



# University of Nairobi



## TRAINING ON MANAGEMENT AND ANALYSIS OF QUALITATIVE DATA USING NVIVO

Date: 5<sup>th</sup> - 6<sup>th</sup> August 2023 | Venue: Main Campus, University of Nairobi Tower  
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## UNIVERSITY OF NAIROBI

### **Our Vision**

A World Class University committed to Scholarly Excellence.

### **Our Mission**

To provide quality University Education and Training to embody the aspirations of Kenyan people and the global community through creation, preservation, integration, transmission and utilization of knowledge.

### **Our Core Values**

- i. Freedom of thought and Expression
- ii. Excellence
- iii. Care
- iv. Good Governance
- v. Innovation and Creativity
- vi. Partnership and Teamwork

# Rationale

Researchers may be inclined towards quantitative analysis due to factors such as the perception of objectivity and generalizability, the ability to establish causality and make predictions, the availability of large datasets, funding and publishing pressures, alignment with traditional academic training, historical precedence in certain disciplines, and the perceived objectivity and replicability of quantitative methods. These factors contribute to a preference for quantitative analysis, as it is often seen as more reliable, rigorous, and influential in academic and research contexts. However, it is important to recognize that qualitative analysis offers unique benefits and insights that quantitative methods may not capture, and the choice between quantitative and qualitative approaches should be guided by the research question and context.

Qualitative analysis offers benefits such as in-depth understanding of research topics, flexibility and adaptability in exploring emerging insights, contextual understanding of social and cultural factors, rich data collection methods, the potential for generating new hypotheses and theories, empowerment of participant voices, complementarity with quantitative analysis, and practical insights for policy and practice. These advantages make qualitative analysis a valuable approach that captures detailed, context-specific data, provides nuanced understanding of phenomena, and contributes to the development of knowledge in diverse fields.







## **Categories of Qualitative Data Analysis (QDA)**

Content Analysis, Thematic Analysis, Grounded Theory, Discourse Analysis, Narrative Analysis

### **Course Overview:**

This course is designed to provide researchers with the necessary knowledge and skills to effectively use NVivo for qualitative data analysis and Management. Participants will learn how to leverage NVivo's features and tools to manage, analyze, and gain insights from unstructured or qualitative data. The course will combine theoretical concepts with practical hands-on exercises to ensure a comprehensive understanding of the software.

Course Duration: **2 Days**

## Training Objectives

By the end of the course, participants will be able to:

1. Transcription of unstructured data
2. Understand the principles and benefits of using NVivo for qualitative data analysis.
3. Import different types of qualitative data into NVivo, including text documents, audio and video files, social media data, and more.
4. Organize and manage qualitative data within NVivo, including creating folders, sources, and cases
5. Code and annotate data using NVivo's coding tools to identify themes, patterns, and relationships.
6. Conduct searches and queries to explore and retrieve specific data segments.
7. Utilize NVivo's visualization features to analyze and present findings effectively.
8. Collaborate with other researchers or team members using NVivo's collaborative features.
9. Practice ethical considerations and data security when working with qualitative data.



# TRAINING SCHEDULE

## Day 1:

1. Introduction to Qualitative Data Analysis and NVivo
  - Overview of qualitative research principles
  - Introduction to NVivo and its role in qualitative data analysis
  - Steps in analyzing qualitative data
2. NVivo Interface and Project Setup
  - Understanding the NVivo interface and navigation
  - Creating and managing NVivo projects
3. Importing and Organizing Data
  - Importing different data types into NVivo
  - Organizing and structuring data within NVivo
4. Coding and Annotation
  - Introduction to coding and its importance in qualitative analysis
  - Coding data using NVivo's tools and techniques
  - Adding annotations and memos to enhance analysis

## Day 1 Activity/ Example

## Day 2: Recap

5. Exploring and Querying Data
  - Searching and querying data within NVivo
  - Creating coding queries to explore relationships and patterns
  - Utilizing matrices and visualizations for data exploration
6. Data Analysis and Interpretation
  - Analyzing coded data for themes and patterns
  - Utilizing visualizations to gain insights and present findings
7. Collaboration and Teamwork
  - Collaborating with team members on NVivo projects
  - Managing workflows and data synchronization

## 8. Ethical Considerations and Data Security

- Ethical considerations in qualitative research
- Data security best practices when using NVivo

## 9. Practical Application and Case Studies

- Hands-on exercises and case studies to reinforce concepts
- Q&A and troubleshooting session

**Mode of Delivery:** The course will be delivered through a combination of the following methods:

1. Instructor-led presentations explaining theoretical concepts and practical techniques.
2. Hands-on exercises allowing participants to practice using NVivo with sample datasets.
3. Group discussions and interactive sessions to facilitate knowledge sharing and clarify doubts.
4. Case studies and real-world examples to demonstrate the application of NVivo in qualitative data analysis.
5. Q&A sessions to address specific queries and challenges faced by participants.

Note: The training schedule and duration can be customized based on the specific needs and prior knowledge of the participants.

**Target Audience:** Data Analysts, Middle level and Top Management. Research-based-organization, Researchers.

### Fees

Price per person:

Fees

Price per person:

Students: **KES 30,000**

Government and commercial sector applicants: **KES 38,500**





**University of Nairobi**