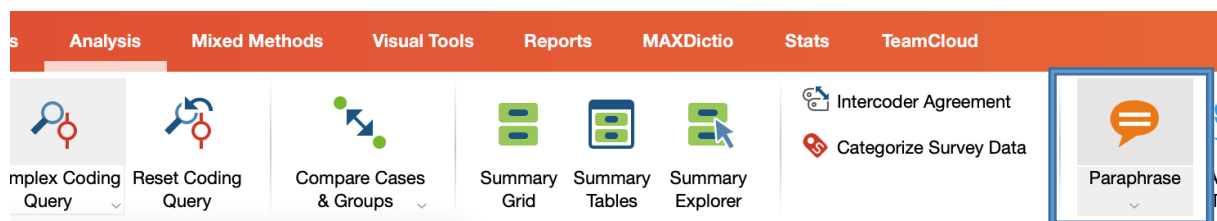


Paraphrasing with MAXQDA

Paraphrases are summaries of individual sections of your data written in your own words. The MAXQDA Paraphrasing tool enables you to write brief (255 character) 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.



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

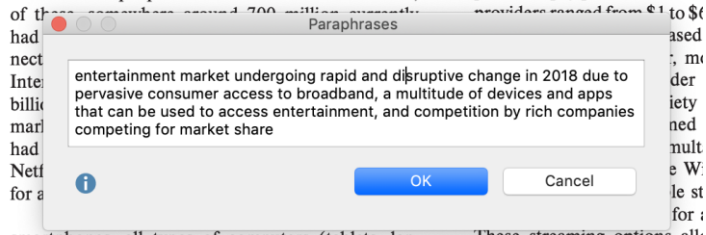
In 2018, the world market for entertainment video (movies, TV episodes, and live-streamed events) was undergoing rapid and disruptive change being driven by (1) increasingly pervasive consumer access to high-speed Internet connections, (2) the variety of devices and downloadable apps that consumers could 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, more than 300 million were using smartphones. These streaming options all

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

Consumers could view streaming content from growing numbers and type the options included:

- Using a TV remote to order TV shows instantly streamed other connected device) on (generally referred to as "VOD). Most all traditional providers of multichannel TV paying a library of several hundred prior episodes of top TV other content) available on-demand subscribers having a cable or satellite prices for pay-per-view and VC providers ranged from \$1 to \$6

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 streamed entertainment from growing numbers and types of providers and the options included:

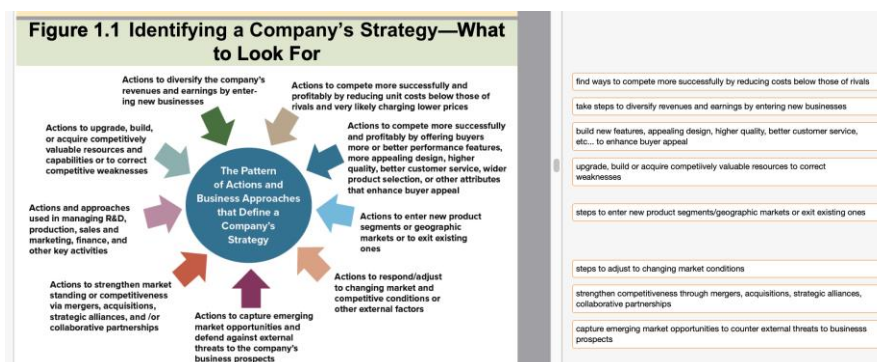
- Using a TV remote to order movies and popular TV shows instantly streamed directly to a TV (or other connected device) on a pay-per-view basis (generally referred to as "video-on-demand" or VOD). Most all traditional cable and satellite providers of multichannel TV packages were promoting a library 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

entertainment market undergoing rapid and disruptive change in 2018 due to pervasive consumer access to broadband, a multitude of devices and apps that can be used to access entertainment, and competition by rich companies competing for market share

