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| Nota di contenuto | Chapter 1. A guided tour in qualitative research -- Chapter 2. A guided tour in qualitative data analysis -- Chapter 3. A quick tour of NVivo -- Chapter 4. Getting started 1: installing and configuring NVivo -- Chapter 5. Getting started 2: The workspace and jargon of NVivo -- Chapter 6. Setting up your project: primary data management -- |

Chapter 7. Working with memos -- Chapter 8. Thematic coding -- Chapter 9. Coding with classifications -- Chapter 10. Exploring coded data -- Chapter 11. Organising your project: secondary data management -- Chapter 12. Querying (coded) data -- Chapter 13. Visualising data with maps -- Chapter 14. Reporting and exporting data -- Chapter 15. Using NVivo in Focus Group research -- Chapter 16. Using multimedia material (photos, sound and videos) -- Chapter 17. Using social media in NVivo -- Chapter 18. NVivo in Mixed Methods studies -- Chapter 19. NVivo and AI: (semi)-automatic coding -- Chapter 20. Using NVivo in team projects -- Chapter 21. Doing a literature review with NVivo -- Chapter 22. Bibliography -- Index.

Sommario/riassunto

This open access textbook provides an introduction to the software program NVivo, the most widely used qualitative analysis program. It is a versatile program with an extensive range of accessible analysis tools, flexibly deployable in the diversity of qualitative analysis approaches. Qualitative analysis is almost standard practice today with the help of a software program. Yet there are many misunderstandings about qualitative software. They support the qualitative researcher but never take over their manual and theoretical work. An in-depth understanding of the possibilities of a qualitative software program helps to free up time for the analysis itself. The possibilities of NVivo in this book are approached from a researcher's perspective. That is precisely why gaining efficiency in using the software tools gets a prominent place in the chapters. The author examines basic skills, such as managing data, working with memos and coding qualitative data. This includes textual data (such as transcripts from interviews and focus groups) and audiovisual material (sound, video and images). The book also discusses more advanced analysis tools, such as case coding, queries, AI tools, matrices and models (maps). This textbook is intended for all users of NVivo, both early career researchers and more advanced analysts, who want to further discover the secrets of this software package along the way. .
