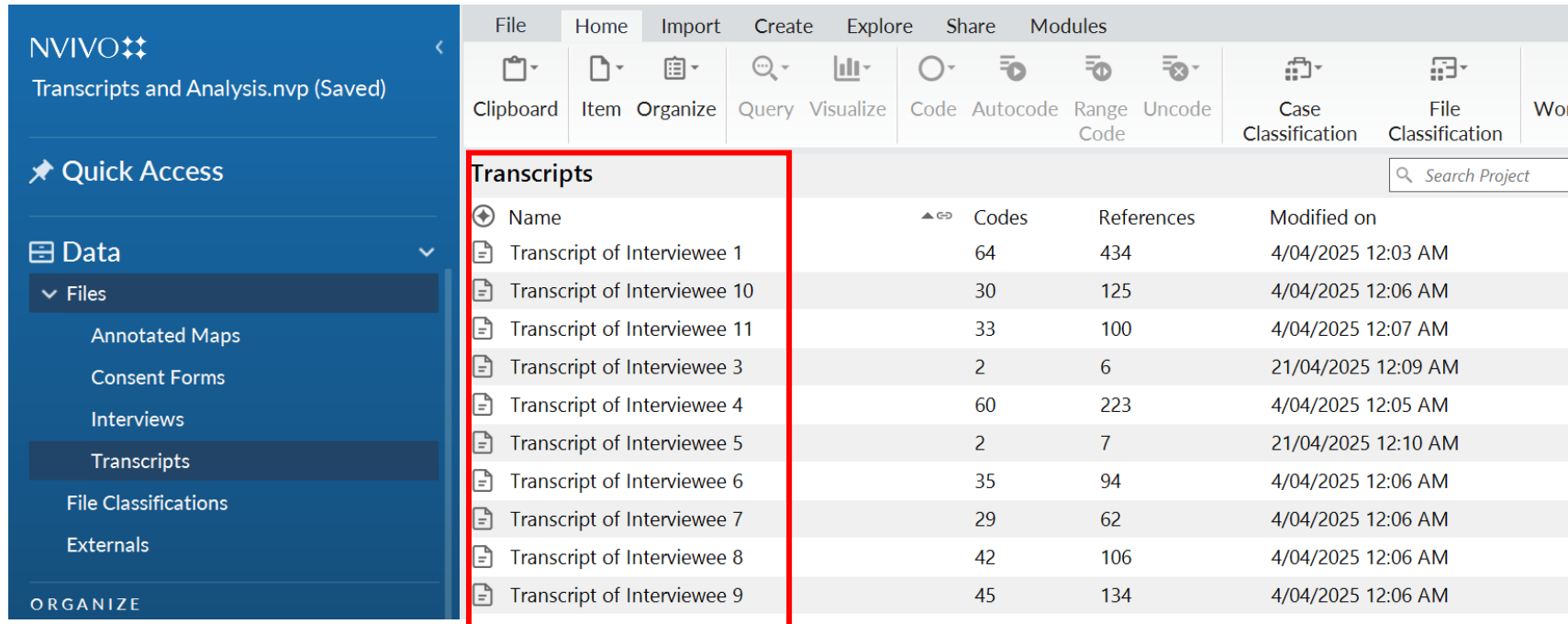


Appendix S: Example of Word Cloud visualisation method (Nvivo 14)



The screenshot displays the Nvivo 14 software interface. On the left, a dark blue sidebar contains the 'Data' section with a 'Files' dropdown menu. The 'Transcripts' option is selected and highlighted. The main area shows a table of transcripts, with the 'Transcripts' header and the first column 'Name' highlighted by a red box. The table lists ten transcripts, each with associated code and reference counts, and a 'Modified on' date.

Name	Codes	References	Modified on
Transcript of Interviewee 1	64	434	4/04/2025 12:03 AM
Transcript of Interviewee 10	30	125	4/04/2025 12:06 AM
Transcript of Interviewee 11	33	100	4/04/2025 12:07 AM
Transcript of Interviewee 3	2	6	21/04/2025 12:09 AM
Transcript of Interviewee 4	60	223	4/04/2025 12:05 AM
Transcript of Interviewee 5	2	7	21/04/2025 12:10 AM
Transcript of Interviewee 6	35	94	4/04/2025 12:06 AM
Transcript of Interviewee 7	29	62	4/04/2025 12:06 AM
Transcript of Interviewee 8	42	106	4/04/2025 12:06 AM
Transcript of Interviewee 9	45	134	4/04/2025 12:06 AM

Interview transcripts imported into Nvivo as Word documents.

Transcripts and Analysis.nvp (Saved)

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- Query Results
- Coding Matrices

Visualizations

FileHomeImportCreateExploreShareModulesCode

Memo LinkSee-Also LinkContentQuick CodingLayoutAnnotationsSee-Also LinksRelationshipsCoding StripesHighlight

CodeCode In VivoUncode From This CodeAutocodeUncodeNew Annotation

Search Project

Codes

	Name	Files	Reference
	Associations	10	54
	Developmen	0	0
	Distinct	8	11
	Inequality	3	7
	Mapping	10	86
	Reputation	2	3
	Segregation	3	9

Associations

<Files\\Transcripts\\Transcript of Interviewee 1> - 7 references coded [12.35% Coverage]

Reference 1 - 0.29% Coverage

So I suppose, yeah, for my four words, there could be newer, car centric, culturally diverse and flat.

