

# Spotlight Session: Creating Concept Maps with MAXMaps

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## Session overview

Building concept maps are a great way to discover your data and explore emerging themes. They are also a valuable tool to visualize relationships when developing new concepts or theories. In addition, concept maps are a helpful tool to present your research and make it accessible to others! In this session we will look at how the MAXMaps feature in MAXQDA allows you to build maps for all these purposes. We will review how to add elements, create connections, work with model templates and edit visualisations in MAXMaps.

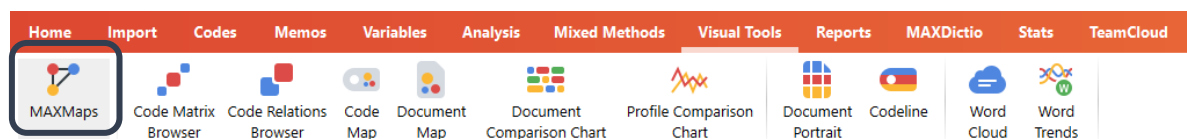
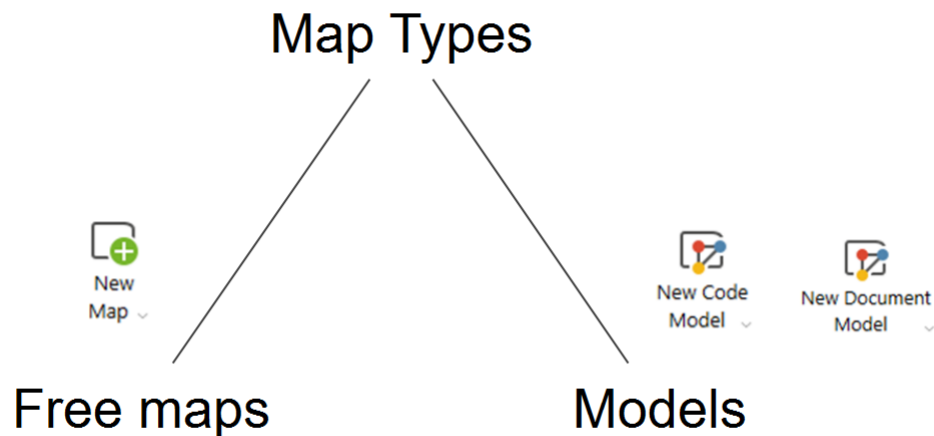


Figure 1 MAXMaps feature in the MAXQDA Menu

## Overview of Map Types

You can use different map types in MAXQDA to explore or visualize your project data. You can create free maps or work with model templates.



**Advantage of free maps: you can import elements independently from your project.**

**Possible use cases:**

- Overview of fieldwork conditions
- Contextual elements of research settings
- Representation of research methods
- Geographical information on fieldwork conditions
- Temporal progression of research projects

**Advantage of models and data-based maps: they can be created automatically and are directly connected to your empirical data.**

**Possible use cases:**

- The cause-effect relationship between different categories
- Memos belonging to specific documents or document groups
- Intersections and overlaps between codes
- The subcategories of codes
- The constellation of code in a given document in the shape of a so-called case map

*Figure 2 Map Types*

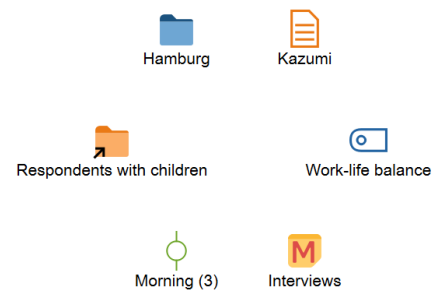
## 1. Creating Maps from Scratch

## 1.1. Importing Elements

The first step of creating a map from scratch is to import the various documents, codes, coded segments, memos, etc. to the MAXMaps workspace. These elements connect your map to your data and allow to navigate through your project.

