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Day 2 – NVivo underway – analysing your data

Data Analysis:

The objective of this workshop is to conduct a piece of analysis using raw data and a research question. By the end of the session, the participants will have:

1. Set up a database with a robust architecture
2. Analysed the data using queries and manual analysis where appropriate
3. Reported on the findings

Research Question:

Will the Government win the next general election?
If not, why not?

Data collection:

Mixed method questionnaire collecting demographics along with quantitative and qualitative questions

Analysis:

1. Import Questionnaires
2. Import Quantitative data and match cases
3. Use coding query (simple) to address part 1 of the research question (creating groups)
4. Target a participant set and use coding query (advanced) to group them
5. Auto-code their qualitative responses to a single node
6. Code on their responses to identify reasons for change
7. Export results and report graphically on weighting of themes
8. Share information using “Annotations”
9. Link to the literature using “See Also Links”
10. Generate preliminary findings using “Memos” (proposition/summary statements) Test preliminary findings against demographics to further explore/analyse results using “Visualisations”
11. Further interrogate data by automated coding by demographic value (gender) using an advanced coding query
12. Use text search to augment manual coding and integrate results
13. Use a compound query to refine searches
14. Use matrix for deeper integration/exploration of relationships within the data
15. Share/report data with non NVivo users using HTML Word and Excel export options
16. Demonstrate “Word Frequency Searches”, “Coding Comparisons Query” and working with PDFs

Open Session:

Finally, there will be an open session at the end of the workshop to facilitate people who wish to work with their own data which will also provide the opportunity for a question and answer dialogue where all parties to the workshop can learn from each other

Support details:

On-line support www.qdatraining.eu/support Tel: 014429719 e-mail support@qdatraining.eu