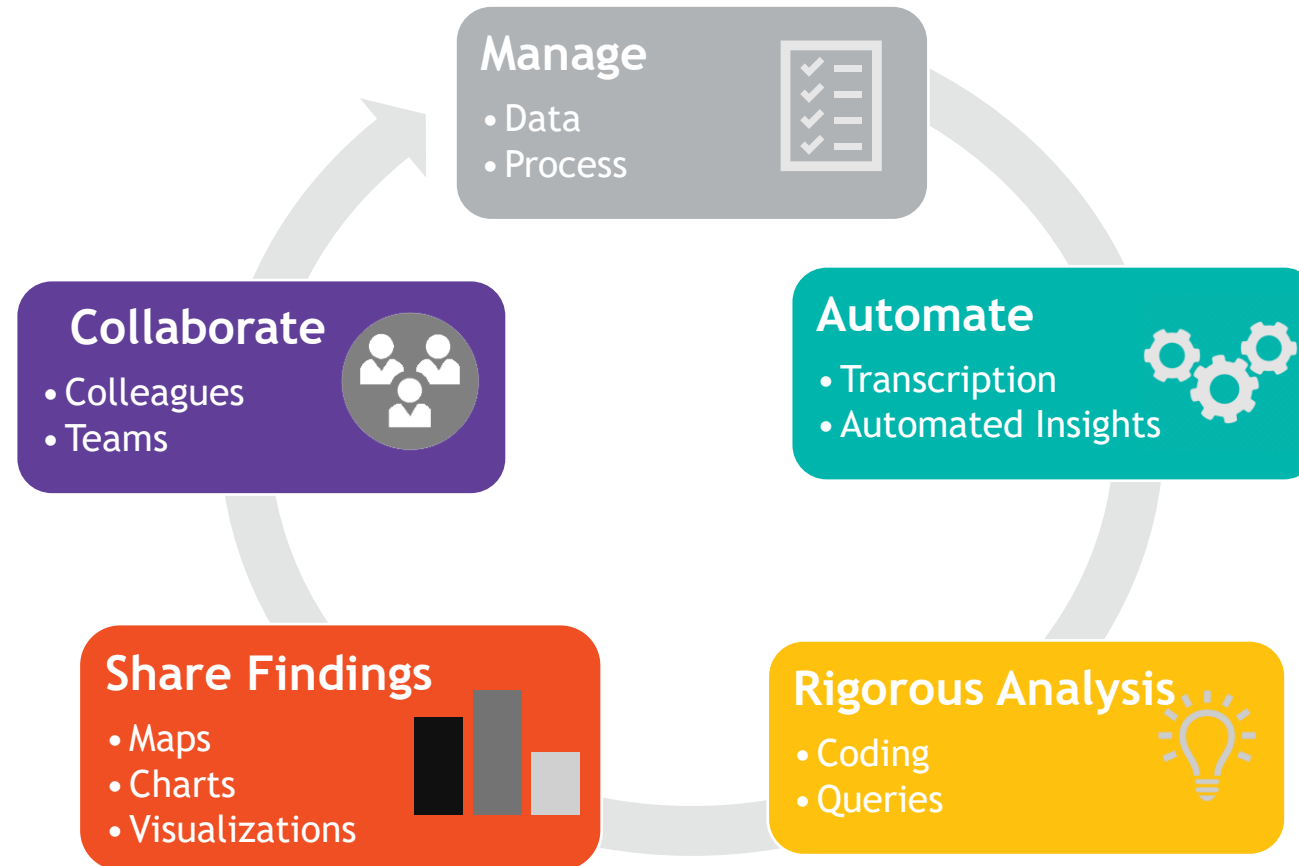




# NVivo Research Network

## Thematic Analysis using NVivo

# The Research Process with NVivo

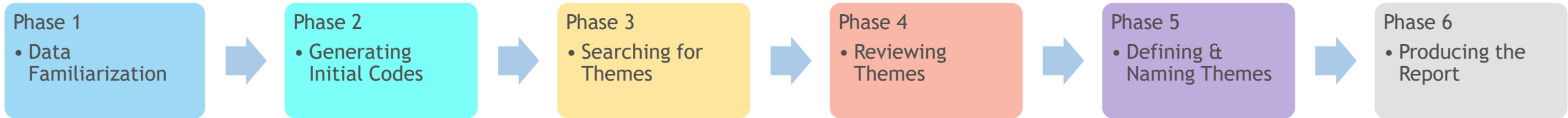


# NVivo Supports A Wide Range Of Data

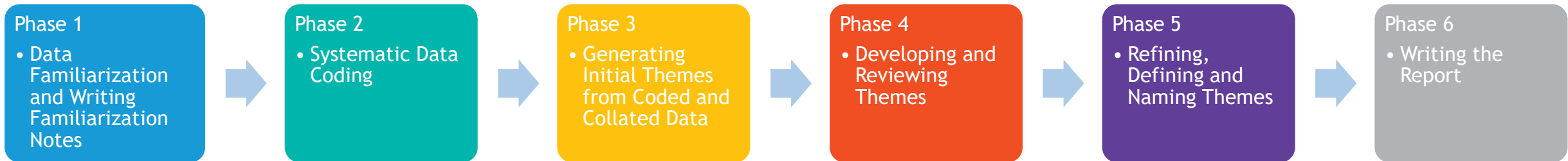


# Phases of Reflexive Thematic Analysis

2006



2020



Braun, V. and Clarke, V. (2006) Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3 (2). pp. 77-101.