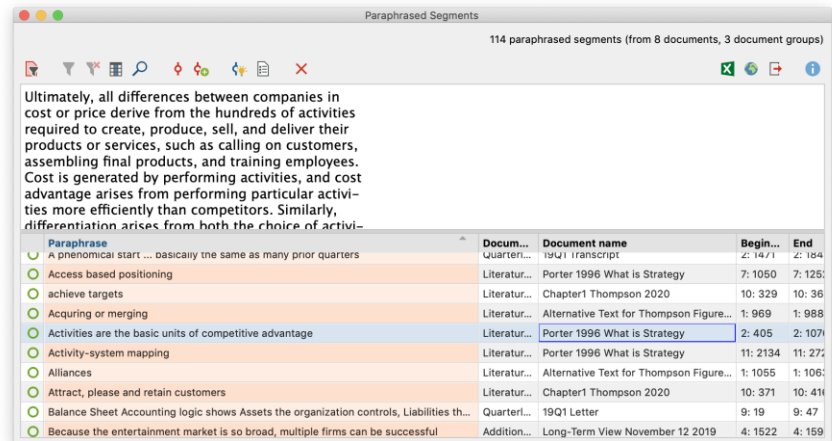
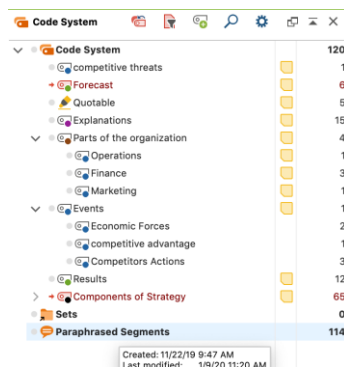
Viewing your paraphrases

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

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



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

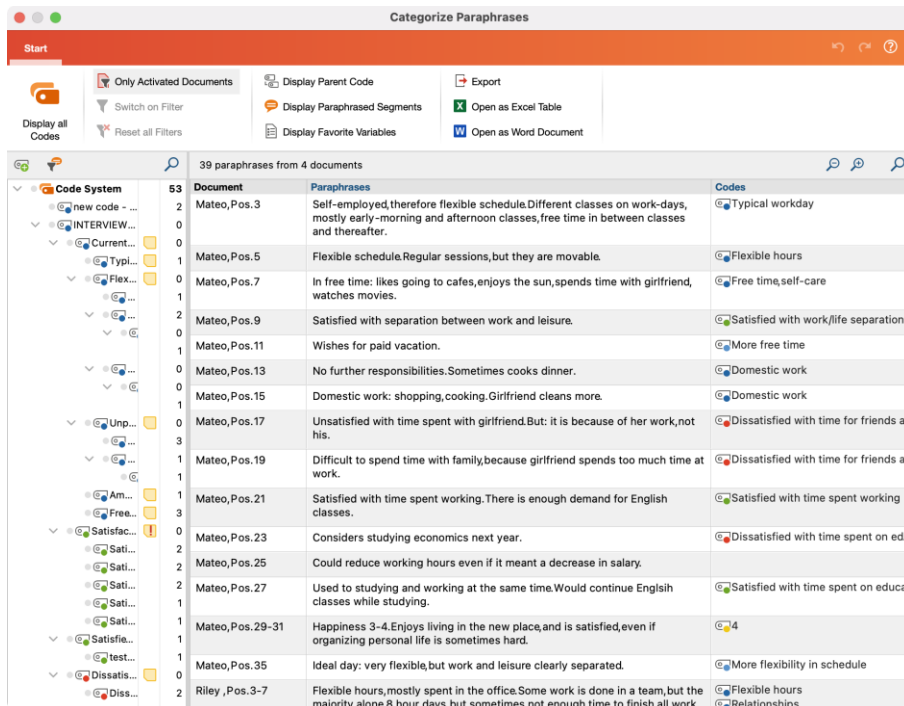


- You can use the **Categorize Paraphrase** tool, or the **Paraphrase Matrix** tool

