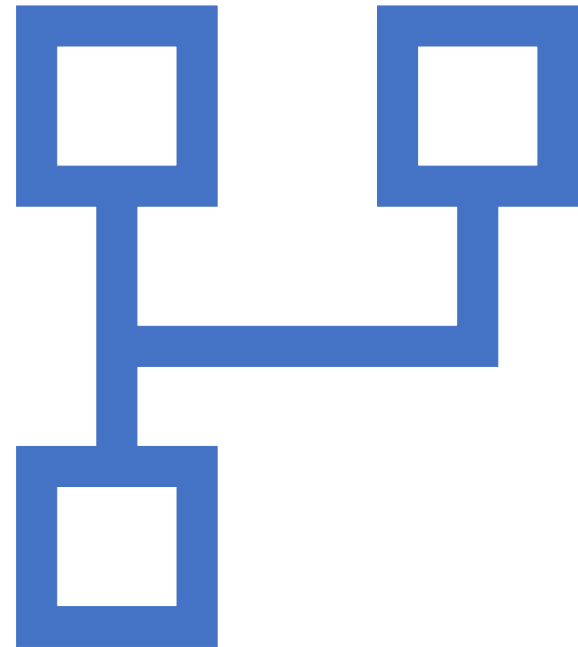


NVivo to analyse qualitative data - coding

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University of Aberdeen





Working with your data - coding

| | |
|----------|--|
| Creating | Creating new codes/ categories/ themes (nodes) from previous ideas – DEDUCTIVE |
|----------|--|

| | |
|----------|--|
| Creating | Creating new codes by coding 'up' from the data (grounded theory approach) – INDUCTIVE |
|----------|--|

| | |
|--------|----------------------------------|
| Coding | Coding at existing codes (nodes) |
|--------|----------------------------------|

| | |
|--------|-----------------|
| Coding | Coding practice |
|--------|-----------------|

Why use coding?

- Enables researcher to identify similar information
- Enables researcher to search and retrieve data in terms of those items that bear the same code
- Codes can be at different levels of specificity and generality when defining content and concepts
- Codes can be part of a hierarchy of codes

(Cohen, Manion and Morrison, 6th edition, 2007)

Suggested further reading: Saldana, J. (2016) *The Coding Manual for Qualitative Researchers*, 3rd edition, SAGE: London.



Creating
codes/
categories
/ themes –
NODES –
from
existing
ideas

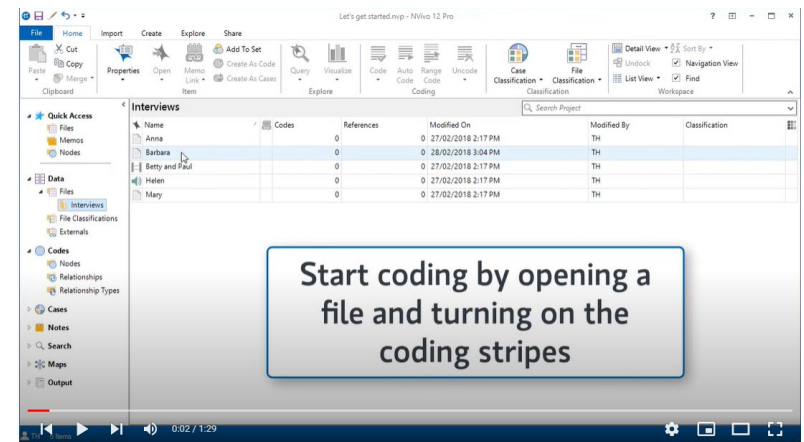
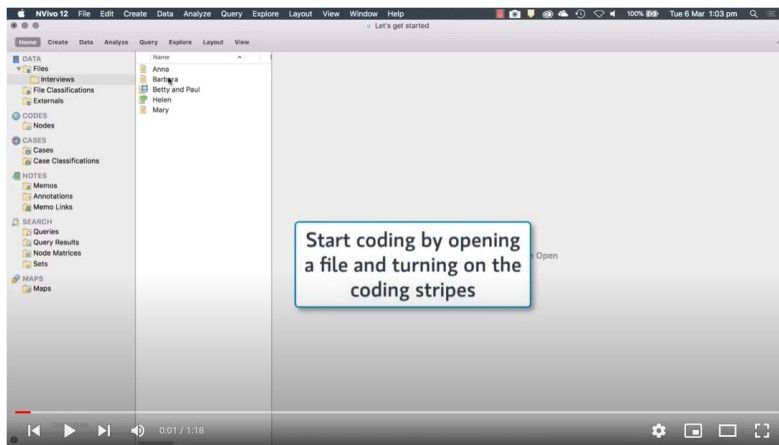
- Code to gather material at a node
- You can ‘code’ your sources to gather material based on themes and topics or on ‘cases’ such as people or organizations.
- For example create a new node and as you explore sources (documents, PDFs, datasets, audio, video or pictures) code all references to this node.

