have entirely <u>different philosophic assumptions and purposes</u> that lead to different goals, different uses of research methods, and the <u>need for different criteria</u> to fit with each paradigm."*

- Leininger (1999, p.101)

Source: Leininger, M., 1999. Evaluation Criteria and Critique of Qualitative Research Studies. In: J. Morse, ed., *Critical Issues in Qualitative Research Methods*. Thousand Oaks, CA: Sage, p.101.

1. What is Qualitative Research? (3/3)

Qual Research is much more than just interviews... How many types of qualitative data can you think of/ have you worked with? Here are some:

in-depth/unstructured interviews	semi-structured interviews	structured interview questionnaires containing substantial numbers of open comments	focus groups	unstructured or semi-structured diaries
action-oriented participation with the group being studied	participant observation field notes	technical fieldwork notes	kinship diagrams, other anthropological material, and written descriptions	physical objects
case study observation, participation, and notes	minutes of meetings	personal documents (e.g. letters, personal diaries, correspondence)	press clippings	photographs or any other type of visual material
	artifacts	written descriptions of artifacts, photographs, and other objects	Social media data (E.g.: tweets, FB comments etc.)	

Source: Hahn, C., 2008. *Doing qualitative research using your computer: A practical guide.* Los Angeles: Sage, p.27.

2. What is Data Analysis? (1/2)

- In general, analysis is the process of inspecting, cleaning, transforming, (and modelling) data, with the intention of highlighting useful information, drawing conclusions, (and supporting decision-making) in **light of the literature**

- *Data analysis is a body of methods that help to describe facts, detect patterns, develop explanations, and propositions, build on theory*

- It is the "construction phase" of your evaluation / interpretation

2. What is Data Analysis? (2/2)

It has different purposes:

- To make sense of your data

- To link your data to concepts, a theory or framework in the literature or vice versa

  - to view your data through a lens + better understand it

  - to critically reflect on the lens and what it shows vs. what it obscures – an active interpreter

Note: Depending on if your project is theory-driven or data-driven the data analysis process differs.

3. When and why to use a Qualitative Data Analysis (QDA) software (such as NVivo)? (1/2)

QDA software is useful in every phase of data analysis, also before and beyond including scoping and systematic reviews

- Offers some features that can help you to make sense of your data
- Mainly used for data coding and data visualisation
- Useful especially if you have large data sets and different formats of multiple media - e.g. transcribing audio and video recordings
- Useful for mixed-methods projects (for example, MM surveys is compatible with NVivo, however not all QDAS can process mixed methods.
- Can also facilitate a literature review
- Can also facilitate teamwork and to helps in keeping a record of your work; thus helps in enhancing transparency.

3. When and why to use a Qualitative Data Analysis (QDA) software (such as NVivo)? (2/2)

Do I have to use NVivo or a QDA software?

No, you don't have to use NVivo or any software to analyze your data. You can do it simply with a pen and paper manually. It really depends on your requirement and research aims. In the following circumstances, we don't recommend using NVivo since it is time consuming:

- If the dataset is small (for example less than 10 interview transcripts)
- If you have a reasonably simple set of codes

4. What is NVivo and why should I use it?

NVivo is one of many QDA software.

We use it here because the University of Bath has a licence for it. Others include MAXQDA, Atlas.ti, Dedoose and Quirkos. You might find another software that works better for your project.

View a list of other software here:
https://www.surrey.ac.uk/computer-assisted-qualitative-data-analysis/resources/software-information

5. What does NVivo do and doesn't do? (1/2)

NVivo **can**....

- handle many forms of data, including interview data, social media data (to some extent), videos, images, audio files, web content, statistical files, maps
- handle large data sets
- facilitate many methodological and analytical approaches
- illustrate your thinking around your project and make your analytical activities visible
- (to some extent) illustrate quality
- cope with individual and team-based projects

5. What does NVivo do and doesn't do? (2/2)

NVivo (and other QDA software) **cannot**...

- tell you the best research strategy, design, methodology, etc.

- let you know if your data is complete or of high quality

- necessarily tell you if you apply your chosen methods well

Question:: How should you and NVivo work together?
If NVivo was an animal, which one would you choose?

Answer to "If NVivo was an animal, which one would you choose?"

When you start working with the software, you might also feel that the software acts like a *reckless bull*. You start to notice all the different functions and feel overwhelmed. You might think that you need to tame NVivo and learn how to use this powerful software (be prepared to dig up online tutorials and seek help to gain the maximum utility from NVivo).

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Finally, when you have learnt about NVivo and the ways it can help you analyse your data better and are starting to gain more practical experience, NVivo should act more like a horse, where it follows the master's direction rather than automatically operating on its own.