



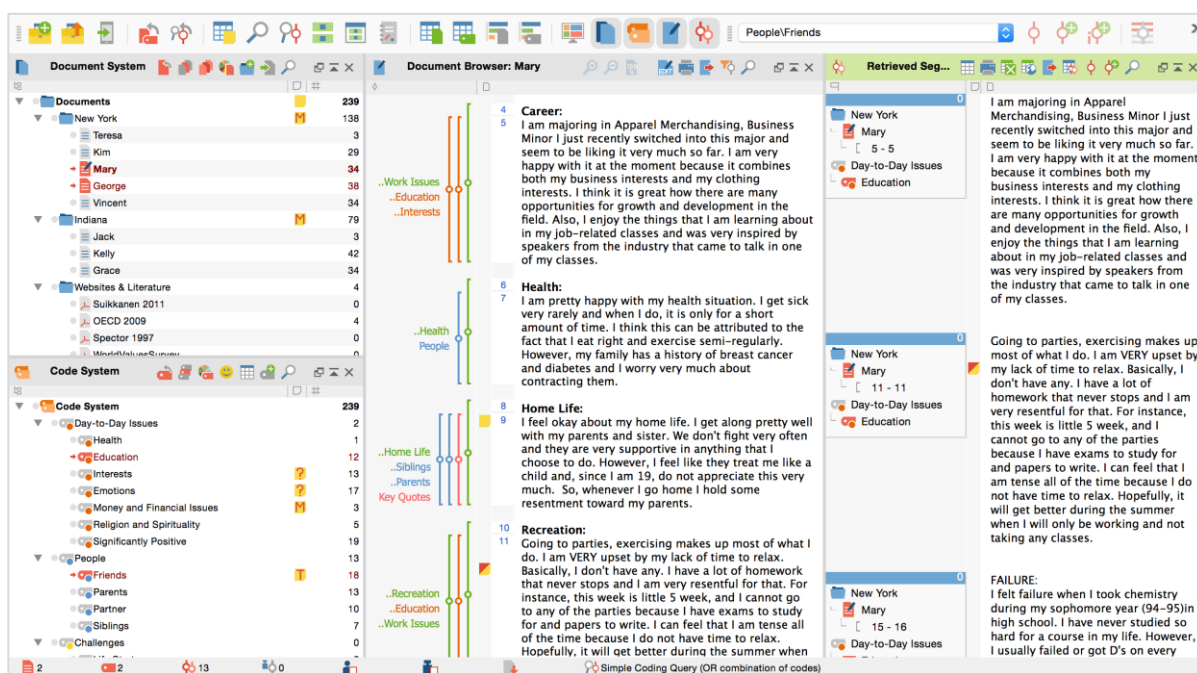
New Features in MAXQDA 12



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One Software for Windows and Mac OS X



MAXQDA 12 is designed from the ground up for both Windows and Mac computers, providing researchers with an identical user experience and access to our rich set of features. This makes MAXQDA the only full featured QDA software that works seamlessly across both platforms.

