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Creating Concept Maps with MAXMaps

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Session Overview

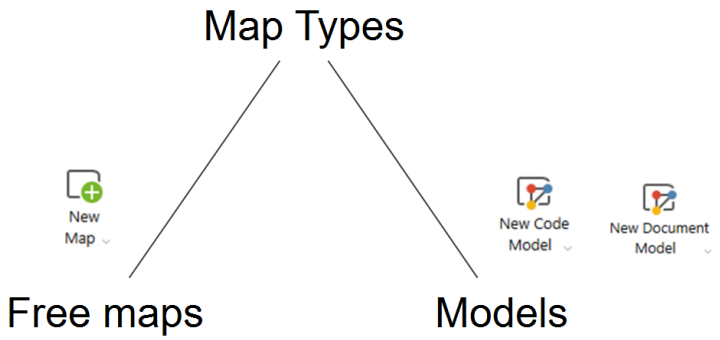
Building concept maps is excellent for discovering your data and exploring emerging themes. They are also valuable tools for visualizing relationships when developing new concepts or theories. In addition, concept maps are a helpful tool to present your research and make it accessible to others! In this session, we will examine 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 visualizations in MAXMaps.

1. When and Why Use MAXMaps?

- Use free maps in the project planning and data collection phase
- MAXMaps' main advantage is a live connection to your data. Tip: Use MAXMaps in the exploration phase to navigate through your project. Work with the import features (context menu on project elements) to import connected data
- Create maps to analyze your data: create maps from scratch or edit existing visualizations (see section 6)
- Use maps to communicate your meaning-making process and results with your audience.

2. 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	• Create your own design	• Use and adjust a pre-build design
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	• The cause-effect relationship between different categories • Memos belonging to specific documents or document groups • Relationships between codes • The subcategories of codes • The constellation of code in a given document in the shape of a so-called case map

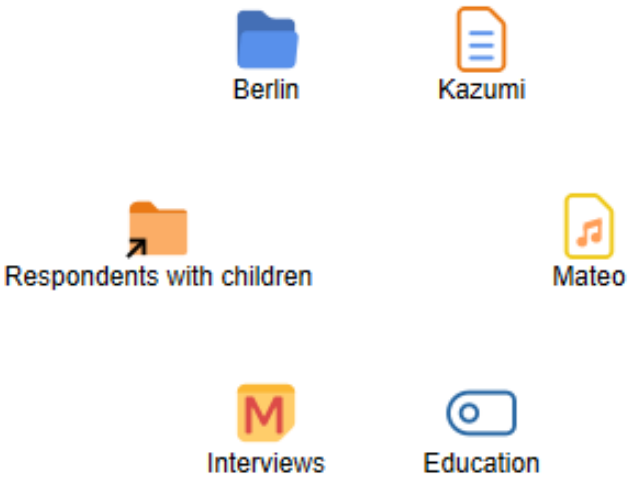
3. Creating and Editing Maps

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 you to navigate through your project.

Elements that can be imported:

- Document groups
- Document sets
- Codes and subcodes
- Memos
- Coded segments
- Free objects, not connected to any elements in your MAXQDA projects (text, pictures, icons etc.)



2. Connect and Arrange Elements

The second step of designing your map is to connect and arrange elements. You can do so by:

- Creating links
- Labelling links and connections
- Use forms (for example to indicate groups
- Move elements by drag and drop
- Use layers to design your presentation

