

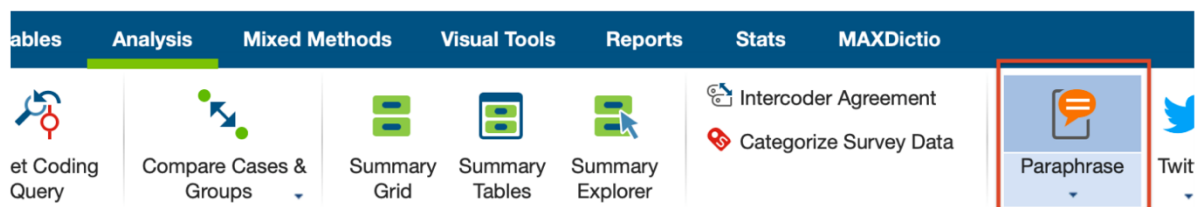
Spotlight Session: Paraphrasing with MAXQDA

Dr. Michael Gizzi

Paraphrases are summaries of individual sections of your data written in your own words. The MAXQDA Paraphrasing tool enables you to write brief (255 characters) summaries of segments of text. It can be very useful in creating a literature review or helping to build a code system inductively.

How to Paraphrase

Go to the Analysis menu, Select the icon for Paraphrase. Either select the sub-menu, or just double-click to begin paraphrasing.



Activated Paraphrase Mode

Once you select Paraphrase, all other analysis tools are temporarily disabled until you switch to a different tab or click on the paraphrase icon again.

Paraphrasing a document

THE FAST-CHANGING MARKET FOR ENTERTAINMENT VIDEO

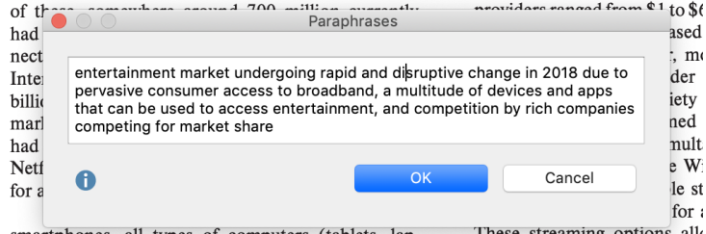
In 2018, the world market for entertainment video (movies, TV episodes, and live-streamed events) was undergoing rapid and disruptive change being driven by (1) increasingly pervasive consumer access to high-speed Internet connections, (2) the variety of devices and downloadable apps that consumers could use to access both broadcast and streamed entertainment programs, and (3) the mounting intensity with which well-known, resource-rich companies were competing for viewers of entertainment programs. Close to half of the world's population of 7.6 billion people in 2018 used the Internet and, of these, somewhere around 700 million currently had Internet access.

tent provider (or, at worst, a free content provider).

Consumers could view streaming content from growing numbers and types of providers and the options included:

- Using a TV remote to order TV shows instantly streamed other connected device) on (generally referred to as "video-on-demand" or VOD). Most all traditional cable providers of multichannel TV packages were promoting a library of several hundred movie titles (and often prior episodes of top TV shows, as well as other content) available on-demand to regular subscribers having a cable or satellite box; the rental prices for pay-per-view and VOD movies from such providers ranged from \$1 to \$6, but the rental price

Go into the document system and highlight the text you want to paraphrase. When you release your mouse a paraphrase window opens, and you can write your paraphrase. There is a 255-character limit.



Once you click ok, the paraphrased text turns green and the paraphrase shows up in the right sidebar.

