Training Course on Qualitative Data Management and Analysis with NVIVO

Professional Development Training Course Outline

Category	Research and Data Analysis	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Qualitative data provides rich, in-depth insights into complex phenomena, making it a vital resource for research, policy-making, and program evaluation. Managing and analyzing qualitative data effectively requires specialized tools and techniques, and NVivo has emerged as one of the most powerful software solutions for this purpose. The Training Course on Qualitative Data Management and Analysis with NVivo equips participants with the skills to organize, analyze, and interpret qualitative data systematically.

This course is designed to help researchers and practitioners maximize the potential of qualitative data. Participants will learn how to use NVivo to streamline data management processes, code data efficiently, and identify patterns and themes. By the end of the course, attendees will have a thorough understanding of how to leverage NVivo to produce insightful and actionable findings from interviews, focus groups, textual documents, and multimedia sources.

Programme Curriculum

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Analysis with NVivo equips participants with the skills to organize, analyze, and interpret qualitative data systematically.

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Course Duration

5 Days

Course Objectives

1. Understand the principles of qualitative data management and analysis.
2. Learn the core features and functionalities of NVivo software.
3. Develop skills in importing and organizing qualitative data in NVivo.
4. Master coding techniques for textual, audio, and visual data.
5. Identify patterns, themes, and relationships in qualitative data.
6. Use NVivo's query functions to conduct advanced analysis.
7. Integrate visualizations and charts to present findings effectively.
8. Ensure data consistency and validity in qualitative research.
9. Apply NVivo in real-world research and evaluation projects.
10. Gain insights from case studies showcasing NVivo's application.

Organizational Benefits

1. Streamlined management of complex qualitative datasets.
2. Improved accuracy and reliability in qualitative data analysis.
3. Enhanced ability to generate actionable insights for decision-making.
4. Increased efficiency in coding and thematic analysis.
5. Better documentation and traceability of qualitative research processes.
6. Stronger research credibility with robust analysis tools.
7. Time and resource savings through automated functions.
8. Increased capacity to evaluate programs and projects effectively.
9. Enhanced reporting with professional visualizations and outputs.
10. Empowered staff with advanced qualitative research skills.

Target Participants

- Qualitative researchers and social scientists
- Program evaluators and project managers
- Academicians and postgraduate students
- NGO and development agency professionals
- Policy analysts and market researchers
- Community development officers
- Healthcare and education sector professionals

Course Outline

Module 1: Introduction to Qualitative Research and NVivo

1. Overview of qualitative research methods and data types.
2. Introduction to NVivo: Features and applications.
3. Navigating the NVivo interface.
4. Setting up NVivo projects: Files, cases, and classifications.
5. Case study: NVivo in a social impact assessment.

Module 2: Importing and Managing Data

1. Importing textual, audio, and visual data into NVivo.
2. Organizing data with folders, nodes, and cases.
3. Handling diverse data formats, including PDFs and social media.
4. Managing data attributes and classifications.
5. Case study: Data management for a community health project.

Module 3: Coding and Thematic Analysis

1. Fundamentals of qualitative coding in NVivo.
2. Creating and managing nodes and classifications.
3. Conducting open, axial, and selective coding.
4. Analyzing emerging themes and categories.
5. Case study: Thematic analysis in an education research project.

Module 4: Advanced Analysis with NVivo

1. Using NVivo queries for deeper analysis.
2. Exploring relationships and connections in data.
3. Performing matrix and cross-tab analysis.
4. Creating mind maps, charts, and models.
5. Case study: Query analysis in a policy evaluation project.

Module 5: Visualizing and Presenting Data

1. Generating charts, graphs, and diagrams in NVivo.
2. Using reports to summarize findings.
3. Visualizing themes with word clouds and cluster analysis.
4. Exporting data and findings for presentation.

5. Case study: Data visualization for a market research study.

Module 6: Ensuring Quality and Ethical Considerations

1. Ensuring data validity and reliability in qualitative research.
2. Addressing biases in qualitative analysis.
3. Maintaining data privacy and ethical compliance.
4. Strategies for documenting and archiving NVivo projects.
5. Case study: Ethical dilemmas in qualitative research.

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com