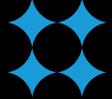


NVIVO 

# Powerful research made easier

Discover richer insights, faster



The last decade has seen a revolution in the ease of accessing digital data – from social media to digitalized libraries, big data, bio-data and more. While collecting data has never been easier, the challenge is bringing it together in a meaningful way. With so many different formats, finding connections can be extremely difficult without the right tools.

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For over three decades, QSR has used its foundations in research and technology to help researchers get rich insights into data. It is why we created NVivo and today it remains our principal philosophy that drives every decision around enhancing the research experience. NVivo supports you in managing and analyzing a wide range of data types.

Recording interviews and focus groups has been the mainstay of much qualitative data collection. Transcribing the files is always a lengthy process, which takes researchers away from the important work of analyzing and interpreting data. To give researchers more time back for research, we created NVivo Transcription.

In order to help you get the most out of NVivo, it's vitally important to undertake training and learning about the tool, in order to get you up to speed quickly and ensure you're getting the most out of what the software can offer.

QSR is continually driving efforts to make NVivo as easy to use as possible and at the same time we are also determined to offer training, in varied formats, to suit the differing needs of researchers the world over.

Whether you're a seasoned professional, or just looking for occasional qualitative insights, NVivo will be indispensable for you. We look forward to partnering with you for better research outcomes.

**NVivo. Powerful research made easier.**

# The most advanced analysis tool for your qualitative research needs

The rise of the internet, social media and connected devices has resulted in an explosion of unstructured data for researchers to wade through. NVivo is designed specifically for academics and professional researchers where deep levels of analysis are required on small or large volumes of data.

## NVIVO PLUS (WINDOWS)

Unlock insights faster and make your research stand out for the right reasons. NVivo Plus enables you to enjoy access to the most advanced features in Qualitative Data Analytics (QDA) including innovative social network analysis and research automation tools for understanding social themes and sentiments in minutes.

## NVIVO MAC

Featuring the widest data source support available for Mac QDA users, NVivo Mac allows you to produce powerful research with the best native Mac application for qualitative and mixed-method analysis. Organize, analyze and explore using queries and visualizations to uncover insights faster, all while using a familiar Mac interface.

The screenshot shows the NVivo 12 (Windows) interface. On the left, there is a list of interviews with columns for Name, Codes, and References. The main area displays a coding matrix for a selected interview, showing various codes and their corresponding text segments. The text includes a quote from Henry: "The biggest change that I'm aware of in the sense - I think that now there's the sense the commercial fishing as a livelihood is dying as a viable option. And I know - I think that there is a change since 30 years or 35 years ago. I don't remember that being sort of this sense of doom. For me that's the most profound. That's a huge thing that I think is very sad. And that has to do with - that's such a complex situation - the water quality and also the overharvesting and tearing up of the bottom - all these different things that are factors."

Coding data with NVivo 12 (Windows)

The screenshot shows the NVivo 12 (Mac) interface. On the left, there is a list of interviews with columns for Name, Nodes, References, and Created. The main area displays a coding matrix for a selected interview, showing various codes and their corresponding text segments. The text includes a quote from Barbara: "The biggest change that I'm aware of in the sense - I think that now there's the sense the commercial fishing as a livelihood is dying as a viable option. And I know - I think that that is a change since 30 years or 35 years ago. I don't remember that being sort of this sense of doom. For me that's the most profound. That's a huge thing that I think is very sad. And that has to do with - that's such a complex situation - the water quality and also the overharvesting and tearing up of the bottom - all these different things that are factors."

Coding data with NVivo 12 Mac

“Five minutes after installing NVivo, I was analyzing 365 text responses to an open-ended question. I brought them in from Excel, ran the first analysis in NVivo and found themes I hadn't seen. I love the ease of use.

