

Thematic Analysis with NVivo 15 + Lumivero AI Assistant



Host

Dr. Ben Meehan

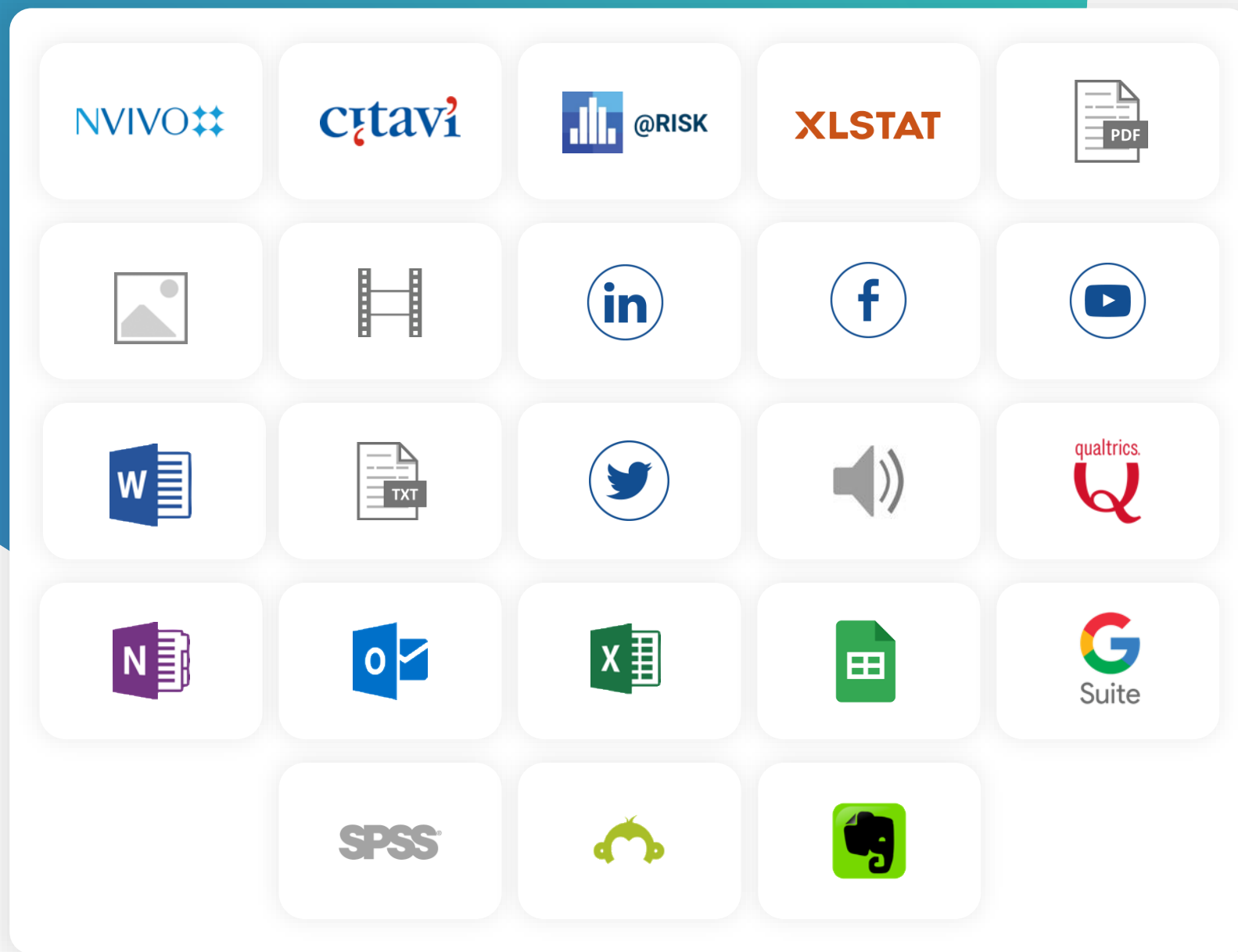
CEO, QDA TRAINING Ltd

Presenter

Ben Meehan, PhD, CEO, QDATRAINING Ltd, has been a full-time NVivo trainer and consultant for 22 years. He holds the highest QSR certification standard and [has an impressive client list](#). While based in Ireland, Ben trains in Europe, USA, Australia, and beyond.



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NVivo Supports a Wide Range of Data



Phase 1: Data Familiarization and Writing Familiarization Notes

Activity	NVivo
Data Immersion Active Reading	Annotations Memos
Verbatim Transcripts	NVivo Transcription
Summarised Transcripts	AI Assist
List of Codes	Memo Mind Map



Phase 2: Systematic Data Coding

Activity	NVivo
Initial Codes - Data Sets	Open Code
Initial Codes - Data Items	Code with descriptions Text Search AI Assist
Coding Strategy	Memo



Phase 3: Generating Initial Themes from Coded and Collated Data

Activity	NVivo
Sorting Codes for Themes Developing Themes	Concept Map Matrix Coding Query Coding Comparison Coding Reports List View Memo
Visualizations	Concept Map Mind Map Codebook



Phase 4: Developing and Reviewing Themes

Activity	NVivo
Level One - read all references for each theme, is consistent and coherent pattern forming? Create a Thematic Map	Coding Stripes Coding On Concept Map Project Map Diagram - Compare Codes
Level Two: Consider the validity of individual themes in relation to the data set.	Matrix Coding Query Cross Tab Query AI Assist



Phase 5: Refining, Defining, and Naming Themes

Activity	NVivo
For each theme write a detailed analysis with supporting details in relation to the research question(s) Developing a Thematic Framework	Memo See also Links
Theme Names	Memo Codebook



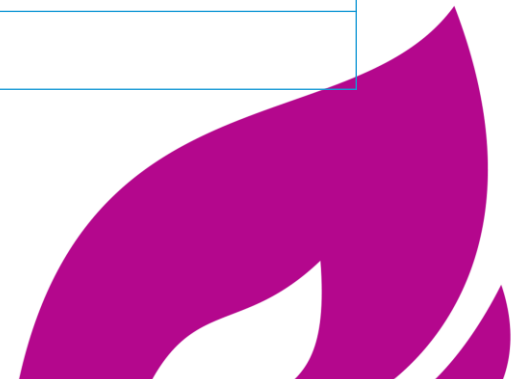
Phase 6: Writing the Report

Activity	NVivo
Analysis and Write Up	Memo Export Codes Framework Matrices Lexical Queries AI Assist
Visualizations	Charts Charts coding by attribute values Coding by Hierarchy Tables - Matrix Coding Query Maps <ul style="list-style-type: none">• Mind Maps• Concept Maps• Project Maps Diagrams <ul style="list-style-type: none">• Clusters• Comparison
Audit Trail	Exporting and Reporting Cycles of Coding



NVivo Tools to Assist with Thematic Analysis

Coding	Notes	Queries	Visuals	Reports
Create Codes	Memos	Lexical <ul style="list-style-type: none">• Text Search• Word Frequency	Maps <ul style="list-style-type: none">• Mind• Concept• Project	Code Reports
Code On	Annotations	Matrix Query	Charts <ul style="list-style-type: none">• By Attribute Value	Framework Matrices
Coding Stripes	See Also Links	Cross Tab	Diagrams <ul style="list-style-type: none">• Cluster• Comparison	
Code Book		Coding Comparison		
List View				





Lumivero Solutions Supports The Entire Research Process

The Research Process



**Streamlined With NVivo 14,
NVivo Collaboration Cloud and
Citavi Insights**



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Questions?



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The Data Landscape



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

