



Digital Ethnography with MAXQDA: Fieldnotes, Memos, and YouTube Data Analysis

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YouTube as a field site

- Videos
- Transcripts
- Comment Section



Streamlining the Data Acquisition Process

Import → YouTube Data

The screenshot shows a 'YouTube' dialog box with the following fields and options:

- Link to video (URL):** `https://www.youtube.com/watch?v=5zbQ--rpa04`
- Retrieve video information:** (button)
- The Sycamore Tree**
- 1864 Comments**
- 1 Transcripts/Closed Captions**
- Import comments:** (checked)
 - Import only top-level comments:** (unchecked)
 - Autocode comments:** (checked)
- Import transcript/closed caption:** (checked)
 - Language:** English (selected)
- Include times in transcript:** (checked)
- Link existing video file to transcript:** (checked)
 - File path:** `/Users/Cate/Downloads/videoplayback.mp4`

Buttons at the bottom: **OK** and **Cancel**.

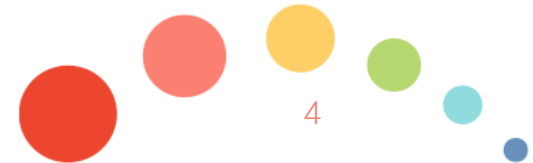
- Video information includes number of comments and signals presence of Transcripts/Closed Captions
- Option to autocode comments
- Option to include times in transcript
- Option to link video file to transcript

Potential Data Access Hurdles

- Matthew Loxton, MAXQDA Blog:

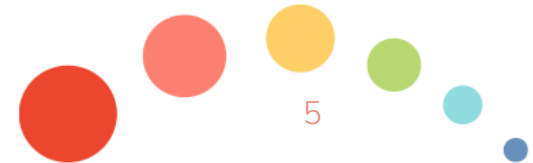
<https://www.maxqda.com/blogpost/importing-youtube-data>

- Addresses ways to overcome media hurdles (getting access to the video file) and transcript hurdles (importing AI-generated transcript when user-generated transcripts are not available).



YouTube Data Automatically Collected

- MAXQDA creates a new folder with an attached memo, which includes video title, author, URL, posting date, description, and numerical data such as number of views, likes, and dislikes;
- Comments are saved in separate documents in the folder, arranged in multiple tables containing up to 1000 rows per table;
- Comment data include author's username, author's URL, posting date, and number of likes and replies received;
- Each comment is automatically coded by number of replies received;
- The timestamped transcript is saved as a separate document, and automatically linked to the video.



Home

Import

Codes

Memos

Variables

Analysis

Mixed Methods

Visual Tools

Reports

Stats

MAXDiction

Texts, PDFs, Tables

Transcripts

Focus Group Transcripts

Images

Audio

Videos

Survey Data

Twitter Data

YouTube Data

Web Collector Data

Structured Text

Documents from Excel Spreadsheet

Reference Manager Data

Create Document

Convert Text

Document Sy...

Documents

YouTube: The Sycamore Tree (2/28/21 10:55)

The Sycamore Tree - Comments 1 - 1000

The Sycamore Tree - Comments 1001 - 1864

The Sycamore Tree - English

Sets

Code System

Code System

AutocodeThe Sycamore Tree (2/28/21 10:55 AM)

Top-level comment with...

0 replies

1 replies

2 replies

3 replies

4 replies

5 replies

6 replies

8 replies

9 replies

10 replies

12 replies

16 replies

22 replies

33 replies

Sets

Document Browser: The Sycamore Tree - Comments 1 - 1000

1: No.

2: Comment

3: Author

4: Author's URL

1

0001

first. lets gooooo

Pierce Thompson

http://www.youtube.com/UCoBzSs1BISACln-S8f_b

2

0002

Hi John.

Kaika Studios

<http://www.youtube.com/UCWrDAaAf0Zo0Q19p2M>

3

0003

I ain't never been this early

Rhiannon

<http://www.youtube.com/UCPZo1m1em1TAVtVtW9t>

4

0004

Loved it! Thank you

María Paz

<http://www.youtube.com/UC-BcnPcot7fVgMLiweYM>

5

0005

Why?

Levu Gainer

<http://www.youtube.com/UCqA0MLM4yKS3HKaGEk>

6

0005-1

Why?