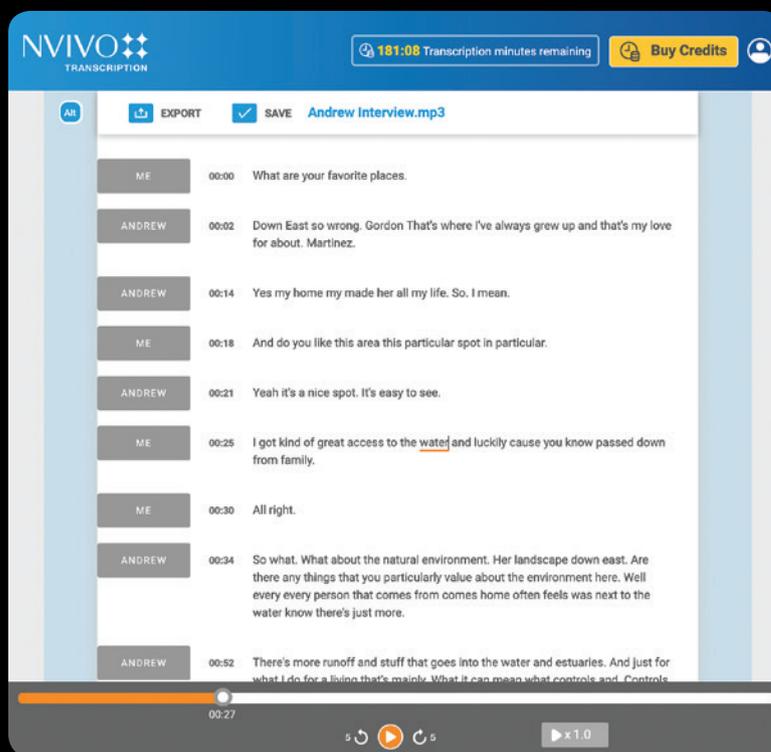
Charlotte Deal  
Data Analyst, Geisinger Commonwealth School of Medicine, USA



## Your automated transcription assistant

Some of the most common data sources in qualitative studies are interviews, focus groups and audio recordings. Nearly 60% of researchers manually transcribe these valuable resources, taking vital time away from analysis.

Use powerful automation to produce transcripts, fast. NVivo Transcription is a simple solution that uses the latest technology to transcribe audio files verbatim. Import your transcripts directly into NVivo or export the files to use with other programs. Don't lose another minute – transcribe on the go by uploading audio files from your desktop or a mobile device.



Get 15 minutes free at

[qsrinternational.com/nvivotranscription](https://qsrinternational.com/nvivotranscription)

# Experience streamlined, secure research collaboration

As research teams grow, so does the importance of real time collaboration with colleagues. Enable your organization to share data, expertise and insights with our collaboration solution. Not only will you be able to work on the same project at the same time, you can see each other's updates as you work.

Our collaboration solution places security and compliance at the heart of your research by ensuring access is only possible with authenticated Windows credentials, combined with clear audit trails. Having your data securely stored and centrally controlled also helps ensure compliance with data management policies.

One of the many benefits of working in teams is the ability to analyze more data, quickly and effectively. Bring together the right people to deliver the best research outcomes.



Learn more at

[qsrinternational.com/nvivo/collaboration](https://qsrinternational.com/nvivo/collaboration)

# Succeed with NVivo – online, onsite or virtually

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NVivo is a powerful tool and we've made it as easy as possible to learn and use. Our training is tailored to your needs – be it for yourself or your organization, we have training solutions to suit you.

Visit our Customer Success Center to watch webinars, get tips and tricks or ask a question in LinkedIn's NVivo user group.

We also provide on-site training, online workshops, and consultancy services for individuals, groups and organizations. You might be new to NVivo, upgrading to the latest software or looking for advanced instruction – whatever your needs, we can help.



Learn more at

[qsrinternational.com/nvivo/customer-success](https://qsrinternational.com/nvivo/customer-success)

# What our users say

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## Great support for mixed-methods research

“As a traditionally quantitative person, with NVivo I could make sense of what my team were doing, and they were able to generate reports that I could understand. When I decided that I was going to learn a qualitative software package, I felt most comfortable attempting to learn NVivo.

Melody Goodman

PhD, Biostatistician, Associate Professor, New York University Global Public Health, USA

## A powerful decision-making tool

“Tools like NVivo have allowed us to support decision makers in the healthcare systems with the objective evidence of ‘what works’ and ‘what can be made to work’. We can be confident that it’s through a thorough analysis of all the data that has been collected in a timely and relevant way.

