


Staff Development Centre

invites you to an
Introductory Session
on

THE USE OF QUALITATIVE DATA ANALYSIS PACKAGE - NVIVO

NVivo is the most popular qualitative data analysis software in the world according to Scopus. NVivo's strong coding function helps the researchers to analyze the qualitative data in numerous ways including thematic analysis, content analysis and grounded theory. The NVivo software also helps the researchers to analyze the audios, videos, and images more effectively. This introductory session on NVivo will demonstrate some essential functions of the NVivo software and will motivate the potential researchers to embrace qualitative methods in their research

 10th December 2021
2.00pm to 4.00pm
Via Zoom

Resource Person:

Dr. W.H.M.S. Samarathunga

Department of Tourism and Hospitality Management
Faculty of Management Studies
Rajarata University of Sri Lanka

Register at:

<https://docs.google.com/spreadsheets/d/19zzt0G5TGZDhU94ko8E5D3ckYvl-VjdlidH2cwQGDbM/edit?usp=sharing>