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

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 2011, the world market for entertainment video—movies, TV episodes, and live-streamed events—was undergoing rapid and disruptive change brought about by (1) increasingly pervasive consumer access to high-speed Internet connections, (2) the surging of devices and downloadable apps that consumers could use to access both broadcast and streamed entertainment programs, and (3) the mushrooming of streaming options with which filmmakers, music-rich companies were competing for viewers of entertainment products. Close to half of the world's population of 1.4 billion people in 2018 used the Internet and, of these, somewhere around 700 million currently use a TV 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 commercial 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

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**Paraphrasing on the fly**

MAXQDA 2022 lets you paraphrase while in the document browser, without activating the paraphrase documents tool.

Highlight a segment and you can right click and select paraphrase selection.

"Leadership is not only getting others to do what they wouldn't do otherwise, but to do what they couldn't be coerced", said Burns.21 Leadership is about guidance, not merely direct them. Leaders must be mentors, not martinetts. Leaders must be educators, through education and the policy of empowerment. Leaders "cooperators",22 and reciprocal leaders in the pursuit of a common enterprise.
Once you create the paraphrase, you will return to the browser, and can code or use any other document function.

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.

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 you to 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
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”

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 example, our original English-language film 7 premiered another big hit in Umbrella Academy, based on the comic book by Gerard Way and Gabriel Ba, which has been watched by 65 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 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 daytime lifestyle cooking competition Flaked off! We’re building on that success by launching locally adapted versions in Mexico, France, Germany and Spain. Naked Attraction: Mexico 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 Ilesia Bajaria, who has overseen some of our most successful scripted and unscripted titles, will now lead this programming category for original series in Japan, India, and Turkey. 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 (Las Minas) 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

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