

NVIVO DATA TYPES: QUICK REFERENCE



DOCUMENTS

Word documents e.g. transcripts, field notes

PDFs e.g. policy documents, literature

Other text e.g. plain/rich text



SURVEYS

Qualitative survey data from **Excel**, **CSV**,

SurveyMonkey or **Qualtrics**

(Mac: Excel only)



WEBSITES / SOCIAL MEDIA

Websites of interest and/or data from
Facebook, **Twitter** and **YouTube**



AUDIO

Recordings of interviews, focus groups,
meetings, researcher field notes etc.



VIDEO

Recordings of observations,
interactions, focus groups etc.



IMAGES

Photographs taken in the field (by
researchers or participants), maps etc.



NOTETAKING APPS

Notes from either **OneNote** or
Evernote (Mac: OneNote only)



EMAIL

Messages from **Outlook**
(Mac: Not currently available)



REFERENCING SOFTWARE

References from **Zotero**, **EndNote**,
Mendeley, **RefWorks** or **Citavi**

NVIVO FILE TYPES: QUICK REFERENCE



DOCUMENTS

*.doc, *.docx, *.rtf, *.txt, *.pdf



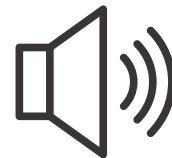
SURVEYS

*.xls, *.xlsx, *.csv, *.txt
or direct import from SurveyMonkey/Qualtrics



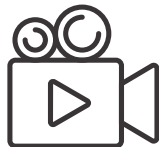
WEBSITES / SOCIAL MEDIA

via nCapture add-in for Google
Chrome (*.nvex)



AUDIO

*.mp3, *.wma, *.wav, *.m4a



VIDEO

*.mpg, *.mpeg, *.mpe, *.wmv, *.avi,
*.mov, *.qt, *.mp4, *.3pg, *.mts, *.m2ts



IMAGES

*.bmp, *.gif, *.jpg, *.jpeg,
*.png, *.tiff



NOTETAKING APPS

Direct import from Evernote or
OneNote or *.enex from Evernote



EMAIL

*.msg



REFERENCING SOFTWARE

*.ris or *.xml – see help files for
export instructions