Powerful software for qualitative and mixed methods research

NVIVO

Social media, digitalized libraries, big data, bio-data – the last decade has seen a revolution in the easy access to many forms of digital data. Collecting data has never been easier. Unlock its true potential for analysis with NVivo.

THE CHALLENGE

Seeing the big picture

The rise of the internet, social media and connected devices has resulted in an explosion of unstructured data for researchers to wade through.

What's more, data is spread across many different formats – text, video, audio, social media and more. The real question is – how do you bring all that data together in a meaningful way? Without the right tools, such research can be time consuming, challenging to manage and hard to discover connections throughout that aren't naturally obvious.

THE SOLUTION

NVivo 12 by QSR – Powerful research made easier

NVivo is the leading and most powerful research tool for gaining richer insights across growing and diverse volumes of data.

With NVivo, you can store, organize and manage all data in the one platform, from quantifiable demographic information to qualitative open-ended questions and interviews.

NVivo lets you import research data from virtually any source, including surveys, interviews, articles, video, email, social media and web content, rich or plain text, Word, PDF, audio, digital photos, spreadsheets, notes from OneNote and Evernote and more. It is also the only analysis software that allows you to collect data from Facebook, Twitter and YouTube as rich datasets, meaning you can not only import comments, but also other valuable data such as demographics and locations.

What's more, your research is also portable – work securely in the field, at home – anywhere.

WHO USES NVIVO

The #1 software for academics and professional researchers

NVivo has been designed specifically for academics and professional researchers where deep levels of analysis is required on small or large volumes of data.

With its origins beginning in academia in 1981, NVivo continues to innovate, growing to serve over 1.5 million academics and professional researchers in more than 150 countries, and is the #1 most trusted qualitative data analysis software.

NVivo is suitable for professional researchers at all levels of expertise and experience who are pursuing an answer to their research. Available on Windows or Mac, NVivo has an edition to suit your research needs.

BENEFITS

✔ Work Faster

Quickly and easily find what you need with centralized data storage. Analyze and explore themes from the moment you start a project, no matter how large. Pin frequently-used folders and items in navigation view for quick access to what you need.

✔ Work Easier

Only see commands when you need them with a streamlined ribbon. Get an overview of your project with our simple navigation view. Visualize patterns in the data based on age, occupation or other variables relevant to your analysis.

✔ Work More Efficiently

Ask complex questions and look for emerging themes between topics, people or places. Build powerful queries based on demographic data.

Analyze scanned PDFs including hand-written scripts, images, charts, diagrams, equations or historical articles.

QSR International

NVIVO ✦

Pro, Plus, Mac or Teams – there's an NVivo for you

Connecting the dots in your data is faster, easier and more efficient with NVivo software.

More than just a tool for organizing and managing your data, NVivo helps you think differently about your research, uncover more and back it all up with rigorous evidence. Whether you are working individually or in a team, on Windows or Mac, are new to research or have years of experience, there's an NVivo option to suit you.

🌀 Import and go

NVivo is compatible with many information-gathering platforms, including Atlas.ti, MaxQDA and Framework, EndNote, Mendeley, RefWorks, Zotero, Microsoft Excel, Microsoft Word, Microsoft Access and IBM SPSS Statistics. Evernote, Survey Monkey, Qualtrics, OneNote and TranscribeMe.

NVivo Pro	NVivo Plus	NVivo Mac	NVivo Teams
Supports the widest range of data sources. Ask complex questions of your data with advanced data management, query and visualization tools.	All the functionality of NVivo Pro plus powerful social network and research automation tools for understanding social themes and sentiments in minutes.	All the functionality of NVivo Pro for Mac. Built specifically by our dedicated Mac developers, NVivo for Mac is the best native Mac application for mixed-methods data.	For streamlined, secure research collaboration by teams of all sizes. Ideal for complex research projects with larger volumes of data.

Latest NVivo 12 features

NVivo 12 is highly intuitive and more customizable than ever before, so you can get on with exploring your data, not learning software.

With enhanced support for mixed-methods data, an easier-to-use interface and a redesigned experience, NVivo 12 helps you find more connections in your data than ever before.

Better support for mixed methods:
NVivo has always supported mixed methods research. Crosstabs provides new support for mixed methods by enabling the analysis of themes by one or two attributes, like age or occupation, or by cases.

Quickly exchange data with SPSS:
Totals are automatically calculated and the results can be saved as an SPSS file (.sav) for further statistical analysis. Using quantitative measures to support your qualitative analysis has never been easier.

Look through different lenses:
Easily visualize and understand cross tabulated data, and create a snapshot that can guide writing up findings.

Easier, redesigned Windows navigation:
Easily explore your data with commonly used commands at the front of the ribbon, simplified default tabs and new contextual tabs that show options relevant to what you're working on.

Customize your view for quick access:
Take control and pin your frequently used folders and items in navigation view for quick access to what you need.

💬 Language support

Work with data in multiple languages including English, Chinese, German, French, Japanese, Spanish and Portuguese.