



NVivo Power Lunch at TQR

Revolutionizing Qualitative Data Analysis with NVivo AI and Automation Tools



Presented by



Stacy Penna EdD

Senior Director of Marketing Partnerships & Strategy

Lumivero

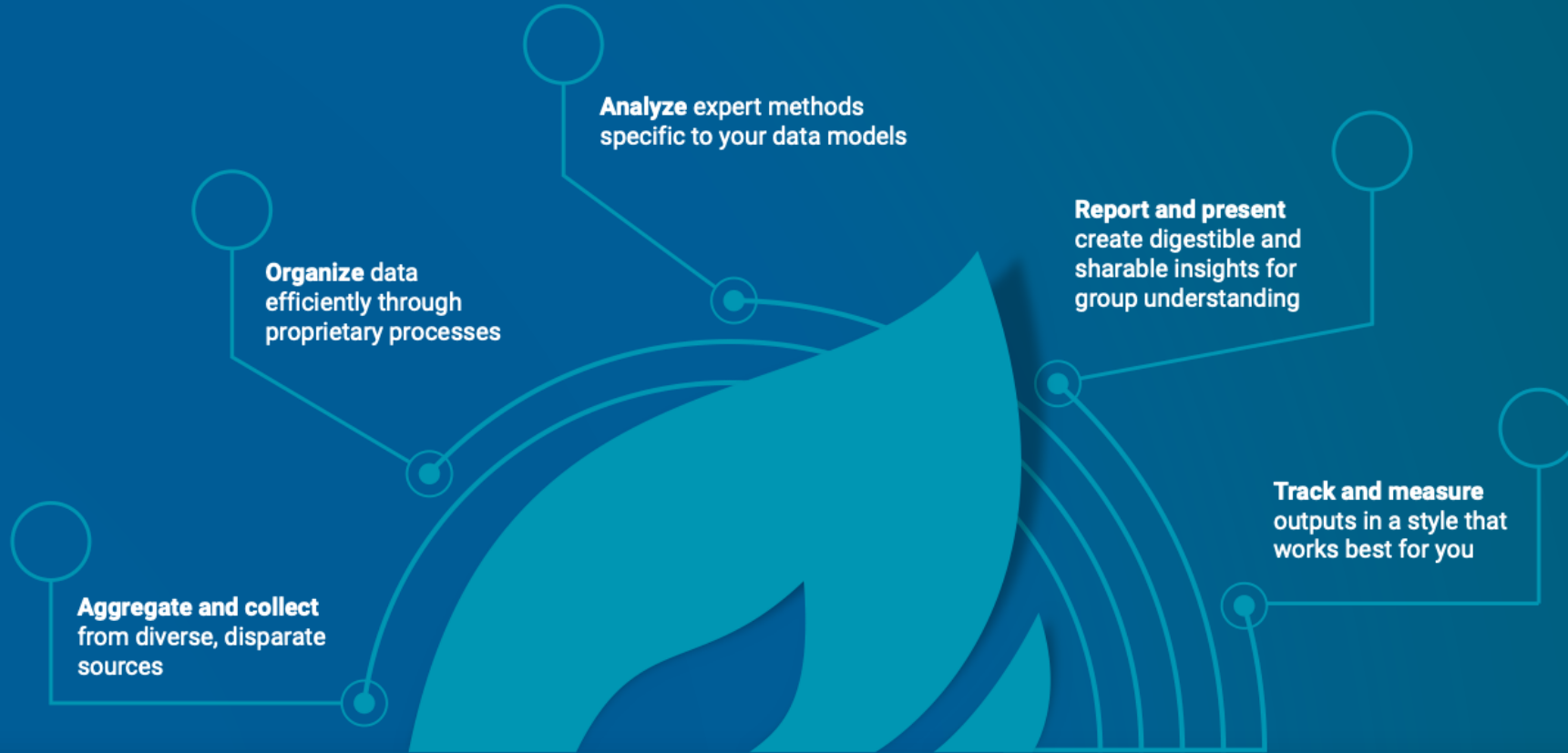
spenna@lumivero.com



The Data Landscape



Lumivero solutions help users to leverage their data to navigate and build their data landscape.



