QSR has released version two of XSight

The very latest in software from QSR is version two of XSight. Released in October 2006, XSight now has a new look and new enhancements designed to help you get from information to insight faster.

While we originally designed XSight as a sophisticated and portable workspace for market researchers, today the program is used in a range of other industries that deal with unstructured information, including HR, law and tourism.

Designed to set the standard

We’ve redesigned the software interface in XSight 2 using Windows XP guidelines. This gives it a familiar look that makes it easy to learn and easy to use, even if you’re new to research software. Its streamlined interface is now more flexible too, letting you rearrange the layout to suit your working style.

In This Issue

- The new face of qualitative research software
- Message from the CEO
- XSight – Getting you from information to insight faster
- Getting started in XSight
- University of Southampton gives marketing students the edge in Europe
- NVivo 7: Coding
- Policy Studies Institute adopts NVivo 7
- Conferences and events

In Their Own Words

- Qualitative research in the financial services industry with XSight
- Using NVivo 7 to analyze educational dialogue

We’ve also included a range of powerful new tools that allow you to structure your data, organize your thoughts and build on your ideas like never before. Turn to pages 3 and 4 to read more.
Message from the CEO

2006; A year of achievements and opportunities, from John Owen, CEO, QSR International

Welcome to the 30th edition of NSight. 2006 has turned out to be a year of proud achievements for QSR. Following the much anticipated release of NVivo 7 in March, we have continued the momentum, with the second major release of XSight in October. Complete with a range of innovative new features, XSight 2 has been extremely well received.

We recently attended both the Qualitative Research Consultants Association (QRCA) conference in Atlanta, and the Association for Survey Computing (ASC) conference in London and the reaction to XSight was overwhelmingly positive. To top this off, the University of Southampton, one of the top ten research universities in the UK, has recently introduced XSight into their Marketing Analytics course. This confirms the gradual normalization of qualitative software in the market research industry, as universities move to equip their students with the practical skills required in the real world.

Celebrations continue with QSR recently winning a business award. For the second time in just five years, QSR has earned the title of Victorian Exporter of the Year in the ‘Information and Communications Technology’ category. Not only does this win recognize QSR’s ongoing commitment and contribution to the advancement of technology in qualitative research, it is also a significant achievement for this field, and is evidence that the profession is steadily growing and gaining recognition on a global scale.

On this note, I have recently returned from a trip to Japan. We’re now seeing a growing interest in our software from Asia, which is fast becoming a major research hub. Experts are anticipating that the market research industry in China alone will double within the next five years. This presents enormous potential for QSR and is an exciting new direction for us.

Please read on to find out what’s new at QSR and what’s happening in the world of research.

On behalf of all of us here at QSR, I’d like to wish you a very merry Christmas and a joyful new year.

Best wishes,

John Owen
CEO, QSR International
X Sight

Getting You From Information to Insight Faster

X Sight doesn’t do the thinking for you; it provides a sophisticated workspace that enables you to work through your information and get to your analysis faster. The new features in version two add value at every stage of your research.

Map your thoughts
Just like a flip chart or whiteboard, X Sight’s new ‘maps’ function gives you the space to organize your thoughts and represent the connections between them visually. Use maps to capture and arrange vague hunches, obvious themes, implicit material and your own observations.

What makes X Sight’s maps unique is that they can be underpinned with live links to supporting information in your research such as quotes, analysis frameworks and queries.

Tag and track ideas
Like markings made with highlighter pens, a new ‘tags’ function allows you to capture and highlight information and ideas at any stage of your analysis. Tag responses that seem out of place and need to be re-examined or tag an idea to discuss with your client.

Review and reflect
X Sight 2 now offers more powerful and flexible ways of looking at your information. Great for reflective thinking, you can browse responses, run queries or quickly look at ‘what everybody said about’ an issue or topic. Move from your high level ideas directly to illustrative quotes from your fieldwork. X Sight lets you zoom in, zoom out or drill down to get the most out of your information.

Increased flexibility to organize your headings
While they could always be merged, your headings in your analysis frameworks can now also be dragged, dropped, demoted or promoted.

Prefer to work with paper?
If you prefer to work with paper, X Sight now allows you to print out more aspects of your project, such as your analysis frameworks.