Virginia Braun & Victoria Clarke (2020): One size fits all? What counts as quality practice in (reflexive) thematic analysis?, *Qualitative Research in Psychology*

# NVivo Demo

Poll 2 - What version of NVivo do you use?

# Phase 1: Data Familiarization and Writing Familiarization Notes

Activity	NVivo
Data Immersion Active Reading	Annotations Memos
Verbatim Transcripts	NVivo Transcription
List of Codes	Memo Mind Map

## Phase 2: Systematic Data Coding

Activity	NVivo
Initial Codes - Data Sets	Open Code
Initial Codes - Data Items	Code with descriptions Text Search
Coding Strategy	Memo

# Phase 3: Generating Initial Themes from Coded and Collated Data

Activity	NVivo
Sorting Codes for Themes Developing Themes	Concept Map Matrix Coding Query Coding Comparison Coding Reports List View Memo
Visualizations	Concept Map Mind Map Codebook



## Phase 4: Developing and Reviewing Themes

Activity	NVivo
<p>Level One - read all references for each theme, is consistent and coherent pattern forming? Create a Thematic Map</p>	<p>Coding Stripes Coding On Concept Map Project Map Coding Comparison Query Diagram - Compare Codes</p>
<p>Level Two: Consider the validity of individual themes in relation to the data set.</p>	<p>Matrix Coding Query Cross Tab Query</p>

# Phase 5: Refining, Defining, and Naming Themes

Activity	NVivo
<p>For each theme write a detailed analysis with supporting details in relation to the research question(s)</p> <p>Developing a Thematic Framework</p>	<p>Memo See also Links</p>
<p>Theme Names</p>	<p>Memo Codebook</p>

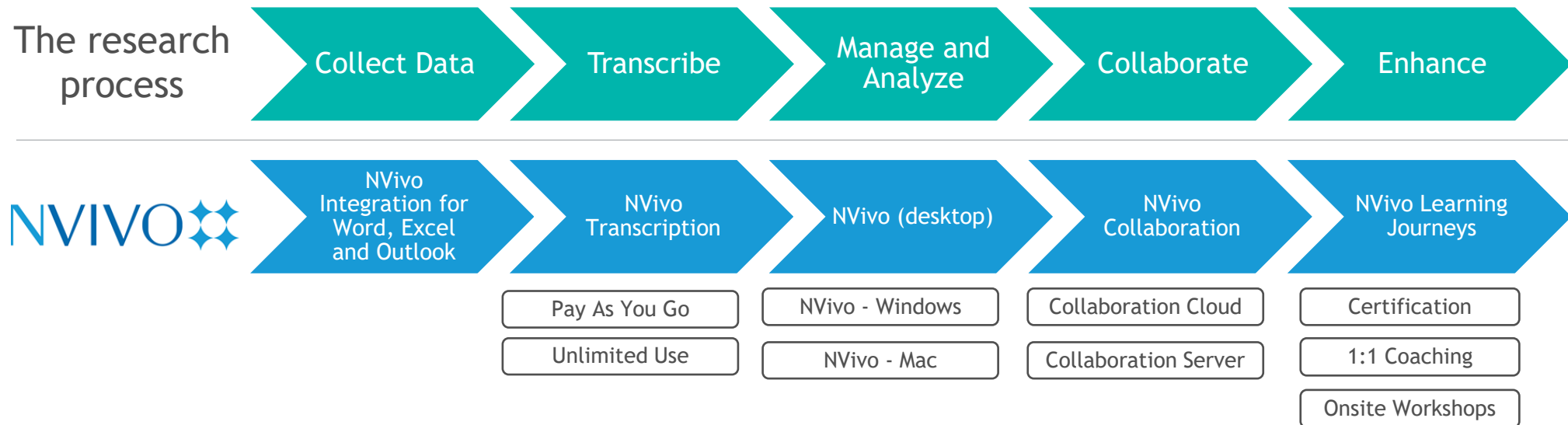
# Phase 6: Writing the Report

Activity	NVivo
Analysis and Write Up	Memo Export Codes Framework Matrices Lexical Queries
Visuals	Charts Charts coding by attribute values Coding by Hierarchy Tables - Matrix Coding Query Maps <ul style="list-style-type: none"><li>• Mind Maps</li><li>• Concept Maps</li><li>• Project Maps</li></ul> Diagrams <ul style="list-style-type: none"><li>• Clusters</li><li>• Comparison</li></ul>
Audit Trail	Exporting and Reporting Cycles of Coding

# NVivo Tools to Assist with Thematic Analysis

Coding	Notes	Queries	Visuals	Reports
Create Codes	Memos	Lexical <ul style="list-style-type: none"><li>• Text Search</li><li>• Word Frequency</li></ul>	Maps <ul style="list-style-type: none"><li>• Mind</li><li>• Concept</li><li>• Project</li></ul>	Code Reports
Code On	Annotations	Matrix Query	Charts <ul style="list-style-type: none"><li>• By Attribute Value</li></ul>	Framework Matrices
Coding Stripes	See Also Links	Cross Tab	Diagrams <ul style="list-style-type: none"><li>• Cluster</li><li>• Comparison</li></ul>	
Code Book		Coding Comparison		
List View				

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**Between the Data**



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