Formatting documents for NVivo, in Word XP/2003

Text in an NVivo document can incorporate most of the familiar richness of appearance that word processors provide, such as changes in font type, size and style, colour, spacing, justification, indents and tabs. The text will retain its formatting when imported into NVivo.

Use headings throughout the text to identify what follows within the document. For example, in a structured questionnaire or interview where the questions are always exactly the same for each person, use standardised headings for the structured questions to indicate the content of what follows; in a less structured interview or focus group, speaker names might be set out as headings, so that turns in conversation are identified in the document. Multiple levels of heading are available, so that, for example for focus groups, it is possible to have topic headings, and then within those, speaker headings.

Heading styles must be used to identify headings: NVivo will not see text as a heading just because it is bold or in a different font. When heading styles have been used in a structured questionnaire, all the responses to each question can be automatically coded for the question they were answering. In a focus group, use of heading styles for speaker names allows NVivo to automatically find and code everything said by each speaker, and thus to create case nodes for each speaker.

I usually recommend using Level 2 headings for speaker names, in order to leave Level 1 available in case you want to insert topic headings at a higher level than speakers. Make sure you are consistent about the level of heading chosen for speakers (or anything else you are using headings for) across all your documents.

About heading styles

Heading styles define passages of text by assigning a style representing a particular level to the heading for that passage. In Word, application of heading styles allows the user to

- apply standard formats to headings with a single click;
- reformat a style across a whole document in one go;
- use Outline View to view and modify the structure of the document;
- quickly navigate to different parts of the document using a Document Map; and
- generate or update a Table of Contents in one step.

Word has a default set of styles for headings (which can be modified if you wish). To apply a style, click in the paragraph it is to be applied to, then go to the styles slot at the beginning of the formatting toolbar, and choose from the drop-down list the level of heading you wish to apply (Figure 1). The style will be applied to the whole paragraph in which the cursor is blinking—it is not necessary to have selected the whole paragraph.
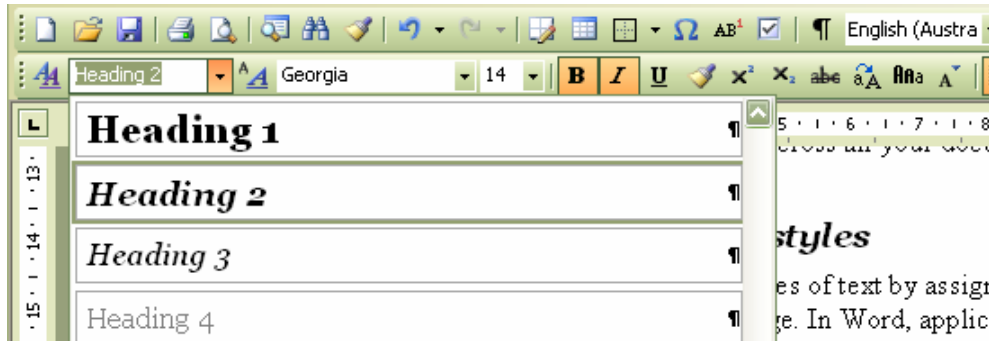
Figure 1: Selecting a style to apply from the Styles slot in the formatting toolbar

‣ To modify a style, or to create a new one, select **Format > Styles and Formatting**, and then select **Modify** or **New Style** from the drop-down list of options for the relevant style.
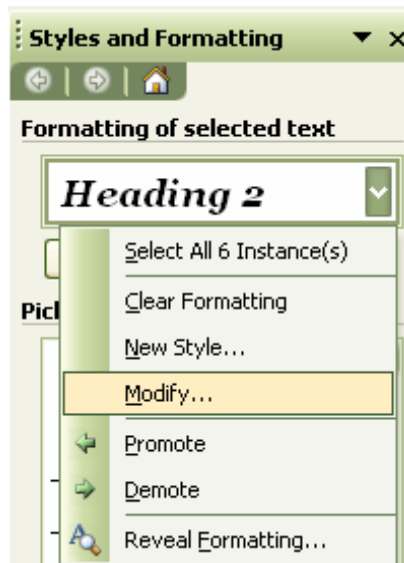

Figure 2: Choosing to modify a style

Learn to use heading (and other) styles when you are writing, and to use them efficiently. You might create your own additional styles for other regularly used features, and add them to your normal template. (I have created styles for quotes, actions, tips and warnings, for example, as these are styles that I use often, and it means that I don't have to format each one individually as I am writing.) You can copy styles from one document (or your Normal template) to another document, using the Organiser (using this term to search Help will bring up the necessary instructions; these vary depending on the version of Word).

