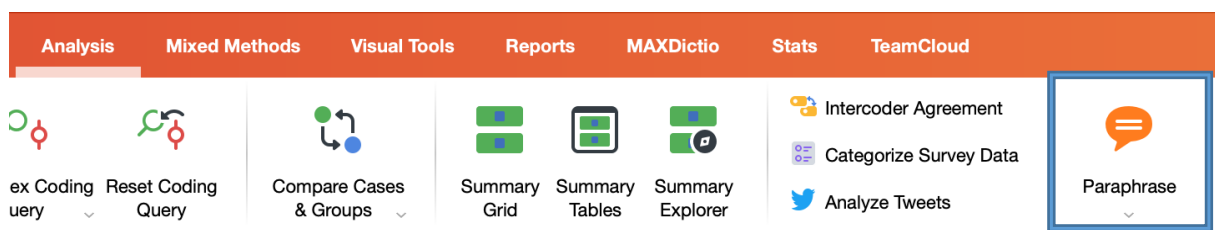


Paraphrasing with MAXQDA

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

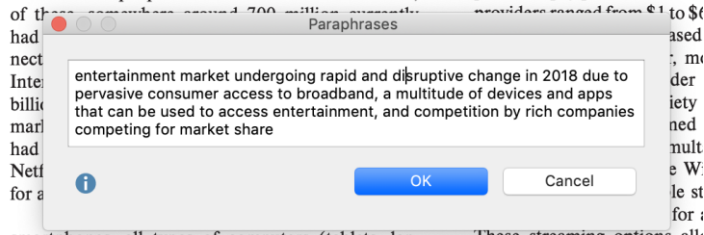
In 2018, the world market for entertainment video (movies, TV episodes, and live-streamed events) was undergoing rapid and disruptive change being driven by (1) increasingly pervasive consumer access to high-speed Internet connections, (2) the variety of devices and downloadable apps that consumers could 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

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

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

- Using a TV remote to order TV shows instantly streamed on other connected devices) on (generally referred to as "video on demand" (VOD). Most all traditional cable providers of multichannel TV programming a library of several hundred often prior episodes of top TV shows (other content) available on-demand for subscribers having a cable or satellite service for pay-per-view and VOD services 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:

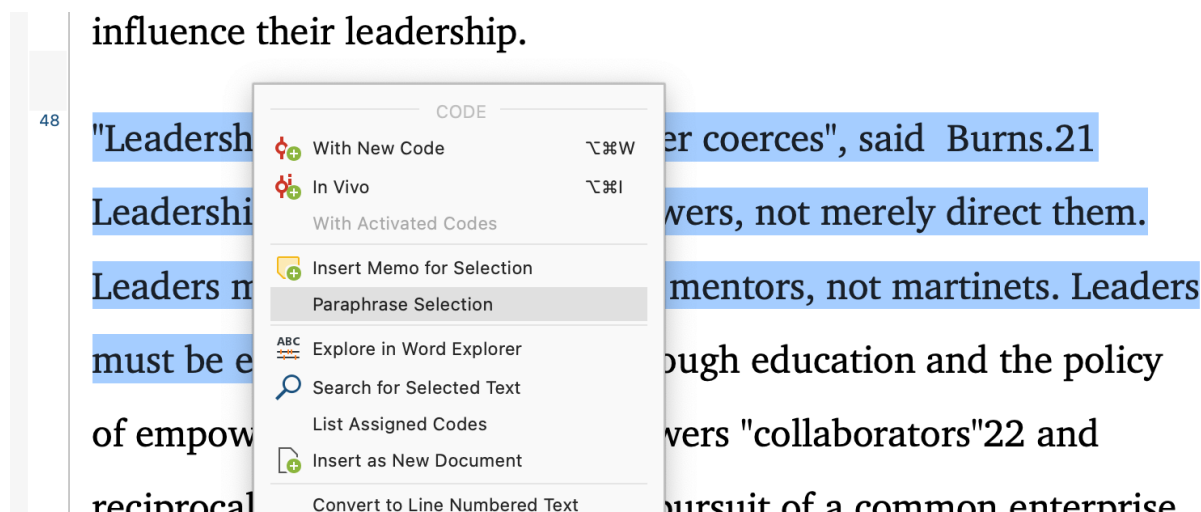
- Using a TV remote to order movies and popular TV shows instantly streamed directly to a TV (or other connected device) on a pay-per-view basis (generally referred to as "video-on-demand" or VOD). Most all traditional cable and satellite providers of multichannel TV packages were promoting a library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

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.



influence their leadership.

