

Illuminate

by Lumivero

October 6, 2026 | Virtual Event



Scopus[®]

Most Cited
2010-2025





**Creating human-centered
solutions with mixed-
methods user research**



Creating **global access** to knowledge that saves lives and improves wellbeing





**Advancing food policy and
nutrition research for
American children**

The evolution of QDA

- **1970s** Carbon paper



- **1990s** Post-Its & early QDA adoption



- **2010s** AI/ML, sentiment analysis, and automatic transcription



- **1980s** Photocopying



- **2000s** QDA Software

NVIVO

The mounting pressure for researchers

ONLY

45%

say they have enough time to do their research

68%

say the pressure to publish is higher than it was 2-3 years ago



AI rigor you can publish



Researchers
remain **in control**



AI-assistance is
tracked and
defensible



Data and human
stories stay
protected



Agentic AI, grounded in research methodology, powered by AURA

The screenshot displays the NVivo AI Cloud interface. On the left is a sidebar with navigation options: Projects, Dashboard, Map, Analytics, Excerpts, and a BUILDING BLOCKS section containing Codebook (23), Concepts Item (6), Sources (7), Memos (2), Cases (6), and Audit Trail (55). The main content area is titled "Hello, Priya" and includes a greeting "Here's an overview of your project". A top right bar contains "Share", "AURA", and "CN" buttons. Below the greeting, a box prompts the user with "Not sure what to focus on next?" and "Aura can help you explore your goals, understand your progress, and find your next best move.", with an "Ask AURA" button. To the right of this box are two summary cards: "Sources" with a value of 6 (+2 this week) and "Codes" with a value of 10 (+1 this week). The central part of the interface features a "Code co-occurrence" network diagram with colored nodes and connecting lines. At the bottom, there are two panels: "Coding by source" showing a list of sources (Interview_Amara_2015, Interview_Ezra_London_2023, Interview_Gilles_Kofi_2021) with corresponding colored bars and counts (5, 6, 5), and "Top 5 Codes" showing a list of codes (Future Aspirations for British Jazz Infrastructure and Audience Development, Impact of Societal and Cultural Changes on Jazz Popularity, Role of Community and Identity in British Jazz) with horizontal bar charts and counts (7, 7, 6).

Projects

Share AURA CN

"Getting Through": Cop...
Initial Topics

Dashboard

Map

Analytics

Excerpts

BUILDING BLOCKS

Codebook 23

Concepts Item 6

Sources 7

Memos 2

Cases 6

Audit Trail 55

Hello, Priya

Here's an overview of your project

Sources 6 +2 this week

Codes 10 +1 this week

Not sure what to focus on next?

Aura can help you explore your goals, understand your progress, and find your next best move.