Applying heading styles when transcribing text

Using keyboard shortcuts to apply styles

It is a nuisance to have to pick up the mouse to apply a style each time you apply a heading, especially if you are trying to keep up with someone's speaking voice. Setting up a keyboard shortcut can make application of a style very fast, so that it doesn't interrupt your typing.

‣ Select the style for which you want the shortcut (e.g., Heading 1). From the Styles and Formatting options, choose to Modify it (*cf.* Figure 2).

‣ In the **Modify** dialogue, choose **Modify > Shortcut key** (Figure 3).

‣ When the Customize Keyboard dialogue opens, Press the shortcut key you want to use for the selected style, check that it isn't already applied to something else you don't want to change, and then confirm it by clicking on **Assign**.

‣ Now, sometime while you are typing a heading, click on the appropriate keyboard shortcut, and the style will be applied.
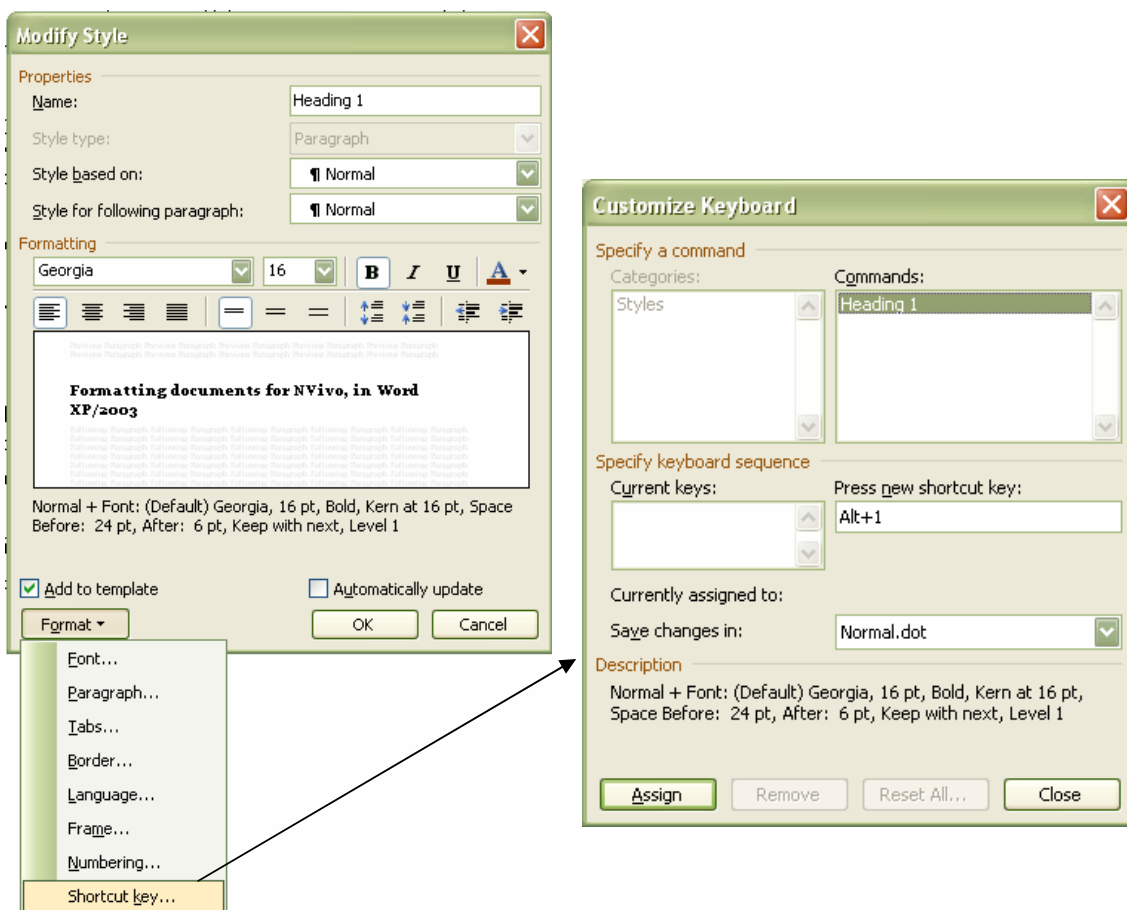
Figure 3: Setting up a keyboard shortcut for a style