References 2-4 - 6.35% Coverage

Okay, well, I'll talk about I talk about how I see it now, but I see it now as I call it very diverse, not just in the cultural sense in, you know, the ethnicity of people living there, but that it really differs from place to place and person to person as well.

So, um, you know, I've you know, being in Penrith having seen it around, you know, there's a lot of different types of people in there, um just like, I mean, yeah, just like in any place there are some people who've who could trace their family back quite a number of generations because of course Penrith was its own town for a very long time before it got absorbed into the Sydney metropolis. Um and you have people who who might be first or second generation migrants who live there or people who might have, you know, lived someplace else and moved there a few years ago, just like I did at Eastwood. So it's got that collective, it's got that collective diversity about it like a lot of places, but um and then even even from place to place it can just be very different.

And that can even be that can even change based on, you know, the way it's designed in terms of its roads and and transport infrastructure and buildings and things like that. It's hard to, for example, especially with Parramatta now that it's, you know, sort of being built as this second CBD. Um, you have a lot of people who don't live in Parramatta spending parts of their lives in Parramatta for beer for work or recreation. So you can't really categorise Parramatta very much, just like how it's sort of hard to categorise the Sydney CBD as what kind of entity it presents.

But uh but yes, I think my assessment of Western Sydney as a whole that I can generalise, other than the diversity between places is that um it's rapidly changing because because the reality of it is very different to what I've heard it was 20 years ago. Um which makes sense given the I I suppose given how like how much development there is out there and how I guess it's getting a bit more attention from the governments and stuff like that. It's rapidly changing and, yeah, it's just really hard to place it into uh into a single entity, other than that it's different to the east, I suppose, in its cultural perceptions

Interview transcript content highlighted and linked to specific 'codes' by author to categorise content.

In the example of 'associations' coding (capturing associations of 'Western Sydney'), identified transcripts excerpts are seen on the right.

NVIVO

Transcripts and Analysis.nvp (Saved)

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Matrix Coding Query

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Chart

Hierarchical Chart

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Associations

Codes

	Name	Files	Reference
<div></div>	Associations	10	54
<div></div>	Developmen	0	0
<div></div>	Distinct	8	11
<div></div>	Inequality	3	7
<div></div>	Mapping	10	86
<div></div>	Reputation	2	3
<div></div>	Segregation	3	9

<Files\\Transcripts\\Transcript of Interviewee 1> - 7 references coded [12.35% Coverage]

Reference 1 - 0.29% Coverage

So I suppose, yeah, for my four words, there could be newer, car centric, culturally diverse and flat.

References 2-4 - 6.35% Coverage

Okay, well, I'll talk about I talk about how I see it now, but I see it now as I call it very diverse, not just in the cultural sense in, you know, the ethnicity of people living there, but that it really differs from from place to place and person to person as well.

So, um, you know, I've you know, being in Penrith having seen it around, you know, there's a lot of different types of people in there, um just like, I mean, yeah, just like in any place there are some people who've who could trace their family back quite a number of generations because of course Penrith was its own town for a very long time before it got absorbed into the Sydney metropolis. Um and you have people who who might be first or second generation migrants who live there or people who might have, you know, lived someplace else and moved there a few years ago, just like I did at Eastwood. So it's got that collective, it's got that collective diversity about it like a lot of places, but um and then even even from place to place it can just be very different.

Once all relevant transcript content have been coded to 'associations', Nvivo's 'Word Frequency' function is used.

Query Criteria

Search Project: [Search Project]

Word Frequency Criteria

Search in: Files & Externals | Selected Items... | Selected Folders...

Display words: ☒ 100 most frequent ☐ All

With minimum length: 3

Grouping:

- ☒ Exact matches (e.g. "talk")
- ☐ With stemmed words (e.g. "talking")
- ☐ With synonyms (e.g. "speak")
- ☐ With specializations (e.g. "whisper")
- ☐ With generalizations (e.g. "communicate")

Query results exclude project stop words. Add or remove stop words in project properties.

Word	Length	Count	Weighted Percentage (%)
place	5	19	2.42
diverse	7	17	2.16
different	9	14	1.78
parramatta	10	10	1.27
penrith	7	10	1.27
cultural	8	8	1.02
diversity	9	8	1.02
food	4	8	1.02
population	10	8	1.02
culturally	10	7	0.89
family	6	7	0.89
friends	7	7	0.89
infrastructure	14	6	0.76
suburbs	7	6	0.76
airport	7	5	0.64

Top 100 most frequently used words from all ‘associations’ coded interview transcripts are filtered in the query.

Filler words are filtered from query results, e.g. ‘um’, ‘about’.

NVIVO

Transcripts and Analysis.nvp (Saved)

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FileHomeImportCreateExploreShareModulesWord Frequency Query

ZoomAdd to Stop Words ListRun Text Search QueryCreate As CodeRun Query

Search Project

Query Criteria

- Name
- Associations
- Mapping query
- Negative Sentiment
- Positive Sentiments

AssociationsAssociations Results

Word Frequency Criteria

Search inFiles & ExternalsSelected Items...Selected Folders...Grouping

- Exact matches (e.g. "talk")
- With stemmed words (e.g. "talking")
- With synonyms (e.g. "speak")
- With specializations (e.g. "whisper")
- With generalizations (e.g. "communicate")

Display words100most frequent

With minimum length3

Run QuerySave Criteria...

Query results exclude project stop words. Add or remove stop words in project properties.

Word Cloud generated after filtered word query is seen to the left.

SummaryTree MapCluster AnalysisWord Cloud