Building presentations and reports
Now when you drag and drop quotes or research information straight into reports, X Sight will automatically identify and publish the source – so you’ll always know which respondent can be credited with that valuable comment.

X Sight is different from our other flagship software, NVivo 7, which is generally used for qualitative research projects where deeper or more complex levels of analysis are required. It’s for those under pressure to deliver answers, evidence and advice in the shortest timeframe possible.
Getting Started in X Sight

When you’re working with new software, we understand that getting started is often the hardest part. In fact, some software programs take more time to learn than they do to use. Not X Sight 2. Designed using Microsoft Windows XP guidelines, its familiar look makes it easy to learn and easy to use.

We’ve also provided an extensive range of resources to help bring you up to speed with X Sight’s features, functions and terminology. You can select the material and tools that work best for you.

Guide to ‘Getting Started’ - Our Getting Started guide will help familiarize you with your new X Sight workspace and guide you through your project set up. If you purchase a boxed version of the software, you’ll find a printed copy of this guide inside the box. You can also download a pdf version from the X Sight section of our website: www.qsrinternational.com.

Tutorials are animated demonstrations that show you how to create and set up a project. A comprehensive series of X Sight 2 tutorials will be made available over the coming months. The first tutorial, ‘Introducing X Sight’ is now available for download from the X Sight section of our website.

Online help – X Sight’s ‘Help’ section contains an overview of the product and detailed step-by-step ‘how to’ instructions for working with the software. You can access this information from the Help menu in X Sight.

The frequently asked questions and answers (FAQs) section on our website also contains helpful hints for working with X Sight 2. You can access this information from the ‘Support’ menu on the site.

One-on-one or group training workshops - Both QSR and independent trainers run one-on-one and group workshops to introduce you to your X Sight software. Contact QSR via training@qsrinternational.com for more information.

Contact Support - Our expert Support team provides direct one-on-one assistance for X Sight software users via email or telephone. We’re here to help with everything from technical issues to upgrading your software. Do you have a current software maintenance agreement or belong to an organization that has a QSR site license? Then you have access to an even wider range of personal support. These agreements give you unlimited assistance via telephone or email on any X Sight software issue, including ‘how to’ instructions for using software features. Contact QSR via info@qsrinternational.com.

Existing X Sight projects, developed using either version 1.0, 1.1 or 1.2 can be opened in X Sight 2.
Our XSight software is now being embraced by market researchers across Europe, North America and Asia, including major firms like Ipsos-MORI and Turnstone Research in the UK. This has prompted academic institutions teaching marketing to consider revising their syllabuses to incorporate the trend towards qualitative research software.

Respected UK academic and co-author of Europe’s leading marketing research text Marketing Research: An Applied Approach, Dr David Birks is leading the way in the UK. He has incorporated XSight into the syllabus of his new MSc Marketing Analytics degree, which began in October at the School of Management at the University of Southampton. The move has made Southampton the first tertiary institution in Europe to actively train marketing students in qualitative research software.

“There was no question that we needed to incorporate research technology in our new degree. You only have to look at the pedigree of marketing research agencies using software and the challenging projects they’re working on to see its impact,” he said.

“Whichever software a lecturer uses for survey and statistical design, they recognise it does not replace the creativity and interpretative role of the researcher. The same principles apply to qualitative research and I wanted my students to be able to use cutting edge software to help nurture and develop their creativity in data analysis.”

“To me, the thought of teaching a qualitative marketing research course without XSight and encouraging students to sift through piles of questionnaires is just as ludicrous as teaching quantitative research and survey design without software.”

About David Birks:
David Birks is the co-author of Europe’s leading marketing research textbook: Malhotra, N.K. & Birks, D.F., Marketing Research: An Applied Approach, 3rd European Ed. Financial Times/Prentice Hall (2006). He is a Senior Lecturer in Marketing in the School of Management at the University of Southampton, England and the Programme Director for their MSc in Marketing Analytics. David has continued to practise marketing research throughout his university career, managing projects in financial institutions, retailers, industrial organisations, local authorities and charities.
Coding involves identifying ideas, concepts, themes or categories within your data, and linking these thoughts and supporting evidence to relevant ‘containers’ called nodes. NVivo 7 offers a range of unique features that take coding to a whole new level.

