

World First Japanese Qualitative Research Software

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Partnership to deliver world's first Japanese qualitative research software

Australian research software developer QSR International has partnered with Japanese firm Hulinks to deliver the world's first qualitative research software programs in Japanese

QSR International CEO John Owen said the company's NVivo 7 and XSight software would be translated into Japanese later this year, making them the first programs of their kind to be localized for an Asian market. Under the exclusive deal, Tokyo based Hulinks will also provide training and front line technical support to QSR's Japanese customers.

"Japan has more than 700 universities and a commercial market research industry worth more than US\$1.1 billion (approximately JPY ¥130.2 billion) a year", he said.

"Our partnership with Hulinks will support this growing industry and expose it to emerging technologies in qualitative data analysis. While these software products have always been able to work with data in virtually all languages, for the first time Japanese researchers will be able to analyze their information using a customizable Japanese interface. For those using our software to manage global projects, it means they can work in their own language but use the same methodology and process as their overseas colleagues. Researchers will also be able to open each other's projects regardless of whether they're working in English or Japanese versions of our software.

"The move has the potential to significantly impact the way qualitative research is managed in a range of Japanese industries, from education and health, to market research and tourism."

Mr Owen said more than 350,000 people in 90 countries use QSR software, including the Policy Studies Institute and Ipsos MORI in the UK; Harvard University and Children's Hospital Boston in the US; and Crosby Textor and Victoria's Department of Primary Industries in Australia. The programs are designed to help researchers and other people working with textual data to compile, compare and make sense of their information quickly and easily. The software doesn't do the thinking for researchers, but helps them to organize their data and thoughts, while expediting the analysis process.

Hulinks CEO Haruo Takizawa said the timing of the Japanese release couldn't be better.

"The need for qualitative research is increasing now in Japan because of a dramatic change in the social environment," he said.

"It is our commitment to introduce the best products to facilitate research and intellectual creativity in all facets of society. This is a great opportunity for us to become a QSR partner and to introduce what we believe are the best qualitative data analysis software products into the Japanese market."

Mr Owen said QSR hoped to replicate the Hulinks model in other areas of the Asia Pacific region.

"This is an exciting venture for QSR International and one that has broad ranging implications for the global research industry," he said.

The Japanese versions of XSight and NVivo 7, along with Japanese training material, marketing collateral, and a technical support service will be available in Japan later this year.

About NVivo 7

NVivo 7 is designed to handle very rich text based information, where deep levels of analysis on both small and large volumes of data are required. It removes many of the manual tasks associated with analysis, like classifying, sorting and arranging information, so more time can be dedicated to explore trends, build and test theories and ultimately arrive at answers to questions. From policy formulation and education evaluation to mixed methods studies - NVivo 7 supports a wide range of research areas and is used by researchers, forensic scientists, psychologists, tourism managers, sociologists, consultants and academics worldwide.

About XSight

XSight provides a sophisticated workspace that enables users to work through their information and get to their analysis

faster. It has a suite of tools that allow researchers to track themes, test theories and map their thoughts easily. XSight is ideal for testing an advertising campaign, researching new packaging or community consultation projects. You don't have to be a market researcher to use it either. Because every organization deals in information, XSight can add value in almost every setting.

About QSR International

QSR International is based in Melbourne, Australia, with offices in North America and Europe. Its flagship products – XSight and NVivo 7 – 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 350,000 users in 90 countries, 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 the company's NVivo 7 software was used as a reference project at the Microsoft TechEd 2006 conference in the United States. Information: <http://www.qsrinternational.com/>

About Hulinks

Hulinks is based in Tokyo, Japan. Established in 1986, Hulinks provides a range of specialist software and superior technical support to the Japanese market. Information: <http://www.hulinks.co.jp/>