

QUALITATIVE DATA ANALYSIS USING NVIVO SOFTWARE

Muktar Bashir

Department of Political Science, Usmanu Danfodiyo University, Sokoto

Corresponding Author's email: muktarbashir20@gmail.com



Abstract

Nvivo is a qualitative software often used by qualitative researchers in analyzing data. The software serves as a computer aided application that helps the researcher to manage and analyze large amount of data systematically. Therefore, the objective of this paper is to showcase how Nvivo software is been employed in qualitative data analysis. Secondary sources such as books, articles, pamphlets and other relevant documentary sources were used in addressing the paper. It is however found that, the Nvivo software has helped in making qualitative data analysis more valid, reliable and easier. It has also helped in saving a lot of time in categorizing the data into various themes and sub-themes where inferences can be drawn during the analysis. It is recommended that Nvivo can be frequently utilized by researchers as a computer aided software in analyzing data instead of traditional manual analysis of qualitative data.

Keywords: Data Analysis, Method, Nvivo Software, Qualitative, Research