**See your coding in a whole new way**

Look for connections between concepts by viewing the ‘coding stripes’ of a passage, node or source document. Coding stripes are coloured bars that visually show which parts of your data have been coded and to which nodes. The area where your bars overlap show you the areas where you have coded content to more than one category. Coding stripes can also display the nodes that have the most, the least, or the most recently coded content in a particular source.

Want to reflect on your coding away from your computer? Your source documents and their coding stripes can also be printed. Also, NVivo’s ‘coding density bar’ shows how much coding has been completed for a document. Hover over the bar and you’ll see which concepts you have coded to.

**Expand, refine or review**

Because the research process is often organic, NVivo’s coding is too. You can expand, refine, add or remove coding at any point. Want to see a list of all the nodes coding one or more source documents? Run an ‘advanced find’ or print a ‘coding summary report’. Want to see what’s been coded in a source document? Use NVivo’s ‘highlight coding’ function. Want a snapshot of a source and its coding? Look in the ‘list view’ to see the number of nodes a document is coded to and how many coding references it contains.

**Auto code with ease**

If you’re working with information with identical structures, like questionnaire responses, NVivo lets you ‘auto code’ their content by headings or paragraphs. Use this function, for example, to quickly collate all of the responses to a question.

**Never lose the context again**

Not sure why a coded passage was relevant? NVivo’s ‘view context’ function lets you see the surrounding words, paragraphs or heading levels of coded data in your nodes. You can then choose to code this material too.

For more detailed instructions on using coding, go to the Help menu contained within your NVivo 7 software.

**Before qualitative research software, if you wanted to ‘code’ your information, your tools of choice were likely a photocopier, highlighter pens and lots of notes scribbled into the margins of your research documents. Today, NVivo 7 makes extracting meaning from your data much simpler.**
At any one time, Britain’s Policy Studies Institute (PSI) will be working on around ten qualitative research projects. Some studies will span one year, others three. As PSI recently told the Association for Survey Computing (ASC) conference, almost all are now completed using NVivo 7.

PSI is one of the UK’s leading independent research institutes, conducting research to promote economic well-being and improve quality of life. The institute enjoys a reputation for rigorous and impartial evaluation of policy in the UK and Europe.

PSI Principal Research Fellow and Head of Qualitative Research, Dr. Helen Barnes, said the institute was an early adopter of qualitative data analysis software, previously using QSR’s N6 (NUD*IST 6) and NVivo 2 software. PSI recently switched to NVivo 7. At the time, PSI was examining the factors that affect the work, savings and retirement decisions of ethnic minority groups. Dr. Barnes transferred the project from NVivo 2 to NVivo 7 part way through the study.

“We have been using NVivo 2 and N6 successfully for many years, but found parts of the programs unwieldy and inflexible,” she said.

“NVivo 7 is a good compromise between the two and functions like ‘merge’ have improved dramatically, facilitating teamwork. The new Microsoft interface is also much more intuitive.”

Dr. Barnes’ project involved 60 semi-structured interviews with Pakistani, Bangladeshi, Chinese, African, Caribbean and Indian ethnic groups. The transcribed interviews, along with contextual field notes, were analyzed in NVivo 7.

“A particular advantage of the software is the facility it provides for integrating interview material with other data,” she said.

“NVivo 7 offers flexible interrogation and analysis without losing sight of the individual. You can compare and contrast perceptions, accounts or experiences; search for patterns or connections; and seek explanations internally within the data set.”

“With our project, it would be easy to adopt ethnicity as the most important parameter for the analysis. But as we queried and re-queried the data, it became apparent that cross-cutting themes like low income, family structure and employment history were more meaningful. NVivo helped us to demonstrate this more systematically than would have been possible with traditional methods.”

Dr. Barnes said that while her first impressions of NVivo 7 were very good, she believed there was more to come.

“I think we haven’t exploited all of the opportunities it provides us yet.”

More About the Policy Studies Institute

PSI’s researchers are organised in three multi-disciplinary research groups: the Employment Group, the Environment Group and the Social Policy Group. Their research strength lies in their use of the most advanced methods and professional expertise, combined with a commitment to analysis and presentation that are of value to all of those interested in evaluating and changing public policies. They have a particularly strong reputation for using large-scale national surveys in an innovative and creative way, but they also make extensive use of other research methods, including case studies, intensive interviewing of special groups, statistical analysis, literature and document research, focus groups and discussions with practitioners and other researchers, seminars, conferences and group discussions.

www.psi.org.uk
Conference Wrap-up

QSR recently attended a number of events showcasing both XSight and NVivo 7.

