



Tips and Tricks for **NVivo – An Overview**

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Hacky Hour 6th of August

Agenda



- Housekeeping
- What is NVivo?
- The Empirical Research Process
- What would I have done differently?
- Use Cases?
- Practitioner's feedback

Housekeeping



- Slides will be shared [here](#)
- [Get](#) QSR NVivo
[License](#) (Current Version: 12 (Win and Mac))

What is Nvivo?



- A software to support **qualitative** research
- Name: NVivo – inspired by:
 - **in-vivo** (Latin for "within the living"; ≈**real-world**) vs.
 - in-vitro(Latin for "within the glass" ≈in the lab)
- Alternative: <https://atlasti.com/product/v8-windows/>

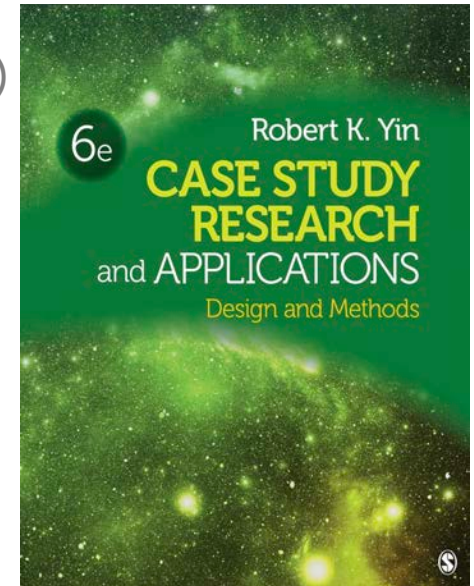
Prices

| LICENSE TYPE | DESCRIPTION | USD* | EUR* | GBP* | |
|---|---|-----------------|----------------|----------------|-------------------------|
| Student License (two years) | Use of the program in the context of your degree studies for two years. | \$99* PC+Mac | €75* PC+Mac | £65* PC+Mac | ▶ APPLY |
| Semester License (six months) | Use of the program in the context of your degree studies for six months | \$51* PC+Mac | €39* PC+Mac | £34* PC+Mac | ▶ APPLY |
| License Extension | Convert your semester license into a regular two-year student license at a reduced price. | \$89* PC+Mac | €68* PC+Mac | £58* PC+Mac | ▶ APPLY |

* Local VAT added where applicable. - Many other currencies available in the shopping cart.

Empirical Research Process Phases:

- Research Goal
- Research Questions (RQ)
- Research Design
 - Scope of Data (quant. vs. qual.)
 - Methods (Experiment , Survey, Case Study,...)
 - Data Collection (Documents, Interviews,...)
 - Transcribing
 - Coding/Analysis
 - Presentation
- Acknowledging Strengths and Weaknesses



Ethics links - Copy/Paste Noel



- Human Ethics

<https://www.auckland.ac.nz/en/research/about-our-research/human-ethics.html>

- Ethics Team

<https://www.auckland.ac.nz/en/research/about-our-research/human-ethics/human-participants-ethics-committee-uahpec/key-contacts.html>

- Faculty Ethics Advisors

<https://www.auckland.ac.nz/en/research/about-our-research/human-ethics/human-participants-ethics-committee-uahpec/faculty-department-based-ethics-advisors.html>

Ethics approval



- Is very thorough/allocate enough time
- Start without limiting your research (and the publication of your data) and let the committee tell you about restrictions.
- Think about
 - Only you conducting interviews?
 - Will others benefit from your findings/do you expect to find participants if you share all data (anonymised?)
 - Skype?
 - Can you afford (\$) and/or convince the Ethics Committee to outsource transcribing?
 - Details: Transcribing section

Recording



- I experimented: iPhone internal mics vs. external mic
- App: iOS: native app: *VoiceMemos* Android: Several options
- HAVE A BACKUP DEVICE (old/friend's smartphone/tablet/...)
- If challenging surrounding (on a volcano?!):
 - Zoom Recorder (rent for \$50/day @Topic Rentals etc.)