Better Together

NVivo 14 & Automation

+ Autocoding

+ Transcription

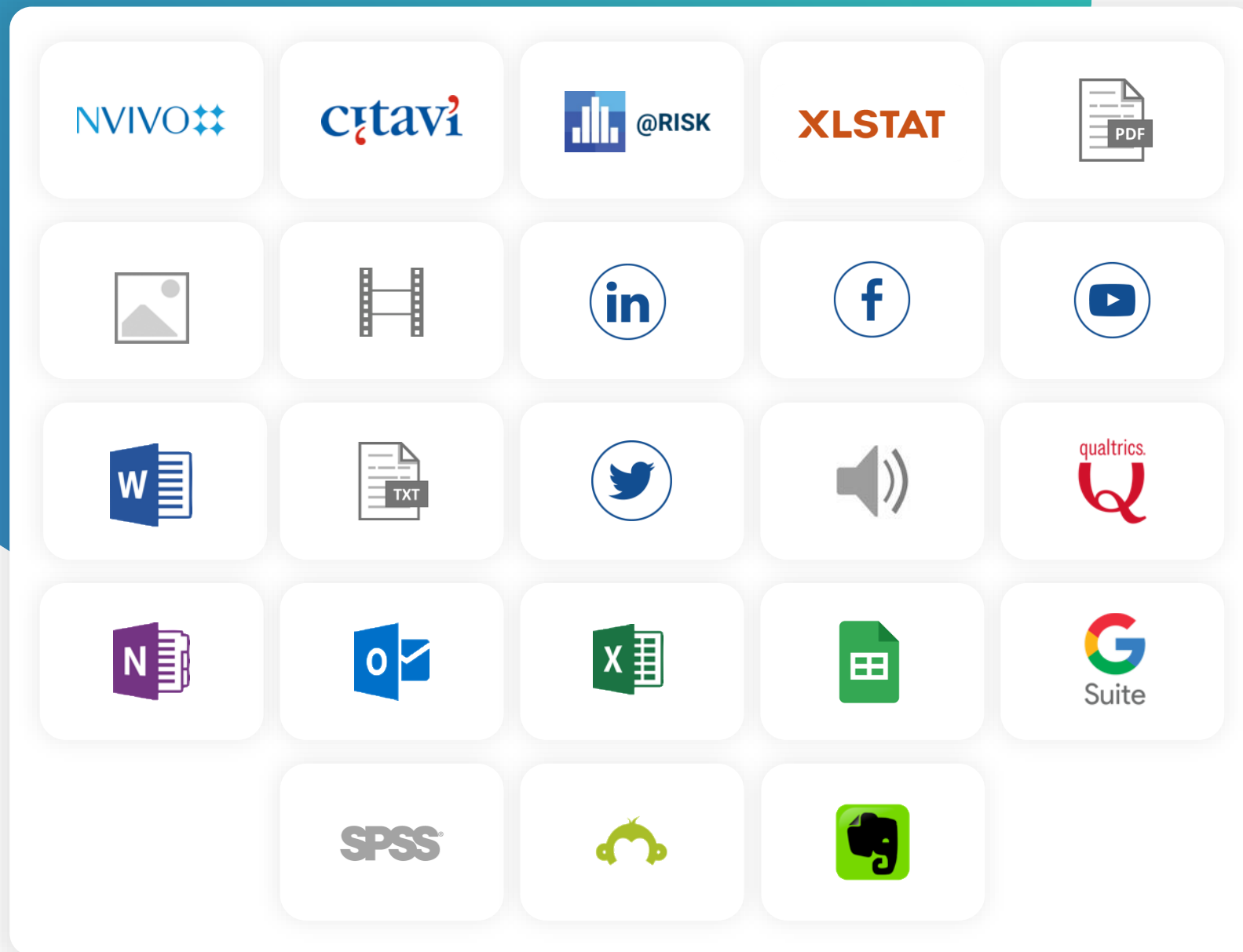
+ Citavi

= **NVIVO 14**

Research Powered by NVivo 14

The Research Process with Lumivero Solutions





NVivo Supports a Wide Range of Data



NVivo Autocoding

```
INITIALIZE NEW SAMPLECLASS(4);  
INITIALIZE NEW(0); 0 * (1); MC 1, MC 1;  
INITIALIZE NEW(1); 21 * (1);  
INITIALIZE NEW(2); SAMPLECLASS(2);
```

```
INITIALIZE NEW LOCAL CONSTANT = (0); R1
```

```
INITIALIZE NEW CONSTANT = 100
```

```
INITIALIZE NEW(0);
```

```
INITIALIZE NEW(1); CHARSET=CHARSETUNICODE;
```

```
INITIALIZE NEW(2); IN TOP P, STRING & STRING E, INT T, INT Y;
```

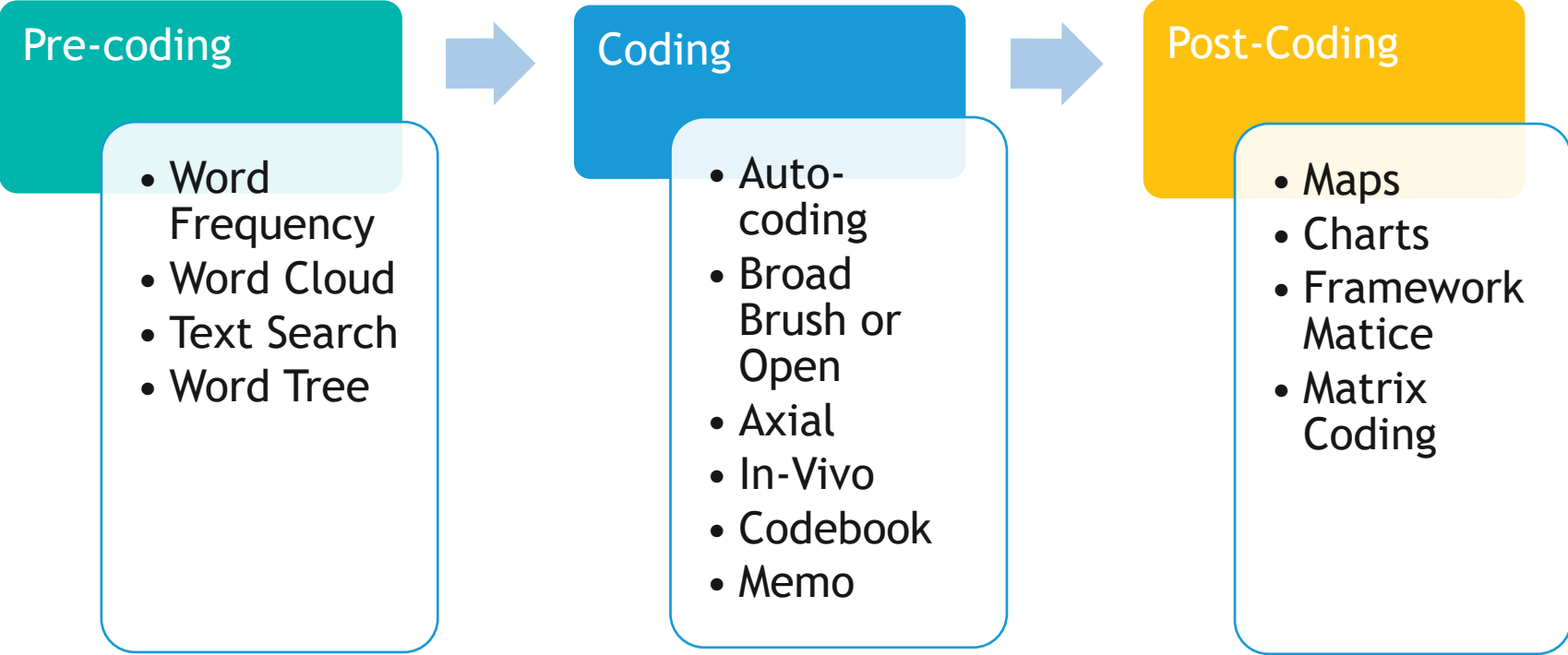
```
INITIALIZE NEW(3); ENTER YOUR MESSAGE: ?;
```

```
INITIALIZE NEW(4); ENTER YOUR MESSAGE: ?;
```

```
INITIALIZE NEW(5); ENTER YOUR MESSAGE: ?;
```

```
INITIALIZE NEW(6); ENTER YOUR MESSAGE: ?;
```