Using Replace to apply heading styles

Alternatively, to get your speaker names (or topics or whatever you are using as subheadings) into Heading Style Level 2 (or whatever level you want) without having to do each entry individually, or even each speaker individually, use a : (colon) or some other symbol that you are not using in the general text after each speaker name when you are typing up (if you are using more than one level of heading, make it something different for each). Then use Replace to change the style of the colon from Normal to, say, Heading 2. It will change the whole paragraph (i.e., the name as well as the colon).

‣ Place your cursor at the beginning of the text which includes headings you wish to change to a heading style.

‣ Open **Edit > Replace** box. In the **Find what:** slot, type in the character you have used to identify your headings (such as :). In the **Replace with:** slot type the same character (assuming you still want it as part of your text, otherwise, leave blank).

‣ Click on **More**. Make sure your cursor is in the **Replace with:** slot (it usually jumps back to the first one) and click on **Format** at the bottom of the Find and Replace box. Choose **Style** and then select the heading style you want for that text. You will notice that under **Replace with:** there is now a note indicating **Format: Style: Heading 2** (Figure 4).

‣ Finally, click on **Replace All**, and Word will turn all your marked text into styled headings. (Check there weren't any stray colons in the middle of other paragraphs!) If you want to use Replace without Styles in the same work session, you will have to choose **No Formatting** to remove the Style option.
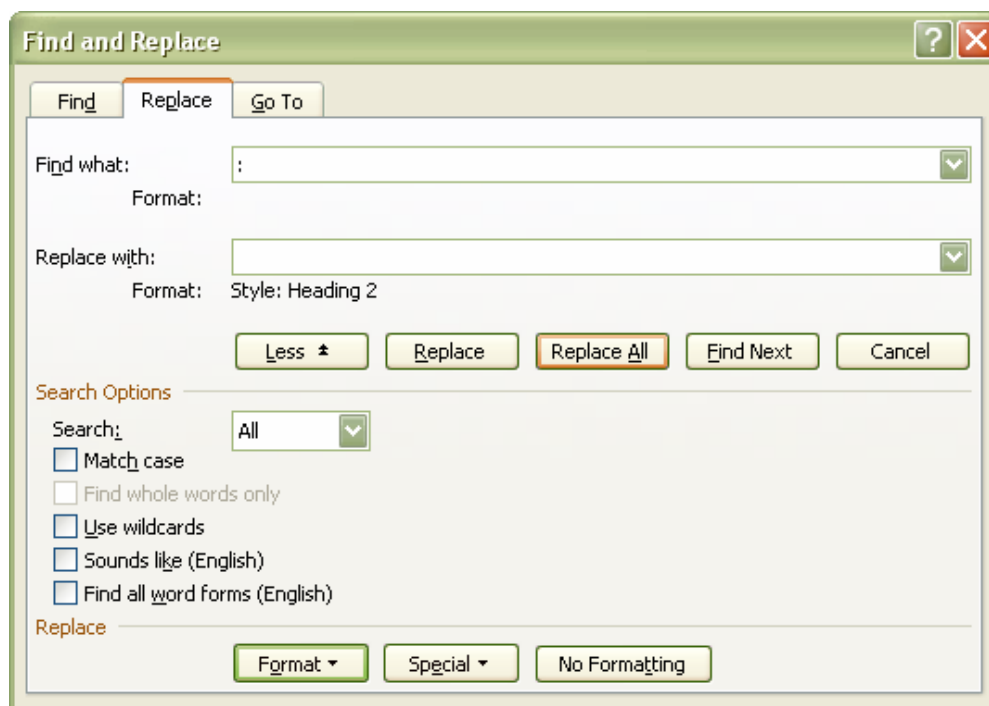

Figure 4: Setting up the Replace dialogue to replace with a Style

Converting existing documents

If your typist has typed your interviews or focus groups in the format below, then you can easily convert the identifiers to headings with the following Replace option (Figure 5):

Find what: :^t   (i.e. a colon followed by a tab)

Replace with: ^p (i.e. a paragraph break) using **Format: Style: Heading 2**.