Strategies in Qualitative Research Using QSR Software (UK)

The annual ‘Strategies in Qualitative Research Using QSR Software’ conference is an independent event, currently hosted by the University of Durham, UK. It’s an opportunity for users of QSR software to learn from the experiences of others, share strategies and discuss qualitative computing. This year the conference, held in early September, saw a strong focus on the direction of future technology and the implications for research, managing large-scale qualitative research projects, and the trend towards team projects.

QSR Workshop Series

From Durham, QSR departed for a series of eleven NVivo 7 demonstrations to almost 300 people at universities throughout the UK, including Loughborough University, the University of Edinburgh and the University of Wolverhampton. Overall, attendees were excited by the possibilities of NVivo 7 and one doctoral student at King’s College London had this to say; "What a fantastic product. I have spent my professional life as a commercial qualitative market researcher and if I had a tool like NVivo 7 during that time I would have saved hours and hours and hours of boring and repetitive analysis work.”

As a result of the huge success of these events, another UK workshop series is currently being planned for early 2007. If you’d like to find out more about this contact info@qsrinternational.com.

XSight 2 Revealed

On the commercial research front, QSR appeared at a number of events during September 2006, including conferences hosted by the Qualitative Research Consultants Association (QRCA), the Association for Survey Computing (ASC) and the Australian Market and Social Research Society (AMSRS). These events were the first public demonstrations of the new release of XSight in the UK, US and Australia. At the annual QRCA event, high profile member and principal of QualCore, Jeff Walkowski presented a paper on ‘Making Analysis Easier’ which looked at a range of software tools in the market place, including XSight 2.

Also, Ipsos-MORI presented an interesting paper on XSight and its use in ‘Managing Large-Scale Qualitative Research’ at the ASC Conference. You can view a copy of the presentation at http://www.asc.org.uk/.

See the QSR Forum Calendar http://forums.qsrinternational.com/ for the most up to date information on events and workshops.
Qualitative Research in the
Financial Services Industry With XSign

FocusedInsights is a US based consultancy that specializes in qualitative research for the financial services sector. FocusedInsights Director, Roxanne Suprina, first trialed QSR’s XSign software in 2004 and went on to successfully incorporate it into her practice. We recently checked in with Ms Suprina to find out about how she is using the software, and to get her first impressions of version two of XSign (released in October 2006).

Trading in the highlighter pens

FocusedInsights first used XSign on a project for a financial services client, which involved testing marketing materials on six focus groups. Ms Suprina, a ten year research veteran who had not previously used qualitative data analysis software, commented that “Immediately, I could see that I was able to reduce and in some instances, eliminate some of the steps involved in the research process. XSign brought everything together in one place. It allowed me to read through the transcripts, capture my thoughts and develop my insights all within the software. If I were following my pen and paper method, I’d usually have to read and highlight – then revisit again. Alongside this I’d be trying to build my presentation in Microsoft PowerPoint, going back and forth between my transcripts and my computer. The efficiencies gained by using XSign gave me more time to focus on my analysis.”

“The program also enabled me to get sections of the report organized upfront before doing my analysis and yet at the same time, gave me the flexibility to evolve this if my findings required it.”

“Being able to easily identify and incorporate quotes that support my assertions added even more weight to my reports. This was a really exciting aspect of the software for me.”

Teamwork made easy

Another project Ms Suprina later undertook in 2005 involved concept testing across two different respondent focus groups and a number of in-depth interviews. XSign facilitated the sharing of project information across the small team. A project template was set up to streamline the research process and ensure a consistent approach. Each consultant then took a copy of this template and worked independently. After the analysis was complete, XSign was used to consolidate the findings together.

“I think the critical difference that XSign brought to this project was that it set us up with a solid game plan,” says Roxanne. “This made it much easier to bring together the final result as one complete body of work for the client.”

(continued next page)
Qualitative Research in the Financial Services Industry With XSight

(Continued from previous page)

**Working with version two**

Ms Suprina is currently using version two of XSight on a concept testing project that involves nine focus groups and fifteen in-depth interviews. The project timeframe is six weeks from the fieldwork through to the client report, with a little more than a week allowed for analysis and reporting.