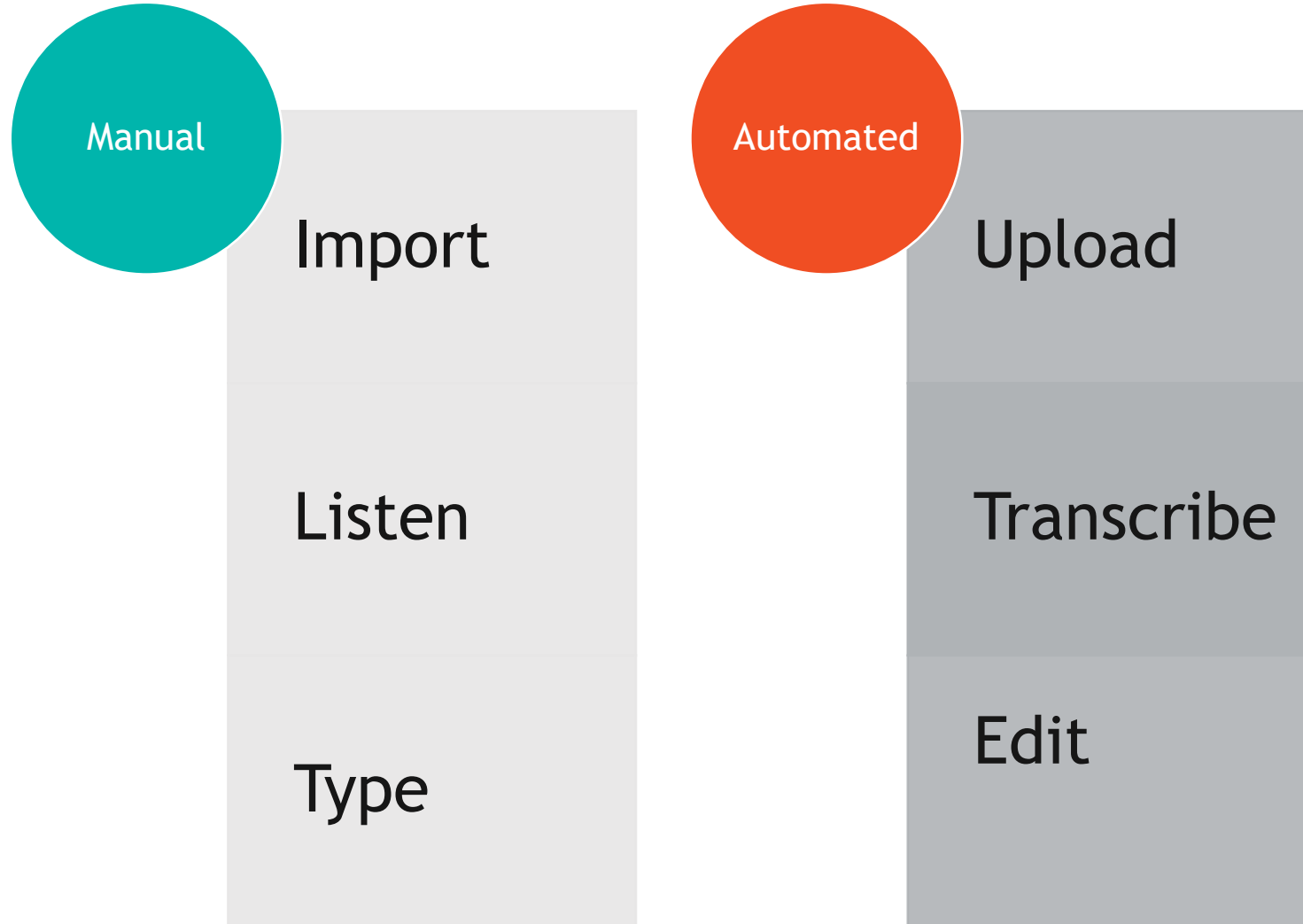

3 Stages of Coding & NVivo



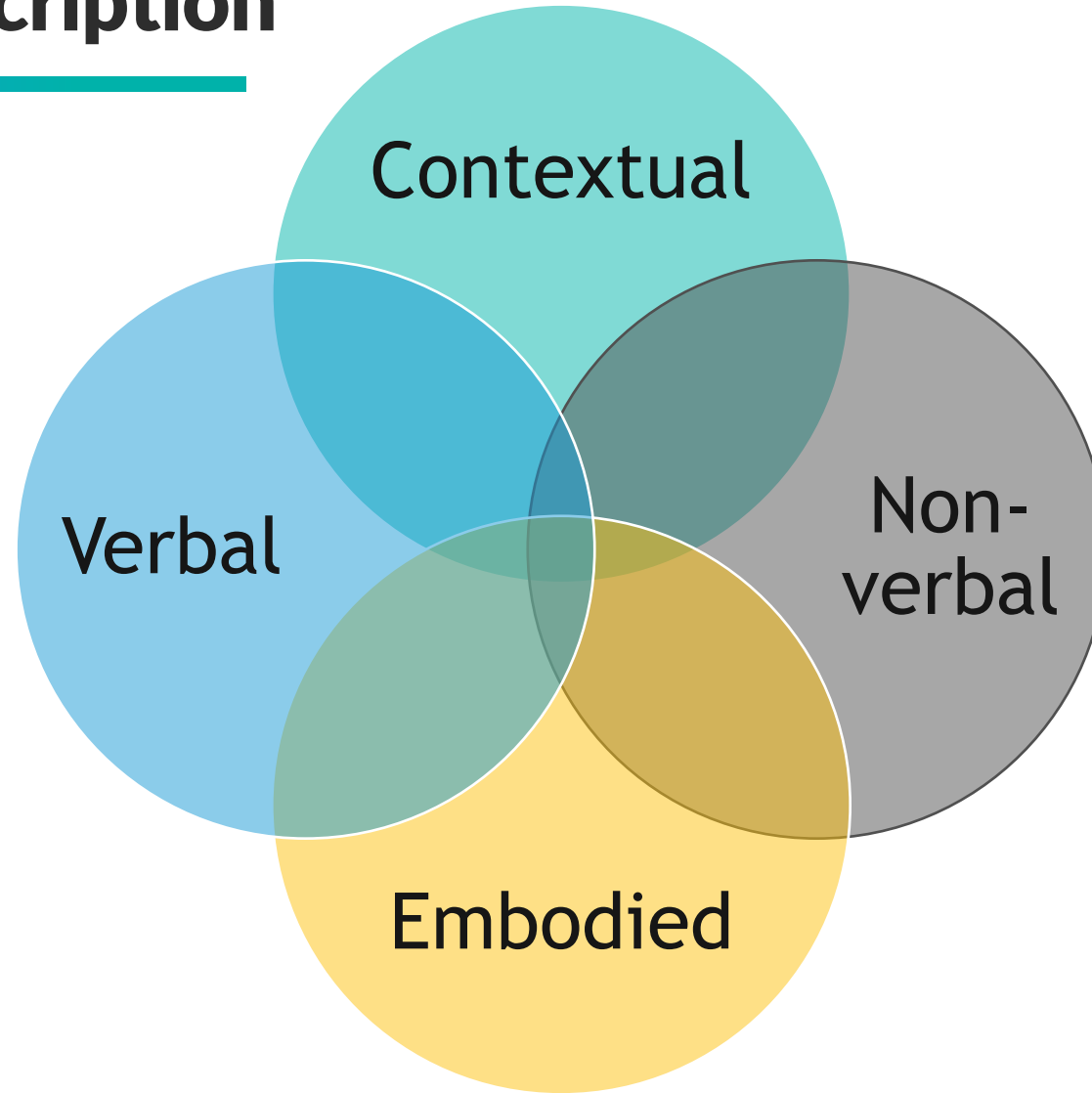
NVivo Transcription



Positivism NVivo Transcription Options



Layers of Transcription



Interpretivism

NVivo Transcription Layers

Contextual

- Annotations
- Transcription Editor
- Video coding
- Image coding

Embodied

- Video coding
- Image coding
- Annotations on audio
- Transcription Editor




Non-verbal

- Annotations on audio or video
- Video or Audio coding
- Transcription Editor

Verbal

- Annotations on audio or video
- Video or Audio coding
- Transcription Editor
- Code by Speaker Name

Secure Collaboration

-  Hosted on Microsoft Azure
-  Server Locations: USA, Canada, Europe, Singapore
-  GDPR and HIPAA compliant

NVivo Transcription Supports 42 Languages

Arabic	Dutch	Hindi	Mongolian	Swedish
Bashkir	English	Hungarian	Norwegian	Tamil
Basque	Esperanto	Interlingua	Polish	Thai
Belarusian	Estonian	Italian	Portuguese	Uyghur
Bulgarian	Finnish	Japanese	Romanian	Vietnamese
Catalan	French	Korean	Russian	Welsh
