



Product features MAXQDA 12

Features of

MAXQDA Base

MAXQDA Standard

MAXQDA Plus

MAXQDA Analytics Pro



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MAXQDA Base MAXQDA Standard MAXQDA Plus MAXQDA Analytics Pro

Included = 

Partially included = 

Not included = 

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1 Data Types (Import & Analysis)

	Base	Standard	Plus	Analytics Pro
<p>Text and PDF documents</p> <p>Import text documents from common file formats (.txt, .rtf, .doc/x, .odt). Text documents can be edited in MAXQDA after import. Import PDF files in original format.</p>				
<p>Focus groups</p> <p>Import focus group transcripts or other multi-speaker texts with automatic speaker detection & speaker based analysis tools.</p>				
<p>Multimedia</p> <p>Import media files from common file formats. Analyze media files directly. Transcribe media. MAXQDA Media player displays waveform, allows analysis down to 10th of a second.</p> <p>Audio Windows: MP3, WAV, WMA, AAC, M4A Audio Mac: MP3, WAV, AAC, CAF, M4A Video Windows/Mac: MP4, MOV, MPG, AVI, M4V, 3GP, 3GGP Video Windows only: WMV</p>				
<p>Surveys</p> <p>Import survey data from excel with automatic precoding. Import SPSS data sets (.sav).</p>				
<p>Spreadsheets</p> <p>Import table documents (.xls/.xlsx). Table view includes common table functionality: sort alphabetically, hide columns, edit or enter text into cells.</p>				
<p>Social media</p> <p>Import tweets directly from twitter. Detailed search for tweets, authors, #hashtags languages, locations, etc. Automatically code tweets with #hashtags and @authors.</p>				
<p>Images</p> <p>Import photos and images (png, jpg, gif, tif). Images can be rotated and zoomed.</p>				

	Base	Standard	Plus	Analytics Pro
Bibliographical data Import meta information about articles, textbooks, etc. from bibliographical software, like Endnote, Citavi or Zotero, in RIS-format.				
MAXApp projects Import projects that were created on a smartphone or tablet with the free field research app "MAXApp" (iOS / Android).				
Prestructured text documents Import text data from one document, that is automatically coded and split into multiple cases.				
Create data in MAXQDA Create new text and table documents to type information directly in MAXQDA, to write down notes, excerpts, etc.	 Text documents only			

2 Data Management & Usability

	Base	Standard	Plus	Analytics Pro
Organize documents Group documents in user defined folders. Create additional groups of documents with documents sets that documents are linked into.				
Organize codes Group codes in hierarchical order with up to 10 levels. Create un-hierarchical groups of codes with code sets that codes are linked into. Organize code system in map view.	 No map view for codes			
Automatic project backup Automatically backup projects in a user-defined time interval.				
External files Large files are included in a project as linked external documents. Bundle all external documents in one zip folder to move to a different computer.				
Drag & drop Easy to use drag & drop functionality for coding, code & document organization, memo positions, adding elements to dialogue windows, and more.				
Screen layout flexibility Adjustable screen layout, optimized views for exploration, coding, literature reviews. Open multiple documents in tabs or in a second window for side-by-side comparison.				

3 Transcription

	Base	Standard	Plus	Analytics Pro
Transcribe audio and video Speed control, rewind control, automatic timestamps that link media to transcription.				
Foot pedal support Increase transcription speed by using foot pedals. Supported foot pedals include Science I and Science II pedals.				
Import transcripts with time stamps Time stamp recognition when importing finished transcriptions from another software that uses a supported time stamp format.				

4 Qualitative Data Analysis – Basics

	Base	Standard	Plus	Analytics Pro
<p>Coding</p> <p>Wide variety of coding options: drag & drop to code in all data formats, create code names from coded text segments (In-vivo coding), highlight coding (marker functionality) and emoticode (code with symbols). Assign keyboard shortcuts for most used codes.</p>				
<p>Code Organization</p> <p>Organize and rearrange code system via drag & drop. Mark specific codes as favorites or collect in sets. Keyboard shortcuts for most used codes. Assign weight scores and add comments to coded segments.</p>				
<p>Memos</p> <p>Write memos and attach them to documents, codes or data segments or write free memos. Pick from 11 different memo symbols and create your own memo labels. Search and filter memos in table overview. Export memos or transform memos into documents.</p>				
<p>Basic Text Search</p> <p>Search for multiple search strings across documents or memos.</p>				
<p>Basic Coded Data Search</p> <p>Quickly call up results by activation. Interactive display of results, always linked to original data. Filter results by activation, variables, colors, weights, author, and more.</p>				
<p>Classification with Variables</p> <p>Create and interrogate groups of cases using demographical or other standardized data.</p>				

	Base	Standard	Plus	Analytics Pro
Linking Link text segments or image segments within a project to each other. Link to external sources like files, webpages, or geographical locations in Google Earth™ / Maps™.	 Text only			
Logbook Journalize important steps of your research project and analysis in a logbook.				

