



Welcome



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MAXQDA 2020 is a high-performance program for professional, social science-oriented data analysis – ideal not only for researchers but also for students and teachers at universities and secondary schools. MAXQDA is used in a variety of disciplines: the social sciences, education, health sciences, the humanities, economics, marketing, and many others. In short, MAXQDA is the ideal software package for the effective management and systematic evaluation of texts, documents and all kinds of media data. Get to know the software package in the MAXQDA manual.

MAXQDA is the result of more than 30 years of continuous development that began with MAX for DOS in 1989. MAXQDA 12 was groundbreaking as the world's first QDA software that provided the same functionality for both Windows and Mac, allowing you to switch effortlessly between the two platforms. We have continued on this path of one combined software solution for Windows and Mac with MAXQDA 2020. The menu, icons, shortcuts and functions are nearly identical, eliminating the need for two different user manuals.

This guide provides a detailed overview of the features of MAXQDA. The “[Getting Started Guide](#)” offers a brief introduction. The manual explains each of MAXQDA's functions rather than following the logic of learning to use the program. Further help can be found on the website www.maxqda.com, which features online tutorials, textbook references and information on the annual user conference in Berlin, the “[MAXQDA International Conference MQIC](#)”.

In our continuous effort to improve and troubleshoot MAXQDA, we are always interested in your feedback and suggestions. To send us your ideas simply email our [Customer Support](#) or use the feedback function in MAXQDA.

Research is a journey. Travel it well!

Your MAXQDA team