Mahmoda Begum

Senior Consultant, The Strategy Unit

Hosted by NHS Midlands and Lancashire Commissioning Support Unit, UK

## Unlock insights from your research

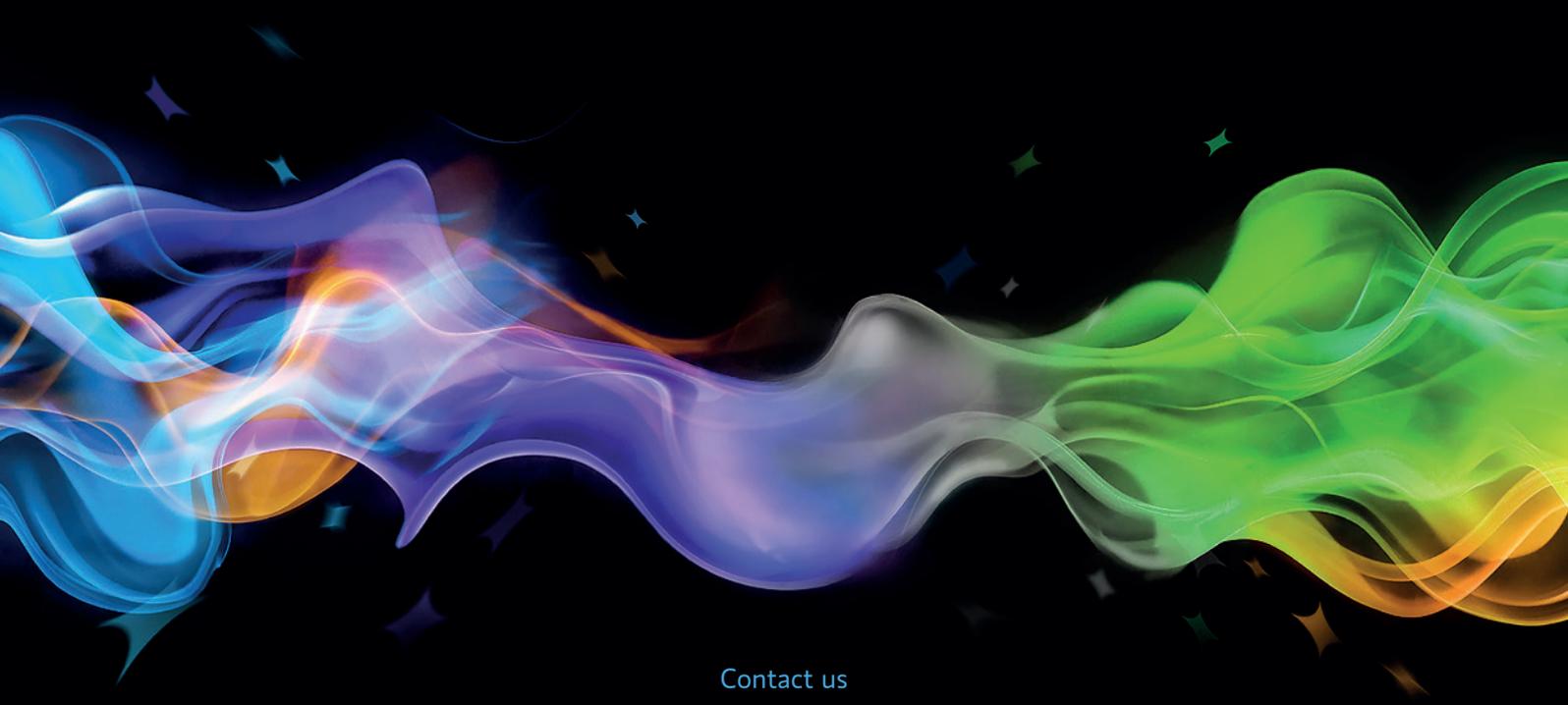
“We wanted to turn messy qualitative data into something that was easy to digest, and NVivo has allowed our team to do this. The purpose of using NVivo is to be able to evaluate ongoing programs, as we want our participants to have an impact on how the program is structured and delivered, which is very empowering for them. NVivo is the perfect tool for our needs, especially its ability to analyze audio files. Coming from an academic research background, I was quite familiar with the methodology, but I have also been able to easily teach the software to our other staff who come from a range of different professional backgrounds.

Rose Whitau

Shooting Stars Community Development Coordinator, Research Manager, Shooting Stars, Australia

Get started with NVivo. Download your free 14-day trial.

 [www.nvivobyqsr.com](http://www.nvivobyqsr.com)



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