48 "Leadership...er coerces", said Burns.21

Leadership...wers, not merely direct them.

Leaders m...mentors, not martinets. Leaders

must be e...ough education and the policy

of empow...wers "collaborators"22 and

reciprocal...pursuit of a common enterprise

CODE

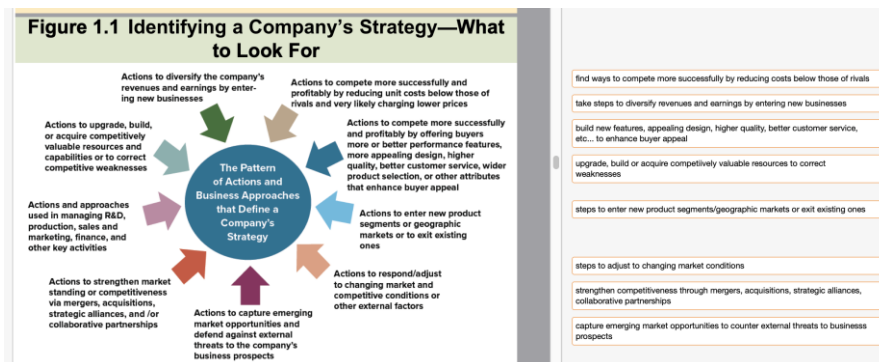
- With New Code ⌘W
- In Vivo ⌘I
- With Activated Codes
- Insert Memo for Selection
- Paraphrase Selection**
- ABC Explore in Word Explorer
- Search for Selected Text
- List Assigned Codes
- Insert as New Document
- Convert to Line Numbered Text

Once you create the paraphrase, you will return to the browser, and can code or use any other document function.

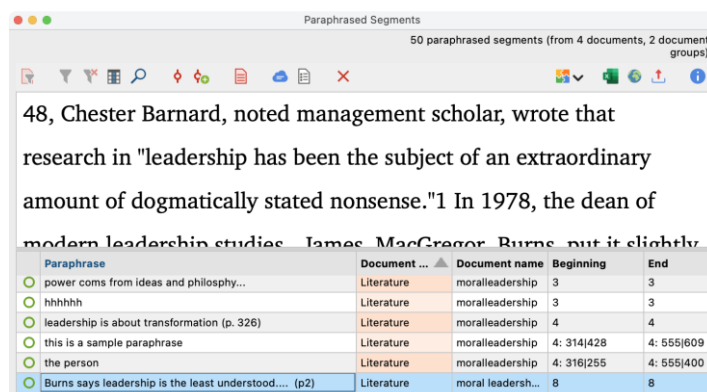
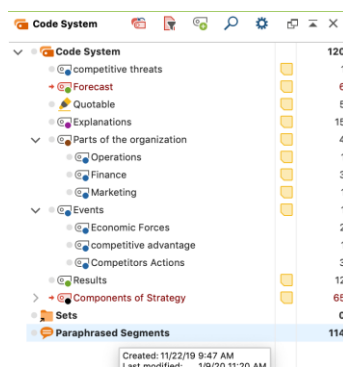
Viewing your paraphrases

MAXQDA provides three ways to “see” what you have paraphrased

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



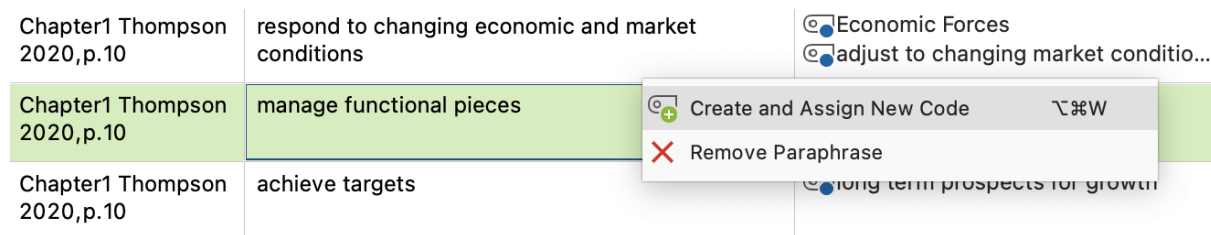
2. You can use the **Paraphrased Segments** tool in the Code system, which is below your codes.



