

# Contents

Figures	viii
Tables	xii
About the authors	xiii
Preface to the second edition	xiv
Chapter outline	xvi
Acknowledgements	xviii
<b>1 Perspectives: Qualitative computing and NVivo</b>	<b>1</b>
Qualitative research purposes and NVivo	2
The evolution of qualitative data analysis software	4
Issues raised by using software for qualitative data analysis	6
Exploring an NVivo project	10
Overview: what's in an NVivo project?	23
<b>2 Starting out, with a view ahead</b>	<b>24</b>
Exploring the research terrain	24
Explore the terrain with software	26
Looking ahead: connecting a web of data	40
Looking ahead: keeping track of emerging ideas	42
Memos, annotations or links: which should it be?	45
Saving and backing up your project	45
<b>3 Designing an NVivo database</b>	<b>47</b>
Qualitative data for your project	47
Thinking cases	50
Preparing data sources	56
Storing qualitative data in NVivo	61
Managing data sources in NVivo	63
Questions to help you work through these early phases	67
<b>4 Coding basics</b>	<b>68</b>
Goals for early work with data	68
Building knowledge of the data through coding	70
Storing coding in nodes	75

Identifying and naming codes	80
Further coding in NVivo	84
Practical issues in coding	88
Moving on	93
<b>5 Going on with coding</b>	<b>95</b>
Creating a structured coding system	95
Organizing and coding with nodes in trees in NVivo	99
Automating routine coding	108
Automating coding with word frequency and text search queries	110
Closeness and distance with coded data	117
Moving on	121
<b>6 Cases, classifications, and comparisons</b>	<b>122</b>
Understanding case types and case nodes	122
Making case nodes	123
Understanding attributes, values, and classifications	128
Creating classifications, attributes, and values	131
Using attributes for comparison	141
Using sets to manage data	146
Overview	150
<b>7 Working with multimedia sources</b>	<b>154</b>
The promises and perils of non-text data	154
Using images in your research	157
Working with audio and video sources	164
Accessing and using web-based data	171
Exporting images, audio, and video	176
<b>8 Adding reference material to your NVivo project</b>	<b>178</b>
Using reference material in your project	178
Importing, coding, and viewing pdf sources	182
Importing reference material from bibliographic software	188
Capturing web pages with NCapture	192
<b>9 Datasets and mixed methods</b>	<b>195</b>
Combining data types in research	195
What does a dataset look like?	200
Managing data in a dataset	201
Coding dataset text	208
Importing and analysing a social media dataset	209
Analysing datasets and other mixed data types	213

<b>10 Tools and strategies for visualizing data</b>	<b>217</b>
Why visualize?	217
Case analysis using models	219
Grouping and conceptualizing	223
Comparative analysis with charts and graphs	226
Explore relationships via the modeller	230
Build a visual narrative	234
Mapping connections - building theory	234
Exploratory visualization using cluster analysis	236
Exporting models and visualizations	240
Concluding comments	240
<b>11 Using coding and queries to further analysis</b>	<b>242</b>
The analytic journey	243
Queries in NVivo	244
Common features in queries	246
Seven queries	248
Using coding and queries to further analysis	255
Creating and customizing reports	265
<b>12 Teamwork with NVivo</b>	<b>270</b>
Getting ready for teamwork	270
Options for storing and accessing a team project	273
Getting started as a team with NVivo	276
Using NVivo's tools to facilitate team communication	282
Coding as a team	284
Combining databases	286
Comparing coding by different researchers	290
Moving on - further resources	297
References	299
Index	305