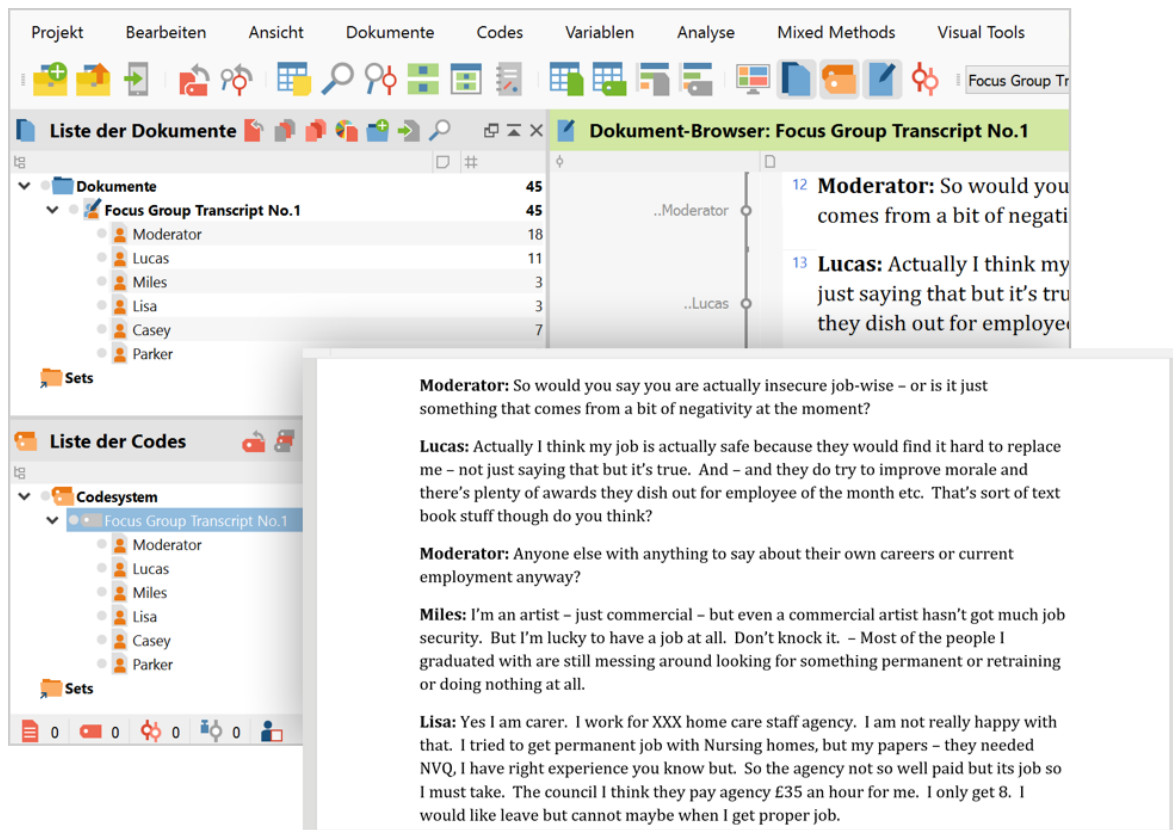


Our unified software comes with a unified new user interface that combines clarity and efficiency with modern software design, looking equally stunning on Windows and Mac OS X. We made sure that every icon and every element follows an intuitive design language that is easy to understand and efficient to use while looking sharp and colorful on large high-resolution monitors as well as small notebooks.

How to use it:

- Universal MAXQDA 12 license allows installation on Windows and/or Mac OS X
- Universal MAXQDA 12 project files (.mx12) can be opened on Windows and/or Mac OS X
- Both versions offer identical features and an identical user interface

Focus Group Analysis



12 Moderator: So would you come from a bit of negativity at the moment?

13 Lucas: Actually I think my job is actually safe because they would find it hard to replace me – not just saying that but it's true. And – and they do try to improve morale and there's plenty of awards they dish out for employee of the month etc. That's sort of text book stuff though do you think?

Moderator: Anyone else with anything to say about their own careers or current employment anyway?

Miles: I'm an artist – just commercial – but even a commercial artist hasn't got much job security. But I'm lucky to have a job at all. Don't knock it. – Most of the people I graduated with are still messing around looking for something permanent or retraining or doing nothing at all.

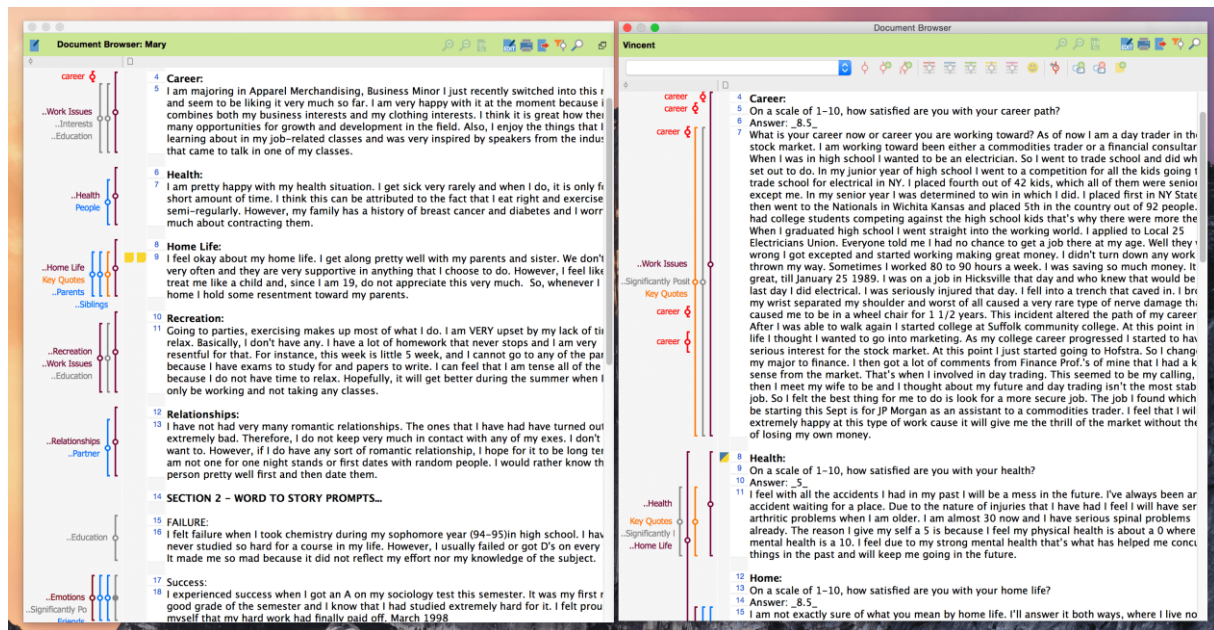
Lisa: Yes I am carer. I work for XXX home care staff agency. I am not really happy with that. I tried to get permanent job with Nursing homes, but my papers – they needed NVQ, I have right experience you know but. So the agency not so well paid but its job so I must take. The council I think they pay agency £35 an hour for me. I only get 8. I would like leave but cannot maybe when I get proper job.