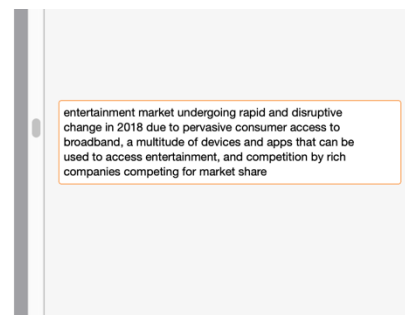
THE FAST-CHANGING MARKET FOR ENTERTAINMENT VIDEO

In 2018, the world market for entertainment video (movies, TV episodes, and live-streamed events) was undergoing rapid and disruptive change being driven by (1) increasingly pervasive consumer access to high-speed Internet connections, (2) the variety of devices and downloadable apps that consumers could use to access both broadcast and streamed entertainment programs, and (3) the mounting intensity with which well-known, resource-rich companies were competing for viewers of entertainment programs. Close to half of the world's population of 7.6 billion people in 2018 used the Internet and, of these, somewhere around 700 million currently

tent provider (or, at worst, a frequently used content provider).

Consumers could view streaming entertainment from growing numbers and types of providers and the options included:

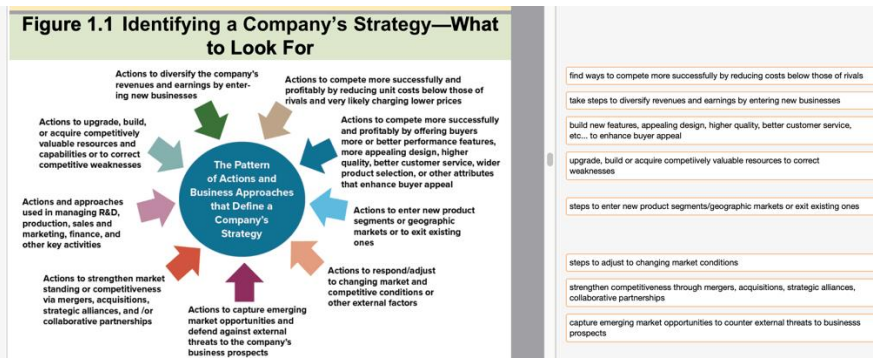
- Using a TV remote to order movies and popular TV shows instantly streamed directly to a TV (or other connected device) on a pay-per-view basis (generally referred to as "video-on-demand" or VOD). Most all traditional cable and satellite providers of multichannel TV packages were promoting a library of several hundred movie titles (and often prior episodes of top TV shows, as well as other content) available on-demand to regular subscribers having a cable or satellite box; the rental prices for pay-per-view and VOD movies from such providers ranged from \$1 to \$6, but the rental price



Viewing your paraphrases

MAXQDA provides three ways to "see" what you have paraphrased

1. You can scroll through a document and view paraphrases in the right sidebar



2. You can use the **Paraphrased Segments** tool in the Code system, which is below your codes.

Code System

- Code System (120)
 - competitive threats (1)
 - Forecast (6)
 - Quotable (5)
 - Explanations (15)
 - Parts of the organization (4)
 - Operations (1)
 - Finance (3)
 - Marketing (1)
 - Events (1)
 - Economic Forces (2)
 - competitive advantage (1)
 - Competitors Actions (3)
 - Results (12)
 - Components of Strategy (65)
 - Sets (0)
- Paraphrased Segments (114)
 - Created: 11/22/19 9:47 AM
 - Last modified: 1/8/20 11:50 AM

Paraphrased Segments

114 paraphrased segments (from 8 documents, 3 document groups)

Ultimately, all differences between companies in cost or price derive from the hundreds of activities required to create, produce, sell, and deliver their products or services, such as calling on customers, assembling final products, and training employees. Cost is generated by performing activities, and cost advantage arises from performing particular activities more efficiently than competitors. Similarly, differentiation arises from both the choice of activi-

