

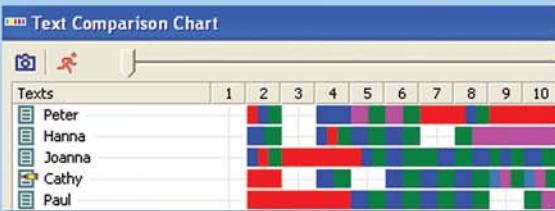


MAXQDA

The Art of Text Analysis

Unique and Innovative: The MAXQDA Visual Tools 1

The foundation of some of the unique MAXQDA Visual Tools is the researcher's ability to assign colors (more than 1,000,000 options) to codes. Thus MAXQDA provides the researcher with powerful features supporting data exploration and enabling insights, as well as displaying data results. Below are 10 examples of our visual tools.

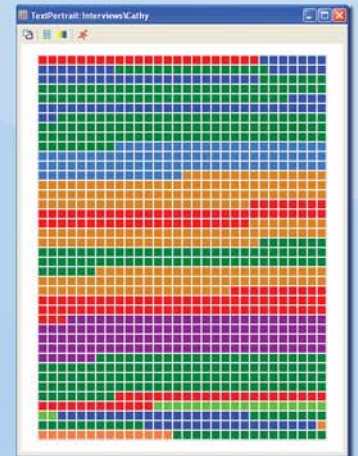


Text Comparison Chart (TCC)

With a single mouse click, the TCC offers a striking picture comparing different texts at a glance. The researcher is completely free to decide which codes and texts should be included in the comparison. Thus you will be able to see at a glance that, for example, Peter and Hanna differ radically in respect to the importance of financial issues (red color).

Text Portrait (TP)

The TP is a meaningful picture displaying a selected text as a "painting" of either all or specific, selected codes assigned throughout the text. The screenshot shows that Cathy has a lot to say about financial issues (orange) and very little about family background (red). You can change the assigned colors at any time throughout your analytical process.



Codeline (CL)

The Codeline picture offers a fast and comprehensive view of the codes assigned to a text. The diagram is interactive: as soon as you click on a symbol in the cell of the matrix, the text passage shows up in MAXQDA's Text Browser. In the screenshot the participants of a focus group discussion are coded – you see at a glance, that Peter spoke quite often, Jane joined in, whereas Jill was rather silent and talked only together with one of the others.



Control of Colors and Coding Stripes

MAXQDA now allows you to choose from more than 1,000,000 colors for codes, subcodes and texts. Color assignments are user-controlled and can be used functionally – not merely as an aesthetic accessory. All color stripes can be set to invisible (e.g. to hide codings from another team member or from a specific code).

Color-Coding

Stay with your proven routines: the MAXQDA Color-Coding allows for marking text segments just like you would with a highlighter on paper work for the first non-interpretative reading.

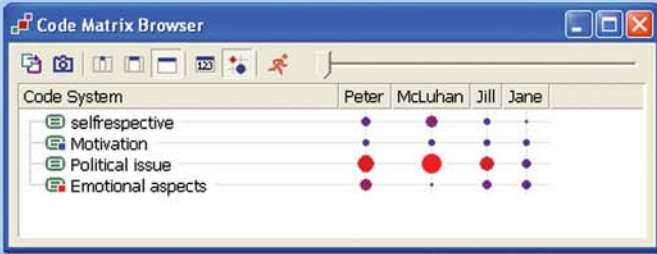




MAXQDA

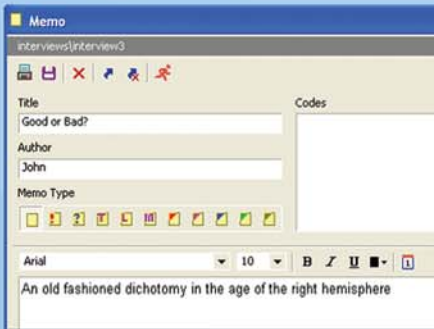
The Art of Text Analysis

Unique and Innovative: The MAXQDA Visual Tools 2



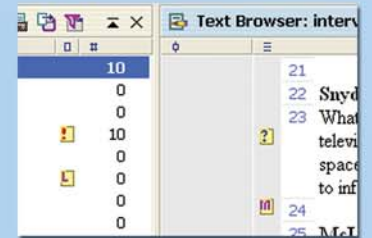
Code-Matrix-Browser (C-M-B)

The matrix enables a completely new way of visualizing the distribution of codes throughout a researcher-driven selection of texts. You will appreciate the easy and intuitive handling of the Code-Matrix-Browser. The matrix provides an overview of how many text segments from each text have been assigned a specific code.



10 Different Memo Types

A range of memo symbols allows for defining different types of memos (e.g. theoretical memos, literature memos etc.). All memos are accessible at any time in the MAXQDA Memo Manager.



Text Memos and Code Memos

Every memo is displayed in your MAXQDA project like a "post-it". Just double-click to open it.

MAXMaps Graphics Add-On

Get a new perspective on your data and on the results of your analysis! MAXMaps, the multi-functional graphics tool of MAXQDA, allows you to display your analytical process and its results in live connection to your data.

You can use the tool completely independent of your database in order to illustrate a given process, hypothesis or pattern in a graphic or diagram. It offers the researcher an outstanding level of creativity. As with MAXQDA and the content analysis add-on MAXDictio, MAXMaps is very user-friendly, with flexible and intuitive handling.

