Qualitative research and data analysis software

Turn this......

into this:
Why NVivo?

- It allows you to classify, sort and arrange many types of non-numerical data such as field notes, videos, audios, recordings, Word documents, Excel, Endnote, SurveyMonkey files and more.
- It helps you examine relationships between the data.
- Provides an organised storage system for data and literature review files where you can quickly search and locate material.
- It helps you analyse your data to determine relationships and themes.
- You can visualise your project using diagrams generated by the software or maps that you control.
- It can help keep you close to your data.
# Stages of a research project in NVivo

<table>
<thead>
<tr>
<th>Stage</th>
<th>Processes</th>
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| Literature review      | Inputting sources (PDFs, Word docs, books etc)  
Assigning source attributes (e.g. sample, theory)  
Creating memos and links  
Finding relationships and themes (coding into nodes) |
| Research design        | Rearranging nodes  
Creating models  
Inputting sources (ethics approval, questionnaires) |
| Data collection and analysis | Inputting sources (transcripts, focus groups, video files etc)  
Creating units of analysis or case nodes (e.g. participants)  
Assigning attributes (e.g. demographic info of your participants)  
Finding relationships and themes (coding into nodes, queries)  
Asking questions to your data (using queries) |
| Conclusions/ Writing up | Using models  
Accessing info stored in nodes and queries  
Relating literature review analysis and data analysis |