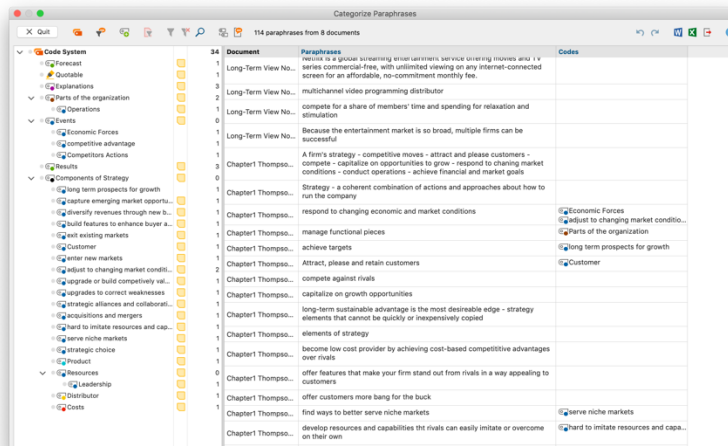
Paraphrase	Docum...	Document name	Begin...	End
A phenomenal start ... basically the same as many prior quarters	1941	transcript	2: 14/1	2: 184
Access based positioning	Literatur...	Porter 1996 What is Strategy	7: 1050	7: 125
achieve targets	Literatur...	Chapter1 Thompson 2020	10: 329	10: 36
Acquiring or merging	Literatur...	Alternative Text for Thompson Figure...	1: 969	1: 988
Activities are the basic units of competitive advantage	Literatur...	Porter 1996 What is Strategy	2: 405	2: 107
Activity-system mapping	Literatur...	Porter 1996 What is Strategy	11: 2134	11: 277
Alliances	Literatur...	Alternative Text for Thompson Figure...	1: 1055	1: 106
Attract, please and retain customers	Literatur...	Chapter1 Thompson 2020	10: 371	10: 411
Balance Sheet Accounting logic shows Assets the organization controls, Liabilities th...	Quarterl...	19Q1 Letter	9: 19	9: 47
Because the entertainment market is so broad, multiple firms can be successful	Addition...	Long-Term View November 12 2019	4: 1522	4: 159

3. You can use the **Categorize Paraphrase** tool, or the **Paraphrase Matrix** tool

Categorize Paraphrases

Categorize paraphrases is available from the main paraphrase icon. It enables to you see all of your paraphrases with the code system to the left. You can use this to organize paraphrases and link them to new or existing codes.

- This lets you organize paraphrased segments and create codes from them
- It allows you to organize paraphrases using a drag-and-drop function.
- You can link paraphrases to existing codes or add new ones.



Linking Codes

- Select the paraphrase (it turns blue)
- Drag it to an existing code
- A plus sign appears
- Release it and then the code will be linked to the paraphrase

Parts of the organization	2	Chapter1 Thompson...	respond to changing economic and market conditions	Economic Forces
Operations	1	Chapter1 Thompson...	achieve targets	adjust to changing market conditions
Events	0	Chapter1 Thompson...	Attract, please and retain customers	long term prospects for growth
Economic Forces	1	Chapter1 Thompson...	compete against rivals	Customer
competitive advantage	1	Chapter1 Thompson...	capitalize on growth opportunities	
Competitors Actions	3	Chapter1 Thompson...	long-term sustainable advantage is the most desirable edge - strategy elements that cannot be quickly or inexpensively copied	
Results	0	Chapter1 Thompson...	elements of strategy	
Components of Strategy	1	Chapter1 Thompson...	become low cost provider by achieving cost-based competitive advantages over rivals	
long term prospects for growth	1	Chapter1 Thompson...		
capture emerging market opportunities	1	Chapter1 Thompson...		
diversify revenues through new business	1	Chapter1 Thompson...		
build features to enhance buyer awareness	1	Chapter1 Thompson...		
exit existing markets	1	Chapter1 Thompson...		