For example:

Pat:	question question question
Josephine:	answer answer answer answer answer answer answer answer answer answer answer answer answer answer answer
Pat:	question question question
Josephine:	answer answer answer answer answer answer answer answer answer answer answer answer

becomes:

Pat
question question question

Josephine
answer answer answer answer answer answer answer answer answer answer answer answer answer answer answer

and so on. You may need to select all (Ctrl+A) and adjust the left indent marker to tidy up the paragraphs.

The same general principle can be applied to other arrangements. It is primarily a matter of working out what the common features are (e.g., individual names, if a colon hasn't been used), and using the **More** option and **Special** in the **Replace** dialogue to find the codes for special features. If you're not sure what formatting has been applied (e.g., whether spaces or tabs have been used), click on the paragraph mark ¶ in your formatting toolbar, to reveal it.

Figure 5: Using Replace to reformat headings

Converting tables to text with headings

Tables that are simply part of the text of the document can be left in that format for NVivo.

If, however, your typist has typed all of your data into a two-column table with a separate row for each speaking turn (speaker in column 1, what is said in column 2), you are advised to turn the text into a regular document. (Use this also for tables copied from Excel – see below.)

For example:

Pat	question question question
Andrew	answer answer answer answer answer answer answer answer answer answer answer answer answer answer answer
Pat	question question question
Andrew	answer answer answer answer answer answer answer answer answer answer answer answer answer answer answer answer answer answer

‣ Start by selecting the whole of the first column, then assign a heading style to that column (using the Styles slot in the toolbar or a keyboard shortcut). If the table has a third column (e.g. you have added notes), convert that column into a colour (select from the toolbar).

‣ Then select the whole table, and from the **Table** menu, choose **Convert > Table to Text**, choose to **Separate text with paragraph breaks** (not tabs) and your document will be perfectly formatted for NVivo (Figure 6).

✓ Once you have become used to using the tab key to make a new row, using a table in this way can be a faster option than applying styles as you type.
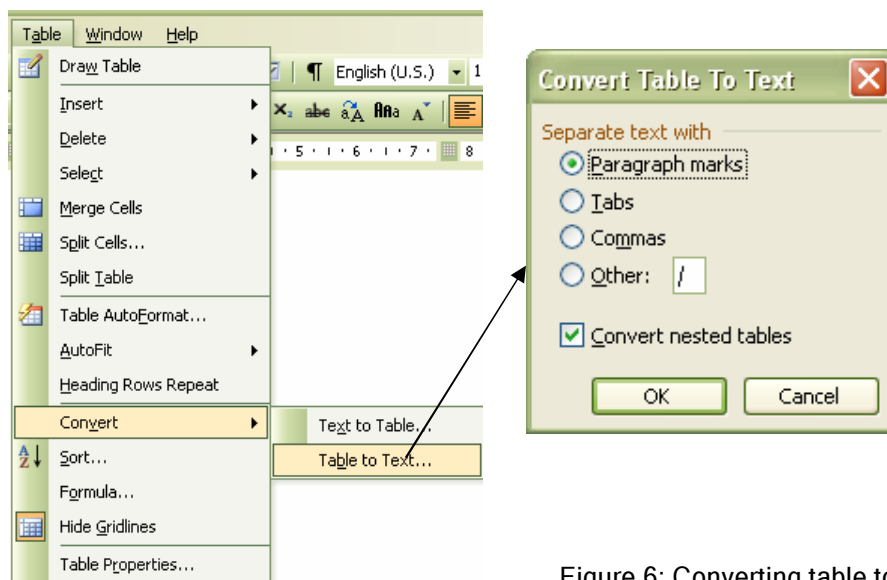

Figure 6: Converting table to text

Converting text to table for analysis of 'meaning units'

For some methodologies (e.g., interpretive phenomenological analysis), the analyst prefers data to be separated into meaning units, with the option of adding comments to each meaning unit. If meaning units in the text are marked with slashes as you read, it is then relatively simple to convert it to tabular form.

