

MELBOURNE, Australia, Sept. 16, 2013 /PRNewswire/ -- SurveyMonkey and QSR International have today announced a partnership to combine two of the world's favorite research tools, SurveyMonkey and NVivo, making it easy for people to collect, organize, understand and report on open-ended survey responses.

For people conducting qualitative research, whether they are marketers trying to understand consumer trends or academics investigating the effects of social phenomena, this partnership makes it easier to take control of unstructured survey data and get to valuable research outcomes faster.

QSR International CEO John Owen said, "Those working with open-ended SurveyMonkey survey responses can now use an easy to use import function to bring data into NVivo for in-depth analysis; putting NVivo's powerful search, query and visualization tools to work to uncover subtle connections, justify findings, and make sense of detailed answers."

SurveyMonkey CEO Dave Goldberg said, "The ability to easily conduct robust analysis on the rich, unstructured data from open-ended SurveyMonkey survey responses will be a huge benefit to our users. We're very pleased to be able to provide this functionality via NVivo, such a powerful and popular qualitative data analysis tool."

"Both SurveyMonkey and NVivo are great tools to help people make informed, evidence based conclusions and by working together our software makes it possible for people to make better decisions faster," said Owen.

The technology behind the partnership is SurveyMonkey's new Data APIs, a new batch of API methods made available to developers and strategic partners like QSR International.

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Written by Australian Business

The new functionality for SurveyMonkey and NVivo is available now as a standard feature in the latest versions of both software tools.

People who are interested to learn more about how the research tools work together should visit www.surveymonkeyandnvivo.com.

About QSR International:

QSR International develops research management software, NVivo, that helps people discover new insights and make better decisions. Over 1.5 million people around the world access NVivo to organize and analyze unstructured data. www.qsrinternational.com

About SurveyMonkey

SurveyMonkey is the world's largest survey company, helping customers collect more than 2 million online survey responses every day. SurveyMonkey revolutionizes the way people give and take feedback, making it accessible, easy and affordable for everyone. Customers include 99 percent of the Fortune 500, academic institutions, small businesses, HR departments and neighborhood soccer leagues everywhere. www.surveymonkey.com

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