Croatian	Galician	Latvian	Slovak	
Czech	German	Lithuanian	Slovenian	
Danish	Greek	Marathi	Spanish	

NVivo Transcription Savings Calculator

lumivero.com/products/nvivo-transcription

Recording Length (hours)

10





Transcription Type	 Transcription Service	 Research Assistant	 Student	NVivo Transcription
Recording Length	10 hours	10 hours	10 hours	10 hours
Service Type	English	English	English	English
Turnaround Time	240 hours	40 hours	60 hours	5 hours
# of Speakers	2	2	2	2
Quality of Audio	Good	Good	Good	Good
Cost per hour	\$210	\$72	\$66	\$20
Total Estimate	\$2,100	\$720	\$660	\$200
Savings	\$1,900	\$520	\$460	Money and Time Saved
Hours Saved	235 hours	35 hours	55 hours	



Citavi Insights Powered by NVivo

citavi

Citavi Insights Powered by NVivo

-  Visualize words and content used in articles
-  Compare and contrast articles
-  Find patterns in the literature over time or across disciplines
-  Kick start the writing process to publish faster

Citavi Integration



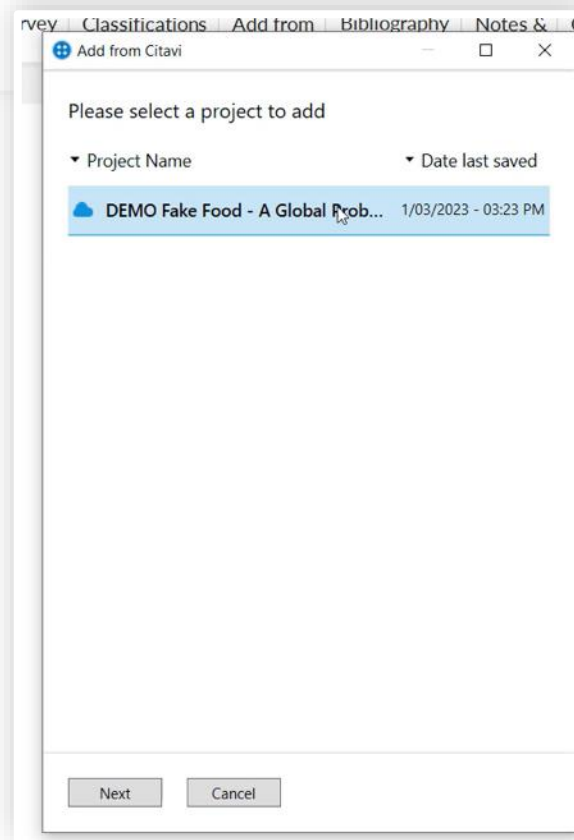
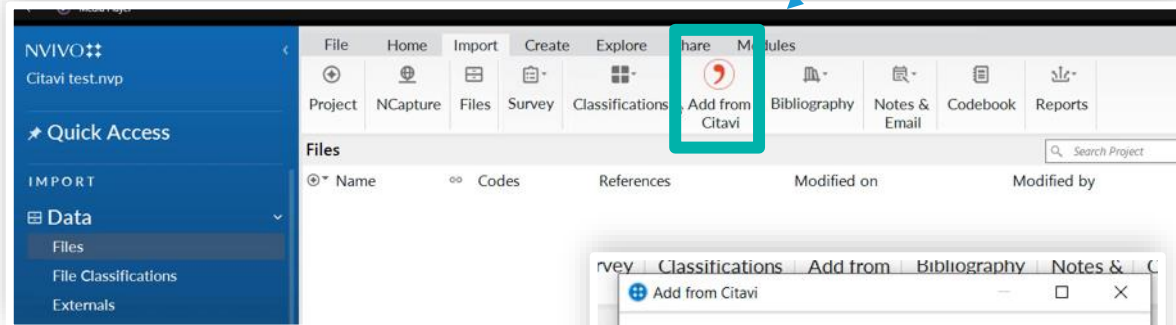
Share Tab