Elements that can be imported:

- Document groups
- Document sets
- Codes and subcodes
- Memos
- Coded segments



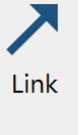
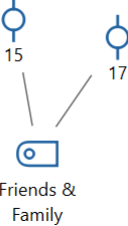

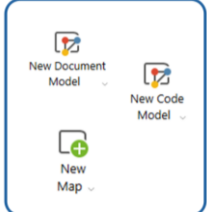





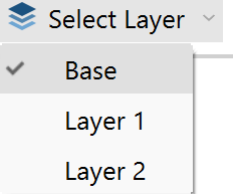
*Figure 3 Project elements you can import in MAXMaps*

Free Objects

- Graphic objects not connected to any elements in your MAXQDA projects
  - o Text, pictures, icons etc.

## 1.2. Represent Connections

The second step of designing your map is to correct and arrange elements.

<p><b>Create Links</b></p>	 <p>Link</p>	
<p><b>Use forms (for example for grouping)</b></p>		
<p><b>Add additional, related elements</b></p>	 <p>New Text</p>	
<p><b>Move elements around by drag and drop</b></p>		
<p><b>Use layers to design your presentation</b></p>	 <p>Layers</p>	

## 2. Working with Models

You can work with documents and code models in MAXMaps. There are several pre-configured templates you can choose from. Here is an overview of what their focus and functions are as well as two examples:

**Table 17.2** Overview of the model templates in MAXMaps

Description	Focus	Meaning and purpose
Single-Case Model	One document, document group, or document set	This model produces a map of the assigned codes, memos, and coded segments for a selected document from the “Document System”
Single-Case Model for Focus Group Participants	A participant in a specific focus group	This model produces a map of the assigned codes, memos, and coded segments for a specific participant in a selected focus group
Single-Case Model with Code Hierarchy	A document, document group, or document set	This special variant of the single-case model produces a map in which the code hierarchy is also displayed
Two-Cases Model	Two documents, document groups or document sets and their respective codes	This model visually displays which codes occur in both documents, document groups, or document sets and those which only exist in one of the two “cases”
Single-Code Model	One code with coded segments and subcodes	This model displays a selected code and its corresponding coded segments in a map, as well as the code memo and the memos linked to this code
Code Theory Model	The memos linked to a code	This model can assist you in developing theories and testing hypotheses. A selected code, and if necessary also its corresponding subcodes, and the memos linked to this code and its subcodes are displayed in the workspace
Code-Subcodes-Segments Model	A code with its subcodes and coded segments	A selected code and its subcodes are displayed in a map. Each code and subcode is linked to its corresponding segments
Hierarchical Codes-Subcodes Model	A code and its subcodes	A selected code and its subcodes are displayed in a map. The hierarchical structure of the subcodes is visualized in the form of several “levels”
Code Co-occurrence Model	Intersections of codes	For selected codes, the intersections between them and other codes are mapped out. Including the subcodes in this map increases its complexity

*Figure 4 Overview of model templates in MAXMaps. From Kuckartz & Rädiker (2019, p. 243)*

