

NVivo for Mac feature list

Released in June 2014, NVivo for Mac helps you to easily collect, organize and analyze content from interviews, focus groups, web pages, observations and literature.

Getting started

- Get up and running fast with a Getting Started Guide.
- View the sample project to see how a project can be set up in NVivo.
- Read step-by-step instructions for working with NVivo in the 'online help'.
- Get relevant assistance when you need it with context sensitive help – the help information changes depending on the task you're performing.
- The NVivo for Mac tutorial videos walk you through the software's features and demonstrate how to use them.

Your projects in NVivo

- Open and work with projects developed in NVivo 10 for Windows. If you want to convert an NVivo for Windows project (.nvp), so that you can work with it in the NVivo for Mac format (.nvpX), you can use the "Copy Project" feature in NVivo 10 for Windows (Service Pack 5 or later) to save your project in NVivo for Mac format. Before converting any projects, we recommend you backup your project and also **understand the cross platform limitations and issues** as all data may not successfully convert due to limitations between interchange of data between operating systems.
- Work with data in virtually any language including character based languages such as Japanese and Mandarin. NVivo handles Unicode data.
- Store your project data and material in a single file, making your project completely portable. Or store large media files separately and link them to your project.

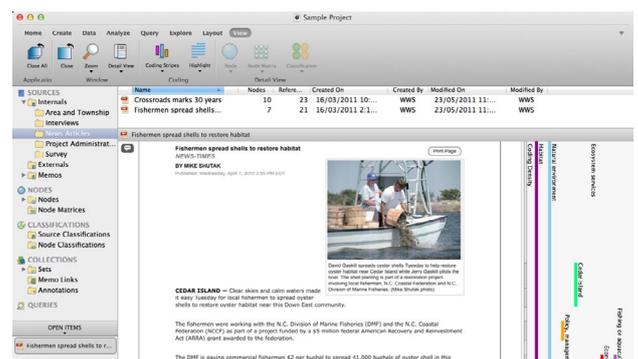
Enjoy working with software that's user friendly

- NVivo for Mac has been designed and developed to look, feel and behave as a true Mac application.
- Access commands via application menu, context menus or an Office for Mac-style ribbon.
- Organize and access all of your project items via a central navigation view.

- With OS X 10.8 Mountain Lion or above, you can use Mac Dictation to input text by speaking instead of typing.
- Use text-to-speech options, so your Mac will be able to read the text in your material out loud.

Import, create and edit a wide range of data

- Import documents in Microsoft Word (.doc and .docx), Open Document text (.odt), Portable Document Format (.pdf), rich text (.rtf) or plain text (.txt) format.
- Import documents in Microsoft Excel (.xlsx and .xls).
- Import audio and video files in common formats recorded on mobile devices or created using QuickTime.
- Import web pages and online PDFs collected via NCapture as PDF files.
- Create your own documents directly in the software.
- Edit your documents after they've been imported while maintaining coding that's already been performed.
- NVivo preserves and uses styles in original documents, including styles created in non-English languages.



Organize and classify your data with ease

- In NVivo, the containers for storing themes or ideas are called 'nodes'. Nodes can represent anything – like people, places and organizations, and you can assign demographic data or attributes to them.
- Group sources that share common characteristics (such as interview transcripts) together using 'Classifications' to help with organization and analysis.

- Easily import demographic information such as gender and age into NVivo as a text file.
- Create a collection of 'shortcuts' called 'Sets' for project items stored elsewhere in your project.
- Get support for a wide range of research methodologies.

Make sense of your information with coding

- NVivo lets you gather all your material about a theme, idea or topic together through 'coding'.
- Code your material using a range of techniques including 'dragging and dropping' with your mouse, paragraph coding or 'In Vivo' coding.
- Use colored coding stripes to display coding or demographic information in documents, video or audio files visually.
- Use the 'coding density bar' to see how much coding has been performed for a specific source.
- See what content has been coded at particular nodes, or coded by one or more users, with 'highlight coding'.
- Auto code structured information in datasets, such as survey responses.

Capture your thinking: memos and comments

- Create memos to capture your observations and link them to materials.
- Record your ideas and mark content for follow-up in documents, PDFs, memos and externals with annotations.

Link ideas, themes and information

- Use 'memo links' to capture important related observations or insights.
- Use hyperlinks to link selected references to files or other information outside your NVivo project.

Work with documents, audio and video

- Select and work directly with PDFs and Word documents.
- Easily access any hyperlinked content within your data.
- Review and analyze audio and video in NVivo.
- Create, edit, import and work with audio and video transcripts, synchronized with your media.

Work with spreadsheets and database tables

- Use the 'table view' to see your data in its original format.
- Speed up your analysis – particularly when you're working with large datasets – by automatically coding your data by structure.
- Export visualizations as images to use in presentations or documents.

Search for text within your project

- Search for specific text in nodes, PDFs and documents.

Interrogate data with query tools

- Explore your data, test theories and make discoveries using a simple, integrated 'query' tool. Re-run them through new data and track the evolution of results.
- Run text search queries to find words and phrases in your data. View them in context, or automatically code this content.
- Use word frequency queries to list the most frequently occurring words in your source material and visualize the results in a word cloud.

Capture and analyze online data

- Optionally install NCapture - a web browser extension for Google Chrome 21 (or later). Use NCapture to collect web pages and online PDFs then import this content into NVivo.
- Import web pages—the full web page or just the main article and online PDFs to work with in NVivo.
- Use coding queries to explore and ask questions about your coding – they help you to look for overlaps and intersections in your coding.
- Matrix coding queries allow you to cross-tabulate your coded material and explore patterns in your data.
- Identify themes with word frequency queries.

Visualize patterns and connections in your data

- Use word trees to see the most frequently appearing words in selected materials (sources) or nodes and easily interact with them to explore the context that surrounds the words.
- Use word clouds to visualize the most frequently occurring words in your source material.

Interchange and share your data

- Import and export delimited text files to exchange demographic data and case attributes with applications like IBM SPSS Statistics and Microsoft Excel.
- Share the information gathered under a node, or export specific project items like audio files, videos or documents.
- Export visualizations as images to use in presentations or documents.

More about NVivo for Mac

- Download a [30-day free trial of NVivo for Mac](#).
- Watch [tutorials](#) to learn how NVivo features are used.
- For more information visit www.qsrinternational.com.