Coding in NVivo 12 (Mac)

<https://www.youtube.com/watch?v=nxYT0J6lbDU>

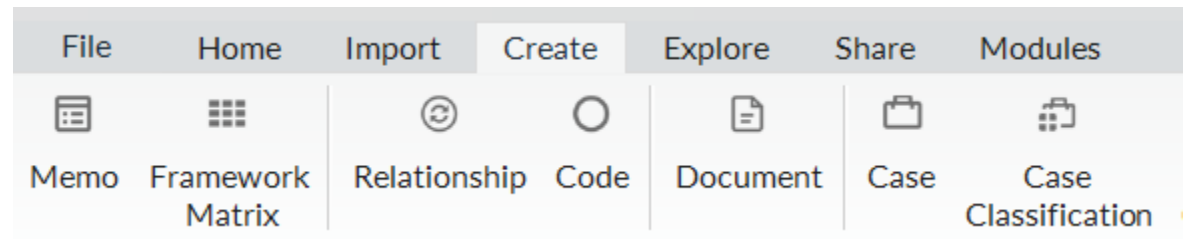
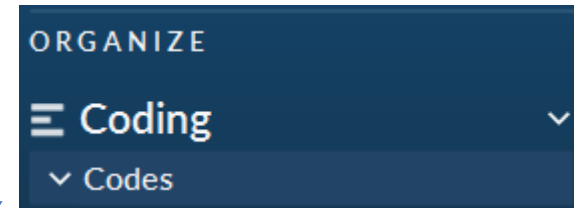
Coding in NVivo 12 (Windows)

<https://www.youtube.com/watch?v=7v59gwQ2LUY&list=PLNjHMRgHS4Fd7g4Q1BQuQgm-gLxy97FqY&index=3&t=2s>



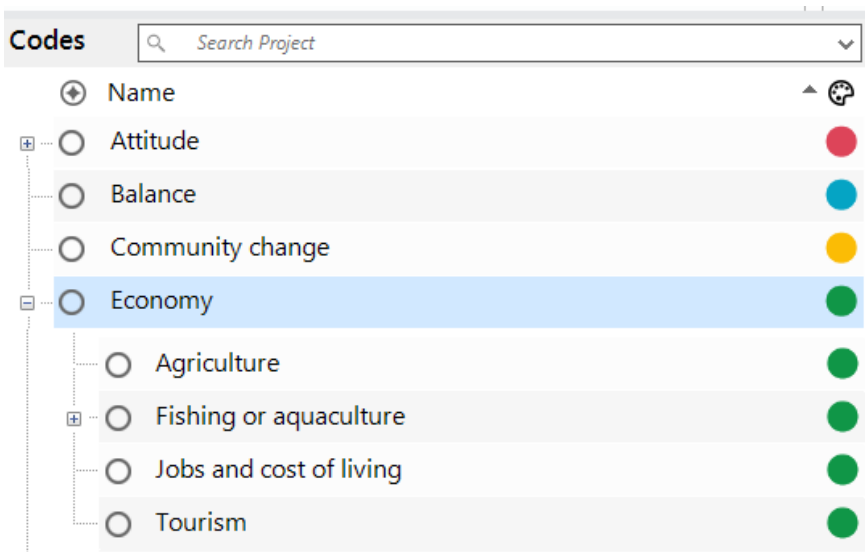
Build a node structure (Windows)