Ask AURA

Code co-occurrence

View map

Coding by source

View sources

Interview_Amara_2015 5

Interview_Ezra_London_2023 6

Interview_Gilles_Kofi_2021 5

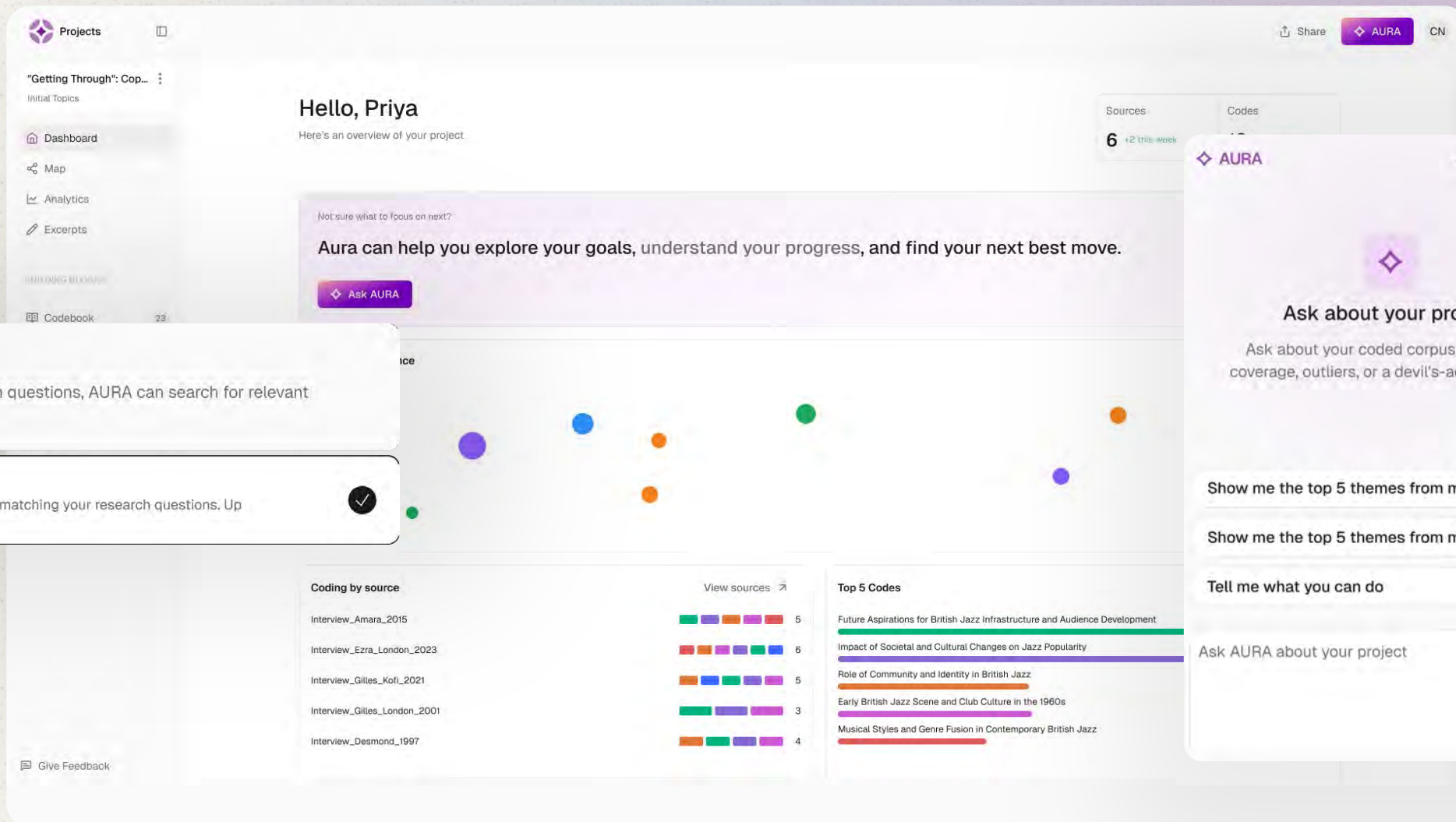
Top 5 Codes

View codebook

Future Aspirations for British Jazz Infrastructure and Audience Development 7

Impact of Societal and Cultural Changes on Jazz Popularity 7

Role of Community and Identity in British Jazz 6



Projects

"Getting Through": Cop...

Initial Topics

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Map

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Codebook

23

Share AURA CN

Hello, Priya

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Ask AURA

Sources

6 +2 this week

Codes

AURA

Ask about your project

Ask about your coded corpus — themes, coverage, outliers, or a devil's-advocate read.

Show me the top 5 themes from my project

Show me the top 5 themes from my project

Tell me what you can do

Ask AURA about your project

AURA Insight

Based on your research questions, AURA can search for relevant academic papers.

Find literature

AURA searches for papers matching your research questions. Up to 30 results.

Coding by source

Source	View sources	Count
Interview_Amara_2015		5
Interview_Ezra_London_2023		6
Interview_Gilles_Kofi_2021		5
Interview_Gilles_London_2001		3
Interview_Desmond_1997		4

Top 5 Codes

- Future Aspirations for British Jazz Infrastructure and Audience Development
- Impact of Societal and Cultural Changes on Jazz Popularity
- Role of Community and Identity in British Jazz
- Early British Jazz Scene and Club Culture in the 1960s
- Musical Styles and Genre Fusion in Contemporary British Jazz

Give Feedback

TOPIC

QUESTIONS

METHOD

TEAM

LITERATURE

What is your research about?

Give your project a title and a description. That is enough to get in. Questions and methodology can be settled inside the project, whenever you are ready.

AURA Recommends Questions

How do funding, education, and infrastructure shape the sustainability of jazz as a living tradition in Britain?

+ Add

What recurring topics appear across documents about the historical development, cultural influences, and community roles of British jazz?

+ Add

How do musicians, educators, venue owners, broadcasters, promoters, and audience members describe the current state and future of jazz in the UK?

+ Add

...offers to a musical and cultural tradition spanning more than six decades, rooted in urban centres including London, Birmingham, Manchester, and regional scenes, community organisations, and education.

Aim for 100–300 words (500 max)



Racial Dynamics in the British Jazz Scene: Inclusion and Identity



British Journal of Sociology · 2021 · Okafor, C. · Patel, S.

A sociological analysis of racial representation in UK jazz venues, arguing structural barriers persist despite surface-level diversity initiatives.