The screenshot displays the Citavi Reference Editor interface. The main window title is "DEMO Fake Food - A Global Problem: Reference Editor - Cloud project - Citavi". The menu bar includes File, Edit, View, References, Citation, Lists, Tools, Window, and Help. The toolbar contains various icons for reference management, including a "Share with NVivo" button highlighted by a red box and an arrow labeled "Share Tab". The main content area shows a list of references on the left and a detailed view of a selected reference on the right. The selected reference is "United States v. Lexington Mill & Elevator Co." (1914-02-24 - Court Decision). The detailed view includes fields for Court Decision, Abstract, Keywords, Categories (4.1 Food fraud in history; 6.1.2.2 United States), and Groups (Legal sources). A "Share with NVivo" dialog box is open in the bottom right corner, displaying the Citavi logo and the text: "Share with NVivo. This project is ready to be accessed in NVivo".

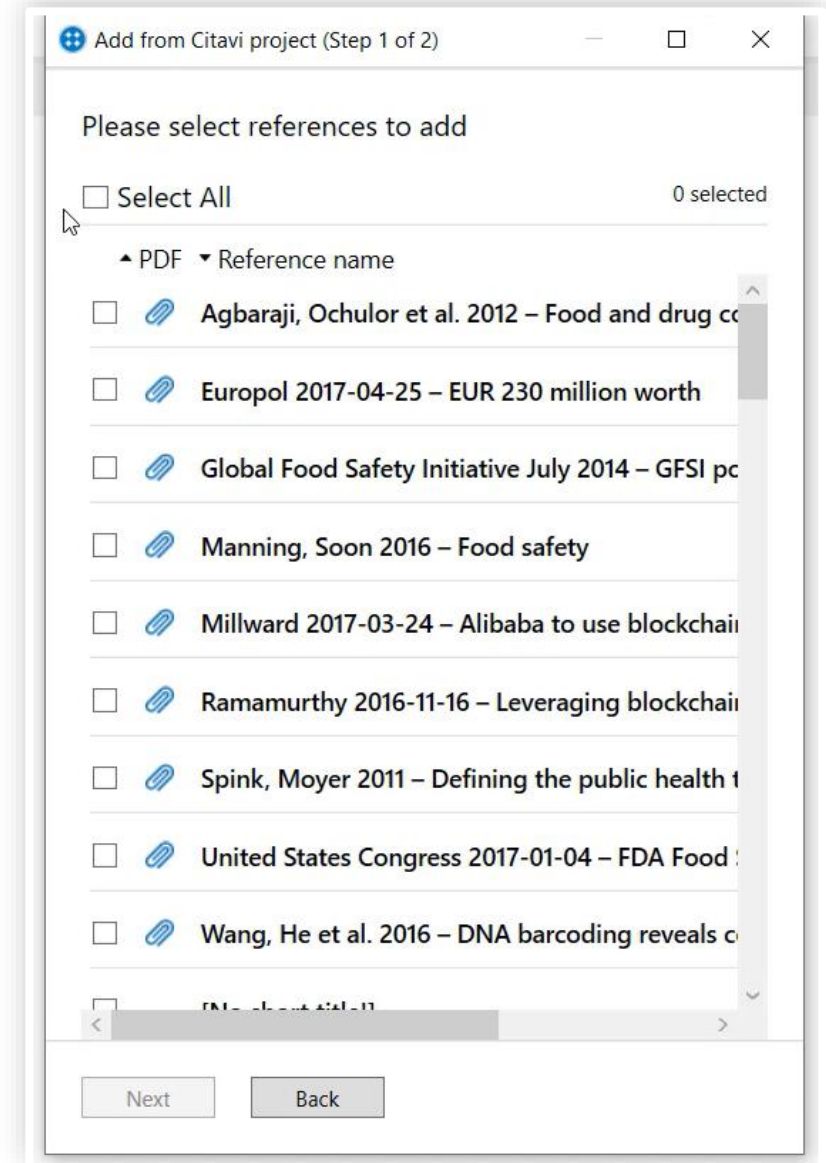
Citavi Integration



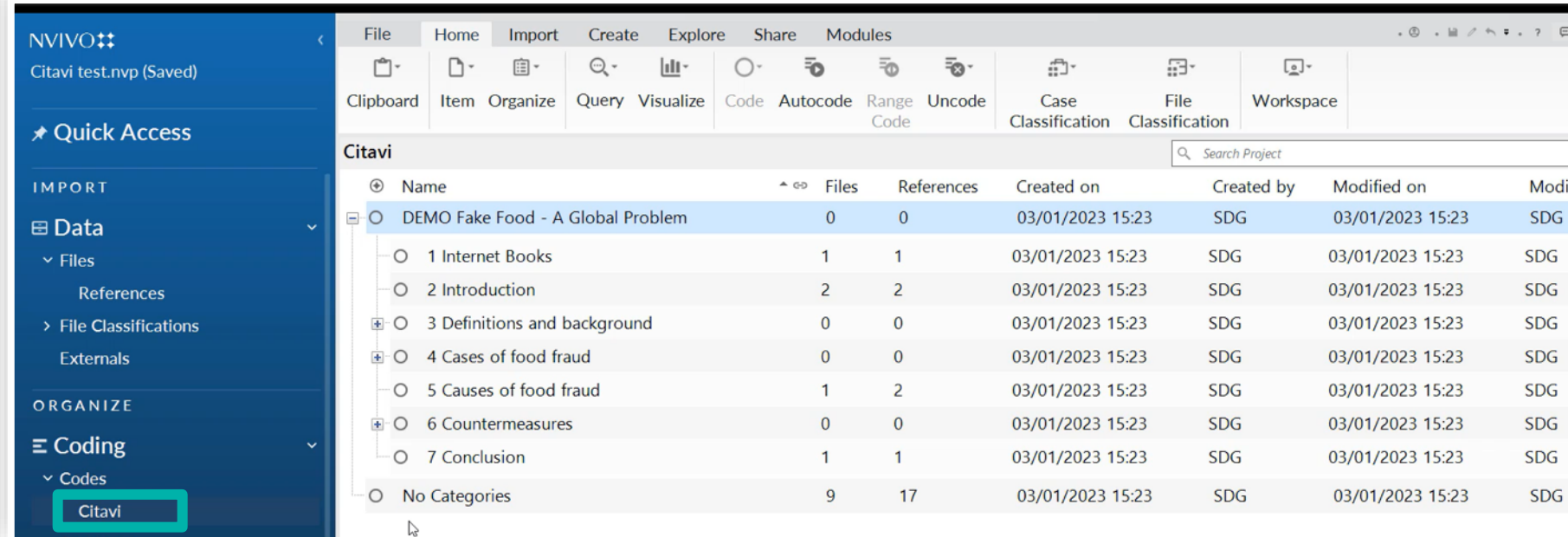
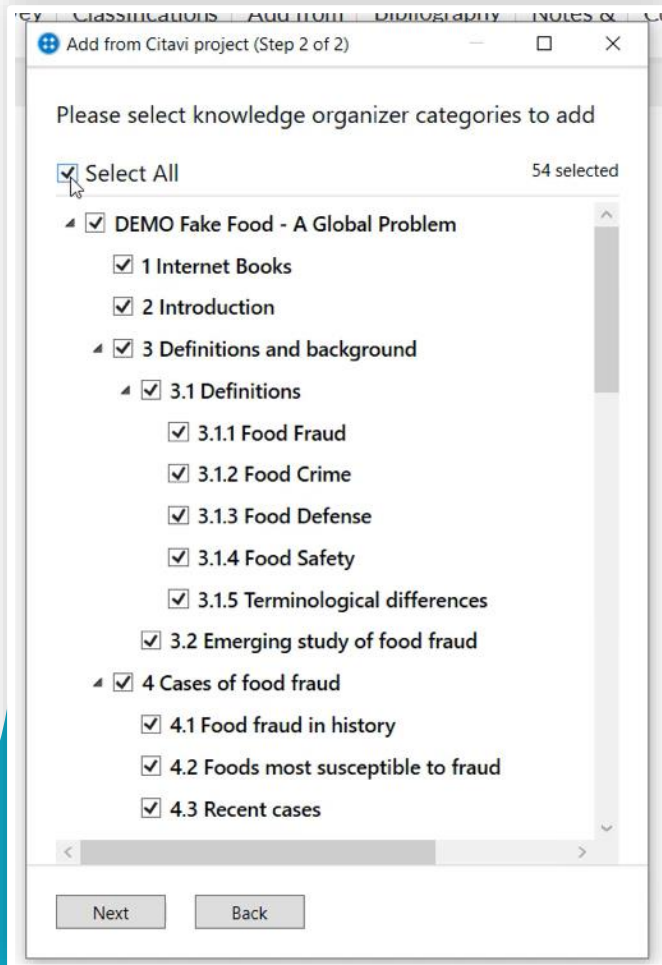
Add References from Citavi



Select the References from Citavi

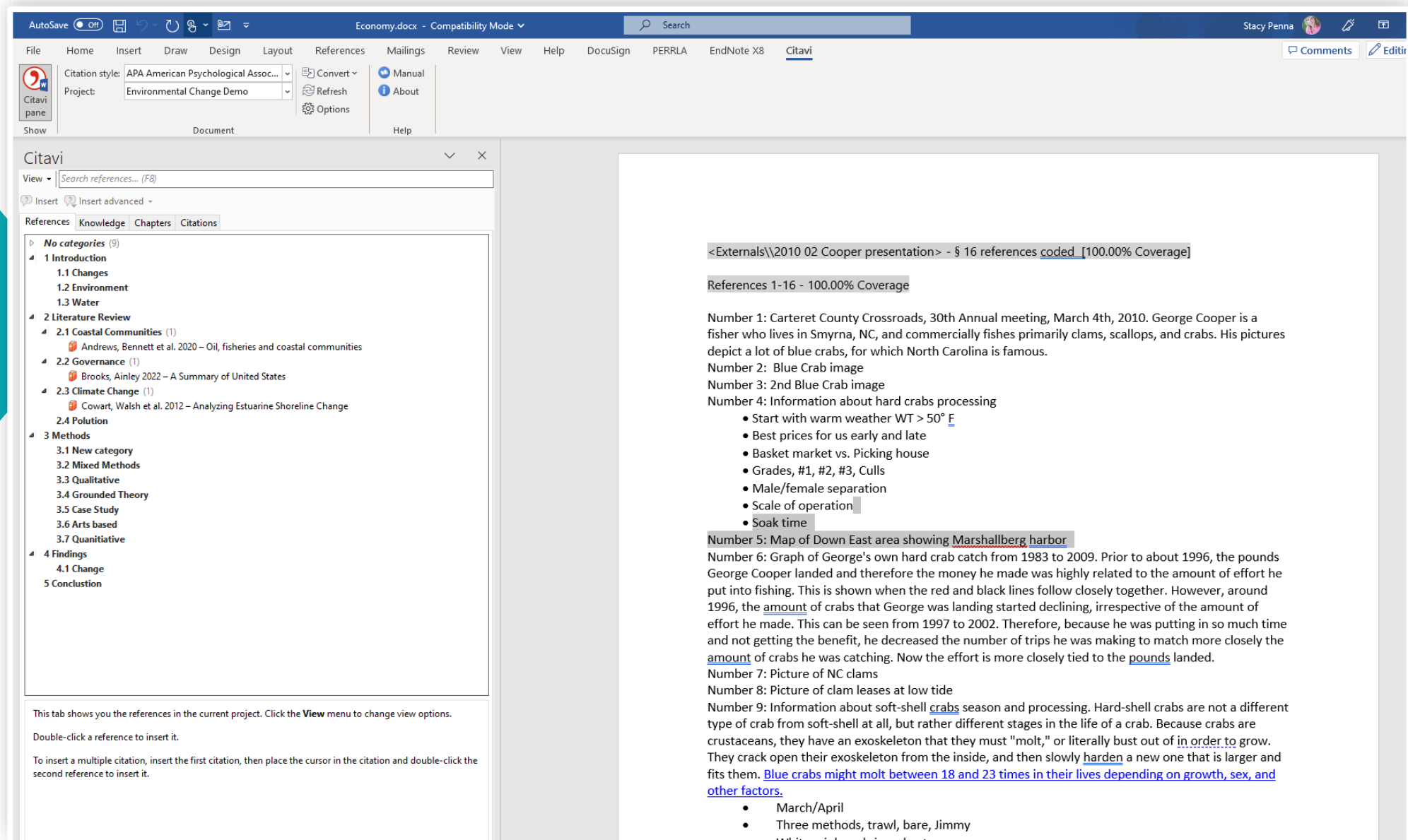


Citavi Integration



Select Citavi Knowledge items as codes

Write to Publish



AutoSave Off Economy.docx - Compatibility Mode Stacy Penna

File Home Insert Draw Design Layout References Mailings Review View Help DocuSign PERRLA EndNote X8 Citavi

