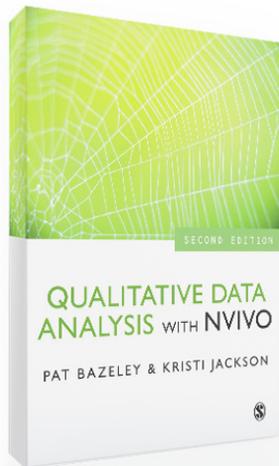


**COEN Annual Meeting
December 7, 2016 (6pm-8pm)**

**Analysis of Mixed Methods Survey Data with NVivo
Dr. Kristi Jackson**

***Qualitative Data Analysis
with NVivo
(second edition)***



Pat Bazeley

Kristi Jackson

kjackson@queri.com

303-832-9502

***NVivo CLIC Retreats
2017***

March 24-26

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October 20-23

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Small Group

One-on-one

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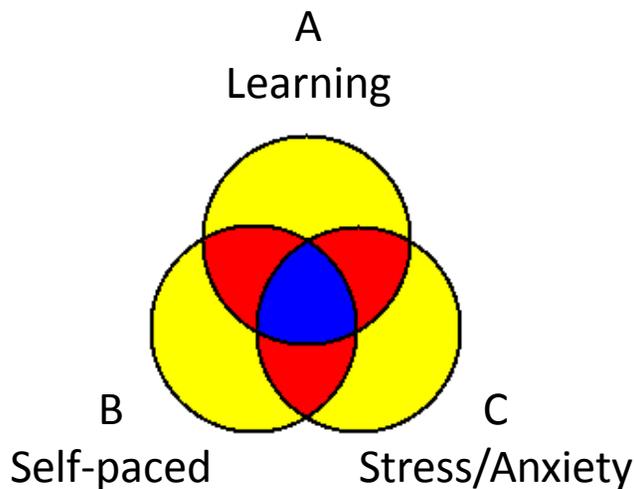
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Three NVivo Highlights

1. Microsoft Partnership
2. Memos and Links
3. Queries



memo/journal

The community organizers who seem most enthusiastic about their work (and perhaps less prone to burn-out) see diverse angles on diversity. They see how it can help or have an impact in multiple ways. I wonder if there is a way to get community organizers to see these multiple effects. In turn, I wonder if they'd be more enthusiastic and less burnt out.

interview transcript

I: What do you like about working in this diverse team?
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Microsoft Partnership (1)



Starter - Green

Pro/Plus – Green & Blue

- **Documents** **Microsoft Word Document (docx, doc, RTF and txt) and PDF**
- **Audio** **MPEG-1, mp3, MPEG-4, m4a, wma, wav**
- **Video** **mpg, mpeg, mpe, mp4, avi, wmv, mov, qt, 3gp, mts, m2ts**
- **Pictures** **bmp, gif, jpg, jpeg, png, tif, tiff**
- **Web Content** **Web pages, Twitter, Facebook, YouTube**
- **Surveys** **Excel, Access, comma or tab-delimited text files**

- **Reference Managers** **EndNote, Mendeley, RefWorks, Zotero**
- **Email** **Outlook 2010 or later, any msg file**

Microsoft Partnership (2)



