



# Reflections on an Nvivo8 analysis of travel podcasts

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TAGG ORAM PARTNERSHIP

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- A study of NVivo8 & Multimedia
- The travel podcasts project
- Organising the data
- Making sense of the data
- Presenting the results
- Reflections

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# A study of NVivo8 & Multimedia

- Tagg Oram only teaches QSR software
- But only 2 projects in our teaching have even considered use of multimedia
- Is this because NVivo8 is unsuitable?
- Travel podcast project was used as a vehicle to investigate this question
- Experience:
  - Clare experienced NVivo8 user
  - George experienced in digital media



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# The travel podcasts project

- The term podcast was coined in 2004 to mean a series of audio files or (later) videos which automatically download
- Tourism has recognised the potential of podcasts
- But has no clear view on purpose, content or technical issues
- Aim was to provide inspiration & justification for use of podcasts within UK tourism sector

# The travel podcasts project 2

- Podcasts sampled from iTunes 'Places & Travel' section of 'Society & Culture'
- Longitudinal study to investigate episodic nature of podcasts and trends over time (Nov 2008, Mar/Apr 2010)
- Questions:
  - What kinds of podcasts are there?
  - Do they have regular episodes?
  - What kind of production techniques are used?

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# Organising the data

Without NVivo multimedia	With NVivo multimedia
<ol style="list-style-type: none"><li>1. Store podcasts in a folder on hard disk</li><li>2. Create a structured text document for each podcast sampled describing key features of the podcast with one or two screenshots</li><li>3. Create a spreadsheet of attributes for each podcast (eg number of episodes)</li></ol>	<ol style="list-style-type: none"><li>1. Create a folder for each podcast on hard disk and download all relevant material without analysis (eg by taking screenshots and saving pdfs)</li><li>2. Delay any organisation until imported into NVivo8</li></ol>

# Organising the data in practice

- As with many NVivo8 projects, naming was not an easy decision:
  - Podcasts/Time periods/Media types
  - Delaying this until after import not feasible because NVivo recommends media exceeding 20MB should not be embedded
- iTunes had to be revisited to collect extra data
- Importing was generally very easy (two audio files could not be imported)
- NVivo seems to cope well with volume of data (270 sources)
- Once in NVivo, data was very easy to access

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# Making sense of the data

Without NVivo multimedia	With NVivo multimedia
<ol style="list-style-type: none"><li>1. Import text documents creating cases</li><li>2. Import attributes from spreadsheet</li><li>3. Autocode headings to form basis of nodes</li><li>4. Code on from autocoding</li></ol>	<ol style="list-style-type: none"><li>1. Create a case for each podcast</li><li>2. Create attributes</li><li>3. Examine the materials to assign attribute values to each case</li><li>4. Tried a variety of techniques for making sense</li></ol>



# Making sense of the data in practice - classifying

- Making sense was frequently about classifying the whole podcast:
  - It is in a magazine style
  - It uses these production techniques
- Attributes were not very satisfactory
  - Creating attributes 'on the fly' was not as easy as using a spreadsheet
  - Attribute values are not very visible
- Sets were easier to manipulate but not very visible when looking at a podcast
  - You can't limit attribute charts to a set
- Coding whole source to nodes was easiest to apply

# Making sense of the data in practice

## - identifying parts of podcasts

- Video & audio can be directly coded
  - It is easy but adjusting the selection is fiddly
  - Not possible to display snippets of video (like reference view for text)
  - Without a transcript it is hard to remember why you've coded
- Whole or partial transcripts can be added in NVivo but not relevant for this project
- Additional tags in transcripts seemed to have potential but no option to display snippets limited their usefulness

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# Presenting the results

- Very easy to take stills from videos
- Possible to link to a specific part of a video but not to combine snippets
- Creating a web page of a node with two references to videos caused NVivo to go into meltdown but did create snippets of videos



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# Reflections

- Useful as a repository of multimedia
- As with other types of data, pays to organise data before importing
- Not sure how useful videos or audio are for detailed analysis without some form of transcript
- Inability to display snippets a real limitation
- Not worthwhile for this project - documents linking to video/audio would have worked as well



# Any comments or questions?

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