Citation style: APA American Psychological Assoc... Project: Environmental Change Demo

Convert Manual Refresh About Options Help

Citavi

View Search references... (F8)

Insert Insert advanced

References Knowledge Chapters Citations

- No categories (9)
- 1 Introduction
 - 1.1 Changes
 - 1.2 Environment
 - 1.3 Water
- 2 Literature Review
 - 2.1 Coastal Communities (1)
 - Andrews, Bennett et al. 2020 – Oil, fisheries and coastal communities
 - 2.2 Governance (1)
 - Brooks, Ainley 2022 – A Summary of United States
 - 2.3 Climate Change (1)
 - Cowart, Walsh et al. 2012 – Analyzing Estuarine Shoreline Change
 - 2.4 Pollution
- 3 Methods
 - 3.1 New category
 - 3.2 Mixed Methods
 - 3.3 Qualitative
 - 3.4 Grounded Theory
 - 3.5 Case Study
 - 3.6 Arts based
 - 3.7 Quantitative
- 4 Findings
 - 4.1 Change
- 5 Conclusion

This tab shows you the references in the current project. Click the **View** menu to change view options.

Double-click a reference to insert it.

To insert a multiple citation, insert the first citation, then place the cursor in the citation and double-click the second reference to insert it.

<Externals\2010 02 Cooper presentation> - 16 references coded [100.00% Coverage]

References 1-16 - 100.00% Coverage

Number 1: Carteret County Crossroads, 30th Annual meeting, March 4th, 2010. George Cooper is a fisher who lives in Smyrna, NC, and commercially fishes primarily clams, scallops, and crabs. His pictures depict a lot of blue crabs, for which North Carolina is famous.

Number 2: Blue Crab image

Number 3: 2nd Blue Crab image

Number 4: Information about hard crabs processing

- Start with warm weather WT > 50° F
- Best prices for us early and late
- Basket market vs. Picking house
- Grades, #1, #2, #3, Culls
- Male/female separation
- Scale of operation
- Soak time

Number 5: Map of Down East area showing Marshallberg harbor

Number 6: Graph of George's own hard crab catch from 1983 to 2009. Prior to about 1996, the pounds George Cooper landed and therefore the money he made was highly related to the amount of effort he put into fishing. This is shown when the red and black lines follow closely together. However, around 1996, the amount of crabs that George was landing started declining, irrespective of the amount of effort he made. This can be seen from 1997 to 2002. Therefore, because he was putting in so much time and not getting the benefit, he decreased the number of trips he was making to match more closely the amount of crabs he was catching. Now the effort is more closely tied to the pounds landed.

Number 7: Picture of NC clams

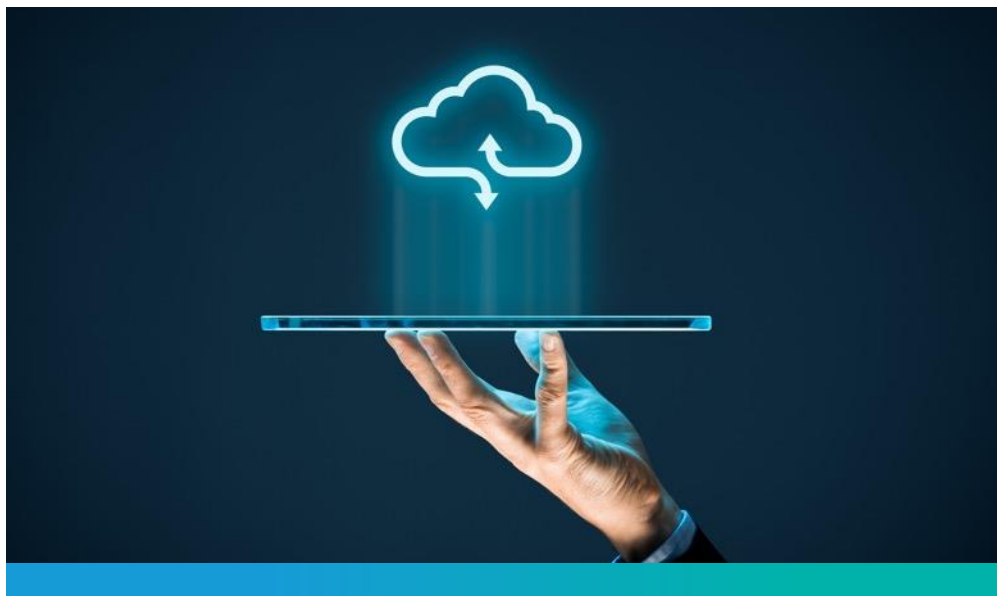
Number 8: Picture of clam leases at low tide

Number 9: Information about soft-shell crabs season and processing. Hard-shell crabs are not a different type of crab from soft-shell at all, but rather different stages in the life of a crab. Because crabs are crustaceans, they have an exoskeleton that they must "molt," or literally bust out of in order to grow. They crack open their exoskeleton from the inside, and then slowly harden a new one that is larger and fits them. Blue crabs might molt between 18 and 23 times in their lives depending on growth, sex, and other factors.