Focus groups are an effective way of capturing the knowledge, interpretations, and opinions of multiple individuals at once. MAXQDA 12 supports you in working with data material that combines the voices of more than one person with new analytical tools. Each speaker can be treated as a single case, giving you access to the powerful spectrum of MAXQDA's retrieval and visual tools for each single person or for the whole focus group at once.

How to use it:

- In transcript, use individuals name followed by a colon to mark a change of speaker
- Import with „Documents > Import focus group transcript“
- During import of transcripts the contributors of a speaker are coded automatically
- Activate participants like a single document in the „Document System“
- Add background information about the participants in focus group variables in the „Overview of focus group participants“ and use for activation
- Compare speakers, e.g. with Code Matrix Browser and Crosstab

Second Document Browser

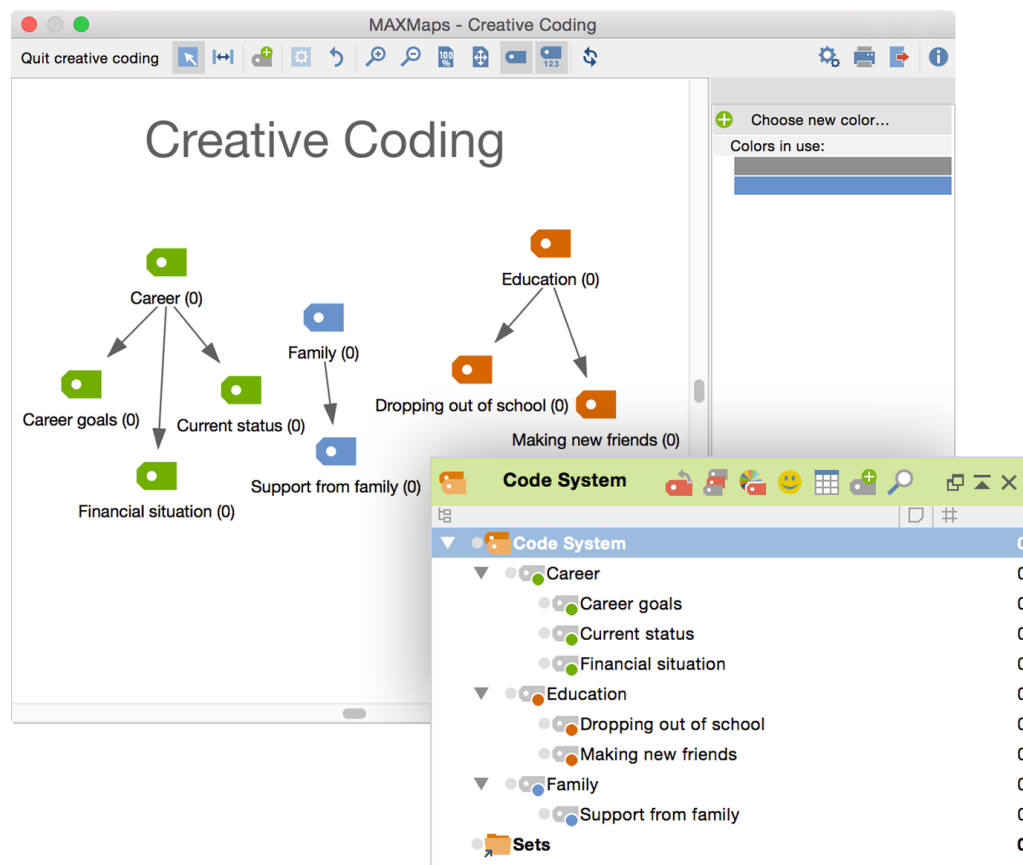


Tabs are already a great way for working with more than one document. But with MAXQDA 12 it is now possible to open up a second document window to view two documents side by side. This is especially useful for creating links between documents or for summarizing and reviewing literature.