1. In the Navigation View, click Codes.
2. On the Create tab, click Code. The New Code dialog box opens.
3. Enter a name and description.
4. Click OK and the new node is added to List View.

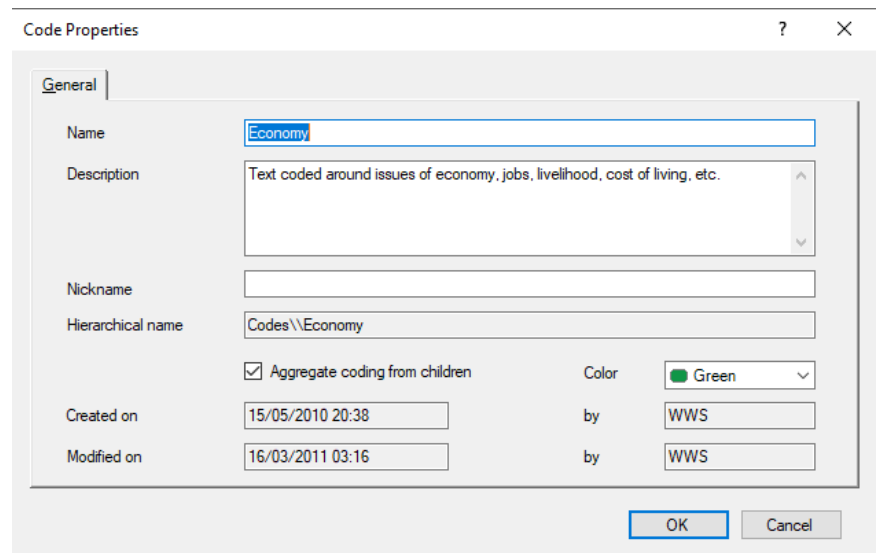


Sub-codes and code hierarchy

Can add 'child' nodes under new code and create a code hierarchy



Code properties – turn off aggregate



Difference between 'free' and 'tree' or parent codes

Free codes are not related to one another and thus are 'free'

E.g.

- Pupil choice
- No exceptions

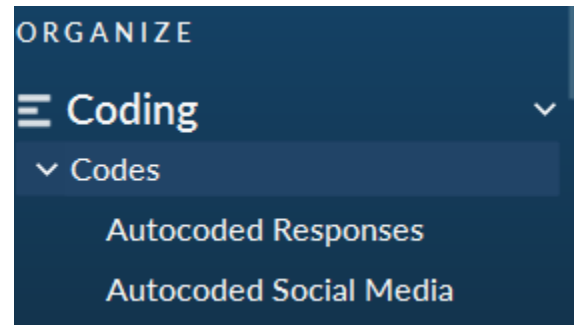
Tree or parent/child codes are in a hierarchy and thus are related to one another

E.g.

- Style of uniform
 - Informal (no blazer, no tie)
 - Medium (no blazer but a tie)
 - Formal (blazer and tie)

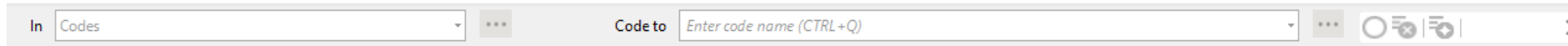
Organise codes in folders

- Under the Codes folder, you can add your own folders to organize codes:

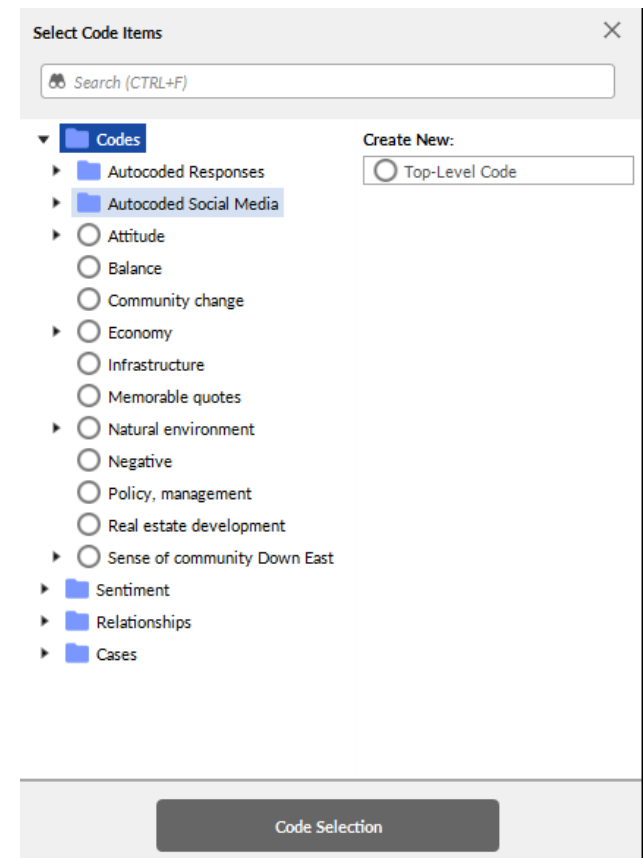


Code at existing nodes

- Select data and use 'drag and drop'
- OR Select data and use Quick Coding bar at bottom of Detail View



- OR Select data and use Ctrl + F2 key
- OR Select data and on the Data tab (e.g., Document), click Code, then select Code Selection At, then choose a code. Click Code Selection.



Coding mechanics

| BOYS | GIRLS |
|---|--|
| <ul style="list-style-type: none">• School Blazer with badge• School Tie• White/Grey/Blue Shirt• Black/Grey/Navy Trousers• Grey/Navy Pullover with or without school badge• Black Shoes (not training shoes) | <ul style="list-style-type: none">• School Blazer with badge• School Tie• White/Grey/Blue Blouse• Black/Navy Skirt• Grey/Navy Pullover with or without school badge• Black Shoes (not training shoes) |

- Highlight the text you want to code
- And then right click to code or drag and drop to the code or use the coding bar (this can be moved) at the bottom of the screen.



Visual ways of seeing your coding

Turn on coding highlight—on the View tab in the Coding group, click Highlight, and then select a highlight option.

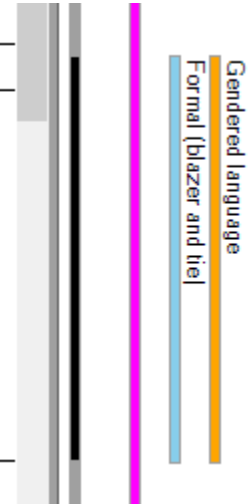
Turn on coding stripes—on the View tab in the Coding group, click Coding Stripes, and then select an option.

Coding stripes are displayed on the right of the source



Seeing your coding

| | GIRLS |
|--|--|
| | <ul style="list-style-type: none">• School Blazer with badge• School Tie• White/Grey/Blue Blouse• Black/Navy Skirt• Grey/Navy Pullover with or without school badge• Black Shoes (not training shoes) |





- Remember to stop every so often and think about your codes, code structure etc. to see if it makes sense, that you have reduced overlap between codes and that it is robust

Reviewing your codes

Coding practice?

- Code your own work – literature, transcripts, field notes, audio, video
 - existing code in the sample project
 - create your own code/s as you read it and code it
 - create an In Vivo code from the actual words used

