

Coding Techniques in NVivo



Host

Dr. Marret Bischewski

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Presenter

I have been using QDA-Software since 2011 in different research projects, including my doctorate (in Political Science). As a certified NVivo expert and trainer (since 2018), I gained important knowledge on how to apply NVivo in different qualitative and mixed-methods studies and enjoy helping users getting onboard.



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Coding techniques in NVivo

- Create codes: deductively, inductively, automated
- Coding different materials (Word, PDF, Pictures, Video)
- Automated coding of interviews by speaker name and structure
- Review your coding references
- Adapt your code structure
- Export a codebook
- More tools for automated coding
- Q&A

Quick Access

IMPORT

Data

ORGANIZE

Coding

Codes

Sentiment

Relationships

Relationship Types

Cases

Notes

Sets

EXPLORE

Queries

Query Criteria

File

Home

Import

Create

Explore

Share

Modules



Clipboard



Item



Organize



Query



Visualize



Code



Autocode



Range Code



Uncode



Case Classification

Codes

Name	Files	References
Attitude	0	0
Mixed	8	44
Negative	14	499
Neutral	1	27
Positive	12	421
Balance	6	16
Community change	18	62
Economy	25	486
Infrastructure	11	43
Memorable quotes	5	16
Natural environment	24	324
Policy, management	14	38
Real estate development	27	313
Sense of community Down East	3	4

Interview

Henry

What do you value about the environment Down East?

Barbara

How close the people are to the cycles of the - to the environment, people intimate with the environment which I appreciate, the knowledge of the water and the weather.

I enjoy the weather, it's so nice and mild. And I like hot summers, I like hot, humid summer on the water. I think it's a beautiful environment and beautiful landscape, it's not dramatic. I also love the Utah deserts and California. But I like this subtle, sublime sort of beauty here - the environment here.

I particularly enjoy being out on the water Down East. And my - he's not really my uncle, but a friend who I call an uncle - I just help him set his flounder nets and things like that, he does fishing, commercial fishing, but actually he's not commercial, just for his own freezer. And he knows everything about the water and just being off of the land - the seafood here.

Q.3. Professional perspective on Down East

Henry

Video

Start Time: 00:00:22.2 End Time: 00:00:42.3 Transcript: Henry: So, what about the natural resources or landscape Down East? Are there any things that you particularly value about the environment here?

Start Time: 00:00:43.3 End Time: 00:00:44.7 Transcript: Barbara: Well, every person that comes from off and holds out to the water, it's just more runoff and stuff that goes into the water, and rainwater, and for what I do for a living, that's usually what creates everything. I mean, the more runoff you get, the less stuff you're gonna have that you want to have in the water.

Dataset

	Recreational environment Down East	The water quality Down East is	Commercial fishing Down East is	Tourism
1	beautiful	good	strong	world-class
2	beautiful	good	wonderful	great
3	needed to keep the natural look of the area	getting worse as time goes on with no control on development	an important part of everything like that (logging, etc)	world-class
4	worth preserving	not good - believe run off from CT and farms have damaged the quality	lost industry - due to bad water quality	okay
5	as good as when I was a kid	problem	fishing and needs to be restored by way of zoning	okay
6	fragile	deteriorating	a dying industry	okay

Code (Economy)

Reference 1: 100% Coverage

Reference 2: 100% Coverage

I particularly enjoy being out on the water Down East. And my - he's not really my uncle, but a friend who I call an uncle - I just help him set his flounder nets and things like that, he does fishing, commercial fishing, but actually he's not commercial, just for his own freezer. And he knows everything about the water and just being off of the land - the seafood here.

Reference 3: 100% Coverage

Reference 4: 100% Coverage

that's more runoff that comes from off and holds out to the water, it's just more runoff and stuff that goes into the water and rainwater, and for what I do for a living, that's mainly what creates everything. I mean, the more runoff you get, the less stuff you're gonna have that you want to have in the water.

Reference 5: 100% Coverage

Reference 6: 100% Coverage

not needed to be without the support of local people in regard to fishing and supporting seafood

Questions?

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The Data Landscape



Lumivero solutions help users to leverage their data to navigate and build their data landscape.