How to use it:

- Right click on a document and select „Open document in second Document Browser“
- Read and code two documents simultaneously
- Create links between two documents easily
- Create your systematic or literature review: open your PDF article in one browser, make notes in the second one, and code both documents at the same time

Creative Coding

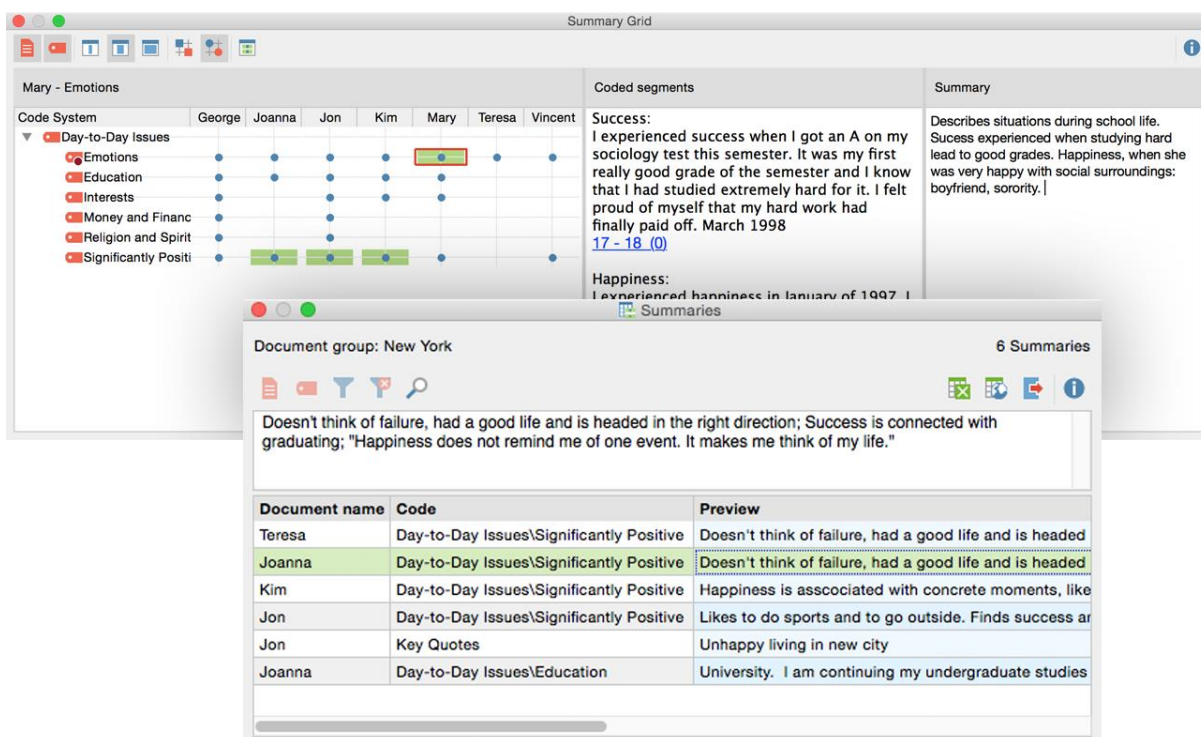


Creative Coding supports open coding and helps you to build categories: Visually arrange and structure codes and themes on a blank canvas. Relations are easily created via drag and drop and the finalized structure can be transformed into the MAXQDA Code System you can then use to continue your analysis. Perfect for open coding and Grounded Theory!

How to use it:

- Start Creative Coding with „Codes > Creative Coding“
- Drag the top level codes you wish to arrange on the map
- Start code organization and arrange the codes on the map: use arrows to create relationships, add new codes, change colors, merge two codes
- End Creative Coding and transfer the changes into the existing code system

Overview of Summaries



The screenshot shows the MAXQDA 12 interface. The top window is the 'Summary Grid' for 'Mary - Emotions'. It displays a grid of coded segments for various documents (George, Joanna, Jon, Kim, Mary, Teresa, Vincent) across different codes (Emotions, Education, Interests, Money and Financ, Religion and Spirit, Significantly Positi). The 'Coded segments' column shows text excerpts, and the 'Summary' column provides a description of the coded segments.

The bottom window is the 'Document group: New York' window, showing a list of 6 summaries. It includes a table with columns for Document name, Code, and Preview.