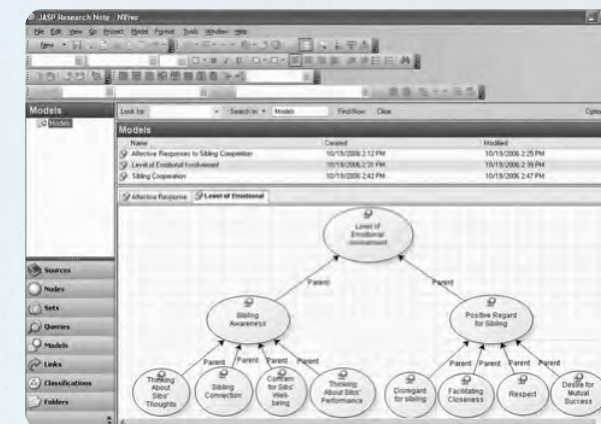
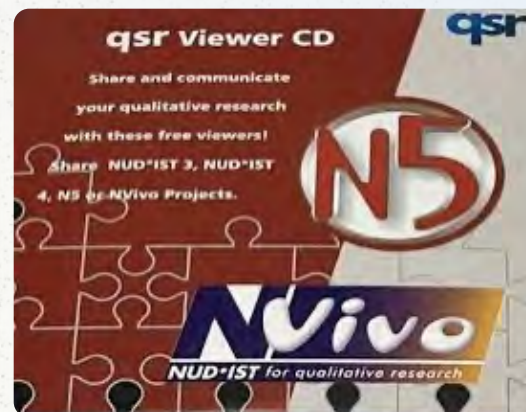
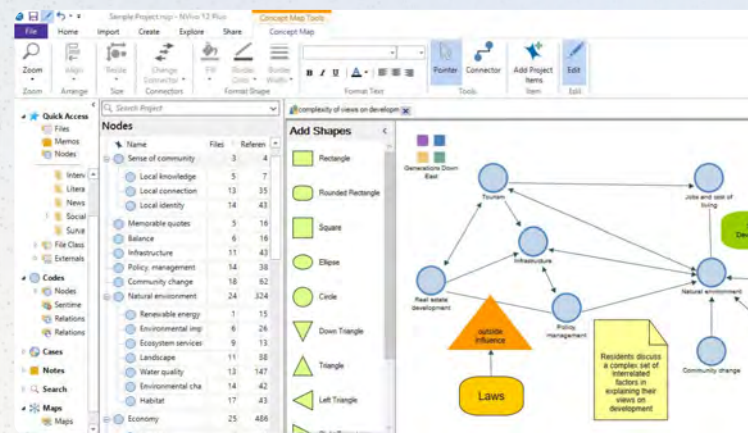
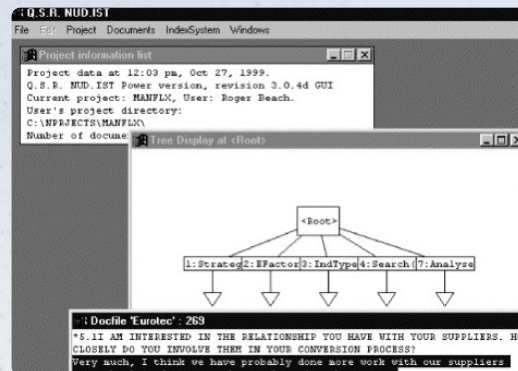
 76% fit

AURA Insight

AURA uses your description to personalize code suggestions and identify relevant themes before

The early days of NVivo

- ✓ Structured, hierarchical coding
- ✓ Multimedia in research workflows
- ✓ Support for teams within research





Agentic AI, grounded in research methodology,
powered by  AURA .

A screenshot of the NVivo AI Cloud web application interface. The interface is divided into a left sidebar, a top header, and a main content area. The sidebar contains a "Projects" section with a purple icon, a "Dashboard" section with a house icon, and a "BUILDING BLOCKS" section with various icons and counts. The top header includes a "Share" button, an "AURA" button with a purple icon, and a "CN" button. The main content area displays a greeting "Hello, Priya" and a summary of project data. A prominent purple box with white text encourages the user to use AURA to explore goals and progress. Below this, a "Code co-occurrence" section shows a network diagram with colored nodes and connecting lines. The network diagram consists of several nodes of different colors (orange, purple, blue, green) connected by lines, representing relationships between different codes or concepts. A "View map" link is located in the top right corner of the network diagram section.

Projects

Initial Topics

Dashboard

Map

Analytics

Excerpts

BUILDING BLOCKS

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AURA

CN

Not sure what to focus on next?

Aura can help you explore your goals, understand your progress, and find your next best move.

Ask AURA

Code co-occurrence

View map



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Project Pipeline



Sources



Cases & variables



Codebook



Dashboard



Audit trail

 Project Pipeline

 Sources

 Cases & variables

 Codebook

 Dashboard

 Audit trail

TOPIC

QUESTIONS

METHOD

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LITERATURE

What is your research about?

Give your project a title and a description. That is enough to get in. Questions and methodology can be settled inside the project, whenever you are ready.

Title

Jazz in the UK

Description

AURA Insight

Based on your research questions, AURA can search for relevant academic papers.

Find literature

AURA searches for papers matching your research questions. Up to 30 results.



than six decades, rooted in
out extending through
across the country. The m...

ify relevant themes before



Project Pipeline



Sources



Cases & variables



Codebook



Dashboard



Audit trail



Share AURA CN

Pipeline Import Summarize

Choose your file type

Pick one to start. You can come back and upload the other type later.

Data

The evidence you gathered – interview transcripts & recordings.