‣ Highlight the text to be converted to a table. From the menus choose **Table > Convert > Text to Table**. Change the option for separating text to Other, and type in a slash (/). Choose to make one column only. The number of rows will be greyed out, but will show the number of slashes +1 (Figure 7).
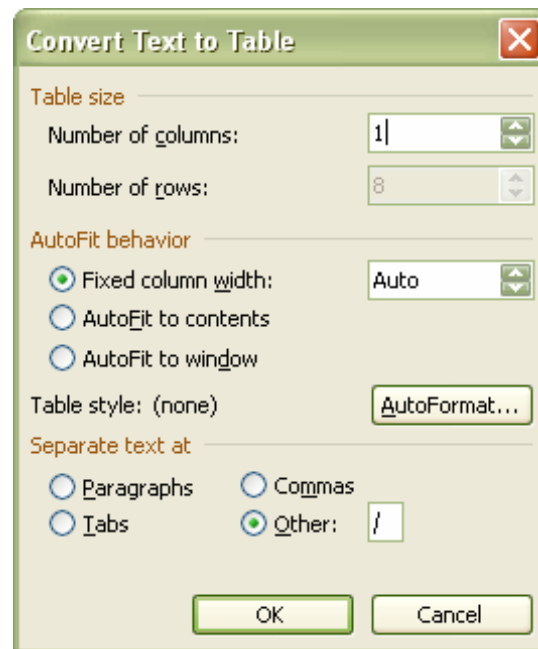

Figure 7: Converting text with slashes into table format

‣ To add further columns for entering your comments, select the whole table and choose **Table > Insert > Columns to the Right**.

Creating and using a document template for structured text

When dealing with responses to structured written questions or transcribed responses from structured interviews where exactly the same questions have been asked of each person, text responses to the open-ended questions within the questionnaire or interview are best entered directly into a separate Word document for each person, using a document template. Categorical and scaled data should be entered in a spreadsheet or statistical database, in preparation for using some or all of it as attribute data (do *not* enter the numeric codes or categorical information into the word template or documents, as it cannot be used in that form).

The use of a template ensures that the questions, which will become the headings in the documents, are always typed in the same way in each document, thus facilitating the use of the autocoding tool to automate initial coding (i.e. for the question being asked).

To create the template:

- Start the document with a blank line. This is the line in which the identifying code/name for each document will be entered.
- Type the question numbers from the survey and/or a short version of the standardized questions (no more than 70 characters) which are to be included in the text files. Type these using a *Heading 1* style (and if there are subquestions, use the next level of heading down for each level of subquestion). These will become headings in your documents. Follow each question with a blank line (make sure these are in Normal style).
- In the **Save As** dialogue box, in the **Save file as type** slot, choose to save the file as a **Document Template**. This will create a .dot file which will be automatically directed to the Word Templates archive. Change its location if you wish, before closing the Save As dialogue.
- Either save the template in an easy to access location (My Documents, or the folder where you are going to store the files you make), and/or make a shortcut to it and place that on your desktop (to make a shortcut, right click on the object and choose to **Send to > Desktop**).

To use the template:

- Double click on the template icon (or its shortcut) to open it. It will open as an unnamed new document, with the headings already in it.
- Enter the code number/name for the respondent in the first (blank) line.
- Type in the responses to each question under the headings. Use the down-arrow key on your keyboard to move down the page.
- Delete the headings for questions for which there is no response.
- Save the file. If you also intend to import matching attribute data from a table, make sure you choose a filename (ID number or name) to match that used in the table.
- Close the file. Return to the template icon and open again for the next document. Once again, it will open as a new document with just he headings in it.

- ✓ Where you are using numeric codes as filenames to identify survey respondents, it is best if each filename contains the same number of digits, but do not start any with 0. Default sorting of document and case names in NVivo is alphabetic (and so the same number of digits are needed to avoid the sequence 1, 10-19, 2, 20-29, 3, 30-39…, therefore it is desirable to use 01, 02, 03…10, 11, 12), but if attribute data are being prepared in Excel, leading zeros will be dropped. The solution is to either start at 100 (assuming no more than 899 cases), or prefix the numbers with a letter code (you might use this, or the first number, as a group indicator).

Extracting text responses from a spreadsheet or database

Survey data which includes both numeric and text data is commonly entered directly into a spreadsheet or database. Categorical and numeric data will be dealt with separately (as attributes of the cases, and for statistical analysis). What is offered here are two quite different ways of dealing with the open-ended text responses. The method you choose will depend on the number of questions being considered, and your confidence in using Word.

When the documents are eventually imported into NVivo, use *auto code* to extract case and/or topic information, based on the headings you have applied to the data.

Copy and paste from a spreadsheet

This process will make a document for each question, with each case identified by a heading level.

