



sterling transcription

On-line, on-time and on-call transcription

Web: www.sterlingtranscription.co.uk

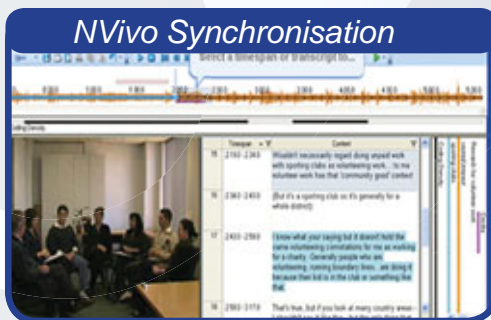
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Sterling Transcription and NVivo Qualitative Analysis

Q What are **NVivo** and **ATLAS.ti**?

NVivo and ATLAS.ti are a **qualitative research analysis** program used by thousands of researchers worldwide. Recently QSR released **NVivo 8**, which has the ability to analyse not only **audio and text sources**, but also **visual sources** like videos. NVivo classifies, codes, sorts and arranges a variety of qualitative research formats to free your time for the analysis.



Q How does Sterling Transcription work with **NVivo**?

Sterling Transcription is a **fully-licensed user** of NVivo, and are now able to provide **fully-NVivo compatible transcripts** of any audio or audio-visual source that you need to analyse. This means that once we have sent you the transcript, you can simply import it straight into NVivo, saving you time you would have otherwise spent on typing or formatting. With NVivo, you are able to hear your recording or watch your video with the transcript scrolling in time.

Q I didn't buy my copy of **NVivo** from Sterling Transcription. Does Sterling Transcription work with **earlier** versions of NVivo?

Yes. For earlier versions of NVivo, Sterling ensures a standard transcript compatibility for no extra charge.

Q What **services** does Sterling Transcription provide with **NVivo 8 and NVivo 9**?

We provide standard transcript compatibility as well as an optional synchronisation service. Please notify us at the start of your project which service you would prefer. We are also able to facilitate NVivo 8 and NVivo 9 software purchase. Please don't hesitate to contact us should you require more information about this.

1. **NVivo Compatibility**

- ▶ Compatible .txt transcripts that can be quickly **imported** into NVivo for analysis.
- ▶ This is a standard service provided at no extra cost.

2. **NVivo Synchronisation**

- ▶ Fully compatible transcripts that synchronise to your audio. Commonly requested for large projects or where efficiency of analysis is paramount.
- ▶ Clicking on a section of the transcript will take you to the relevant audio allowing you to easily find and listen to passages of interest. Play an audio file and watch the transcript scroll in sync.
- ▶ For synchronisation compatibility a 25% surcharge applies.