☒

Research Library

Supporting context – papers & articles. Upload your own or pull in literature found for you.

☐

Cancel Continue

Import Sources

Add the data you will analyse and the publish which; you can change it on any row.

Data

The information you analyze to answer your research questions.

Interview_giles_2021.docx

Focus_Group_Manchester.mp4

Interview_Amara_wk3.mp4

Video · 24:18 · 12.5MB

Needs review

Literature

Existing research and publications that inform and support your study

Racial Dynamics in the British Jazz Scene: Inclusion and Identity

British Journal of Sociology · 2021 · Okafor, C. · Patel, S.

Found

✓ Uploaded

Literature

Racial Dynamics in the British Jazz Scene: Inclusion and Identity

British Journal of Sociology · 2021 · Okafor, C. · Patel, S.

Found

✓ Uploaded

Literature

Racial Dynamics in the British Jazz Scene: Inclusion and Identity

British Journal of Sociology · 2021 · Okafor, C. · Patel, S.

Found

✓ Uploaded

Literature

1 of 2 video transcripts need review before you can continue

Continue → AURA Reads



Project Pipeline



Sources



Cases & variables



Codebook



Dashboard



Audit trail



Projects

Pipeline ☒ Import ☒ Summarize ☐ Organise ☐ Initial Topics ☐ Code

Organise

Assign cases to documents and set up variables. You can skip this step and return later.

+ One case per document

Ideal when you want to assign the value of a variable to a whole document.

Apply variables automatically

[Analyse with AURA](#)

Best when you want to attach variable values for individual speakers in focus groups, interviews, or transcripts of meetings.

3 speakers are moderators

AURA gives interviewers and moderators a "Speaker Role" and no other variable values, so the rest of their row is meant to look empty. They're left out of variable analysis and of the case counts in Analytics, and AURA doesn't draw excerpts from their turns. To treat one as a research participant instead, change their Speaker Role.

CASE AND VARIABLES 6 cases · 9 variables ↗

+ Add case

+ Add variable

Apply variables automatically

[Analyse with AURA](#)

Best when you want to attach variable values for individual speakers in focus groups, interviews, or transcripts of meetings.

Tammy R

Interview_05_Tammy_R_Ceday_Gap_County

Community Health Worker

Bellamy Community Health Center

Bellamy County

[← Back to Import](#)

[Continue → AURA Reads](#)

AURA Reads

Reading each document individually.

🔄 Reading 0 of 1...

interview_gilles_kofi_2021.docx



⏏ Skip step

⏹ Stop Pipeline

CN



Project Pipeline



Sources



Cases & variables



Codebook



Dashboard



Audit trail

 Projects

Jazz in the UK

Initial Topics

Dashboard

Map

Analytics

Excerpts

BUILDING BLOCKS

Codebook

23

Concepts

1

Sources

7

Memos

2

Cases

18

Audit Trail

55

Share

AURA

CN

Codebook

Organize and refine the codes you apply to your data.

Export

Create new code

Search codes

Caribbean migration

4 excerpts

The material on West Indian migration to Britain bringing cultural traditions and shaping wider British society through food, style, and intellectual life.

Challenges Related to Funding and Venue Sustainability

6 excerpts

Concerns about financial difficulties for jazz clubs and the need for long-term funding solutions to

interview_gilles_kofi_2021

8 excerpts

perspectives of Black

Flamingo Club as

20 excerpts

h jazz identity.

horror's Warriors and

8 excerpts

nt

opportunities

4 excerpts

including arena shows, and improving access for emerging musicians nationwide,

Impact of Societal and Cultural Changes on Jazz Popularity

16 excerpts

Explores how broader cultural shifts such as the rise of rock and roll and socio-economic factors influenced jazz's audience size, club viability, and stylistic transformations over time.

Jazz Fusion, Rare Groove, and Acid Jazz Movements

2 excerpts

Discusses the later 20th century jazz-related movements that revitalized interest by blending jazz with other genres and connecting it with contemporary youth and club cultures.

Musical Styles and Genre Fusion in Contemporary British Jazz

5 excerpts

People also explore...

Coding documents...

Finding excerpts in your corpus to code to the topics.

