

“Using NVivo for qualitative data analysis – Part II”

Workshop – Department of Management- University of Bologna

March 4th, 2-5pm (Italian time)

Instructor: Prof. Santi Furnari, City, University of London

Synopsis

This workshop aims at illustrating the standard and advanced functionalities of the Nvivo software for different types of qualitative data analysis (including coding). Participants will learn the data structures and logic underlying the Nvivo software and how to use this software as a tool in the context of qualitative data analysis and grounded theory building.

Software

Before the workshop, please download the demo version of Nvivo for free [here](#) and have it ready during the workshop. If your academic institution has subscribed to Nvivo licences, you should also be able to access a version of Nvivo via your university VPN or library. Access to the software is required for the workshop as we will practice Nvivo’s functionalities for qualitative data analysis during the event.

Sample project

To practice and demonstrate the software, during the workshop we will use a sample project provided with Nvivo -titled *The Environmental Change Down East Sample Project*. Please read in advance the description of the project reported at the end of this document. In addition, to familiarize yourself with the data sources used in this project and their organization in Nvivo, I encourage you to watch [this video](#) in advance of the workshop. During the workshop, I will illustrate the software’s functionalities in practice with the data of this project, so an understanding of its data sources and organization would be useful.

Instructor’s biography

Santi Furnari is Professor of Strategy at the Business School (formerly Cass), City, University of London. He has held visiting faculty positions at Kellogg School of Management at Northwestern University, Judge Business School at the University of Cambridge, and at the University of Chicago. He completed his Ph.D. at Bocconi University where he also obtained an MSc cum laude. Prof. Furnari studies how fields, industries and practices emerge, particularly in the context of creative industries and creative projects. He is

also an expert of organization design, business models and configurational thinking. Prof. Furnari uses a variety of theories (such as institutional theory, configurational theory) and methods (such as qualitative methods, historical methods and fuzzy-set/Qualitative Comparative Analysis or fs/QCA). His paper titled “A Chemistry of Organization” (with Anna Grandori) has been among the first empirical applications of the fs/QCA methodology in organization studies. His research has been published in leading academic journals, such as the Academy of Management Review, Journal of Management, Organization Studies, Industrial and Corporate Change, Human Relations, and Strategic Organization (among others). His paper titled “Interstitial Spaces” has received the AMR Best Paper Award for the best paper published in the Academy of Management Review in 2014. He serves on the Editorial Boards of the Academy of Management Review, Organization Studies, Organization Theory, Strategic Organization, and Journal of Management Studies.

The Environmental Change Down East Sample Project

Introduction

Data in this sample project are drawn from a two year research study (2008-2009) undertaken by researchers from the [Duke University Nicholas School of the Environment](#) at the [Duke Marine Laboratory](#) in Beaufort, N.C. The study documented community perceptions of development and land-use change on coastal communities in the Down East area of Carteret County, North Carolina, USA.

The research study, “Change in Coastal Communities: Perspectives from Down East,” focused on change in Carteret County, but is applicable to coastal communities experiencing rapid land-use change throughout the southeastern United States and beyond. The purpose of this study was to gather data through a variety of methods (e.g. interviews, surveys), to bring together stakeholders on all sides of the issue, and to facilitate public dialogue about the area’s future. The ultimate goal is to help communities, developers and planners envision long-term strategies for sustainable land use and development.

Background

According to principal investigator Lisa M. Campbell, almost half of the United States’ population lives in coastal counties now, and the population is expected to rise by about 25 million people over the next 15 years. Tourism, migration to the coast by retirees and second home owners, and associated development are having profound impacts on the character, economies, cultures and environments of coastal areas such as Down East.

Down East refers to a rural section of Carteret County comprising 13 different residential communities. The area’s economy has traditionally been dominated by commercial fishing. The distinctive culture and spoken dialect of historically-isolated Down East communities have long attracted the attention of linguists, sociologists and historians, but in recent years the area’s low cost of living and proximity to coastal waters and beaches also has attracted an influx of tourists and second-home owners.

In 2006, conflict resulting from land-use changes Down East erupted into a hotly contested public debate between local residents, property owners, developers, environmentalists and elected officials. The divisiveness of the conflict convinced Campbell and her collaborators that a more productive approach was needed.

Study Description

To that end, the research team assembled a group of community advisors representative of all sides in the land-use debate, to help guide the study. With their input, Campbell and her team conducted a regional household survey and held one-on-one interviews with Down East residents and landowners in the summer of 2009 to learn their views on the area’s environment, economy and culture; their attitudes toward current and future development; and their levels of support for various options for managing the growth and development.

Responses from the interviews were analyzed and have been made into a documentary DVD. In addition, geospatial analysis and mapping has provided visual snapshots of the recent land-

use changes that have occurred Down East. This information, as well as summary results from the survey, was shared at several public workshops in late 2009. Feedback from these meetings has informed further community engagement and planning activities led by community members.

Adaptation of project data for the NVivo sample project

This sample project includes excerpts of data from the Change in Coastal Communities project. The interview recordings and transcripts in this sample project represent content selected from the original interviews. Each interviewee included here has generously agreed for their interviews to be used as part of this training tool; out of respect for their contributions, we request that you not use the interview content for any other purpose.

The survey data, unlike the interview data, are fabricated; however, they are based on actual survey responses.

Acknowledgements

Sample project: The *Environmental Change Down East* Sample Project was developed by Charlotte Clark and Gabriel Cumming from Duke University's Nicholas School of the Environment, with significant assistance from Carla Norwood (also of the Nicholas School) and staff from QSR International. The Change in Coastal Communities project data included here reflect the work of many people, notably those listed below:

Addendum

June 2012 - Twitter data is added to the NVivo sample project

The Twitter data added to this project was fabricated to demonstrate how you can work with social media data in NVivo 10.

This data has been created by QSR International and is not part of the research conducted by Duke University's Nicholas School of the Environment.

While the data has been fabricated; it is based on issues and topics relating to the Carteret County and Down East area that were being discussed in social media forums.