# Qualitative Data Analysis with NVivo

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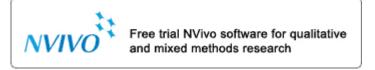**Qualitative Data Analysis with NVivo**

Lecturers/instructors only - request a free digital inspection copy here

This straightforward, jargon-free book provides an invaluable introduction to planning and conducting qualitative data analysis with NVivo. Written by leading authorities, with over 40 years combined experience in computer-assisted analysis of qualitative and mixed-mode data, the new edition of this best selling textbook is an ideal mix of practical instruction, methodology and real world examples.

Practical, clear and focused the book effectively shows how NVivo software can accommodate and assist analysis across a wide range of research questions, data types, perspectives and methodologies. It sets out:

- The power and flexibility of the NVivo software
- How best to use NVivo at each stage in your research project
- Examples from the authors' own research and the sample data that accompanies the software, supplemented with vignettes drawn from across the social sciences
- Annotated screen shots
- A website with links to data, sample projects, supplementary/updated instructions, and SAGE journal content

This second edition contains new chapters on handling a literature review, visualizing data, working in mixed methods and social media datasets, and approaching NVivo as a team. An insightful step-by-step guide to the messy reality of doing computer-assisted analysis, this successful book is essential reading for anyone considering using NVivo software.

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