0 of 1 documents coded

interview_gilles_kofi_2021

Section 0 of 2



Project Pipeline



Sources



Cases & variables



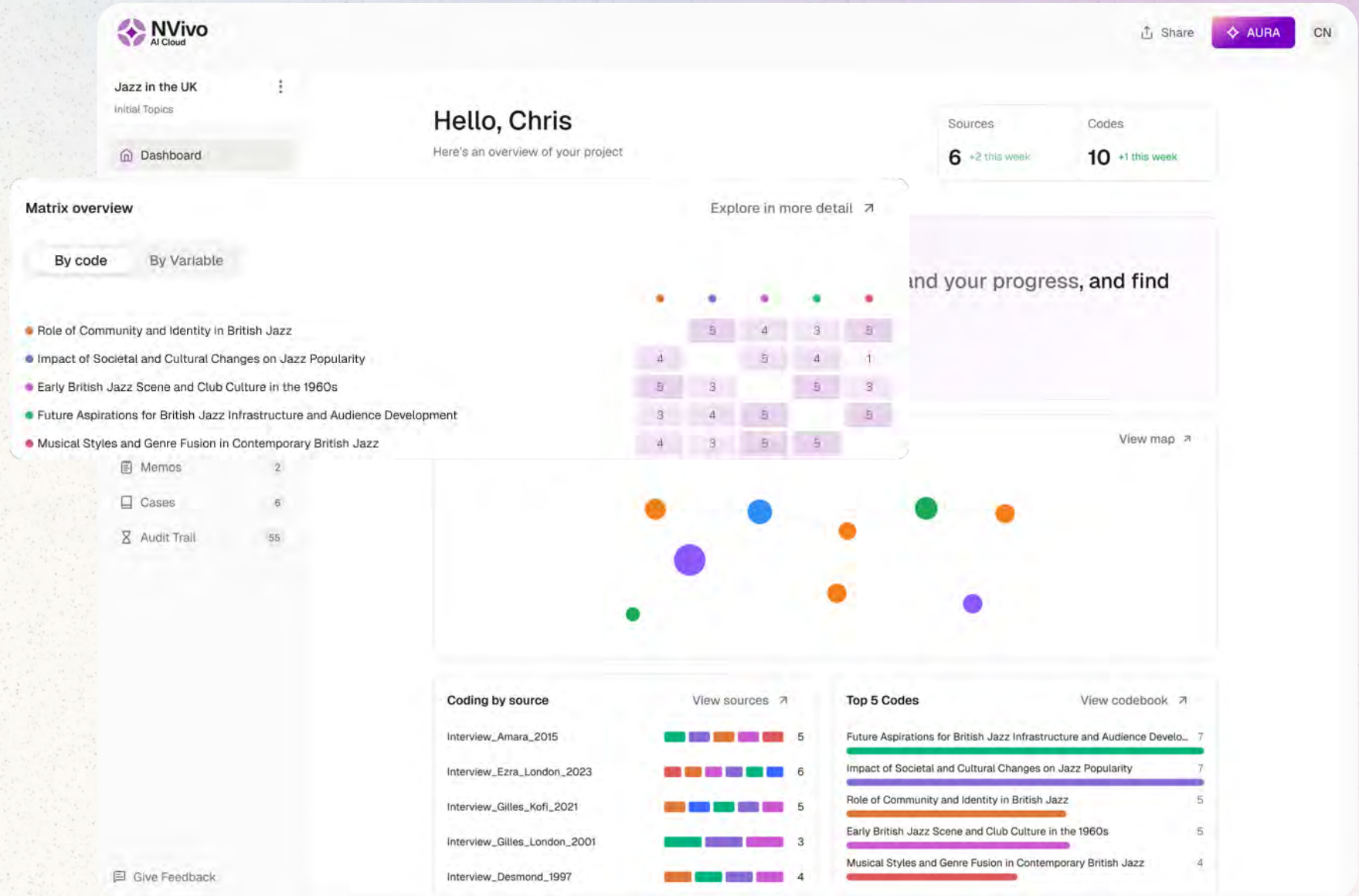
Codebook



Dashboard



Audit trail





Project Pipeline



Sources



Cases & variables



Codebook



Dashboard



Audit Trail



Projects



Jazz in the UK

Initial Topics



Dashboard

Map

Analytics

Excerpts

BUILDING BLOCKS

Codebook 23

Concepts 1

Sources 7

Memos 2

Cases 18

Audit Trail 55

Share

AURA

CN

Audit Trail (121)



17 Sept

1

AURA Analysed



Summary: interview_gilles_kofi_2021 (2)

2d ago

Sam Cahalin Opened
Code Co-occurrence Analysis
20h ago

Sam Cahalin Opened
Code Co-occurrence Analysis
22h ago

Sam Cahalin Added
Migration in the 60s
1d ago



15 Sept

2

gpt-5.4-mini Proposed
Summary: interview_gilles_kofi_2021 (2)
2d ago

gpt-5.4-mini Analysed
interview_gilles_kofi_2021
2d ago

AURA wants to work in “Outlier detection” for the turns that follow, to look for cases that do not fit the main pattern and surface exceptions for you to examine

✕ Reject

✓ Approve



Ask about your project

Ask about your coded corpus — themes, coverage, outliers, or a devil's-advocate read.

Elevate concepts from my codes

Play devil's advocate

Find outliers

Review my codebook for gaps and

Ask AURA about your project

AURA Recommends Questions



How do funding, education, and infrastructure shape the sustainability of jazz as a living tradition in Britain?

Added

What recurring topics appear across documents about the historical development, cultural influences, and community roles of British jazz?

+ Add

How do musicians, educators, venue owners, broadcasters, promoters, and audience members describe the current state and future of jazz in the UK?

