Australian qualitative software firm opens UK training arm

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For the first time, Australian research software developer QSR International has taken its own training services into the United Kingdom.

The UK training service will be headed by experienced qualitative researcher and trainer Fiona Wiltshier, who recently relocated from QSRâ€™s head office in Australia to Southport in North England. QSR International Chief Executive Officer John Owen said the move will compliment the network of independent trainers that already exists in the UK.

â€œThis initiative now means that not only is QSR better positioned to meet the overwhelming demand for training in our software in the UK and Europe, but we can also channel training opportunities more efficiently and proactively to other independent trainers in our software,â€• he said.

Rick Colbourne of Judge Business School at the University of Cambridge said the new service was a positive move for qualitative research in the UK.

â€œQSRâ€™s decision to establish training in the UK ensures that both new and experienced researchers develop, maintain ar extend their skills and capabilities over a range of computer assisted methods and methodologies.â€•

Mr Owen said the number of QSR training workshops conducted in the Asia Pacific region grew by 90% in the past two years. â€œIf we compare this yearâ€™s training activities with last years, weâ€™ve already completed 50% of our planned worl in just the first quarter of this year alone.â€•

He said the firm considers this growth rate to be a global phenomenon.

â€œJust last month all of our UK workshops were oversubscribed within days of being advertised. This is a clear indication that the region is also in need of a dedicated training division to ensure we can meet demand.â€•

Mr Owen said QSRâ€™s UK training program will offer workshops, one-on-one coaching, online training and in-house training sessions to universities, research companies and other organisations using its qualitative research software packages XSight and NVivo. The software is currently being used by leading UK academic, government, non-profit and commercial organisations, including the Policy Studies Institute, Ipsos-MORI, the Chronic Poverty Research Centre and Gfk NOP.

â€œThe majority of the UKâ€™s top universities hold site licences for our NVivo software, and XSight has just been named a finalist in the upcoming MRS/ASC Technology Effectiveness Award,â€• he said.

â€œWe expect the accessibility to training in our software to further encourage this demand,â€• he said.Â â€œOur trainers harn technology like web conferencing to conveniently reach remote users or to bring together virtual groups from multiple locations. Our website also provides facilities to make workshop participation easier - customers can not only register for a QSR workshop online, but afterwards they can come back to the website and complete a feedback form at any time.

â€œIn addition to direct training services, we have an extensive global network of more than 70 trainers from academic, government and commercial backgrounds which gives us the added advantage of being able to meet a whole range of user needs â€“ no matter what the context.â€•

QSR is the largest qualitative research software developer in the world. It has the widest international network of trainers and consultants in the industry, with more than 70 trainers.

About NVivo 7
NVivo 7 is designed to handle very rich text based information, where deep levels of analysis on both small and large volumes of data are required. It removes many of the manual tasks associated with analysis, like classifying, sorting and arranging information, so more time can be dedicated to explore trends, build and test theories and ultimately arrive at answers to questions. From policy formulation and education evaluation to mixed methods studies - NVivo 7 supports a wide range of research areas and is used by researchers, forensic scientists, psychologists, tourism managers,Â sociologists, consultants and academics worldwide.

About XSight
XSight provides a sophisticated workspace that enables users to work through their information and get to their analysis

faster. It has a suite of tools that allow researchers to track themes, test theories and map their thoughts easily. XSight is ideal for testing an advertising campaign, researching new packaging and community consultation projects. You don't have to be a market researcher to use it either. Because every organization deals in information, XSight can add value in almost every setting. The software has been selected as a finalist for the MRS/ASC Technology Effectiveness Awards in the UK. This award recognises technology that contributes to the effectiveness in the delivery of research.

About QSR International
QSR International is based in Australia, with offices in North America and Europe. Its flagship products â€“ XSight and NVivo 7 â€“ are both designed to help researchers and other people working with non-numerical data to compile, compare and make sense of their information quickly and easily. More than 350,000 users in 90 countries, from market research agencies, government bodies and universities, to tourism, urban affairs and human resources professionals, use QSR research software. Information: www.qsrinternational.com

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