Creating Codes from paraphrases

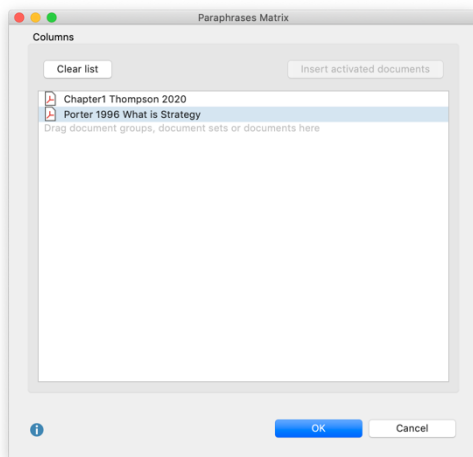
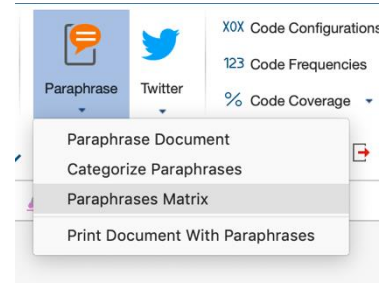
To create a new code from a paraphrased segment, select the paraphrase (it will turn blue). Right click, and select “Create and Assign New Code”

Chapter1 Thompson...	compete against rivals	
Chapter1 Thompson...	capitalize on growth opportunities	Create and Assign New Code
Chapter1 Thompson...	long-term sustainable advantage is the most desirable edge - strategy elements that cannot be quickly or inexpensively copied	Remove Paraphrase

Paraphrase Matrix

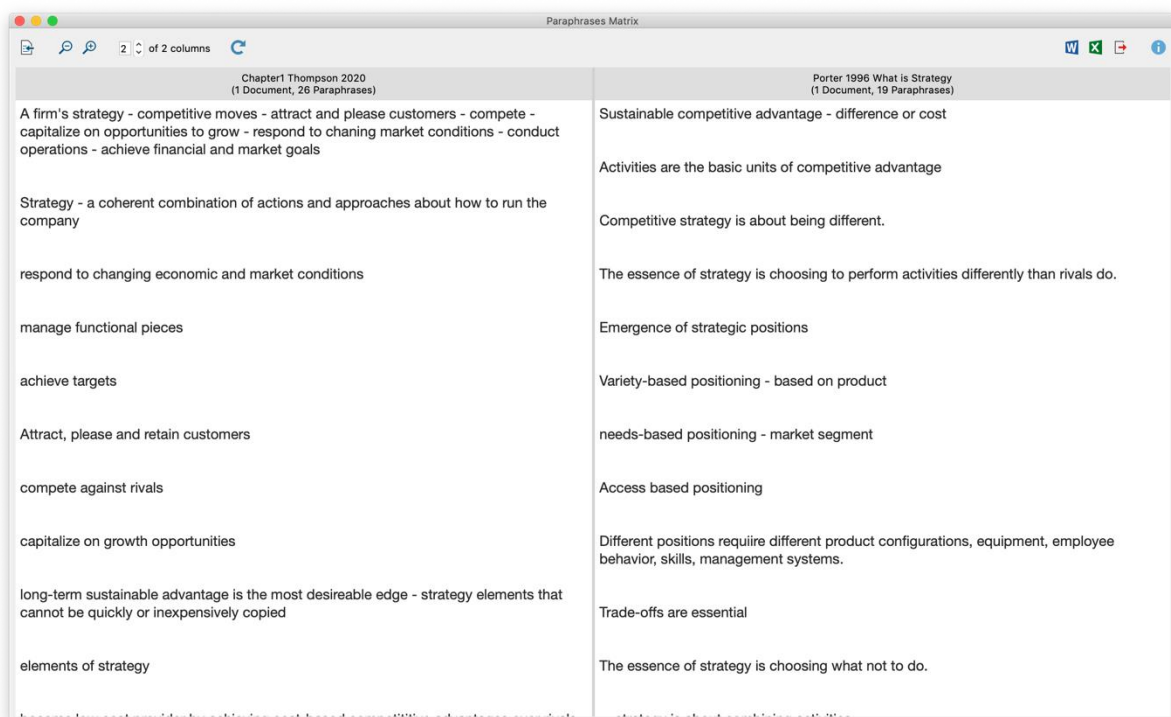
The paraphrase matrix allows you to see all paraphrases from selected documents or groups of documents in a table or matrix format