Transcribing



- This is a lot more work than you might expect!
- Heavily depends on:
 - Your Ethics result
 - The amount of interviews: minutes/hours...
 - How clear the audio is
 - Does the speaker have a strong accent?
 - Amount of research-specific terms (→ no AI support)
 - Your typing skills

Transcribing



Basic Options:

- a) You can do it
- b) You can give AI a try
- c) You can hand it over to professionals

- a) If done by you and: if you can type quite well)
 - Nvivo shortcuts become muscle memory:
 - **10min** of conversation: **1h of typing**
 - You will be exhausted after 90min/9h!
 - Improve your typing skills:



Transcribing



a) You can do it – [oTranscribe](https://otranscribe.com)

A screenshot of the oTranscribe website in a web browser. The browser address bar shows 'https://otranscribe.com'. The website has a dark header with 'oTranscribe' and 'Help' in English. The main content area features the title 'oTranscribe' and a subtitle 'A free web app to take the pain out of transcribing recorded interviews.' Below this is a prominent blue 'Start transcribing' button. The page lists several features in a grid: 'No more switching between Quicktime and Word.', 'Pause, rewind and fast-forward without taking your hands off the keyboard.', 'Interactive timestamps to navigate through your transcript with.', 'Automatically saved to your browser's storage every second.', 'Private - your audio file and transcript never leave your computer.', 'Export to Markdown, plain text and Google Docs.', 'Video file support with integrated player.', and 'Open source under the MIT license.' At the bottom, it says 'As featured on' and lists logos for TNW, theguardian, lifehacker, FAST COMPANY, journalism.co.uk, and WANNABE HACKS. The footer includes a social media link 'Follow @oTranscribe', the text 'Created by Elliot Bentley. A project of the MuckRock Foundation.', and a 'Privacy policy' link.

Transcribing



b) If done by AI:

- Classic voice recognition: Last year's ResBaz: MINAKO O'HAGAN:

If you can train the software per speaker: very good results!

- I tried Siri (with Sunflower on a Mac), not ideal!
- Nvivo's own AI service:
 - I did the trial, positive surprise
 - bought a 5h package, but corrections took me as long as typing it up by myself
 - Depends on your topic/speaker/specific terms

| | | | Most popular |
|--------------------|--------------------|--------------------|--------------|
| 1 Hour | 5 Hours | 10 Hours | |
| USD 30 p/hour | USD 25 p/hour | USD 20 p/hour | |
| AUD 40 p/hour | AUD 35 p/hour | AUD 30 p/hour | |
| GBP 25 p/hour | GBP 20 p/hour | GBP 15 p/hour | |
| EUR 27.5 p/hour | EUR 22.5 p/hour | EUR 17.5 p/hour | |
| JPY 3300 p/hour | JPY 2800 p/hour | JPY 2200 p/hour | |

NVivo Transcription - Subscription

Access unlimited transcription for one year.

Year USD 499.00

[Select](#)

Test your audio file with our Free Trial

FREE TRIAL

Transcribing




b) If done by AI:

- [Otter.ai](https://otter.ai)
 - Try the app (for recording as well)
 - But: Ethics vs. data uploaded to US-servers?
Be open about it during your Ethics application!

OTTER IS WICKED SMART

Magically generate sharable smart notes that sync audio, text, and images.



RECORD **LIVE TRANSCRIBE** **SHARE**

Record conversations using Otter on your phone or web browser. Import or sync recordings from other services. Integrate with Zoom.

Get real-time streaming transcripts and, within minutes, rich, searchable notes with text, audio, images, speaker ID, and key phrases.

Share or export voice notes to inform others and get on the same page. Create groups to invite collaborators and keep organized.

Transcribing



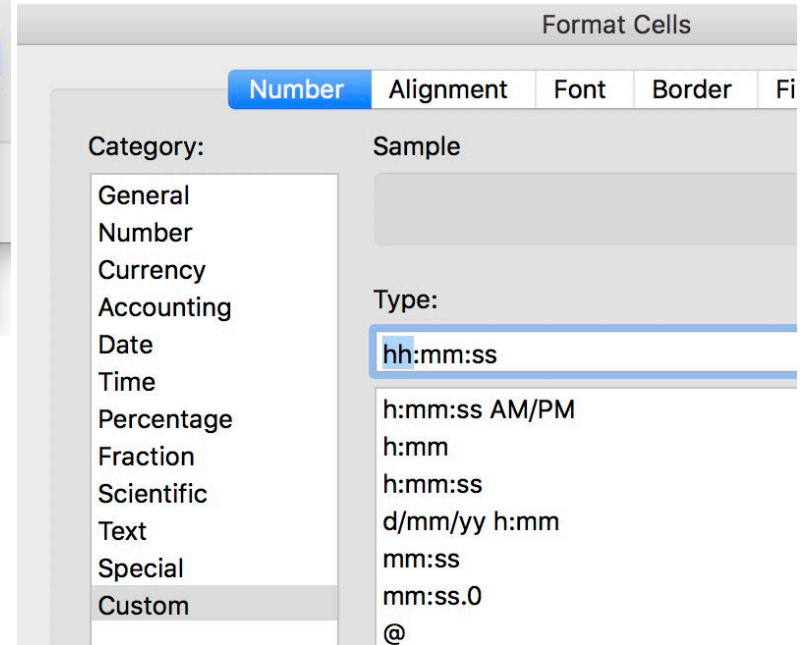
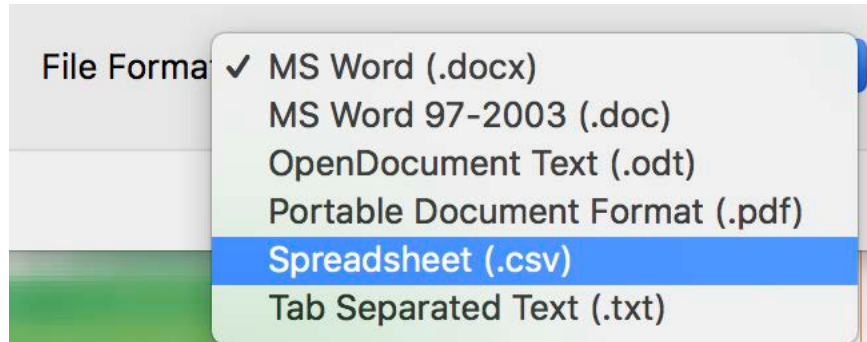
c) If done by professionals