Geoffrey Cavalier

http://www.youtube.com/UCNBJSQE_QCTIoRWhgTEJ

7

0006

thank you for this gift

Mariama J

<http://www.youtube.com/UCVMkxFTKcNUQZrkW2oE>

8

0007

Wow

Michela Nascimento

<http://www.youtube.com/UC1Z0644Yym6eNz7u-4m>

9

0008

First! :) DFTBA

Cosette 24601

<http://www.youtube.com/UCRIX-cJbR62H3aYFVz8pl>

10

0009

:)

Olivia Vuong

http://www.youtube.com/UCBn4Ag3XTrW4_wLwHpf

11

0010

Your voice is genuinely the most calming thing. I've had a bad day and this , this right here is what makes me happy. Thank you ,John.

Mekh M

http://www.youtube.com/UCVUudVhBn2A_u-qwClht

12

0010-1

this too shall pass

William Routliffe

<http://www.youtube.com/UCIE-QNkV1-z8f8M4m11>

10.03.2021

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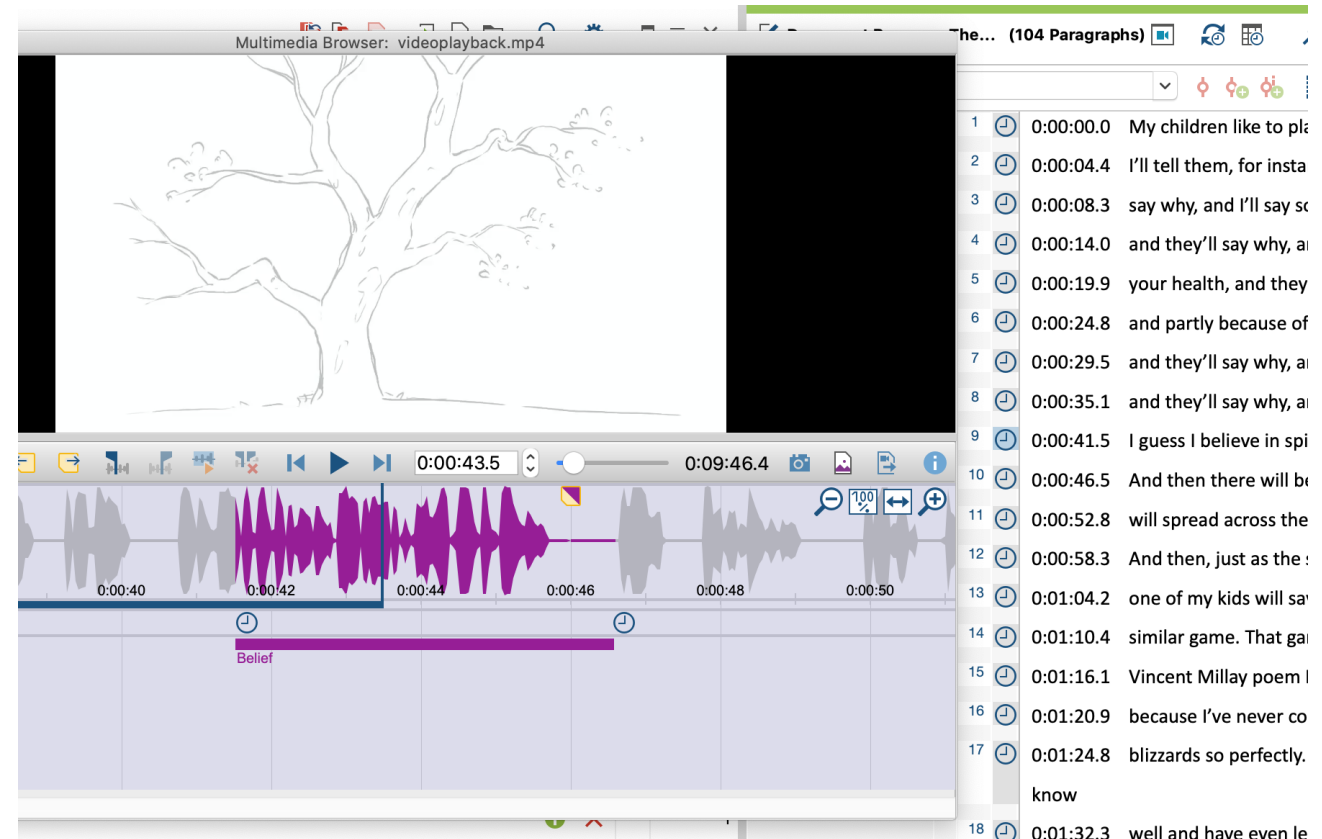
Analyzing Comments

- Thematic Analysis
- Word Frequency
- Comment chains → top-level comments and replies
- Order and activate comments based on likes and replies



Analyzing Video Data and Transcripts

- Option to code on the text or directly on the video file;
- Analysis of thematic overlap between video content and conversations happening in the comment section;
- Analysis of visual aspects and their connection to the content.