- Go to Analysis, Paraphrase, Paraphrase Matrix
- Either drag and drop documents into the dialog box, or select Insert Activated Documents



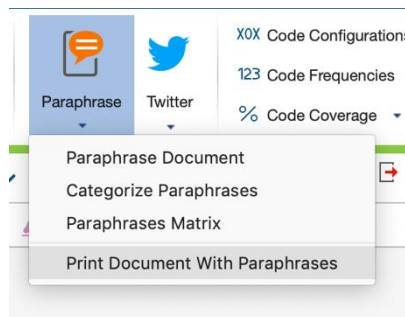
It creates an easy to read, text-editable version of paraphrases in order they appear in each document.

- The paraphrase matrix can be exported to Microsoft Word or Excel
- It can also be viewed with hyperlinks to the actual documents, which will bring you directly to the paraphrased segment in your document
- This tool can be very useful if you have extensive paraphrases in similar documents



Printing Paraphrased segments

You might want a printed version of a document with paraphrases. Select print from the Paraphrase icon, and you can easily view your document outside of MAXQDA on paper or PDF with paraphrased text included



Content

We program Netflix with a wide breadth of content to satisfy the diverse tastes of our nearly 150m paid members and the hundreds of millions of people we hope will one day join Netflix. We continue to see big successes across our programming categories. For Q1'19, in scripted English language TV, we premiered another big hit in *Umbrella Academy*, based on the comic book by Gerard Way and Gabriel Bá, which has been watched by 45 million member households in its first four weeks on service.

Our original films effort built on the momentum from our Q4 blockbuster *Bird Box* with *Triple Frontier*, starring Ben Affleck and directed by J.C. Chandor. This action/heist movie has been watched by over 52 million member households in its first four weeks on Netflix. *The Highwaymen* (starring Kevin Costner and Woody Harrelson as two lawmen that bring Bonnie and Clyde to justice) is on track to being watched by over 40 million member households in its first month.

Our documentary feature *FYRE: The Greatest Party That Never Happened* has been watched by over 20 million member households in its first month on Netflix. In early April, we unveiled *Our Planet*, our most ambitious entry into the popular nature documentary genre. More than four years in the making and shot in 50 different countries, *Our Planet* is off to a strong start and is tracking to be one of our most successful global documentary series launches yet, with over 25 million member households projected to watch in the first month of release.

We launched our originals effort for the unscripted genre two years ago with several successful English-language formats like the light hearted cooking competition *Nailed It!*. We're building on that success by launching locally adapted versions in Mexico, France, Germany and Spain. *iNailed It!: México* was the first and launched on February 8, achieving three times more first-month watchers in Mexico than the dubbed US version.

Our non-English language originals continue to be successful for us and we recently announced that Bela Bajaria, who has overseen some of our most successful scripted and unscripted titles, will now lead this programming category for original series in LatAm, EMEA and India. We premiered our first large scale Korean original series, *Kingdom*, in January. This period piece with zombies is our most successful season one show in Korea to date and has also been watched by millions of members outside of Korea with particularly strong viewing throughout Asia. *Durante la Tormenta* (aka *Mirage*) is a successful Spanish-language original film that debuted in the quarter and has seen broad viewing across the world.

We're thrilled for the creators of our content when they are recognized for their exceptional work. We're proud that last year Netflix became the most nominated network at the Emmys and now has tied to become the #2 most nominated studio at the Oscars; we tied for most wins in both, including major

This is an example of how they measure success of a show or program. Watched by [number of] member households in its first [period of time].

This shows the logic of getting into a new product category and how it spreads from one geographic region to another.

Is this a hint at future changes in structure? I've seen 19Q3 it is pretty close.

For More Information

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