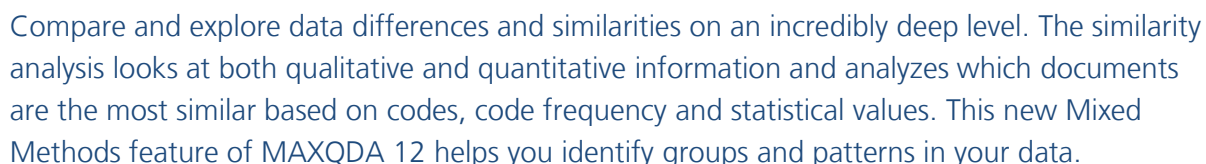
| Document name | Code | Preview |
|---------------|--|---|
| Teresa | Day-to-Day Issues\Significantly Positive | Doesn't think of failure, had a good life and is headed |
| Joanna | Day-to-Day Issues\Significantly Positive | Doesn't think of failure, had a good life and is headed |
| Kim | Day-to-Day Issues\Significantly Positive | Happiness is associated with concrete moments, like |
| Jon | Day-to-Day Issues\Significantly Positive | Likes to do sports and to go outside. Finds success ar |
| Jon | Key Quotes | Unhappy living in new city |
| Joanna | Day-to-Day Issues\Education | University. I am continuing my undergraduate studies |

Allowing you to summarize data into your own words is one of the strong points of MAXQDA. The new version takes this feature even further. MAXQDA 12 improves the way variables are displayed in Summary Tables and links your summaries deep into the original data, making them quick to read, export and present to others. The new "Overview of summaries" enables you to display all your summaries for one document, a group of documents, or a code, while easily putting them together in compact lists.

How to use it:

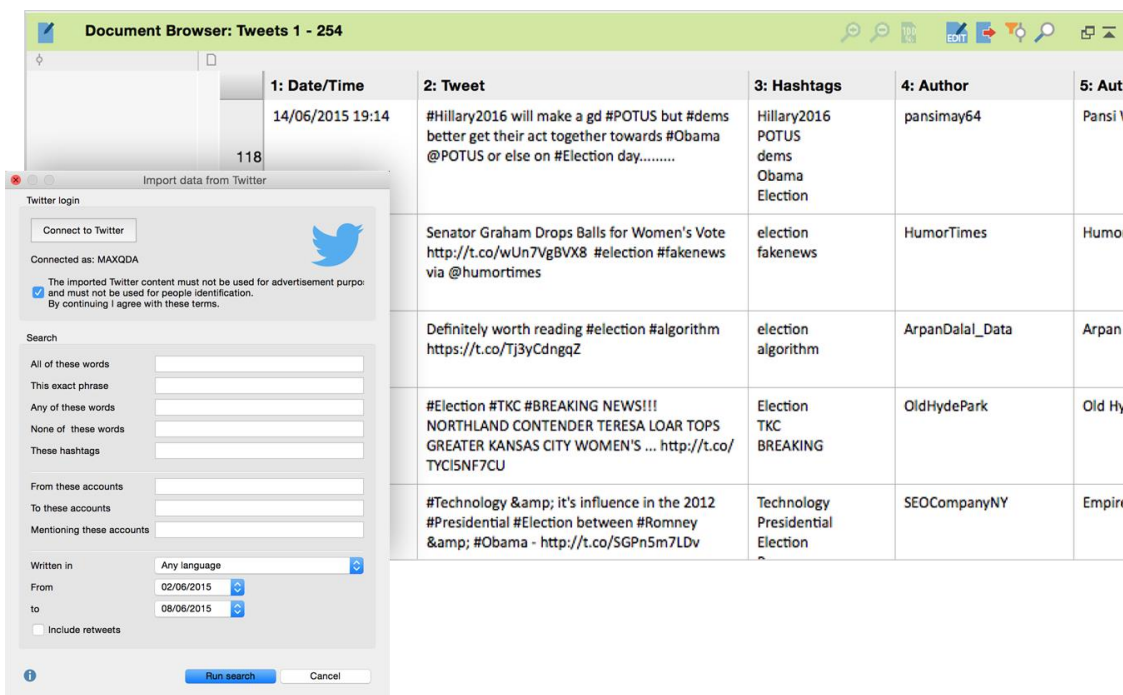
- Right click on document or code to open up „Overview of summaries“
- Export this overview table to Excel, HTML, or Word
- Create new Summary Tables with the optimized dialog
- Display document variables in their own columns of a Summary Table
- Reduce columns to columns with activated codes only

Note: Grid Tables are called „Summary Tables“ now.



