USAGE OF NVIVO SOFTWARE FOR QUALITATIVE DATA ANALYSIS

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ABSTRACT

The size of data collected by qualitative research methods is extremely large as compare to traditional quantitative data collections, and making sense interviews and field notes can be overwhelming. Often organizing and analyzing the data can appear to be problematic. A method still employed by some qualitative researchers for this scary task is by hand. However qualitative theorists have encouraged the use of qualitative data analysis software tools. For qualitative researches there are many software packages available for the researchers. One of the most advanced data analysis packages, computer assisted qualitative data analysis software (CAQDAS) NUD*IST Vivo or NVivo helps tremendously from conceptualization and coding of data to an entire research project. NVivo assists for manipulating data records, browsing, coding, and interpreting them. It also provides quick and accurate access to data records. Normally, qualitative researchers extract ideas and link them with data in order to express their understanding of certain research question. NVivo assist the researcher for linking–DataBites, DocLinks, and NodeLinks. DataBites are links made at selected text within a document. The researcher selects the text and easily links that text to a photograph, document, etc. DocLinks and NodeLinks can be placed in a document, anywhere within the text, or at a node. A DocLink can take the researcher to an existing project document or documents or to a new document. A NodeLink can take the researcher to text coded at an existing node or nodes or to textual passages. In short NVivo assists in the management and synthesis of ideas. It offers a variety of analyzing tools for developing new understandings and theories about the data and testing of answers to research questions.

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