Given the short timeframe, Ms Suprina was relieved to see that XSight’s new interface looked and behaved like other Microsoft programs she uses. “It took very little time for me to reacquaint myself with the software and begin using it.”

“One of the features I have always found to be most helpful with XSight is the way it streamlines the steps I need to go through to capture a quote. The ability to move a quote to my report template with a simple “click and drag” command is a real time saver. The fact that XSight adds a label that attributes the quote to a specific respondent group is an added plus.”

“This integrates well with the existing feature that enables me to track a quote back to its source. I used this feature a couple of times, when I needed to quickly review the conversation surrounding a quote. It was very easy to go back to my analysis, click on a quote and have that action bring me back to where the quote occurred in the transcript.”

“Also, I tend to use the reporting feature within XSight to capture my report outline and key thoughts – but not a lot of the detail.” Ms Suprina finds it easier to work up her presentation content in Microsoft PowerPoint. “Only after I have exported my high level report to Microsoft PowerPoint do I then nail down the detail. In order to work this way, I’ve found it very helpful to be able to print the commentaries in XSight 2. The way they print is especially helpful, as the report automatically tells me which commentaries go with which respondent group. The integration of the new tags allows me to quickly zero in on those commentaries I have previously identified as particularly meaningful.”

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**About FocusedInsights:**

FocusedInsights delivers high quality market research to its many financial services clients. Its founder, Roxanne Suprina, is an MBA who has worked as both an insurance and investment broker. Her front-line knowledge of the industry allows her to build strong partnerships with her clients, and to fully explore new product concepts, product positioning and brand strategies.

Contact Roxanna Suprina via email at roxanne@focusedinsights.com
The use of ICT [information and communications technology] in the research process is currently one of the most important challenges facing qualitative researchers in the social sciences. Our particular interest is in how new ICT tools can help us across the whole sociocultural research process. We have explored how NVivo 7 can be used to ease the process of organizing, storing, retrieving and analyzing data in a specific research project inspired by this theoretical framework.

We deal with the evaluation process of the Educational Program ‘DAP’, developed by the ‘Fundación ArteViva Europa’ during the academic year 2005-2006 in Spain, a project whose aim was to introduce children to the analysis of works of art.

Our research analyzes this innovative educational practice, in which children participate by working and thinking together in the analysis of paintings in the classroom. The program aims to generate creative thinking and shared representations both inside and outside the classroom.

The data and units of analysis

For this project we worked with two different types of data: transcripts of video-files recorded at each lesson, and summaries of the sessions. The unit of analysis is the major entity analyzed in the study, [that is] ‘what’ or ‘whom’ is being studied. This depended on the analysis performed, the aim of our research and the characteristics of the data. We thus progressively considered different views of the data and moved from one to another.

In the first phase of the study, our aim was to analyze the improvement in the children’s dialogues across time during the program. For this we looked at the transcripts of the video recordings from each lesson.

In the second phase, we switched our view and focused on the individual paintings because we wanted to analyze the children’s thinking when faced with each painting. In the analytical process, NVivo 7 allowed us to work directly with both the transcripts and the summaries in the discourse analysis.

The coding process

We coded the documents in terms of the dimensions defined in the methodology of the educational program for the analysis of children’s thinking. This enabled us to evaluate the learning process of children in terms by which we could compare the aims of the program with the actual achievements of the children.

Data analysis and interpretation

After coding, we used the searching mode to find coincidences and non-coincidences in the coding structure. We created a co-occurrence matrix and started working with both this and the text for the analysis and interpretation of the data, and subsequently in the process of creating the evaluation report. We produced this report by combining the frequencies of the nodes coded by painting, and qualitative examples to show the relationships established and the improvements in the children’s learning process. Our aim was to create a single evaluation report that could be useful for teachers.

Concluding remarks

In this study, as it evolved from the first phase of the project, NVivo 7 provided us with the resources needed for the first approach to the categories; an approach that was relatively descriptive but which provided an important infrastructure for later data retrieval and for the subsequent analysis and interpretation. In the next phase of the study, NVivo 7 also helped us to create an analytical system of nodes for coding and interpreting the data in terms of children’s thinking and activity in the classroom.

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