

Nvivo lab assignment: getting familiar with data



General instructions

For this assignment, you will analyze the “[community research](#)” data, and use some Nvivo functions such as frequency table, word cloud, and tree map. Finally, you will code this data.

Assignment instructions

Download Nvivo file and interview file

1. From your Google Drive account, download the Nvivo file you last created.
2. [Download this file](#) (Click File - Download - Microsoft Word (.docx)).

Upload the text file to NVIVO

1. In the List View area on the left, go to Data.
2. Under Data go to Files.
3. Put your cursor on Files and right-click, then select New folder. Type “community research.”
4. Put your cursor on the “community research” folder, right-click and select “Import files.”
5. Find the file you downloaded. Click Open and Import.

When prompted, create a name for the new document (“community research responses”) and you **may** write a brief description in the field provided in the dialog box. Select OK.

Reading the text file

1. Read the responses twice: As a coding and analysis exercise, review the transcript excerpt several times to become acquainted with the contents.

Generating a word frequency table

1. Double click on the “community research responses” file in Nvivo.
2. On the “Explore” tab, click “Word Frequency.”

3. Type 20 next to “Display words.”
4. On the right side, under “Grouping,” choose “with stemmed words.”
Click “Run Query.” Wait until you see the table.
5. Anywhere on the table, click right and choose “Export list.”
6. Change “Save as type” to MS Word 97-2003 (*.doc). Click Save.
Check where you save this document on the left side.
7. Paste the word frequency table to this Google Doc under Answers.
8. Interpret the word frequency table in a paragraph. What are your initial reflections?

Generating a word cloud figure

1. On the right side of the table, you will see the following options in a vertical shape: “Summary,” “Word Cloud,” “Tree Map,” and “Cluster Analysis.”
2. Click Word Cloud and change the “Display words” option to 100 most frequent words.
3. On the right side, under “Grouping,” choose “with stemmed words.”
Click “Run Query.” Wait until you see the figure.
4. Interpret the word cloud in two sentences. What are your initial reflections?

Generating a tree map figure

1. On the right side of the table, you will see the following options in a vertical shape: “Summary,” “Word Cloud,” “Tree Map,” and “Cluster Analysis.”

2. Click Tree Map and change the “Display words” option to 100 most frequent words.
3. On the right side, under “Grouping,” choose “with stemmed words.” Click “Run Query.” Wait until you see the figure.
4. Double click on three (3) rectangles on this tree map (except the most frequently expressed three words). When you double-click a rectangle, the context of the word will appear. Which rectangles did you choose?
5. Do you like the tree map feature? What are the pros and cons? (2-3 sentences)

Coding the file

1. Double click on the “community research” file in Nvivo. Refer to the lecture slides and video to see how coding is done.
2. Turn the Coding Strips feature on -> Document tab -> Coding Stripes -> All. Then choose “Automatic Colors.”
3. Highlight the sentence/paragraph and put a code name in the "Code to" box you will see below (NVIVO). After that, click on the empty circle icon next to the three dots. For each new code, you will repeat this process.
4. If you want to code a sentence/paragraph with the existing code, highlight the sentence/paragraph, click the arrow on the "Code to" bar, and select the appropriate code.
5. Create at least 7 codes representing all the responses.

Save the Project

1. On the File tab, click Save.

Copy the Project File to your Google Drive

1. Go to <https://drive.google.com/>
2. Click New - Folder on the upper left corner. Type “Nvivo file lab assignment 3”
3. Drop your NVIVO file into this folder.

Paste the Nvivo File link

1. On Google Drive, right-click on the Nvivo file and choose “Get link” and “Copy link.” **Make sure “anyone with the link” is selected.** Paste this link into Canvas. Do NOT email me, do NOT directly share it with me. Paste the link to Canvas. Make sure that this link works. If it is not opened, you will have to use one of your tokens to fix it.

Answers

For this assignment, you will first copy and paste the new NVivo file link below, and then answer the questions.

1) Paste Nvivo File link (30 points)

1. On Google Drive, right-click on the Nvivo file and choose “Get link” and “Copy link.” **Make sure “anyone with the link” is selected.** Paste this link below. Do NOT email me, do NOT directly share it with me. Make sure that this link works.

Link:

2) Answers (70 points) - 10 points each

1. Paste the word frequency table.
2. Interpret the word frequency table in a paragraph. What are your initial reflections?
3. Paste the word cloud (take a screenshot)
4. Interpret the word cloud in two sentences. What are your initial reflections?
5. Double click on three (3) rectangles on this tree map (except the most frequently expressed three words). When you double-click a rectangle, the context of the word will appear. Which rectangles did you choose?
6. Do you like the tree map feature? What are the pros and cons? (2-3 sentences).

7. Describe the patterns your codes embrace. What are the codes you used? In the interview file, what evidence do you see that supports your codes? Mention the content of your codes one by one **(200 words minimum)**.