- Start similarity analysis with „Mixed Methods > Similarity analysis for documents“
- Compare several documents with each other based on occurrence/frequencies of selected codes and selected variable values
- Explore the similarity matrix or a distance matrix, in which each cell holds a similarity or distance score
- Find out which of your documents are most similar or most different

Twitter Import



The screenshot shows the MAXQDA Document Browser interface. The main window displays a table of imported tweets with the following columns: 1: Date/Time, 2: Tweet, 3: Hashtags, 4: Author, and 5: Author. The table contains five rows of tweet data. Overlaid on the left is the 'Import data from Twitter' dialog box, which includes a 'Connect to Twitter' button, a 'Connected as: MAXQDA' status, a search section with various filters (All of these words, This exact phrase, Any of these words, None of these words, These hashtags, From these accounts, To these accounts, Mentioning these accounts), a 'Written in' language dropdown, and date range filters (From: 02/06/2015, to: 08/06/2015). There is also an 'Include retweets' checkbox and 'Run search' and 'Cancel' buttons at the bottom.

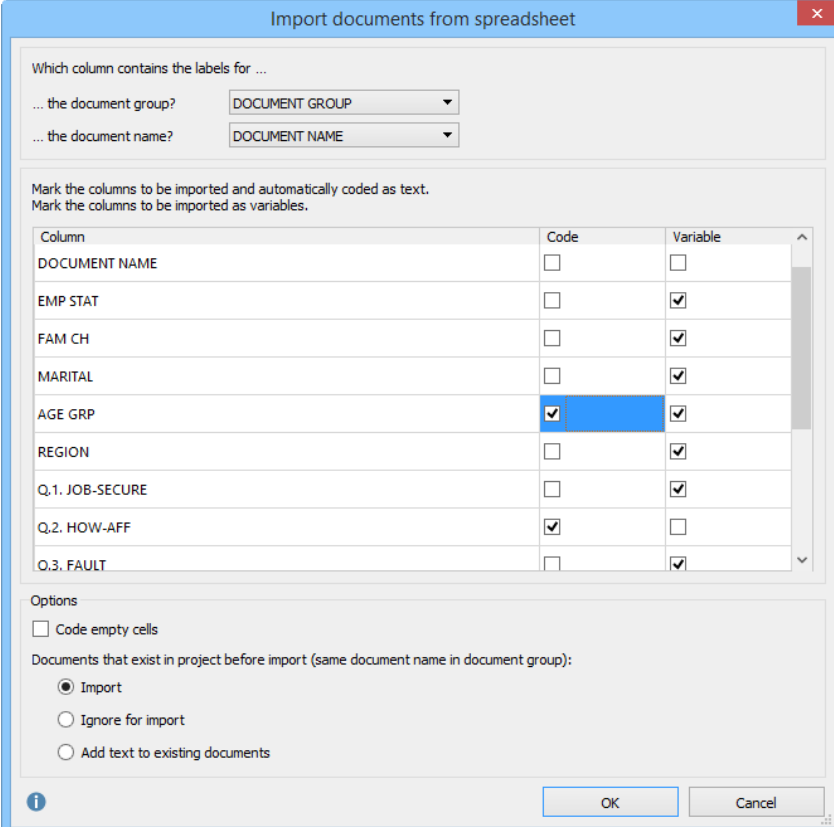
| 1: Date/Time | 2: Tweet | 3: Hashtags | 4: Author | 5: Author |
|------------------|---|---|----------------|-----------|
| 14/06/2015 19:14 | #Hillary2016 will make a gd #POTUS but #dems better get their act together towards #Obama @POTUS or else on #Election day..... | Hillary2016 POTUS dems Obama Election | pansimay64 | Pansi W |
| | Senator Graham Drops Balls for Women's Vote http://t.co/wUn7VgBVX8 #election #fakenews via @humortimes | election fakenews | HumorTimes | Humor |
| | Definitely worth reading #election #algorithm https://t.co/TJ3yCdngqZ | election algorithm | ArpanDala_Data | Arpan t |
| | #Election #TKC #BREAKING NEWS!!! NORTHLAND CONTENDER TERESA LOAR TOPS GREATER KANSAS CITY WOMEN'S ... http://t.co/TYCISNF7CU | Election TKC BREAKING | OldHydePark | Old Hyc |
| | #Technology & it's influence in the 2012 #Presidential #Election between #Romney & #Obama - http://t.co/SGPn5m7LDv | Technology Presidential Election | SEOCompanyNY | Empire |

We know that twitter is an important data source for a growing number of researchers. From now on you can search and import tweets using all of Twitter's powerful advanced filter options from right inside MAXQDA. Automatic coding options for authors and hashtags will save time and boost your social media research.

How to use it:

- Connect and import tweets with „Documents > Import data from twitter“
- Search for words, hashtags, users and import up to 10,000 tweets at once
- MAXQDA creates table documents for the twitter feeds, one row per feed
- Autocode the imported twitter feeds with up to 100 user names or hashtags, so you can easily display and analyze the feeds of selected authors

Better Survey Import



Import documents from spreadsheet

Which column contains the labels for ...