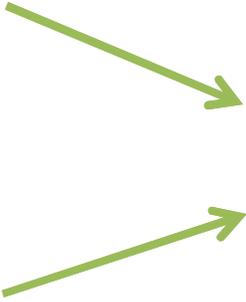
The screenshot displays the Microsoft Dynamics CRM interface. At the top is a ribbon menu with tabs: FILE, HOME, CREATE, DATA, ANALYZE, QUERY, EXPLORE, LAYOUT, and VIEW. The HOME tab is active, showing various toolbars for workspace, item, clipboard, format, paragraph, and styles. Below the ribbon is a search bar with a 'Look for' field and a 'Search In' dropdown set to 'Nodes'. The main area is divided into three panes. The left pane shows a tree view of 'Nodes' with sub-items like 'Autocoded Responses', 'Cases', 'Sentiment', etc. The middle pane shows a list of nodes with a search filter applied, listing categories like 'Attitude', 'Balance', 'Community change', 'Economy', 'Agriculture', 'Fishing or aquacul', 'Fishing industr', 'Jobs and cost of li', 'Tourism', 'Infrastructure', 'Memorable quotes', 'Natural environment', and 'Policy management'. The right pane shows a document editor for a record named 'Susan'. The document content includes: 'Interview with Susan, May 11th, 2009. Susan is the director of a local museum, Harkers Island, North Carolina.', a section header 'Q.1. Connection to Down East', a question 'Nancy: How long have you or your family been living Down East?', and an answer 'Susan: We've been here at least two to three hundred years.' followed by another question from 'Nancy'.

Microsoft Partnership (3)



Nodes				
	Name	Description	References	Sources
+	Attitude	A person's general feeling of favorableness or unfavorabl	0	0
	Balance		16	6
	Community change	Change to the people, culture, or built structures of the c	62	18
-	Economy	Text coded around issues of economy, jobs, livelihood, co	486	25
	Agriculture		20	8
-	Fishing or aquacult	Harvesting of wild seafood is termed commercial fishing.	367	19
	Fishing industr		183	14

	Female	Male
	7	4
Pulled Back Home	11	3
Positive	2	0



Memos and Links (1, 2, 3)

1. Memo

memo/journal

The community organizers who seem most enthusiastic about their work (and perhaps less prone to burn-out) see diverse angles on diversity. They see how it can help or have an impact in multiple ways. I wonder if there is a way to get community organizers to see these multiple effects. In turn, I wonder if they'd be more enthusiastic and less burnt out. See Organizing for Power:

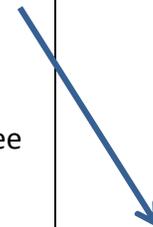
<http://organizingforpower.org>

interview transcript

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2. "See Also" Link

3. Hyperlink



Queries: Text Mining (1)

The screenshot shows a text search interface with the following elements:

- Text Search Criteria** (header)
- Search in:** All Sources (selected), Selected Items..., Selected Folders...
- Search for:** Talk (circled in green)
- Spread to:** None
- Find:** Special (selected), Exact matches (e.g. "talk"), With stemmed words (e.g. "talking"), With synonyms (e.g. "speak"), With specializations (e.g. "whisper"), With generalizations (e.g. "communicate") (circled in green)
- Buttons:** Run Query, Save Results..., Add to Project

Results:

- [<Internals\\Social Media\\Linked Online Resources\\The state's sea level retreat - Other Views - NewsObserver.com>](#) - § 2 references coded [0.03% Coverage]
- Reference 1 - 0.02% Coverage**

When Orrin and his associates are willing to **talk** exclusively about the science, then the conversation can begin.
- Reference 2 - 0.02% Coverage**

Few yrs back, a global warming/climate change debate was hosted in Hickory, NC and I as well as another colleague (w/ an environmental and a biology degree) were lucky enough to hear Dr. John Christie and Dr. William Schlesinger **talk** about this issue. What came out of that debate was the fact that it was pointed out in a slide show that the Gulf Coast AND the NC Coast (both OBX & IBX) won't be there in a few decades, it will slip under the waterline.....due to subsidence.