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 green)
- Drag it to an existing code
- A plus sign appears.
- Release it and then the code will be linked to the paraphrase

long term prospects for growth	1	Chapter1 Thompson 2020, p.10	Strategy - a coherent combination of actions and approaches about how to run the company	
capture emerging market opportu...	1	Chapter1 Thompson 2020, p.10	respond to changing economic and market conditions	Economic Forces
diversify revenues through new bu...	1	Chapter1 Thompson 2020, p.10	manage functional pieces	Parts of the organization
build features to enhance buyer ap...	1	Chapter1 Thompson 2020, p.10	achieve targets	long term prospects for growth
exit existing markets	1	Chapter1 Thompson 2020, p.10	Attract, please and retain customers	Customer
Customer	1	Chapter1 Thompson 2020, p.10	compete against rivals	
enter new markets	1			
adjust to changing market conditio...	2			
upgrade or build competitively valu...	1			
upgrades to correct weaknesses	1			
strategic alliances and collaborativ...	1			
acquisitions and mergers	1			
hard to imitate resources and capa...	1			

Creating Codes from paraphrases

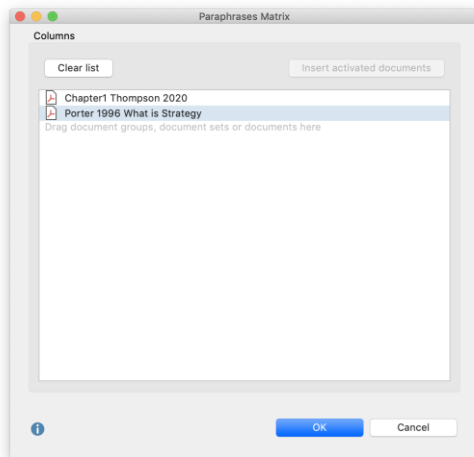
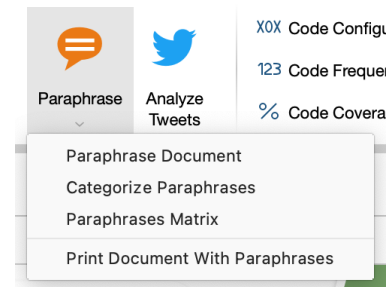
To create a new code from a paraphrased segment, select the paraphrase (it will turn blue). Right click, and select "Create and Assign New Code"

Chapter1 Thompson 2020,p.10	respond to changing economic and market conditions	<ul style="list-style-type: none"> Economic Forces adjust to changing market conditio...
Chapter1 Thompson 2020,p.10	manage functional pieces	<ul style="list-style-type: none"> Create and Assign New Code Remove Paraphrase
Chapter1 Thompson 2020,p.10	achieve targets	<ul style="list-style-type: none"> long term prospects for growth

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



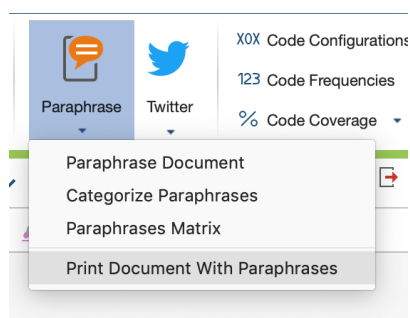
It creates an easy to read, text-editable version of paraphrases in order they appear in each document.

- 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

Chapter1 Thompson 2020 (1 Document, 28 Paraphrases)	Porter 1996 What is Strategy (1 Document, 19 Paraphrases)
A firm's strategy - competitive moves - attract and please customers - compete - capitalize on opportunities to grow - respond to changing market conditions - conduct operations - achieve financial and market goals	Sustainable competitive advantage - difference or cost
Strategy - a coherent combination of actions and approaches about how to run the company	Activities are the basic units of competitive advantage
respond to changing economic and market conditions	Competitive strategy is about being different.
manage functional pieces	The essence of strategy is choosing to perform activities differently than rivals do.
achieve targets	Emergence of strategic positions
Attract, please and retain customers	Variety-based positioning - based on product
compete against rivals	needs-based positioning - market segment
capitalize on growth opportunities	Access based positioning
long-term sustainable advantage is the most desirable edge - strategy elements that cannot be quickly or inexpensively copied	Different positions require different product configurations, equipment, employee behavior, skills, management systems.
elements of strategy	Trade-offs are essential
	The essence of strategy is choosing what not to do.

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.

NETFLIX

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For More Information

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