... the document group?

... the document name?

Mark the columns to be imported and automatically coded as text.
Mark the columns to be imported as variables.

| Column | Code | Variable |
|-----------------|-------------------------------------|-------------------------------------|
| DOCUMENT NAME | <input type="checkbox"/> | <input type="checkbox"/> |
| EMP STAT | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| FAM CH | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| MARITAL | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| AGE GRP | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| REGION | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Q.1. JOB-SECURE | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Q.2. HOW-AFF | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Q.3. FAULT | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

Options

☐ Code empty cells

Documents that exist in project before import (same document name in document group):

☒ Import

☐ Ignore for import

☐ Add text to existing documents

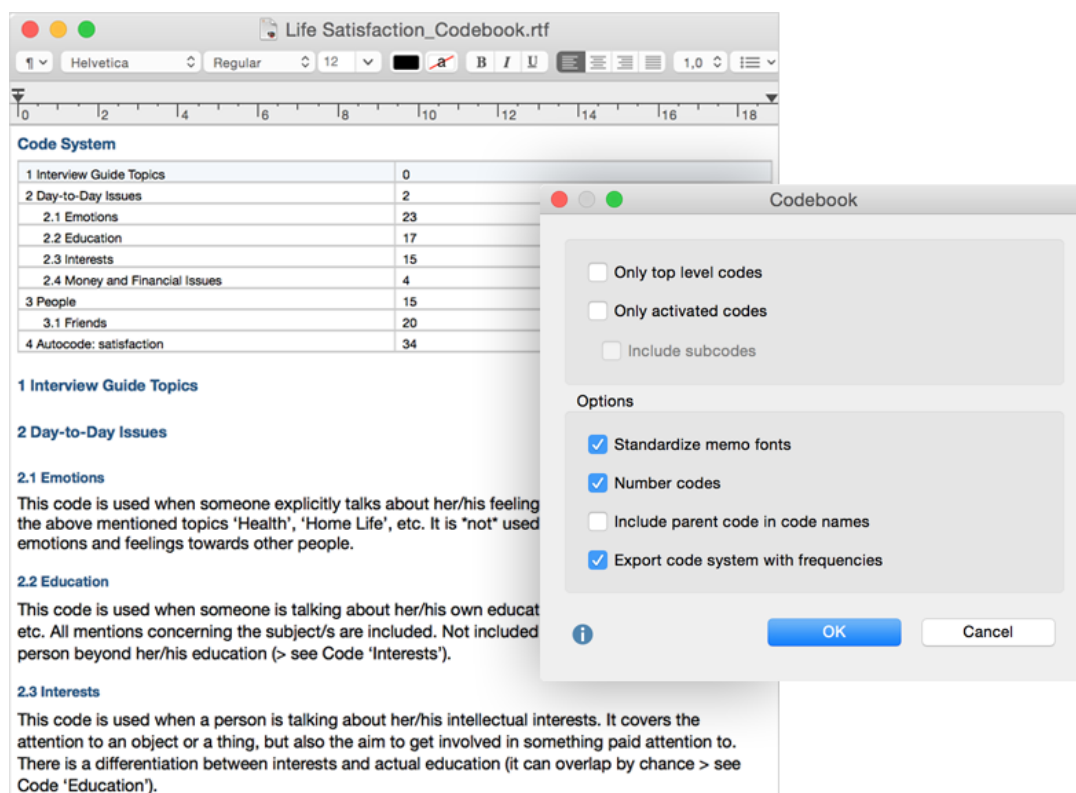
OK Cancel

The new survey import creates new flexibility for your survey data. Don't worry about naming and ordering columns or marking variables with special characters. Just import your Excel table and MAXQDA helps you take care of the rest. For long term studies it is now also easier to add multiple waves of data to your already existing analysis.

How to use it:

- Import survey data, containing answers to open ended questions and variable values, with „Documents > Import documents from spreadsheet“
- Select document names and (optional) document groups columns during import
- Choose which columns to import as variables and/or automatically coded text
- Add new data to existing documents