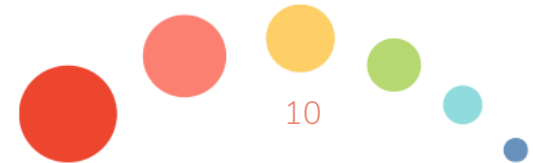
Using Memos for Ethnographic Fieldnotes

- Memos → post-it notes that can be attached to text, documents, document groups, video, and codes (or they can exist as Free Memos);
- Perfect for ethnographic fieldnotes → observe and annotate;
- Great for grounded theory approach, but useful for multiple other methodological approaches as well;
- New Memo Manager → a space to organize, edit, and analyze fieldnotes

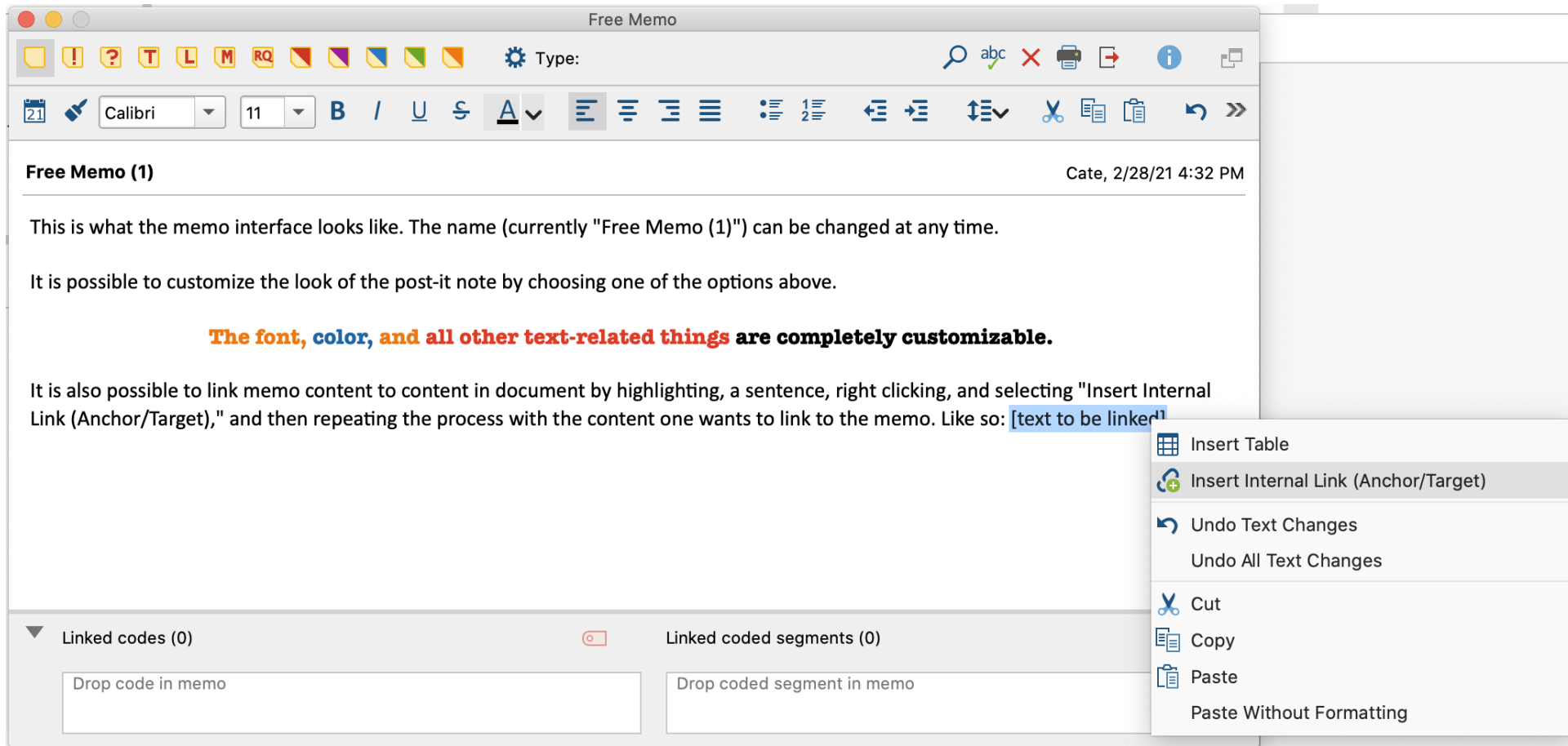


Memos? What Memos?