Queries: Matrices (2)

	A : Positive ▾	B : Mixed ▾	C : Negative ▾
1 : Longevity-Non-residents ... ▾	25	1	10
2 : Longevity-1st generation ... ▾	26	1	5
3 : Longevity-2 generations ... ▾	14	0	5
4 : Longevity-3+ generations... ▾	70	5	35

[<Internals\\Survey\\Survey Responses>](#) - § 5 references coded [0.96% Coverage]

Reference 1 - 0.19% Coverage

beautiful and being destroyed

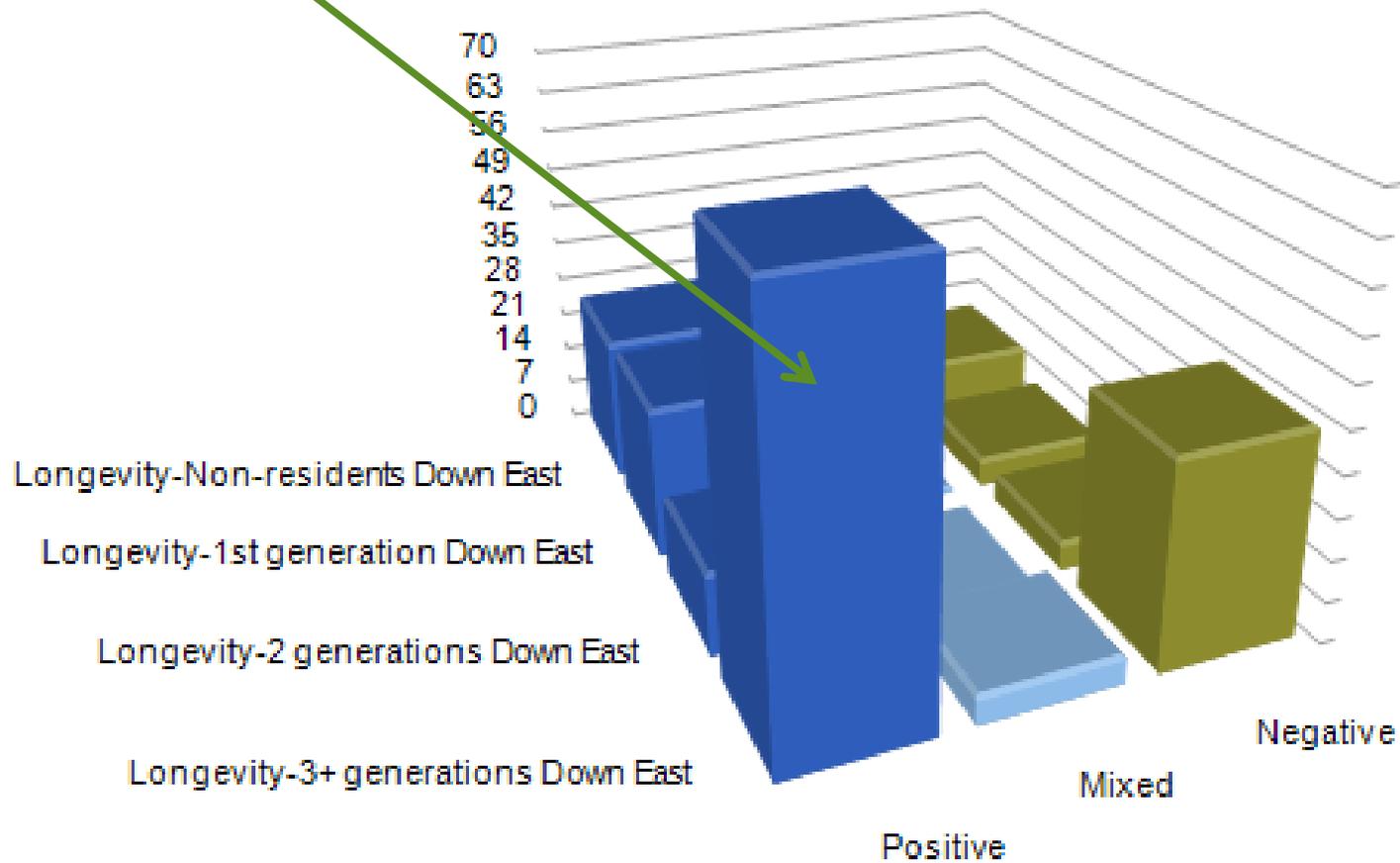
Reference 2 - 0.19% Coverage

good, but not as good as it was

Reference 3 - 0.19% Coverage

beautiful but fragile.

