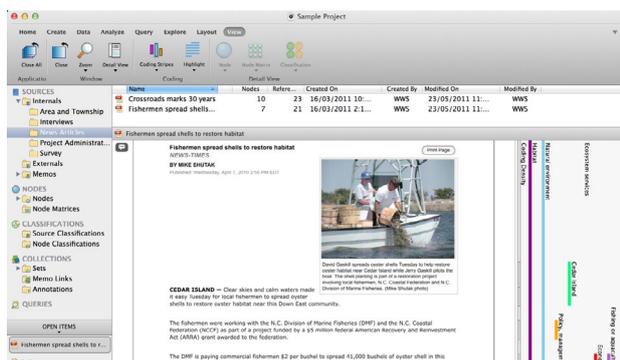# An overview of NVivo for Mac

Welcome to the first software for qualitative data analysis that's built to look, feel and behave as a true Mac application.

You can start working with and making sense of your qualitative data on a Mac now. So if you're analyzing literature, web pages, interviews or focus group transcripts and using a Mac, research just got easier.

About NVivo for Mac

NVivo for Mac enables you to collect, organize, and analyze content from interviews, focus groups, web pages, surveys, observations and literature. It has been designed and developed to look, feel and behave as a true Mac application for qualitative data analysis and includes improvements not seen before in any other NVivo release, such as a simplified, integrated query tool.

NVivo for Mac Highlights

*   Work with sources like documents, spreadsheets, PDFs, web pages, audio and video with synchronized transcripts.

*   Import spreadsheet files as datasets and either code content manually or use auto coding to speed up the coding process.

*   Use coding to gather your material about a theme, idea or topic. Visualize your coding through highlighting and coding stripes.

*   Create memos to capture your observations.

*   Record your ideas and mark content for follow-up in documents, PDFs, memos and externals with annotations.

*   Record information about the people, places or cases in your research by using classifications, then exchange with other software like IBM SPSS Statistics for further analysis.

*   Use coding queries to uncover patterns in your data, test ideas and see connections between people, places, topics and themes in your project.

*   Run text search queries to find words and phrases in your data and automatically code this content. Gain insight into your data and visualize the results in a word tree.

*   Use word frequency queries to list the most frequently occurring words in your source material and visualize the results in a word cloud.

*   Compare coded material across nodes and sets, and question patterns in your data using matrix coding queries.

*   Identify themes with word frequency queries.

*   Organize your data using folders and sets.

*   Work with data in virtually any language.

Using NVivo 10 for Windows?

*   You can use the 'Copy Project' feature in NVivo 10 for Windows Service Pack 5 or later to work with NVivo for Windows projects in NVivo for Mac. 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.

*   NVivo for Mac doesn't contain all the same features as NVivo 10 for Windows. Further features will be added via regular free software updates.

Learn more or try NVivo for Mac

Visit www.qsrinternational.com to:

• Download a 30-day free trial of NVivo for Mac.

• Join a free, live eDemo.

• Watch tutorials to learn how NVivo features are used.

System requirements

• Mac computer with an Intel Core 2 Duo, Core i3, Core i5, Core i7, or Xeon processor.

• Mac OS X 10.7.5 (Lion) or above.

• 2GB of RAM.

• 1280 x 800 screen resolution.

• 2GB of available disk space.

• Chrome 21 or later (required for NCapture – a browser extension that allows you to gather material from the web).