+ Add

Three core researchers



Priya
Doctoral
Candidate



Jordan
Public Health
Program Evaluator



Dr. Whitfield
Tenured PI &
Team Lead

Three core researchers



Priya
Doctoral
Candidate



Jordan
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The future of research.

powered by



AURA



**Qualitative
data analysis
& coding**

from NVivo AI Cloud



**Survey
creation &
collection**
from SurveyToGo



**Statistical
analysis &
mixed methods**
from XLSTAT



**Third-party
references &
citations**
from Citavi

How to **get started** with NVivo AI Cloud

For individuals

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MyLumivero or **email**

New customers

Purchase at **shop.lumivero.com**

For teams & organizations

AVAILABLE EARLY 2027

Existing & new customers

Join the waitlist at **lumivero.com** to be
notified once access is available

Advancing Qualitative Research with AI:

From Possibility to Dependability

Philip Adu, PhD
Illuminate 2026



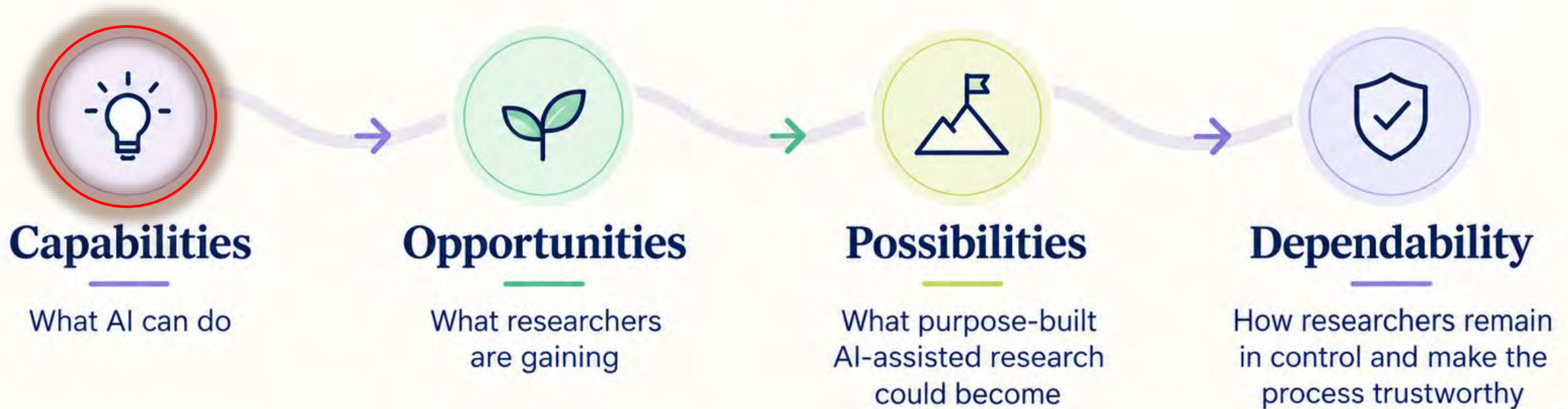
PEOPLE | METHODS | POSSIBILITIES



EXPLORE | APPLY | ADVANCE

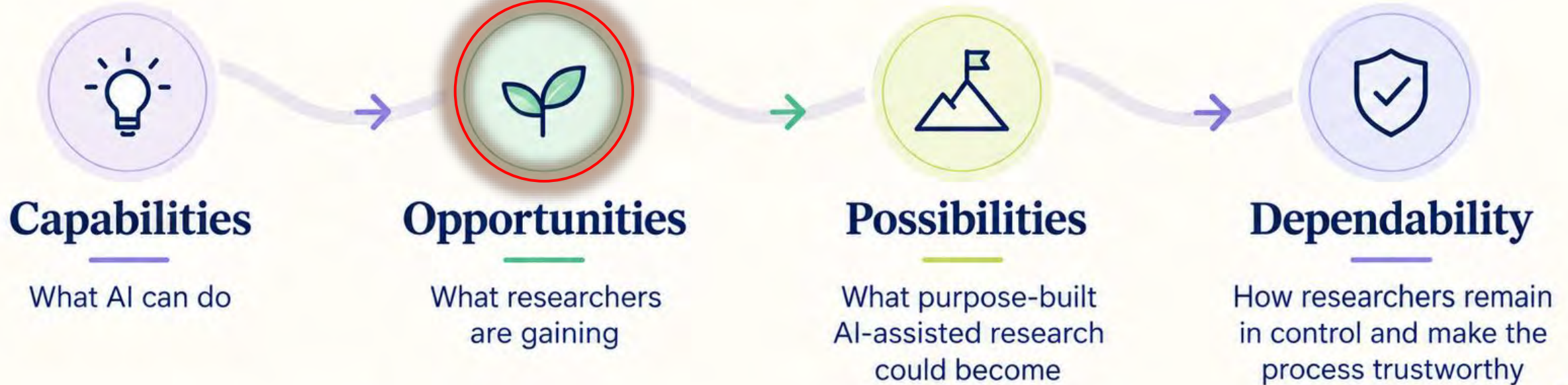
Today's Journey

We will move through four ideas:



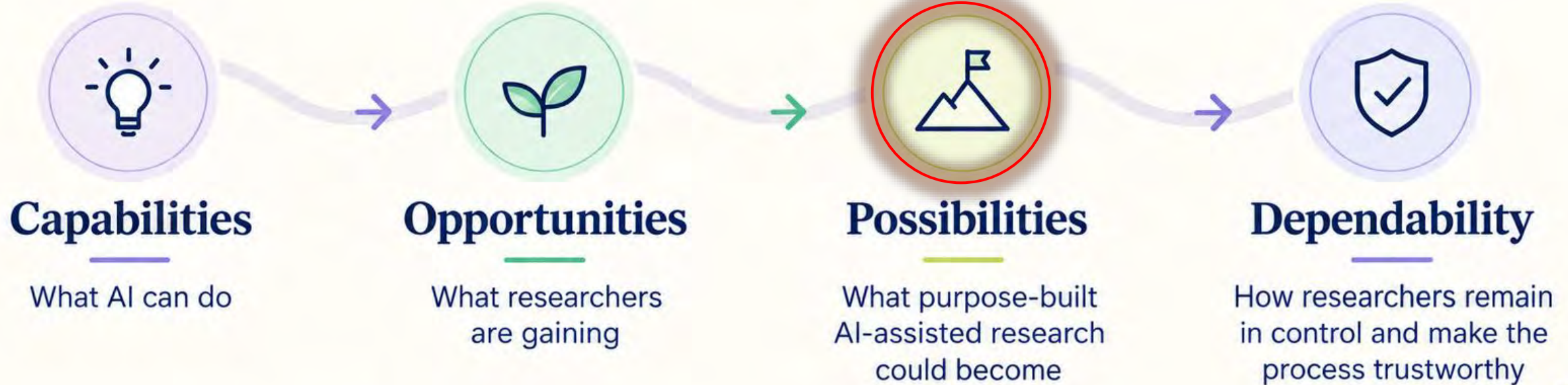
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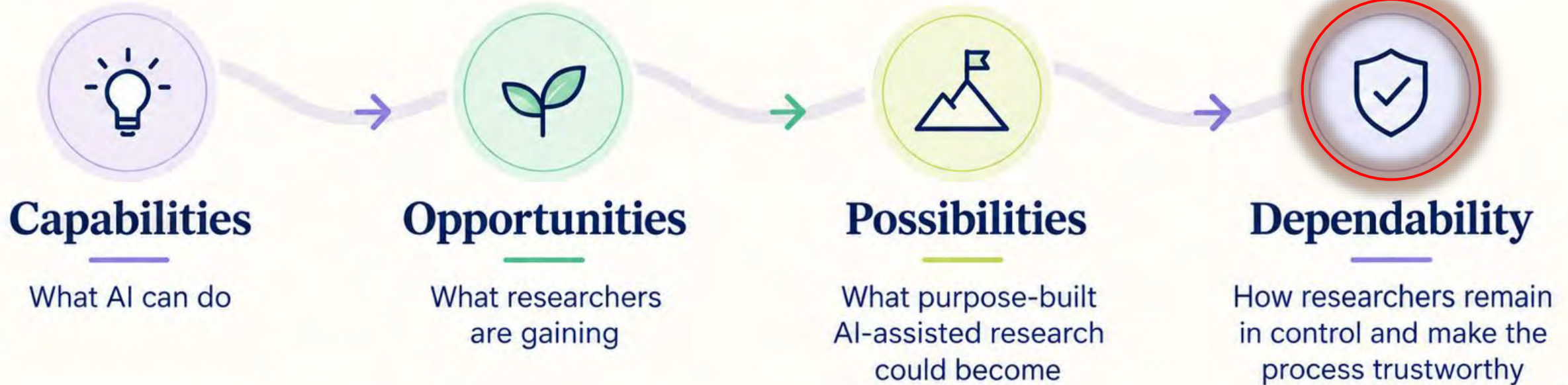
Today's Journey

We will move through four ideas:



Today's Journey

We will move through four ideas:





Capabilities

What AI can do.

What AI can do for qualitative researchers



Data
preparation



Coding
support



Summarization
and synthesis



Scale and
pattern detection

AI can support analytic exploration without replacing the researcher's interpretation.

AI is expanding the range and scale of what qualitative researchers can do.



Opportunities

What researchers are gaining.



WHO TOOK PART

Doctoral and academic researchers made up two-thirds of the 115 respondents

≈ **2/3** of all respondents



115 total respondents



43

Doctoral
researchers & PhD
students



35

Academic
researchers



37

Other
respondents

Just over half of respondents already use AI; a quarter have yet to start



57%

Current AI users
65 respondents



19%

AI experimenters
22 respondents



24%

AI non-users
28 respondents

The Opportunity with AI

68%



Saving time

56%



Surfacing patterns
and questions

55%



Handling larger or
more varied datasets

AI can help researchers do more, see more, and manage more.