- March/April
- Three methods, trawl, bare, Jimmy

NVivo Add-On Solutions

Collaboration Made Simple



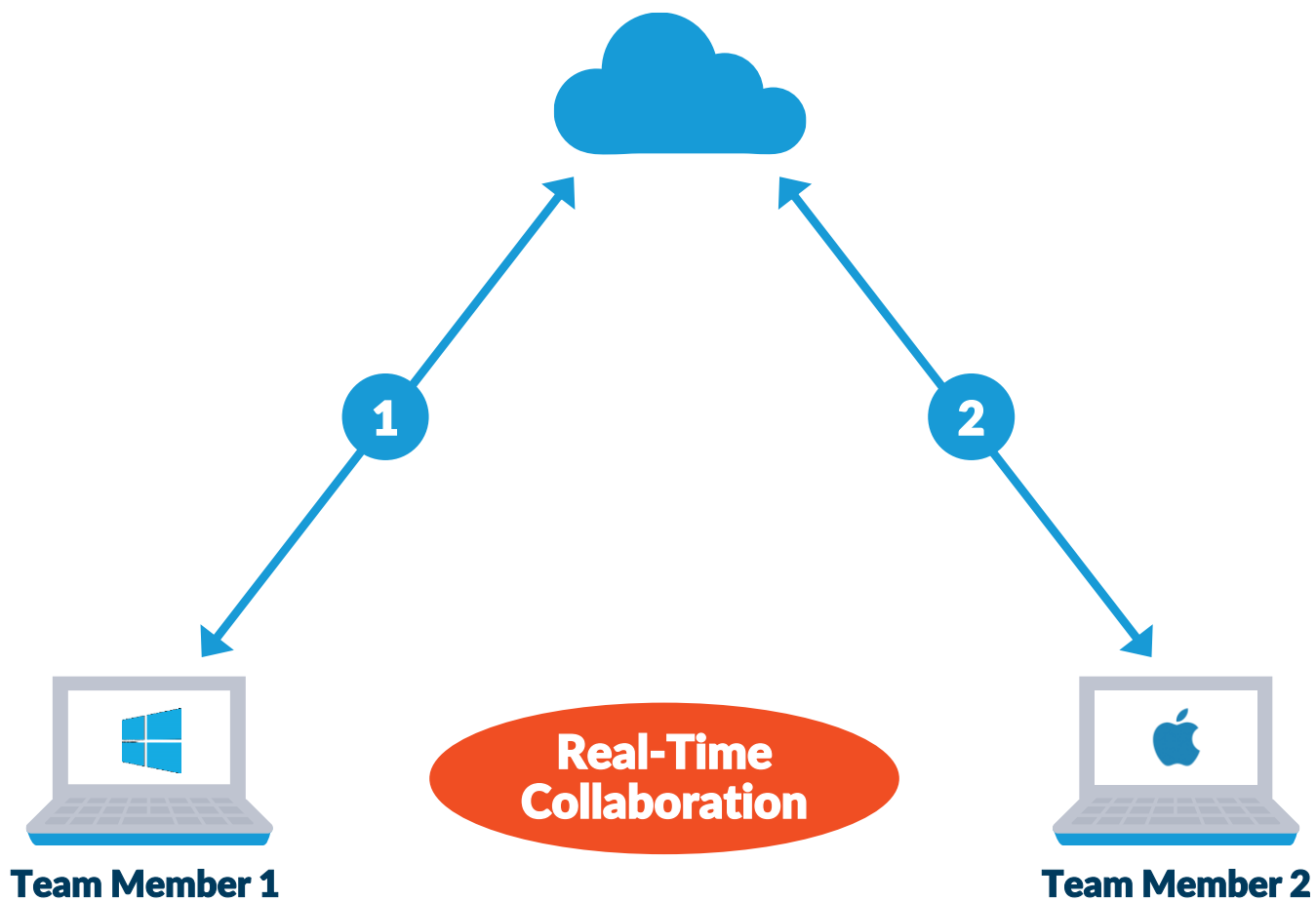
NVivo Collaboration Cloud

- Real-time collaboration with anyone, anywhere
- Share projects across your team regardless of operating system
- Online/Offline functionality
- Seamless inter-rater reliability to compare coding between team members



NVivo Collaboration Server

- Quick, secure access to large volumes of data
- Ideal for large teams working in a central location
- On-premise installation within your organization's IT environment



New NVivo Collaboration Cloud!



101 1001 10101101



NVivo Solutions and Resources

101101

Lumivero Solutions Supports The Entire Research Process

The Research Process



**Streamlined With NVivo 14,
NVivo Collaboration Cloud and Citavi**

FREE FOR 14 DAYS

lumivero.com/resources/free-trial



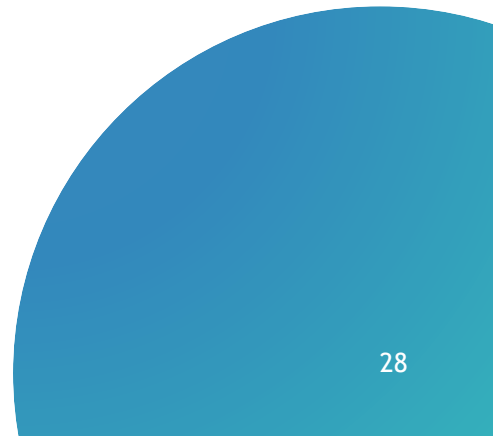
NVivo Resources

Free Resources

- [Product Tour](#)
- [eGuide](#)
- [Webinars and Events](#)
- [Lumivero Community – NVivo Resources](#)

NVivo Academy

- [NVivo Core Skills Course](#)
- [NVivo Focused Learning Course: Coding](#)
- [NVivo Expert Certification Course](#)
- [Training and Consultancy](#)



Thought Leadership Webinars

WEBINAR

How to design a web survey: Evidence-based do's and don'ts




DR. JESSICA DAIKELER
Postdoctoral Researcher
GESIS Leibniz Institute for the Social Sciences

MARCH 6
10 A.M EST

[Register Here](#)

WEBINAR

NVivo Databases And Beyond in the Humanities



DR. KATHRYN DESPLANQUE
Assistant Professor,
UNC Chapel Hill

March 12
12 P.M. EDT

[Register Here](#)



NVivo User Groups

USER GROUP

Managing a Team Using NVivo



NOELLE WYMAN ROTH
NVivo Certified Trainer

March 19 2024
1:00 PM (EDT)

[Register Here](#)

USER GROUP

Thematic Analysis using NVivo



BEN MEEHAN, PhD
CEO, QDATRAINING Ltd
NVivo Certified Trainer

March 28, 2024
12 p.m (EDT)

[Register Here](#)





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Raffle - 12 Month License

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