Qualitative Data Analysis: Explorations with NVivo (Understanding Social Research)

By Graham Gibbs

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"A welcome step in the advance of qualitative methods, this text integrates software at every stage of a thorough introduction to approaches and techniques. With clear examples, each step in NVivo is clearly described and thoughtfully explained in the context of what is being done and how it supports qualitative inquiry." - Professor Lyn Richards, Director, QSR

"...a very detailed, clearly expressed and structured text which will be of immense help to anyone wanting to use NVivo for a research project." - Professor Colin Robson, author of Real World Research

- How can qualitative analysis of textual data be undertaken?
- How can the core procedures of qualitative analysis be followed using computer software such as NVivo?
- How can the extra tools NVivo offers the analyst be used to support and improve qualitative analysis?

Qualitative Data Analysis introduces readers to key approaches in qualitative analysis, demonstrating in each case how to carry them out using NVivo. NVivo is a new, powerful computer package from QSR, the developers of NUD+IST. It provides the researcher with an extensive range of tools and the book shows clearly how each can be used to support standard qualitative analysis techniques such as coding, theory building, theory testing, cross-sectional analysis, modelling and writing. The book demonstrates how different styles of analysis, such as grounded theory and narrative, rhetorical and structured approaches, can be undertaken using NVivo. In most cases, the analysis is illustrated using documents from a single data set. There are copious figures, tables, guides and hints for good practice. The result is an invaluable text for undergraduates and an essential reference for postgraduates and researchers needing to learn both qualitative analysis techniques and the use of software such as NVivo.

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Editorial Review

Review
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About the Author
Graham R. Gibbs is Reader in Social Science Computing and Head of the Department of Behavioural Sciences at the University of Huddersfield. He has taught both quantitative and qualitative methods to undergraduate and postgraduate students for over 20 years. He currently teaches research design and qualitative analysis to masters students. He is also interested in computer assisted learning and is director of the coMentor virtual learning environment project.

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