- Code Memos
- In-Document Memos
- In-Media Memos
- Document Memos
- Document Group & Document Set Memos
- Code Set Memos
- Free Memos



Anatomy of a Memo



In-Document Memos

- Select a passage → Right Click → Insert Memo for Selection
- MAXQDA automatically assigns a memo title (“Memo [number]”)
- Memo sidebar can be switched on and off for easy access

Document Browser: The Sycamore Tree - Comments 1 - 1000

Sycamore Tree (2/28/21 10:55 AM)\Reply to comment

	2: Comment	3: Author
290	I find it difficult to express how deeply your writing reaches me, John. Thanks.	Dobra Espacial
60	Sometimes I forget that John is a writer....then videos like these come along....keep it up John!	Eshita Sahu
71	"Why" is probably one of the most annoying and important questions ever.	Mystic
11	Your voice is genuinely the most calming thing. I've had a bad day and this , this right here is what makes me happy. Thank you ,John.	Mekh M
101	As someone who also struggles with depression and anxiety, I really appreciate John talking openly about it, especially when it's this poetic. For some reason, hearing you talk like this, even when it feels upsetting, brings me hope. I often think to myself "what is the point?", and then I see my friends across campus, or I get a vlogbrothers notification, or something else that is small but brings me joy happens, and I realize that there is a point somewhere, it just needs to be found.Thank you John.	Emily Merckx

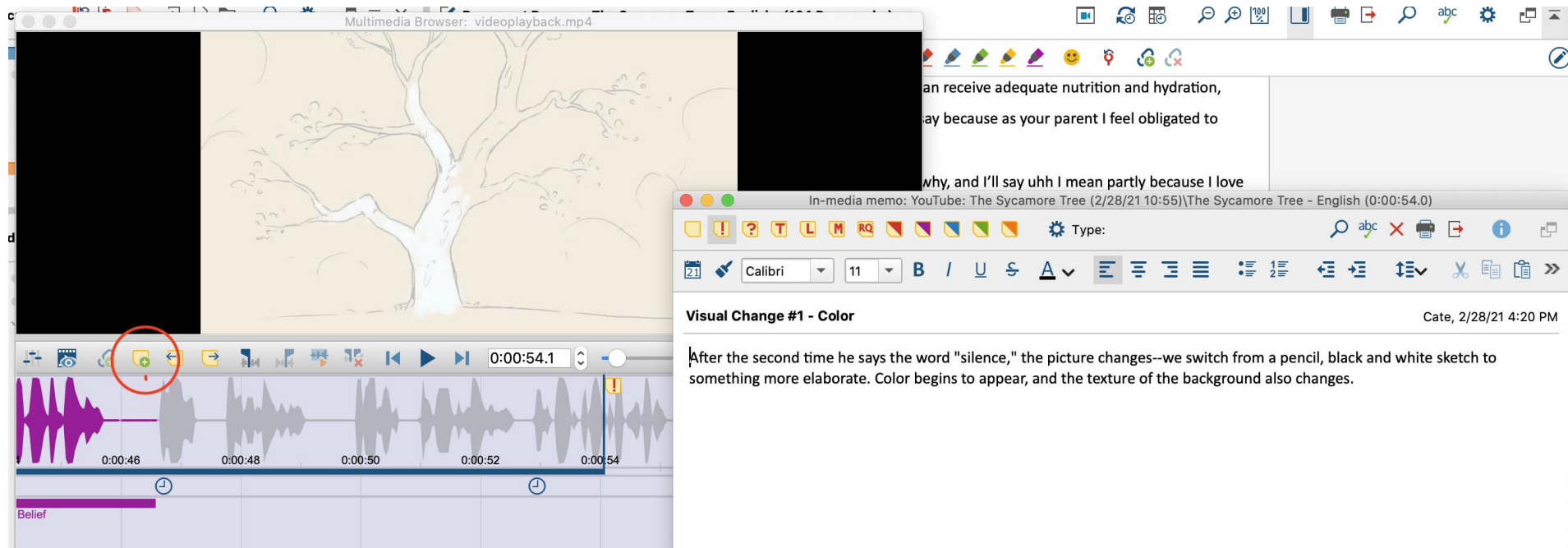
Most commented

This is the comment that elicited the most replies, and it is also one that collected a very high number of likes. What can I make of this? It will be important to analyze the replies to see where the conversation goes.

