An overview of NVivo
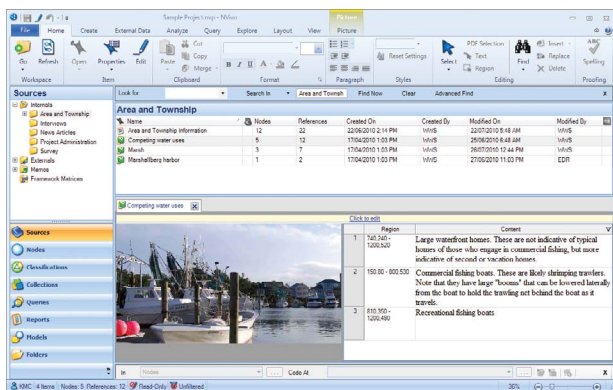
Software to support qualitative and mixed methods research

Every day we're faced with questions and challenges that we need to investigate and find answers for. We look to information to help us deliver insight – and rarely is it just about numbers. Our answers can come from focus group discussions, interviews, surveys, video footage, audio, social media – and everything in between. Whether it's related to your business, your research or your study, we understand that answering your questions quickly and rigorously means you'll achieve better outcomes and make informed decisions.

What is NVivo?

NVivo is software that helps you easily organize and analyze unstructured information, so that you can ultimately make better decisions.

Whatever your materials, whatever your field, whatever your approach, NVivo provides a workspace to help you at every stage of your project - from organizing your material, through to analysis, and then sharing and reporting.

Who uses NVivo?

From health research and program evaluation, to customer care, human resources and product development - NVivo is used in virtually every field. Yale University, World Vision Australia, the UK Policy Studies Institute and Progressive Sports Technologies all use NVivo to harness information and insight.

"NVivo is more than a simple qualitative data analysis program, it is a vital resource for planning, team coordination, literature reviews, research design, data analysis and reporting."

Chris Atchison, Department of Sociology and Anthropology, Simon Fraser University

What does NVivo help you achieve?

For individuals

Use NVivo to:

- Spend more time on analysis and discovery, not administrative tasks.
- Work systematically and ensure you don't miss anything in your data.
- Interrogate your information and uncover subtle connections in ways that simply aren't possible manually.
- Rigorously justify your findings with evidence.
- Manage all your material in one project file.
- Easily work with material in your own language.
- Effortlessly share your work with others.

For organizations

Use NVivo to:

- Get the most out of your data – from customer and employee feedback to information about product performance – to make new discoveries and ultimately, better decisions.
- Easily manage your information and enhance your internal workflow and reporting processes.
- Deliver quality outputs backed by a transparent discovery and analysis process.
- Justify decision making with sound findings and evidence-based recommendations.
- Revisit data easily. Build up the big picture over time.
- Increase productivity and reduce project timeframes.

Discover how NVivo could support you.

Your project

Everyone's project is unique. Your information could come in many formats and languages, and you may be working alone, with a supervisor or as part of a team. Whatever your data, whatever your working arrangement, NVivo lets you work your way.

Your approach

You might use a specific research methodology or process, or you may have your own unique approach. You may want to take a high level view, or explore the subtlest themes in the detail. Regardless of your approach, NVivo has the flexibility to help.

Your workspace

NVivo's workspace is designed using Microsoft user interface guidelines, so it looks familiar and is easy to use. There's also a range of resources to get you started and keep you on track. From video tutorials to guides and online help - you'll be up and running in no time.

Work with your information

NVivo handles virtually any data, including Word documents, PDFs, audio files, database tables, spreadsheets, videos, pictures and web data. And you can interchange information between NVivo and other applications like Microsoft Word and Excel, IBM SPSS Statistics, Survey Monkey, EndNote, Evernote and OneNote.

Analyzing a survey that has open ended responses? Use NVivo to explore this sort of data. NVivo can easily work alongside statistical packages – so you get a complete view of what the data is telling you.

Make sense of your information

NVivo's powerful query tools let you uncover subtle trends, and automated analysis features let you sit up above your data and drill down into it. For example, search for an exact word or words that are similar in meaning to quickly test theories or to direct you to the areas that need further analysis. This can be helpful when you're working with lots of data too.

Prefer pictures to words? With NVivo you can display connections, ideas and findings using visualization tools such as charts, maps and models. What's more, you can easily view the live data behind them.

Share and present your findings

Want to share your findings with others? Your conclusions, query results, models and charts can all be exported or simply copied and pasted into reports and presentations. NVivo also lets you export your findings as web pages, so you can share files and findings with clients or colleagues who don't have NVivo.

Try, buy or learn more about NVivo

Visit www.qsrinternational.com to:

- Register for a free eDemo of NVivo

- Download a 30-day free trial of NVivo

- Watch NVivo tutorials and other 'how-to' videos

- View upcoming NVivo training workshops

- Obtain a quote or purchase NVivo

NVivo system requirements

- 1.2 GHz Pentium III-compatible processor (32-bit) or 1.4 GHz Pentium 4-compatible processor (64-bit). (Recommended: 2.0 GHz Pentium 4-compatible processor or faster)

- 1 GB RAM or more. (Recommended: 2 GB RAM or more)

- 1024 x 768 screen resolution. (Recommended: 1280 x 1024 or higher)

- Microsoft Windows XP SP2 or later. (Recommended: Microsoft Windows XP SP2 or later, or Microsoft Windows Vista SP1 or later, or Microsoft Windows 7 or Microsoft Windows 8)

- Approximately 2 GB of available hard-disk space (additional hard-disk space may be required for NVivo projects). (Recommended: Approximately 4 GB of available hard-disk space)

- Internet Explorer 8 or later recommended

- Internet connection recommended

Additional requirements if you want to install and use NVivo's supplementary add-ons:

- For NCapture: Internet Explorer 8 or later or Google Chrome 21 or later.

- For the NVivo Add-In for OneNote: Microsoft OneNote (2007 or 2010) and Microsoft Word (2007 or 2010)

About QSR International

QSR International's research software helps over 500,000 individuals and organizations in over 150 countries. We're led by the needs of our customers to constantly innovate and deliver the software and services you ask for. For training or advice, you can count on us for global training and consultancy services - online or on-site, one-on-one or in groups – as well as helpful support in the form of online resources and personal assistance.