AI as a writing and thinking partner



“

“AI helps me a lot to do brainstorming, discussion and providing consideration. I also use AI to help me to define my thoughts clearer in English, since my first language is not English...”

(Academic researcher)

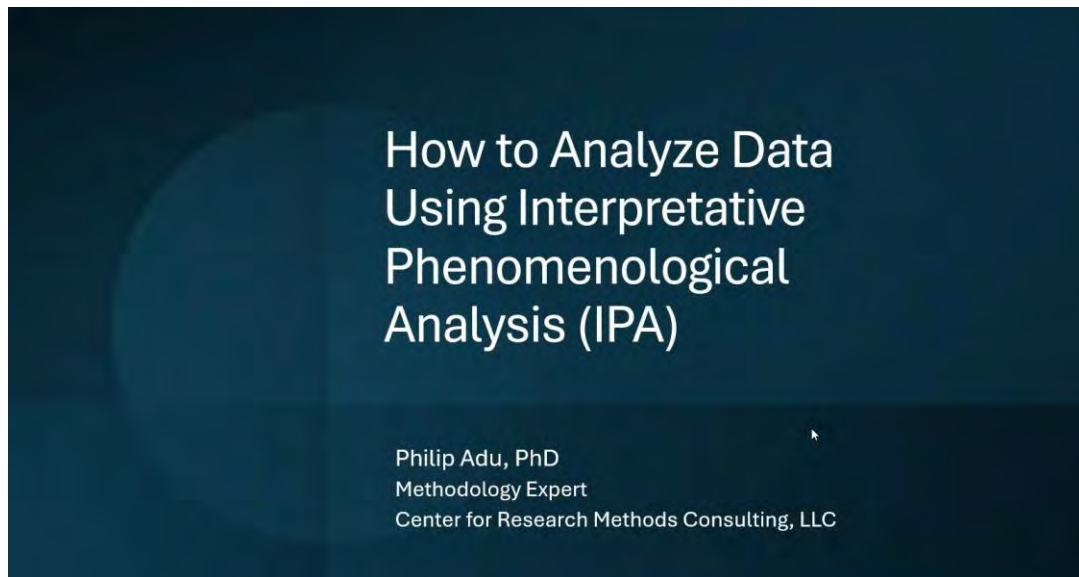
The slide features a light cream background. In the top-left corner, a large, soft purple arc curves into the frame. In the top-right corner, a 4x4 grid of small green dots is arranged. In the bottom-left corner, a 4x4 grid of small purple dots is arranged. In the bottom-right corner, two overlapping green arcs are visible, one in a lighter shade and one in a darker shade, both curving upwards.

Possibilities

What purpose-built AI-assisted research could become.

Thought After...

Using AI to help create
PowerPoint Slides



What if these had been
my research findings?



AI can help preserve the trail



Capture the
interaction



Document
the process



Make decisions
easier to revisit



Dependability

How researchers remain in control
and make the process trustworthy.

Dependability means the process is:



Clear



Traceable



Documented



Researcher decisions are visible



Researchers are concerned about AI



87%

are concerned or very concerned about accuracy and hallucination risk



86%

are concerned or very concerned about research integrity

Researchers see opportunity in AI, but concerns remain high.

Researchers are checking AI



61%

**review AI outputs
against source data**



59%

**compare AI outputs
with their own analysis**

Researchers already recognize the importance of checking AI.

The need to check AI accuracy



“

“...They [AI developers] also give a disclaimer saying that the information they provide might be inaccurate, so you need to fact check to ensure accuracy...”

(Independent / consultant researcher)

AI can help preserve the trail



Follow the ROAD



R
Request

What did you
ask AI to do?



O
Output

What did AI
produce?



A
Assess

How did you
evaluate it?



D
Decide

Did you accept, modify,
or reject it—and why?



What showing your work creates



Follow the Path

Others can trace your steps
from data to findings.



Critique the Process

Your process can be examined,
questioned, and strengthened.



Improve the Practice

Better methods, stronger insights,
greater impact.



Show your work. Build trust. Advance knowledge.

USE **AI**.
STAY IN **CONTROL**.
SHOW YOUR **WORK**.
LEAVE A **TRAIL**.



Philip Adu, PhD.,
Founder & Methodology Expert



[Center for Research Methods Consulting, LLC](#)



info@drphilipadu.com



How to **get started** with NVivo AI Cloud

For individuals

AVAILABLE NOW

Existing subscribers

Access NVivo AI Cloud via
MyLumivero or **email**

New customers

Purchase at **shop.lumivero.com**

For teams & organizations

AVAILABLE EARLY 2027

Existing & new customers

Join the waitlist at **lumivero.com** to be
notified once access is available