Qualitative MR software unveiled at Insight 2006

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Latest version of qualitative MR software unveiled at Insight 2006

The UK market research industry got its first look at the latest version of qualitative market research software program XSight at Insight 2006 this week.

The new software was showcased during a joint presentation by XSight developers QSR International and XSight converts Ipsos MORI.

QSR Chief Executive Officer John Owen said XSight 2 had come after 12 months of intense research and development, including interviews, user acceptance testing and input from more than 100 experts in commercial market research, market research education and social and government research.Â

Â â€œOur new version of XSight provides a sophisticated and unrivalled workspace for commercial researchers,â€• he said.

â€œWeâ€™ve built on the success of the original software with powerful new features, including a unique maps function that supports live links to quotes, analysis and other data; the ability to zoom out or drill down into your data for different perspectives during your analysis; and a tags function that lets you capture and highlight data or insights to be revisited later.

â€œThe new program has also been designed using Microsoft Windows XP guidelines, so itâ€™s much more intuitive and easie to navigate than the previous version. XSight 2 sets the standard in research software.â€•

Speaking at Insight, Ipsos MORIâ€™s Rachel Sweetman was quick to point out that XSight doesnâ€™t do the thinking for you, rather, it helps researchers organise their data and thoughts meaningfully and efficiently, while expediting the analysis process. She presented case studies of two government-related qualitative research projects that were completed by Ipsos MORI using the software. One of the projects involved analysing data from 78 focus groups.

Ms Sweetman told conference delegates that in terms of analysis, XSight let the research team hit the ground running, allowing for:

- Vast amounts of qualitative and secondary data to be systematically catalogued despite a largeÂ number of moderators and research approaches;
- Flexibility to allow for differentiation between research approaches, regions and themes;
- Hypotheses to be developed and tested throughout fieldwork and patterns to be identified in demographics and areas;
- Easy revisits of data, including pinpointing queries to particular themes, demographics or research and finding quotes or responding to client questions;
- Transparency, allowing researchers to easily illustrate evidence for their conclusions;
-Â The ability to easily update clients with top line findings as they came through; and
-Â Time savings at the reporting stage.

QSR Research Consultant Fiona Wiltshier, who spoke before Ms Sweetman, also encouraged Insight delegates to consider the benefits that agencies like Ipsos MORI were reaping from research software.

â€œXSight 2 is customised software, modeled on the way commercial researchers work,â€• said Mr Owen. â€œItâ€™s designed to help market researchers, or anyone working with small or large volumes of textual data, to manage, shape and make sense of their information. It is being used by market research agencies around the world, including Ipsos MORI and Turnstone Research in the UK, FocusedInsights in the US and Crosby Textor in Australia.

â€œThe software is not designed to replace your thought process or strategic insight, but it does give you more time to explore trends and dig deeper to gain insight and get answers. We expect the advances made with XSight 2 â€“ unveiled earlier this week at Insight - will make a difference to the way people view qualitative research software.â€•

XSight 2 is available now. For more information or a free 30-day trial visit www.qsrinternational.com.

About QSR International

QSR International is based in Australia, with offices in the UK and North America. Its flagship products â€“ XSight 2 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 300,000 users worldwide, from market research agencies, government bodies and universities, to tourism, urban affairs and human resources professionals, use QSR research software. QSR International is a Microsoft Gold Certified Partner and recently won the Information and Communications Technology Award at the Governor of Victoria Export Awards in Australia.