5 Qualitative Data Analysis – Advanced

	Base	Standard	Plus	Analytics Pro
Focus Group Analysis Automatic speaker detection for import of transcript with multiple speakers. Analyze focus group transcripts as a whole document or interrogate by speaker. Add demographic data or other standardized information for each of the speakers. Speaker based analysis also available in several visualization and mixed methods tools.				
Summaries Summarize coded data into your own words. Display summaries in user defined table views.				
Creative Coding Visually arrange and structure codes and themes on a blank canvas and transform the finalized structure into the MAXQDA Code System.				
Advanced Text Search Search for word combinations that can be connected with AND/OR/NOT search operators.				
Advanced Coded Data Search Complex coding query for coded segments. Search options include overlapping, if inside, only one code, and more.				
Automatic Coding Automatically code results of a text search or coded data search with new codes.				
Code System Management Copy and paste subcodes from one code to another. Create or reorganize code system visually on a map. Export code system to another project. Import code system (with code definitions) from spreadsheet.				

6 Quantitative Text Analysis

	Base	Standard	Plus	Analytics Pro
<p>Word & Word Combination Frequency</p> <p>List frequencies of words and combinations of up to five words for selected texts or text segments. Interactive display of results. Use stop and go lists to exclude or include words.</p>				
<p>Interactive Word Tree</p> <p>Visualize frequencies of word combinations in interactive, tree-like structure. Analyze text leading to and from single words or word combinations.</p>				
<p>Keyword-In-Context</p> <p>Search for keywords and display search results including surrounding context in a well-arranged table.</p>				
<p>Dictionary based analysis</p> <p>Create and edit dictionaries and queries. Automatically code dictionary entries. Analyze frequencies of dictionary entries differentiated by texts or text groups.</p>				
<p>Category Matrix Browser</p> <p>Visualize frequencies of dictionary word categories in a matrix display by document, document group or set.</p>				
<p>Lemmatisation</p> <p>Lemmatization of text search results; different forms of a word (feel, feels, feeling) can be grouped together. Available for these languages: Bulgarian, Catalan, Czech, English, Estonian, French, German, Hungarian, Italian, Polish, Portuguese, Spanish, Swedish, Ukrainian.</p>				

7 Statistical Data Analysis

	Base	Standard	Plus	Analytics Pro
<p>Statistical Analysis of MAXQDA data</p> <p>Transfer document variables (e.g. demographic data) and results of coding work to "Stats" module for statistical analysis. Define variable labels, value labels and missing values. Use results of statistical analysis to group MAXQDA project data for further qualitative analysis.</p>				
<p>Statistical Analysis of external data sets</p> <p>Open and analyze external data sets from SPSS or Excel. Define variable labels, value labels and missing values. Save data as SPSS files.</p>				
<p>Statistical Procedures</p> <p>Full range of descriptive and inferential statistics. Calculate frequency tables, mean, median, standard deviation, mean error, confidence intervals, etc. Analyze crosstabs: chi-square and Cramer's V. Correlation: Pearson's r, Spearman's rho. Analysis of variance and reliability analysis for scales.</p>				
<p>Interactive Result Display</p> <p>Merge and delete table rows and columns with automatic recalculation. Sort and rearrange result views. Unlimited undo for changes.</p>				
<p>Transform & Recode</p> <p>Calculate new variables. Recode variables into same or new variables. Recode multiple variables at once.</p>				
<p>Export & Report</p> <p>Display results in organized output viewer. Copy results to clipboard for use in reporting programs like Word. Export to SPSS or other statistical packages.</p>				

8 Mixed Methods Analysis

	Base	Standard	Plus	Analytics Pro
Mixed Methods Data Compatibility Import and export survey data from Microsoft Excel or SPSS. Automatic detection of standardized data and open-ended comments. Standardized data is transformed into variables, open-ended comments can be coded automatically with question text.				
Crosstabs Compare code frequencies and percentages across user-defined groups. Interactive result view.				
Quote Matrix Compare content of coded segments across user-defined groups.				
Similarity Analysis Compare and explore data differences and similarities by looking at both qualitative and quantitative information and analyzing which documents are the most similar based on codes, code frequency and standardised information.				
Typology Table Compare statistical information (frequency, mean, and standard deviation) for groups based on coding work.				
Configuration Table Interrogate code combination occurrences in documents.				
Joint Display Visualize qualitative and quantitative data and results in pre-defined joint displays, as described in Mixed Methods literature.				