Codebook

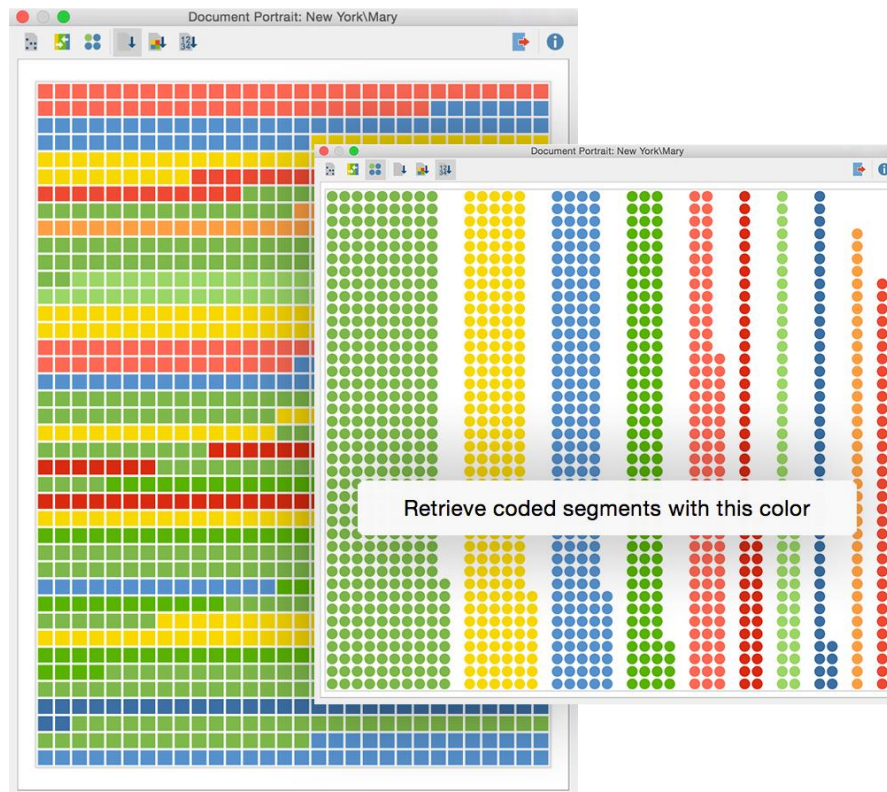


MAXQDA 12 offers a new feature that makes it easy to present your code system to others. Export your code system and all existing code memos with one click into a Codebook document, for example to attach it to your research reports.

How to use it:

- Write down code definitions in code memos
- Export with „Reports > Codebook“
- MAXQDA creates a codebook document that contains all selected codes and their memos
- Perfect for creating an appendix with code definitions

Enhanced Document Portraits



Using document portraits to visualize codes and to characterize single cases? MAXQDA 12 adds new visual retrieval opportunities. You can now “clean up” portraits to be neatly organized by code color, retrieve coded segments from inside document portraits, and stack colors into bars which enables you to immediately see which codes take up the most space.

How to use it:

- Right click on a document and select „Document portrait“
- Use the buttons in the toolbar to
 - sort by document
 - sort by color
 - sort by color frequency
- Right click on a tile and retrieve coded segments coded with the same color

Additional new Features ...

Coding

- Property menu for codes
- Define individual keyboard shortcuts for most used codes
- Multiple page coding in PDF documents

Autocode

- Autocode multiple words with MAXDictio Coder
- Autocode xy words before and after a search hit

Intercoder

- Calculate Kappa

Code System and Document System

- Activate documents and codes by single click on the circle next to the code or document icon; also works with a single click on frequency display of coded segments
- Collapse all documents and subcodes
- Sort subcodes by frequency

Coding Query

- Optimized dialog for simple and complex coding query
- List all codes assigned to a coded segment in the "Retrieved Segments" window

Teamwork

- Ignore existing documents when merging projects

Import and Export

- Import ODT document from Open Office in Windows, if you have installed Word

- Include a list of codes assigned to each coded segment when exporting coded segments

Memos

- Text search inside the opened memo
- Define individual labels for different memo icons
- Assign memo not only to a single position, but to the range of a highlighted segment

Visual Tools

- One-Case Model for document groups and document sets
- Sum for columns and rows in Code Matrix Browser and Code Relations Browser
- Quote Matrix for Code Relations Browser
- Drag and drop columns in Code Matrix Browser and Code Relations Browser

Mixed Methods

- Optimized selection of variable value, e.g. for activating via document variables
- Typology Table: Highlight highest and lowest value per row; double click on cell to list all assigned coded segments
- Configuration Table: analyze the combination of up to 10 codes (formerly 5); double click on row to list all assigned coded segments; create frequency tables and diagrams for the results
- Descriptive statistics for frequency tables
- Drag and drop columns in Crosstab and Typology Table

Overview Tables

- New "Overview of Codes" displaying the used codes in documents, document groups, or document sets
- Filter "Only activated documents" and "Only activated codes" in overview tables
- Filter for overview tables

Audio and Video

- New transcription mode and easier assigning of media files to text documents
- Media Browser: Copy screenshot of video image to clipboard, or create new image document with the displayed video image