	A : Positive ▾	B : Mixed ▾	C : Negative ▾
1 : Longevity-Non-residents ... ▾	25	1	10
2 : Longevity-1st generation ... ▾	26	1	5
3 : Longevity-2 generations ... ▾	14	0	5
4 : Longevity-3+ generations... ▾	70	5	35



Queries: Coding (3)

Blue

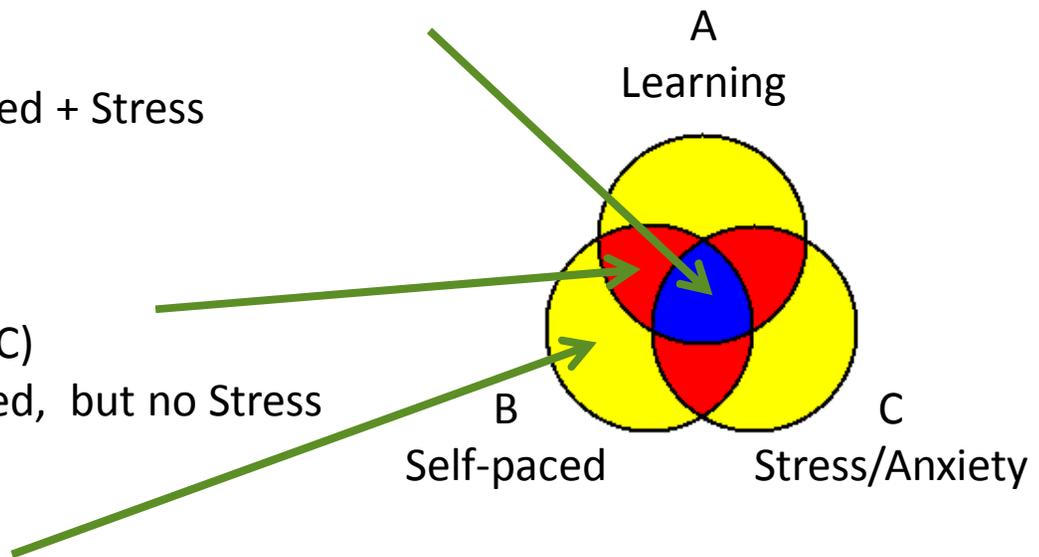
A AND B AND C
Learning + Self-paced + Stress

Red A/B

A AND B (BUT NOT C)
Learning + Self-paced, but no Stress

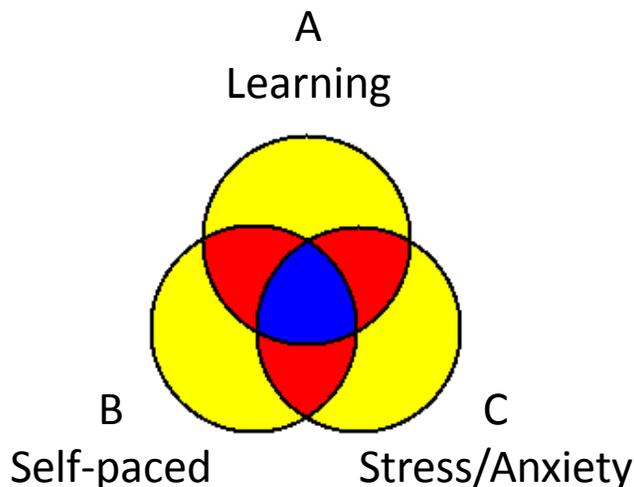
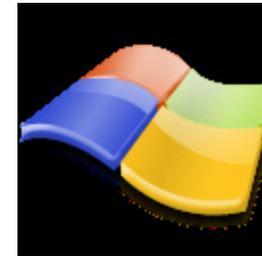
Yellow B

B (BUT NOT A NOT C)
Self-paced, but no Stress and no Learning



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