

MODELS, QUERIES AND VISUALIZATION IN NVIVO 10

HOW TO BUILD CONCEPTUAL MODELS IN NVIVO

Go to Explore and choose New Model.

Name your model and give a brief description.

Now you have a quadrille ruled drawing board. Start with the concepts. Those are represented by shapes.

Select shapes.

You can change the color of the shape by clicking on the shape going to the Home tab and choose the color (look for the can pouring paint).

If you double click on each shape you can name and describe them.

You can also Add Project Items such as Nodes or Sources. Click on Add Project Items. Choose the subfolder where the item is. Select the item.

You can Open the project item by right clicking on it and choosing Open Item. This will show you the content of the project item.

Once you have all your concepts, you need to connect them. You hold down the CTRL key and click on the pair you want to connect. Choose the proper connector.

If you double click on the connector, you can name it and describe it.

You can export the model as a picture (JPEG file) by right clicking on the model and saving the new file.

QUERIES (SEARCHING) IN NVIVO

Text Search

Go to Query. Choose Text Search. Enter the search term. If you click on the Special button, you can use more complex search phrases, including Boolean operators (AND, OR, NOT) and others. Click Run.

You will see the results with tabs on the side.

If you click on Reference you will get each mention of the word with the words around it.

If you click on PDF, it will show you the words in the PDF files.

If you click on Word Tree you will get a visual presentation of the search item and its context.

One cool thing in Text Search is that you can set how exact you want your search to be. You can include stems, synonyms, and more by moving the slider below the search box.

Word Frequency

Go to Query. Choose Word Frequency. You can choose which sources you want to search. You can also make the search less exact, just as above. (Be careful, some of the words NVIVO deems related are not necessarily meaningfully connected.)

On the side tabs of your results, you can choose the Word Cloud.

The Tree Map

And the Cluster Analysis. The Cluster Analysis allows you to create various visualizations, including 3D representations.

You can save any of these by right clicking on the image and exporting it as a picture.

Coding Query

Go to Query. Choose Coding. Select the node. Click on Run.

On the side tabs of your results you can select the display you want.