- Ethics? !!!
- \$50-\$70 seem to be the starting point
- Not tested!
- Think about format for easy Nvivo import of their results for your analysis (!=PDF?)

Exporting



- Export → Excel → Custom Number → Copy/Paste to Word template



What would I have done differently?



- Ethics!
 - Outsource transcribing
 - Make (anonymised) data public

Use Cases?

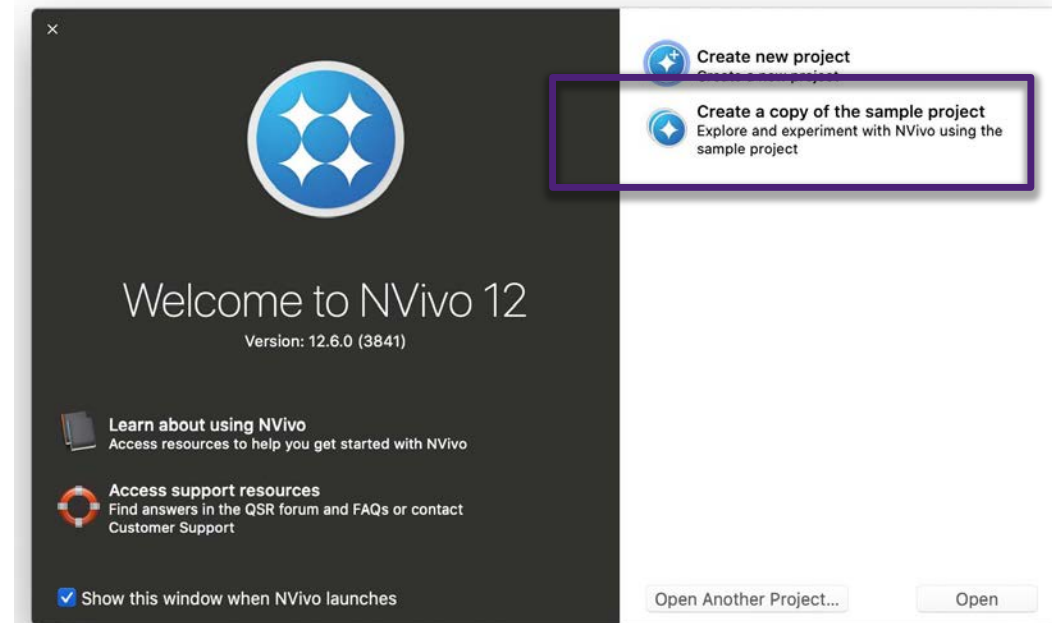


- Nvivo can be used in many ways
- Similar to: *What can I use MS Excel for?*

Use Cases?



- Get inspired by competitor video
<https://www.youtube.com/watch?v=fyuaoAHHK50>
- Sample Project!
- Play around,
you can't break it
- BTW: Always backup!



Use Cases?



Auto Coding:

Auto Code by Speaker

Enter the names of the speakers. These will become your cases

| | | |
|----------------------------------|---------|----|
| <input type="radio"/> | Linda | 13 |
| <input checked="" type="radio"/> | Charles | 13 |

+ -

Create cases in

Cases ...

What would you like to classify your cases as?

Existing classification

Person

New classification

Interview with Charles on May 14th, 2009, in Atlantic, North Carolina. Charles is a real estate developer.
Q.1. Connection to Down East

Linda
How long have you been living Down East?

