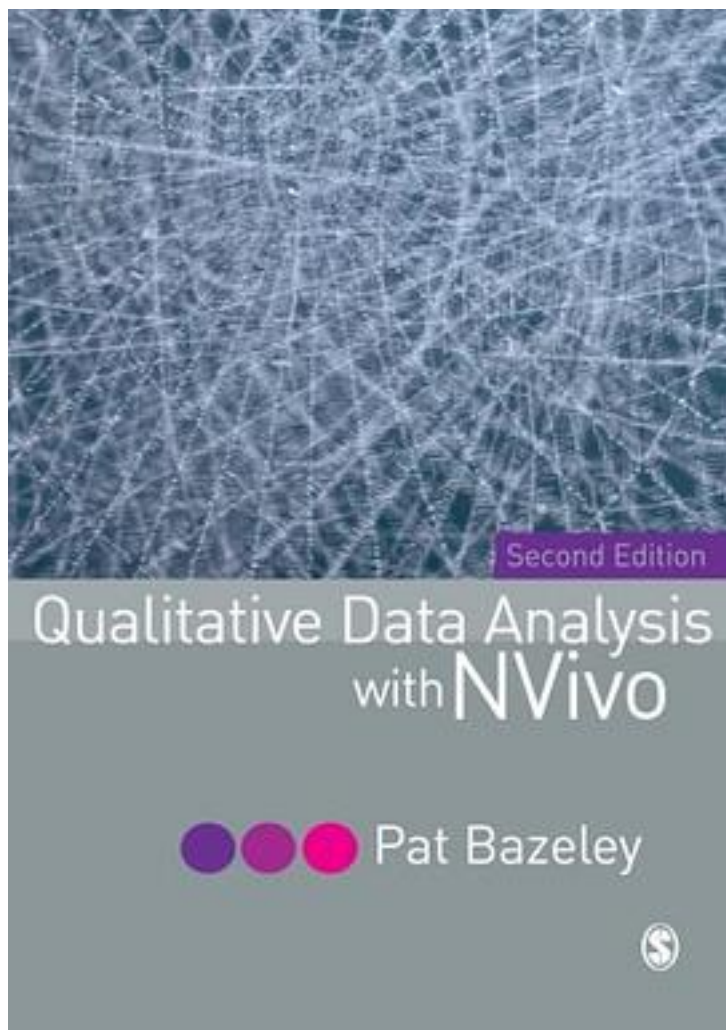# Qualitative Data Analysis with NVivo

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著者:Bazeley, Patricia

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'In plain language but with very thorough detail, this book guides the researcher who

really wants to use the NVivo software (and use it now) into their project. The way is lit with real-project examples, adorned with tricks and tips, but it's a clear path to a project' - Lyn Richards, Founder and Non-Executive Director, QSR International Doing Qualitative Data Analysis with NVivo is essential reading for anyone thinking of using their computer to help analyze qualitative data. With 15 years experience in computer-assisted analysis of qualitative and mixed-mode data, Patricia Bazeley is one of the leaders in the use and teaching of NVivo software. Through this very practical book, readers are guided on how best to make use of the powerful and flexible tools offered by the latest version of NVivo as they work through each stage of their research projects. Explanations draw on examples from her own and others' projects, and are supported by the methodological literature. Researchers have different requirements and come to their data from different perspectives.This book shows how NVivo software can accommodate and assist analysis across those different perspectives and methodological approaches. It is required reading for both students and experienced researchers alike.

作者介绍:

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