



NEW RELEASE NOW AVAILABLE

## THE MOST TRUSTED QDA SOFTWARE IS EVEN BETTER WITH AI

The latest version of NVivo, the most trusted qualitative data analysis software, is designed to revolutionize research with advanced Lumivero AI features and enhanced tools. NVivo 15 streamlines workflows, enabling researchers to organize, explore, and visualize data with ease, ensuring accurate and insightful results faster than ever before.

### What's new in NVivo 15

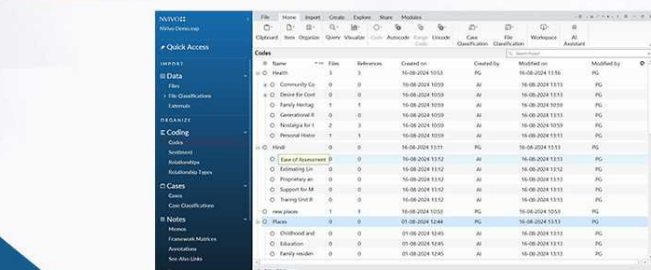
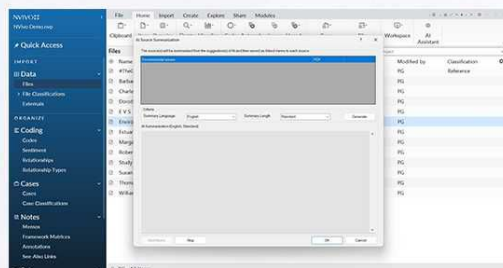
#### Unpack Jargon or Technical Language:

Leverage AI text summarization to explain unfamiliar terms or local idioms, saving you time from searching for answers. Quickly select the text and have NVivo 15 summarize the selection which is then added to the document as an annotation.

#### Fine tune your coding:

Use NVivo's AI to refine your codes with suggested sub-codes. The Lumivero AI Assistant provides evidence for each suggestion, giving you full control over what to accept. NVivo offers the flexibility to explore your data dynamically and intuitively.

All your data stays your data when using NVivo 15's Lumivero AI Assistant. Once the AI completes its task, the information is sent to your NVivo project and deleted from the local servers.



#### Dive into Reflective Thinking:

NVivo's AI document summarization streamlines memoing by allowing you to quickly summarize any document in seconds. The summaries are added as memos linked to the documents, enabling immediate insights and providing a foundation for further reflection or developing a coding framework.

### Three ways to use autocoding in NVivo:

1. Identify themes in your data
2. Analyze sentiments
3. Leverage your coding decisions with user-driven machine learning

Harness the power of **autocoding** and **jumpstart** your qualitative data analysis with NVivo AI.

#### Automated coding with AI

Rapid, Preliminary Thematic Analysis AI-powered autocoding for themes quickly identifies and tags recurring noun phrases and groups them in broad topic areas.

#### Quick Sentiment Categorization

Easily sort text into predefined emotional categories – providing instant sentiment analysis.

#### User-Driven Machine Learning

Automated text analysis increases efficiency by leveraging your initial manual coding patterns using AI.

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## Harness the Power of Lumivero AI Assistant in NVivo for Qualitative Analysis

- Automatic Text Summarization.
- Leverage AI technology to explain unfamiliar terms or local idioms, saving you time from searching for answers.
- Quickly select the text and have NVivo summarize the selection which is then added to the document as an annotation.
- Document Summarization.
- Seamlessly select any type of document or document (s) within NVivo and summarize each of them in seconds allowing you to get a sense of each document immediately.
- Flexible Coding Suggestions
- Easily tag, organize, and re-organize your data to bring structure to the unstructured. Plus, dig deeper into codes you already created by using
- AI to suggest finer child codes.

## Revolutionizing Qualitative Data Analysis with AI

The standout feature of NVivo 15 is its groundbreaking Lumivero AI Assistant. This powerful tool is designed to enhance data analysis efficiency and accuracy, giving researchers more time to focus on data analysis for their research project.

## Differences Analysed And Patterns Revealed

NVivo provides deeper insights by giving a voice to every data point, allowing detailed comparisons across respondents, organizations, or any unit of analysis. With features like cases, classifications, crosstabs, and advanced text analysis tools, NVivo uncovers hidden patterns and unexpected similarities, offering profound clarity.

## Prioritizing Data Privacy and Security

NVivo 15, like all Lumivero solutions, prioritizes data privacy and security. The Lumivero AI Assistant securely processes your data, then deletes it from local servers, ensuring your information remains confidential and protected within your NVivo project.

## QDA Tools for Enhanced Cross-Platform Compatibility

NVivo 15 excels in cross-platform compatibility, enabling seamless project syncing between Mac and Windows without file conversion. Users can easily work on projects across both platforms, and Mac teams can leverage NVivo Collaboration Cloud for enhanced flexibility and productivity in qualitative data analysis.

## LEADING USERS OF NVIVO



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