Charles
I've been living here for about six years.

Linda
So what attracted you to come here as opposed to the other places you could've picked?

Charles
I've lived all over the country over the years, but I missed the salt water. And I've been in other places where I haven't been in that salt water but for some reason there was just this very strong urge. I had friends who lived in Harkers Island and went to visit them. First thing I did, I didn't go in and say hello. I just walked straight and walked right out in

Close Auto Code

Use Cases?



Code Stripes

Charles

Interview with Charles on May 14th, 2009, in Atlantic, North Carolina. Charles is a real estate developer.

Q.1. Connection to Down East

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So what attracted you to come here as opposed to the other places you could've picked?

Charles
I've lived all over the country over the years, but I missed the salt water. And I've been in other places where I haven't been in that salt water but for some reason there was just this very strong urge. I had friends who lived in Harkers Island and went to visit them. First thing I did, I didn't go in and say hello, I just walked straight and walked right out in the water and just stood for a little while. And while I was home as part of that business trip, about three weeks into that trip I got up one morning and real early, and drove down to Marshallberg and got here and spent the day from Marshallberg heading east just taking notes on what was on the market, just looking. And so I spent the first day just doing some research and the next day I ended up buying this house.

Linda
So what makes Down East unique?

Charles
The people make it special. Most of the folks here are native people, you know, and their talents

Code Annotations Edit

Coding Density

Real estate development

Charles

Local connection

Q.1. Connection to Down East

Q.1. Community and Environmental Change

Use Cases?



Word Frequencies

Unsaved Query

Word Frequency Criteria

Search in: Files and Externals Selected Items Items in Selected Folders

Finding matches: Exact match only (e.g. "talk")
 Include stemmed words (e.g. "talking")

With minimum length: 3

Display words: All 1000 most frequent

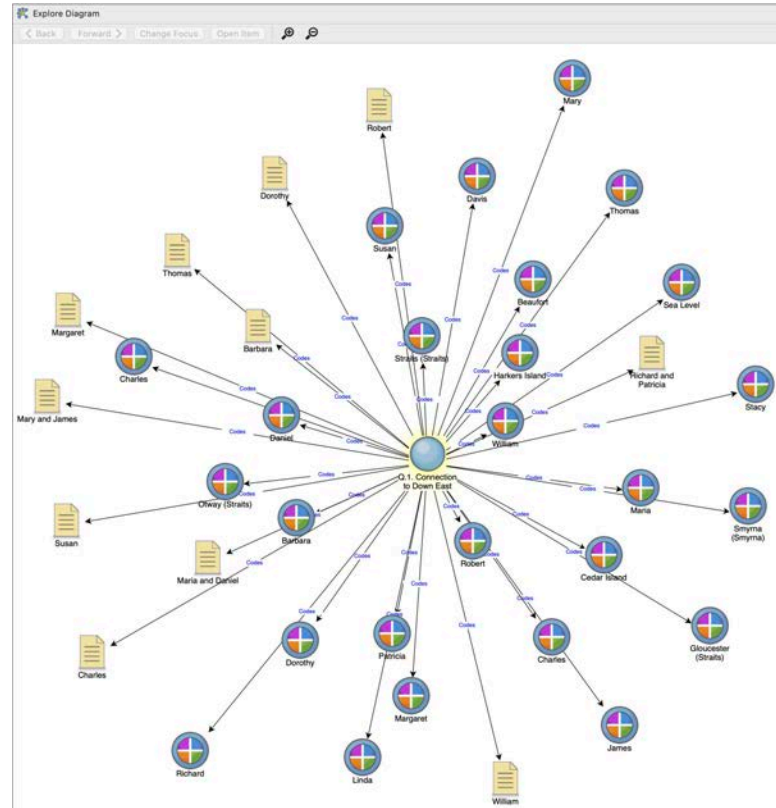
Summary Word Cloud

| Word | Length | Count | Weighted Percentage |
|-----------------|--------|-------|---------------------|
| beach | 5 | 259 | 0.67% |
| east | 4 | 219 | 0.56% |
| area | 4 | 209 | 0.54% |
| sea | 3 | 196 | 0.51% |
| people | 6 | 195 | 0.50% |
| water | 5 | 179 | 0.46% |
| #carteretcounty | 15 | 176 | 0.45% |

Use Cases?



Explore Diagrams



Practitioner's feedback



- switched to **Excel** to undertake final analysis
- saw a lot of potential for a number of other tasks
- found the system rather **unwieldy** as the data began to grow.
- In fact, I haven't used it since late last year. It was certainly very good for extracting data from transcribed interviews



Questions?

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