

The 5-Step NVivo Approach

A simple, structured way to start working with NVivo

1. Import

Bring your data — such as documents, PDFs, audio, video, image data or surveys — into your NVivo project and organise it in a way that supports your way of working.

2. Code

Work through your data and code meaningful sections to capture themes, ideas or concepts relevant to your research.

3. Reflect

Use memos to capture your developing interpretations as you work through your data. This is where you begin to move beyond description and start making sense of what you are seeing - capturing questions, insights and emerging ideas.

4. Refine

As your understanding deepens, review and reorganise your codes and themes. This might involve merging, moving or renaming codes, and thinking about how different ideas relate to each other.

5. Explore

Use NVivo's tools to explore patterns, relationships and connections within your data. This might include running queries or visualising your analysis.

And... you don't need to do everything at once. Focus on the core elements first and build confidence step by step.

Although described as steps, this approach isn't a linear process — you'll move between them as your understanding develops.