‣ Start by making a backup copy of your entire spreadsheet, as you are likely to 'mess up' the copy you are working on. Then delete all the columns with numeric and pre-categorised responses from the table. Assuming you have case identifiers in the first column, you will now have the answers to the first open-ended question located next to the case IDs.

‣ Select the entire table (click in the empty box at top left), and choose **Data > Sort** and sort on the first column containing text responses (column B) (this is to send all the non-response cells to the end of the table).

‣ Now select just the complete rows from Columns A and B (i.e. the IDs and the first set of responses), **Copy**, open a Word document, and **Paste**. It is essential not to have empty cells in the table, so if you did manage to bring any across, remove the *entire row* in Word.

‣ Apply a heading style to the first column, then convert the table to text (as described above). Save your document using the question as a title.

‣ Return to the spreadsheet, delete Column B (the question you've just done), and repeat the process (including re-sorting) for the next question.

✓ It will not matter at all if your cases are listed in a different order for each question.

Using Mail Merge to extract relevant information

Mail Merge can be used to take data from the spreadsheet or database and insert it under appropriate headings in a Word document. This can be used to create an file in which each case is identified by, say, Heading 1 (H1), and each question by Heading 2 (H2), allowing NVivo to auto code the document for both cases and questions.

‣ Begin by creating a normal document which contains H2 headings for each open-ended question. Then, *in the first line of the document,* insert a blank line and make it H1 – this is where your case IDs will be recorded.

‣ Choose **Tools > Letters and Mailings > Mail Merge**. A new document will open with Mail Merge options showing at the right.

‣ You are working on **Letters** (the default option). Click **Next** to move to Step 2.

‣ In Step 2, choose to **Start from existing document** and **Open** the document with the question headings. Click Next to move to Step 3.

‣ In Step 3, **Use an existing list**. **Browse** to locate and choose your spreadsheet or database file. Confirm selection of the table to be used.

‣ Indicate whether you wish to **Select All** cases, or make a selection based on a sort (as per instructions in the dialogue). Move to Step 4.

‣ With your cursor in the first (blank H1) line of the document, click on **More items** in the Mail Merge wizard at the right of the screen. You will be shown a list of your database fields.

Select the field which provides the ID for the respondent, and click **Insert**. Close the Insert Merge Field dialogue.

‣ Move your cursor to the end of your first question heading, take a new line, and again, click on **More items** at the right of the screen. Insert the field that belongs under that heading, close the dialogue, and move on through each of your headings, placing the relevant field under each. Then click **Next** to move to Step 5.

‣ Preview your files, make changes if necessary, then move on to Step 6.

‣ In Step 6, to complete the merge, click on **Edit individual letters** (you do *not* want to print them!). Choose to **Merge to new Document**. The data will be merged in a single file separated into sections, one for each respondent.

‣ Save the new file as a Word document. If it is large, it is advisable to break it into several documents (e.g. of less than 50 pp each). It is useful, also, to delete from the document any questions for which there is no response, but this might depend on how many there are, and your patience!

✓ For sophisticated Word users! The section breaks between each respondent's text can be used as a common factor in a repeating macro to split the merged document into separate documents for each person. Analysis by cases can be satisfactorily achieved without this step, however.

Transcription symbols used in conversation analysis

(Peräkylä, 2004:178-9)

[	Starting point of overlapping speech
]	End point of overlapping speech
(2.4)	Silence measured in seconds
(.)	Pause of less than 0.2 seconds
↑	Upward shift in pitch
↓	Downward shift in pitch
w<u>o</u>rd	Emphasis
wo:rd	Prolongation of sound
°word°	Section of talk produced in lower volume than the surrounding talk
WORD	Section of talk produced in higher volume than the surrounding talk
w#ord#	Creaky voice
£word£	Smile voice
wo(h)rd	Laugh particle inserted within a word
wo-	Cut off in the middle of a word
word<	Abruptly completed word
>word<	Section of talk uttered in a quicker pace than the surrounding talk
<word>	Section of talk uttered in a slower pace than the surrounding talk
(word)	Section of talk that is difficult to hear but is likely as transcribed
( )	Inaudible word
.hhh	Inhalation
hhh	Exhalation
.	Falling intonation at the end of an utterance
?	Raising intonation at the end of an utterance
,	Flat intonation at the end of an utterance
word.=word	'Rush through' without the normal gap into a new utterance
((word))	Transcriber's comments.