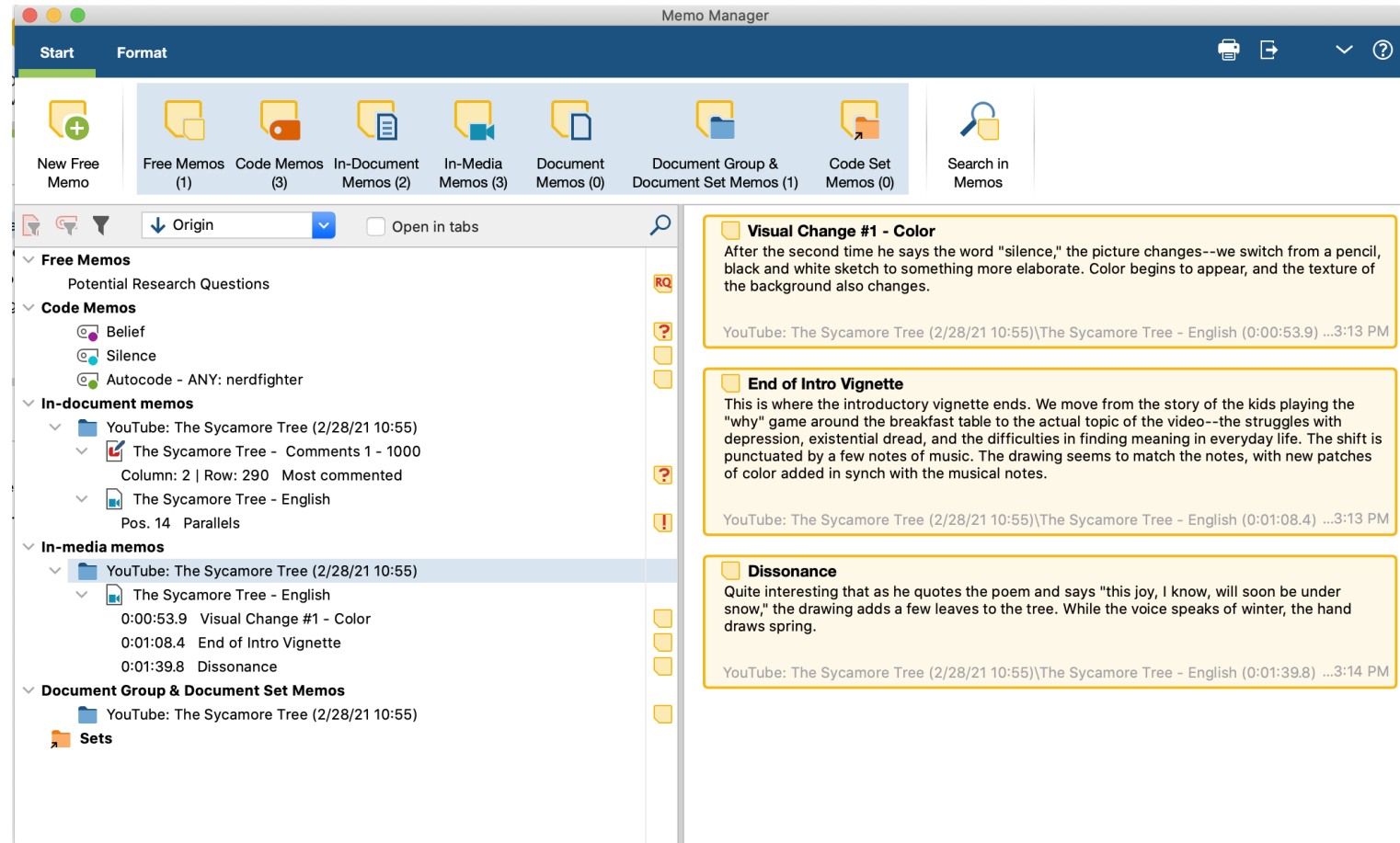
Edit: most of the replies consist in a "+" used to agree with the sentiment expressed in the original comment. Is this a typical mode of engagement in this community?

In-Media Memos

- Click on “New Memo” icon
- It is possible to navigate the video by jumping from one memo to the next



One Memo Manager to Rule Them All



Advantages of Using the Memo Manager

- Select which types of memos to hide/display
- Sort and Filter
- Text search within memos
- Arrange memos in sets
- Export memos

