NVivo I: Coding, Case Classifications, Sentiment, & Visualizations

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NVivo II: Transcripts & NCapture

URL: https://researchguides.baylor.edu/nvivo

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NVivo I - Coding Documents & Surveys

- **Documents: Import State of the Unions**

Launch NVivo 12 Plus

1. Disregard any prompts to upgrade software
2. Enter initials if prompted

Create New Project

1. Click **Blank Project**
2. Title: **NVivo Workshop**
3. Description: **Introduction to NVivo**
4. **OK**

Import State of the Union Addresses

1. Click the **Import tab** on the top ribbon and then click **Files**.
2. Navigate to the \NVivo-Workshop-Presidential-Materials\StateOfUnion-Final2PerPres
3. Select all files (PC: CTRL-A, MAC: CMD-A)
4. Click **Open**
5. Click **Import**
NVivo I - Coding Documents & Surveys

- **Themes: Manual Coding**

Click **Nodes** under Quick Access or under Codes

Create New Node named **International Relations** and additional child nodes

1. Click the **Create** tab on the top ribbon and then click **Node**.
2. Name the Node: **International Relations**.
3. **OK**
4. Select (click once on) **International Relations** in the Node list
5. Again, click the **Create** tab on the top ribbon and then click **Node**.
6. Name this child node: **Foreign Aggression**
7. Create a second child node named **United Nations**
In the Bush-1991 Jan 29 view, select *The community of nations has resolutely gathered to condemn and repel lawless aggression* and drag to the International Relations node.

In the same paragraph, locate one phrases or sentences for each of the two child nodes and code them.

Select the International Relations node and on the top ribbon, click Properties and select Aggregate Coding from Children.

Click somewhere inside the speech to activate the Document Tools tab on the top ribbon.

Then click Coding Stripes and select All Coding.
NVivo I - Coding Documents & Surveys

- **Themes: Word Frequency Coding**

  Click the **Explore** tab on the top ribbon and then click **Word Frequency**.

  Change **Display Words** to 100 and click **Run Query**.

  Select unwanted words from list (hold CTRL or CMD while selecting)

  Right-click one of the selected items and click **Add to Stop Words List**.

  Click **Run Query** again.

  Click the vertical **Word Cloud** on the right to view a word cloud

  Click the vertical **Summary** tab on the right.
Use the vertical slider to select **With synonyms**.

Click **Run Query**.

Select **nation** and on the top ribbon click **Create As Code**

**Location:** Nodes

**Name:** Nation

**Description:** Word query result

**OK**

Create another node from the frequency count for **world**

**NVivo I - Coding Documents & Surveys**

- **Classifications:** State of the Union

In the Home tab on the top ribbon, click **Case Classification** and select **New Case Classification**

**Name:** State of the Union

**OK**
In the left-hand table of contents, under Cases, expand Case Classifications and select State of the Union.

Then on the top ribbon, click Open and select Open Classification Sheet

On the Classification ribbon, click New Attribute

Name: President

OK

Create another attribute named Decade
Under **Quick Access** click **Files**

Select one speech and then CTRL-A to select all and click **Create as Cases**

**Assign to Classification: State of the Union**

While we can manually specify attributes in the Classification Sheet, let's not take workshop time to do this.

On the left, select **State of the Union** and then under **Case Classification**, select **Import Classification Sheets**

Browse to the Classification Sheet - State of the Union.xlsx spreadsheet and click **Finish**
NVivo I - Coding Documents & Surveys

- Visualize Codes by Attributes

In the Explore tab on the top ribbon, click **Chart** and select **Charts**

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Select the chart you would like to generate: **Coding**

Next

Select the coding chart you would like to generate: **Coding by case attribute value for multiple codes**

Next

Nodes: Browse and select all

X-axis attribute: **President**

Y-axis: **Number of coding references**

Attribute value display order: **Descending Y-axis value**

Finish

Create another chart showing the same thematic nodes but this time by **Decade**.
NVivo I - Coding Documents & Surveys

- Documents: Trump Supporter Survey

Click **Import** on the top ribbon and then click **Excel**.

Browse to the \NVivo-Workshop-Presidential-Materials\Survey-TrumpVoters\ directory and select **Presidential-NVivo.xlsx** and click **Open**.

Click **Next** on the Survey Import Wizard intro page.

Click **Next** on the Check Your Data Format page.

Click **Next** on the Manage Your Survey Respondents page.

Set **Phrase that Represents You** as Open Ended

Set **Why Voting for Trump** as Open Ended

Next

--> Uncheck Auto code themes

--> Uncheck Auto code sentiment

Finish!
NVivo I - Coding Documents & Surveys

- Themes: Text Search Coding

Click the Explore tab on the top ribbon and then click Text Search.

Click the Selected Items button

Scroll down the list of documents and select Presidential-NVivo.

OK

Search for: Immigration

Adjust slider: With synonyms

Run Query

Select the results and click Create as Code on the top ribbon bar

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Select a Location: Nodes

OK

Name: Immigration

Description: Text search for immigration
NVivo I - Coding Documents & Surveys

- Themes: Auto Code Themes

Launch Auto Code on all documents

1. On the left-hand contents, click **Files**.
2. Select all files (CTRL or CMD-A)
3. On the **Home** ribbon on top, click **Auto Code**.

4. Select **Identify Themes**
5. Click **Next**
6. Once themes have been identified, click **Next**
7. Select to **Code entire cell for datasets** and click **Next**
8. Then click **Finish**.
NVivo I - Coding Documents & Surveys

- **Visualize Codes by Attributes**

Visualize survey respondents by state voting color

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In the Explore tab on the top ribbon, click **Chart** and select **Charts**

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Select the chart you would like to generate: **Coding**

Next

Select the coding chart you would like to generate: **Coding by case attribute value for multiple codes**

Next

Nodes: Browse and select **business**, **citizens**, and **defense**

X-axis attribute: **State Color 2016**

Y-axis: **Number of coding references**

Attribute value display order: **Descending Y-axis value**

Finish
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- Themes: Auto Code Sentiment

NVivo II - Working with Transcripts & Social Media Content

- Import Oprah Michigan Voters Transcript
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- Create a Case for Each Speaker

Names on Next Page…
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- Calculate Sentiment for Transcript

![Image of NVivo UI with options for Sentiment Analysis]
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- **Crosstab Query: Sentiment by Speaker**

![Crosstab Query Interface]

**NVivo II - Working with Transcripts & Social Media Content**

- **NCapture for Chrome**

**What is NCapture?**

Use NCapture, a web browser extension, to quickly and easily capture content like web pages, online PDFs and social media for analysis in NVivo.

[Chrome Store: NCapture](#)