



MAXQDA

The Art of Text Analysis

10 STEPS - From Interview to Coding

1



Record your interviews with a digital recorder (e.g. Olympus DS-55) and transfer them onto your computer.



2

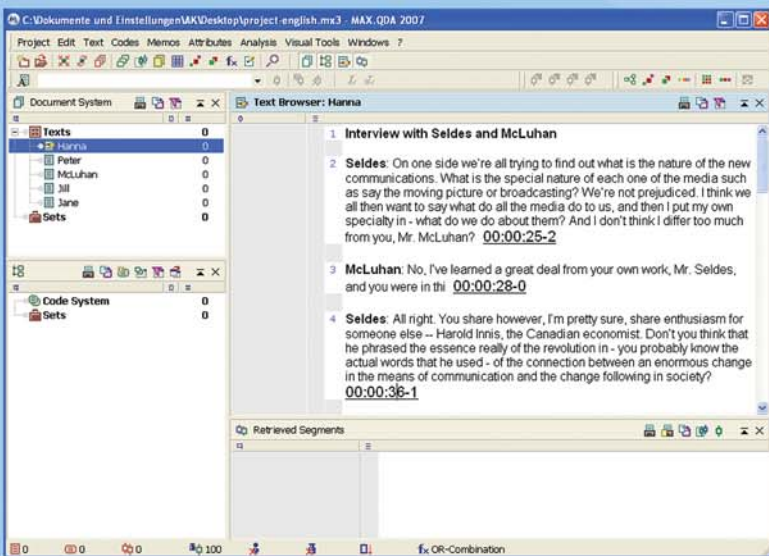


Install the free transcription software F4 from www.auditranscription.us and load your interview file. The automatic rewind function and time stamps can be set by the researcher.

3



Start your transcription. Control it with the F4 key or – much easier – plug in the USB-Footswitch f-pro and begin typing.

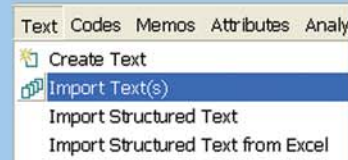


4



Save your transcript as an .rtf file (rich text format).

5



Open MAXQDA and import your text file(s)

by choosing "Import Text(s)". All time stamps will be visible in the text.

MAXQDA

Steps 6-10

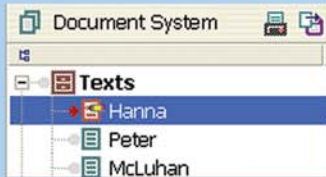


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6



Now you can open one of the texts (double-click) and start working on it.

7

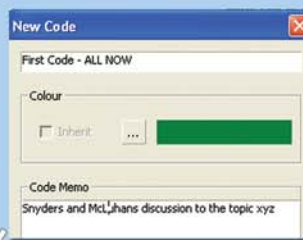
the media do to us, and then I put my
that do we do about them? And I don't
you, Mr. McLuhan? 00:00:25-2

I've learned a great deal from your
u were in the 00:00:28-0

t. You share however, I'm pretty sure
someone else. Harold Innis, the C

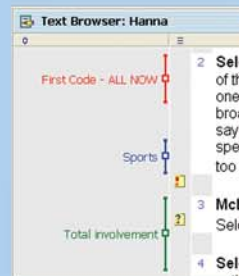
If you want to hear the original audio file, you can click on a time stamp in the MAXQDA Text Browser, and the audio file will play that segment. Note: you have to keep the software F4 open in the background.

8



If you want to code a text segment, just highlight it, press CTRL +W to create a new code, choose the code color, and type in a definition as "Code Memo". Assigning colors opens up unique options for visualizing your analysis, using the MAXQDA Visual Tools.

9



All coded phrases are visualized with color bars using the color assigned by the researcher. If an interesting idea comes up while coding, you can insert it right next to the text in a memo.

10



If you want to read through a specific selection of your coded phrases just **ACTIVATE** (right mouse click) the specific code(s) and text(s) (e.g to see what "Jill" says about "Sport Activities"). The result is shown in the "Retrieved Segments" window.