9 Visualization

	Base	Standard	Plus	Analytics Pro
<p>Code visualization</p> <p>Display or hide unlimited amount of coding stripes next to documents, highlight coded segments inside documents with code colors. Choose from millions of user defined code colors.</p>				
<p>Memo visualization</p> <p>Visualize memo types with 1 out of 11 memo type icons. Memos visually displayed in text margin, code system, document system. View memo preview at mouse over.</p>				
<p>Interactivity</p> <p>Visualizations are interactively connected to project data. Double click on any visualization element to view source data.</p>				
<p>MAXMaps</p> <p>Visualize data and findings in map view. Add project data (documents, codes, memos, coded segments) as well as external data (images, links, georeferences) to a map. Add free objects and text fields. Freely arrange, group, or link elements with labeled arrows. Elements stay connected to original source data.</p>				
<p>MAXMap - Models</p> <p>Pre-defined models to automatically create concept maps. <i>One-Case Model:</i> Visualize document with memos, codes, and coded segments. <i>One-Code Model:</i> Visualize code with memos and coded segments. <i>Code Theory Model:</i> Visualize one or more codes with linked memos. <i>Code Co-Occurrence Model:</i> Visualize overlapping of codes. <i>Code-Subcode-Segment Model:</i> Visualize code with subcodes and coded segments</p>				
<p>Document Comparison Chart</p> <p>Visually compare code patterns of multiple text documents by paragraph.</p>				

	Base	Standard	Plus	Analytics Pro
<p>Code Frequency</p> <p>Code Matrix Browser: Visualize the number of segments coded with each code by document, document group, or focus group participant. Limit display by activation pattern and weight filter. Display as square, circle, frequency or percentage.</p>				
<p>Code Co-Occurrence</p> <p>Code Relations Browser: Visualize intersections or nearness of codes within single documents or groups of documents. Limit display by activation pattern. Display as square, circle, frequency or percentage.</p>				
<p>Code Timeline</p> <p>Codeline: Visualize code occurrence within a single document by paragraph (text document), page (PDF document), or minute/second (media file). Limit display by activation pattern, code system level, and weight filter.</p>				
<p>Document Portrait</p> <p>Visual code representation of coded segments in a single document by color. Sort by code color or code color frequency. Limit display by activation pattern.</p>				
<p>Word Cloud</p> <p>Create word cloud display of most frequently used words in a single document or a document group. Limit display by adding words to stop list.</p>				
<p>Charts & Diagrams</p> <p>Create bar and pie charts for code frequencies or variable values. Edit chart elements and colors.</p>				

10 Teamwork

	Base	Standard	Plus	Analytics Pro
<p>Merge Projects</p> <p>Merge several projects into one project file</p>				
<p>Transfer Project Elements</p> <p>Transfer specific project elements from one project file to another, e.g. transfer codes you applied to documents to the same documents in a team members project file.</p>				
<p>Intercoder Agreement</p> <p>Analyze and discuss how different team members coded the same data. Check intercoder agreement based on code occurrence, code frequency, or code position. Calculate kappa coefficient.</p>				
<p>User Roles</p> <p>Assign user roles and permissions to team members (e.g. admin, project manager, coding assistant) to protect your data from unwanted changes. Password protected login for project files.</p>				

11 Report & Publish

	Base	Standard	Plus	Analytics Pro
Smart Publisher Create professional and customizable reports of coded data that are ready-for-print. Advanced filtering, sorting and formatting options. Include images, e.g. logo of your institution, on front page.				
Codebook Export code system together with code definitions to present category system in reports.				
Project Information Export Display project data overview containing the project memo and automatically updated list of standardized project information.				
MAXQDA Reader Compatibility Created projects can be opened and viewed with the free MAXQDA Reader software.				

12 Multi Language Support

	Base	Standard	Plus	Analytics Pro
<p>Interface language</p> <p>User interface in 15 languages: English, German, Spanish, French, Japanese, Italian, Chinese simplified, Chinese traditional, Portuguese-PT, Portuguese-BR, Russian, Turkish, Thai, Polish, Czech</p>	●	●	●	●
<p>Data language</p> <p>Analyze data in any language (unicode support), including symbol based languages, for example Chinese, Japanese, or Korean. Supports left-to-right and right-to-left languages.</p>	●	●	●	●
<p>Learning material</p> <p>Full manual available in English and German. Getting Started Guide available in Chinese simplified, English, German, Japanese, Portuguese, Spanish.</p>	●	●	●	●

13 User Community and Support

	Base	Standard	Plus	Analytics Pro
Online Material Full manual available online and as printable PDF document in English and German. Detailed online tutorial. Video tutorials for many features. Getting Started Guide for new users.	●	●	●	●
Context Sensitive Help Help button in every dialogue window jumps directly to corresponding chapter in online help.	●	●	●	●
Worldwide Trainer Network Global network of professional MAXQDA trainers with detailed profiles on MAXQDA webpage that can be contacted for workshops and consulting.	●	●	●	●
Free support Free online support for all users of the current and preceding version.	●	●	●	●
User Forum Active user community discussing technical questions and best-practices in MAXQDA user forum.	●	●	●	●