### Selim and Arne

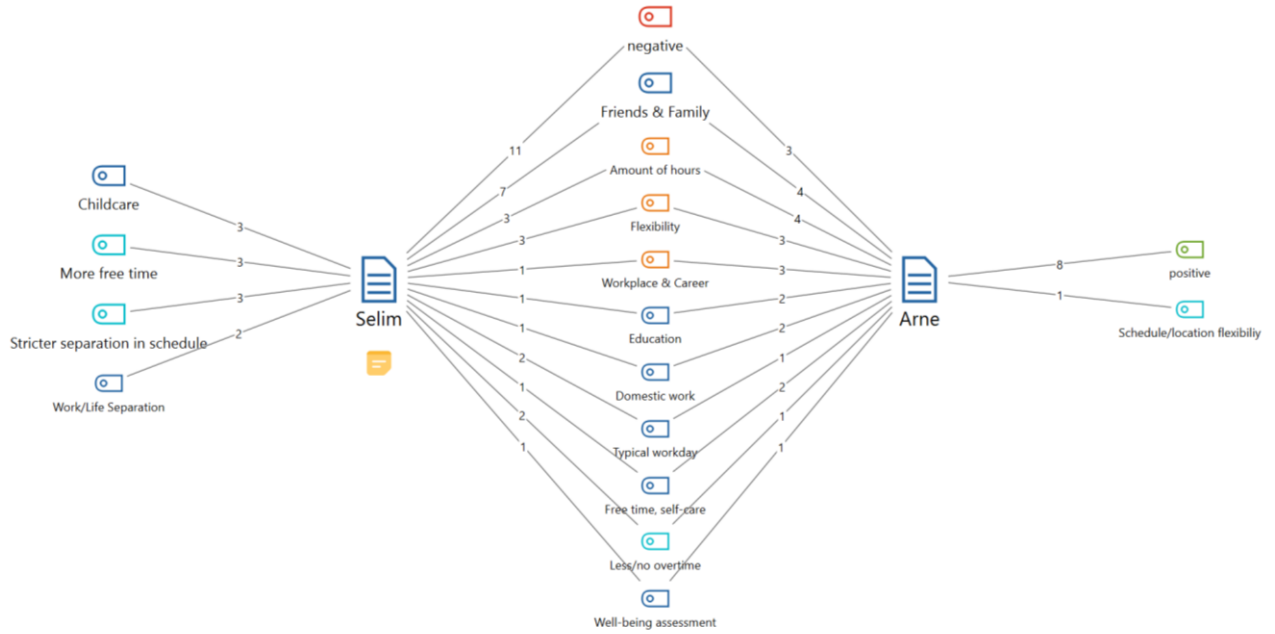


Figure 5 Example for a two-cases model

### Code Theory Model

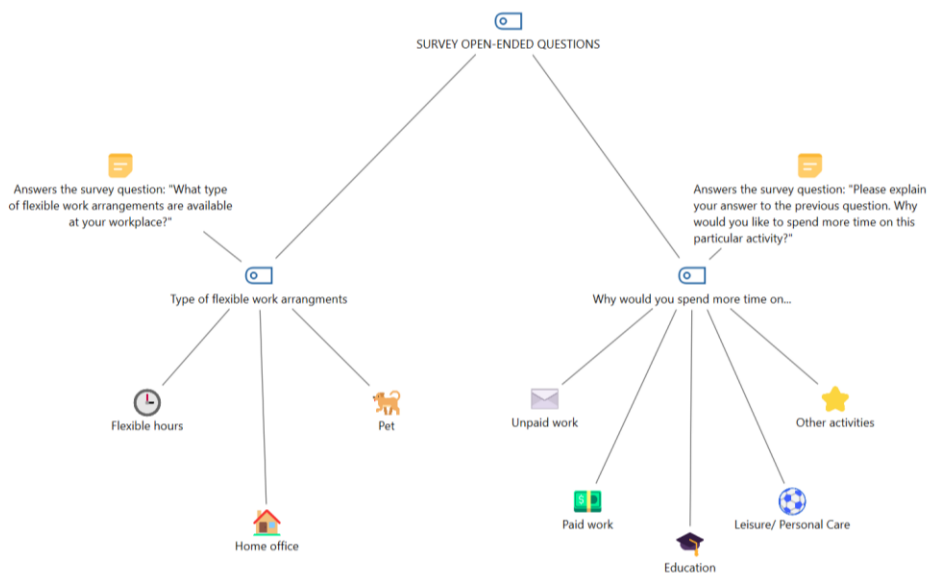


Figure 6 Example for a code theory model

## 3. Editing Visualizations

Instead of creating a map in You can import and edit the following visualizations in MAXMaps:

- Code Map
- Document Map
- Creative Coding

## Suggested Reading

Kuckartz, U., & Rädiker, S. (2019). Analyzing qualitative data with MAXQDA. Springer International Publishing.