New NVivo QDA software to offer audio and visual capabilities

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Videos. Interview recordings. Documents. Photos. Media clips. Music. Podcasts. Australian research software developer QSR International today announced that its latest offering â€“ NVivo 8 â€“ will allow qualitative researchers to work with them all.

QSR International CEO John Owen said NVivo 8, available for pre-order now, had come after two years of intense research and development, including interviews, group discussions and input from more than 100 researchers in academic, government and commercial fields. He said for the first time, the software will allow users to work with audio and visual material in the same way as they do with documents.

â€œNVivo 8 is the most flexible and sophisticated qualitative data analysis software weâ€™ve developed to date,â€• said Mr Ow

â€œFor the first time researchers can choose to work with or without a transcript or create their own in the software. They can manage, shape and analyze virtually any type of unstructured material - from media clips and music to pdf documents and photos - side by side. They can even share their findings and files via new mini-websites with others who donâ€™t have the software.â€•

Mr Owen said NVivo 8 was due for launch in March 2008 and had recently been subjected to extensive beta testing by both experienced and first-time researchers and software users across Europe, North America and the Asia Pacific region. He said early comments from users were:

â€œI'd like to say that it's great that one of the big QDA [qualitative data analysis] programs has finally implemented support for time-aligned data.â€•
Alan Stockdale, Senior Researcher, Education Development Center, Inc., US

"Being able to work with a written transcript while listening to the playback is excellent, as is the degree of synchronization and reciprocity between the transcript and the audio/video recording."
Leonie Daws, Principal Consultant, Kihi Consultancies, Australia

NVivo was first launched in 1999. Since then, it has undergone two overhauls resulting in NVivo 2 (2002) and NVivo 7 (2006). Mr Owen said NVivo 8 integrated existing tools with new materials and features, meaning users wonâ€™t need to re-learn the application. He said the software would still have the same familiar Windows XP interface as NVivo 7, but for the first time would allow researchers to:

- Import, sort and analyze audio files, videos and pictures in the same way as documents.

- Work with transcripts or work without them, analyzing material straight from audio and video files. Users can even create transcripts within the software as they go.

- View or listen to their video and audio clips via an inbuilt media player and vary the playback speed, rewind or skip sections, just as you would with a normal video player.

- Merge separate projects and still identify which coding was completed by which person, as well as view the annotations and links completed by each team member.

- Create and export professional charts, including three dimensional bar graphs and pie charts.

- Share files and findings with clients or colleagues who donâ€™t have NVivo, using HTML. Audio, video clips or sections of documents can all be shared via NVivoâ€™s mini-websites.

- Query coding completed by individuals or teams and run coding comparisons to show the percentage of coding that is the same or different across users.

- See colored bars called â€˜coding stripesâ€™ reflect factors such as gender, age or income and watch them evolve in real time.

- Watch new animated â€˜show meâ€™ tutorial movies and access the most up-to-date help and support resources online.

â€œNVivo 8 represents the future of qualitative research software,â€• said Mr Owen.

â€œIt reflects that data is everywhere â€“ on paper, on video, online and in our heads, and offers a suite of tools to help make sense of it. Weâ€™re very proud of this release.â€•

NVivo 8 can be pre-purchased online at http://www.qsrinternational.com/quick-order.aspx or via QSRâ€™s international reseller network (see http://www.qsrinternational.com/products_how-to-buy_resellers.aspx). To download an NVivo 8 brochure visit http://www.qsrinternational.com/support_resource-articles_detail.aspx?view=323

About QSR International
QSR International is based in Australia, with offices in North America and Europe. Its flagship products â€“ XSight and NVivo 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 universities, government bodies and market research agencies, to tourism, urban affairs and human resources professionals, use QSR research software. QSR International is a Microsoft Gold Certified Partner.

MEDIA OPPORTUNITY: If youâ€™re a journalist and would like an online preview of NVivo 8 prior to its public launch, please contact David Jarwood (details below).

Interviews / photos /screen shots: Â David Jarwood
Phone: +61-3-5345-7047 / +61-413-288-403
Email: david@saucecommunications.com.au