

Frequently Asked Questions About NVivo

Does NVivo support my qualitative methodology?

NVivo is simply a tool to assist your qualitative analysis—as you’ll be doing the thinking behind the analysis you can use NVivo for any qualitative methodology. NVivo was designed for a wide range of methodologies and has tools to support mixed methods, grounded theory, evaluation research, phenomenology, ethnography, action research, literature reviews etc.

What data types can I work with in NVivo?

NVivo allows you to code a wide range of data types including Word documents, PDFs, emails, Excel spreadsheets, audio, video, images, web pages, and social media data, as well as notes imported from Evernote and OneNote. You can also import bibliographic data and download directly from questionnaires collected via SurveyMonkey and Qualtrics.

Will NVivo transcribe my audio recordings for me?

It is possible to purchase transcripts directly from within NVivo, and you can work directly with audio files without transcribing (although we wouldn’t recommend the latter approach). You can also use a third-party transcription service and import your transcripts into NVivo. However, if you have time we would recommend transcribing your own files—this will assist enormously with the coding process. If you’re interested in some tips on transcribing more generally, and on NVivo transcription specifically, you can register for our free Research Accelerator course on transcription: <https://www.researchaccelerator.nz/courses/transcription>.

Will NVivo identify codes/themes for me?

Not as such, no. While there are some automation tools in NVivo such as visualizations, auto coding, and text queries that will assist with the identification of themes, generally speaking you need to process the data and identify themes yourself. You’ll also need to have a clear understanding of the coding process.

What is coding?

Coding is a central process in almost all qualitative methodologies, although researchers use the term in differing ways. At a very simple level, codes are just labels. The process of coding involves sifting through your data and identifying themes, topics, ideas, concepts, terms, phrases or keywords. Each piece of text is marked with a label, which means that you can easily retrieve all the text that relates to that label—think of a recipe index that helps you easily find the cake recipes versus the soup recipes. The text that you code could be single words, phrases, sentences or paragraphs. Note that the purpose of being able to retrieve this data is not so that you can “count it” (this would be content analysis, which is more of a quantitative approach), but to allow you to identify patterns and interpret the ideas that your participants have discussed.

Is NVivo the only software option for qualitative analysis?

No, there are a number of applications available. An excellent website that details the various options is the CAQDAS Networking Project: surrey.ac.uk/computer-assisted-qualitative-data-analysis.

How do I obtain a copy of the software?

Check with the IT department of your organisation to see if there are licenses available. If you need to purchase the software, you can do so directly from Lumivero: <https://lumivero.com/products/nvivo>. A 14-day free trial version can also be downloaded from their website.

What is the current version of NVivo?

The most recent version of NVivo is version 14. The previous version does not have a version number, it's just known as NVivo – technically speaking it is NVivo R1 (Release 1) and some organisations refer to it as NVivo 13, NVivo 20, NVivo 2020, NVivo 2021 or New NVivo (note that 'New NVivo' is a misleading label for it as it is not the latest version). To find out which version you have – on the Mac, the version number shows on the first screen that appears when you launch the software. On Windows, the shortcuts to the software (and the options from the start menu) will appear as either 'NVivo 12', 'NVivo' or 'NVivo 14'.

Want to learn more about NVivo?

If you're interested in learning more about NVivo, consider joining the [Research Accelerator Membership](#). Research Accelerator isn't a traditional training course, we've designed something that's a little out of the ordinary. You'll find our membership to be flexible, affordable, time-efficient and designed to help you reach your research goals! Registering gives you immediate access to 130+ hours of on-demand videos covering NVivo and qualitative analysis, downloadable training manuals and exercise files, and monthly live sessions to ask questions and connect with other researchers. Learn more about Research Accelerator and register at: <https://www.researchaccelerator.nz/>.

Visit our website for details of the following services

<http://www.academic-consulting.co.nz>

Training and consultancy

We offer training and consultancy for the following: qualitative, mixed methods and quantitative methodologies and data analysis; NVivo; SPSS; EndNote; Zotero; Trello; writing up research; researching in teams.

Research services

Students

- Thesis formatting and proofreading
- Referencing services
- Research supervision and coaching

Academics

- Research design and implementation
- Article formatting and proofreading
- Data analysis
- Report writing

Commercial

- Research design and implementation
- Data analysis
- Report formatting and proofreading
- Report writing