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

Creating Codes from paraphrases

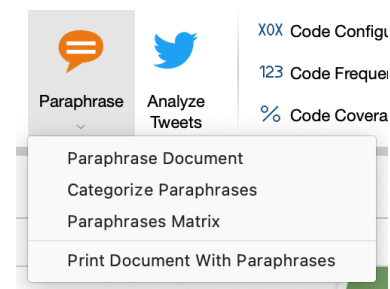
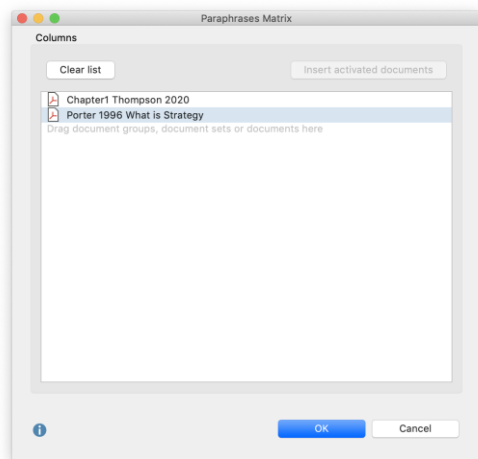
To create a new code from a paraphrased segment, select the paraphrase (it will turn blue). Right click, and select “Create and Assign New Code”



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



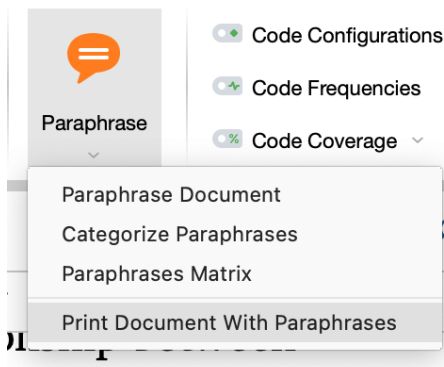
It creates an easy to read, text-editable version of paraphrases in order they appear in each document.

- 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

Paraphrases Matrix	
moral leadership an overview (1 Document, 26 Paraphrases)	wellspring of leadership (1 Document, 8 Paraphrases)
Burns says leadership is the least understood.... (p2) Literature > moral leadership an overview, Pos. 8 - 8	political "leadership" is referneces widely, but poorly understood. Literature > wellspring of leadership, Pos. 2 - 2
leadership studies lack clarity and consnsensus about both leaders and leadership Literature > moral leadership an overview, Pos. 11 - 11	we lack a general theory of political leadership, and as a result it is tempting to simply hypothesize an assortment of variables that shape leadership Literature > wellspring of leadership, Pos. 2 - 2
many works on leadership don't even define it. Literature > moral leadership an overview, Pos. 12 - 12	we must identify original and decisive sources of leadership - wellsprings of political leadership - and must delve into the realm of psychology. Literature > wellspring of leadership, Pos. 3 - 3
good leadership is often viewed as the same as good management Literature > moral leadership an overview, Pos. 12 - 12	primary sources of political leadership lie in "pools of human energy known as wants, needs, aspirations, and expectations." Literature > wellspring of leadership, Pos. 3 - 3
Gardner says - don't confuse leadership with status, or power. Literature > moral leadership an overview, Pos. 14 - 14	leadership first occurs in the transformation of wants into needs Literature > wellspring of leadership, Pos. 3 - 3
Jill Graham argues that a person giving orders is a supervisor or manager, but not necessarily a leader.	wants and needs are elements of motivation -- blanket term which means all

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. *Nailed 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

3

For More Information

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