4. Working with Models

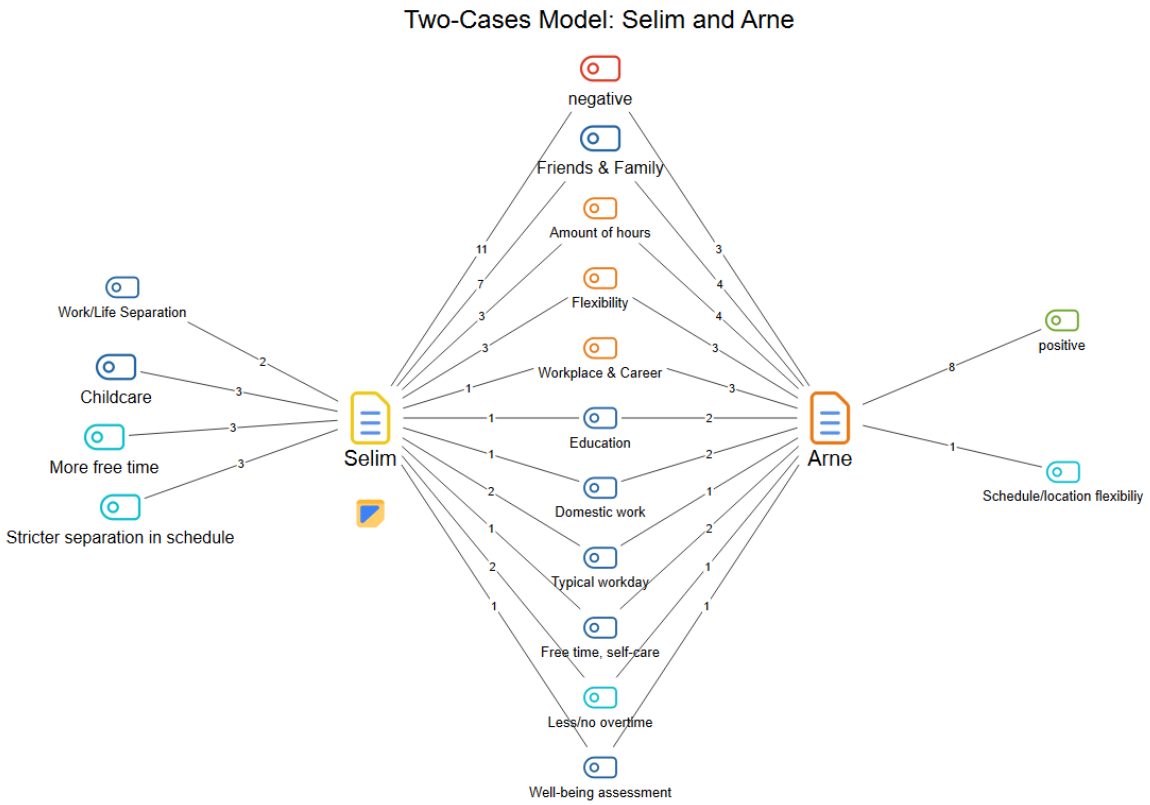
In MAXMaps, you can work with documents and code models. Several pre-configured templates are available.

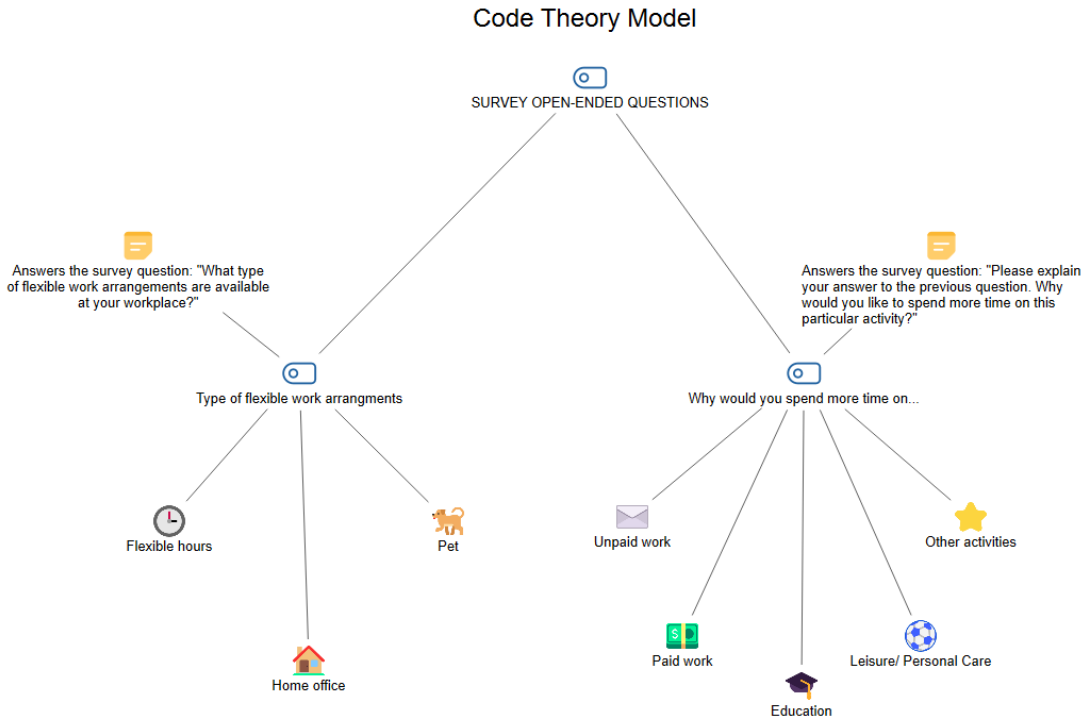
Table 17.2 Overview of the model templates in MAXMaps

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

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

5. Model Examples



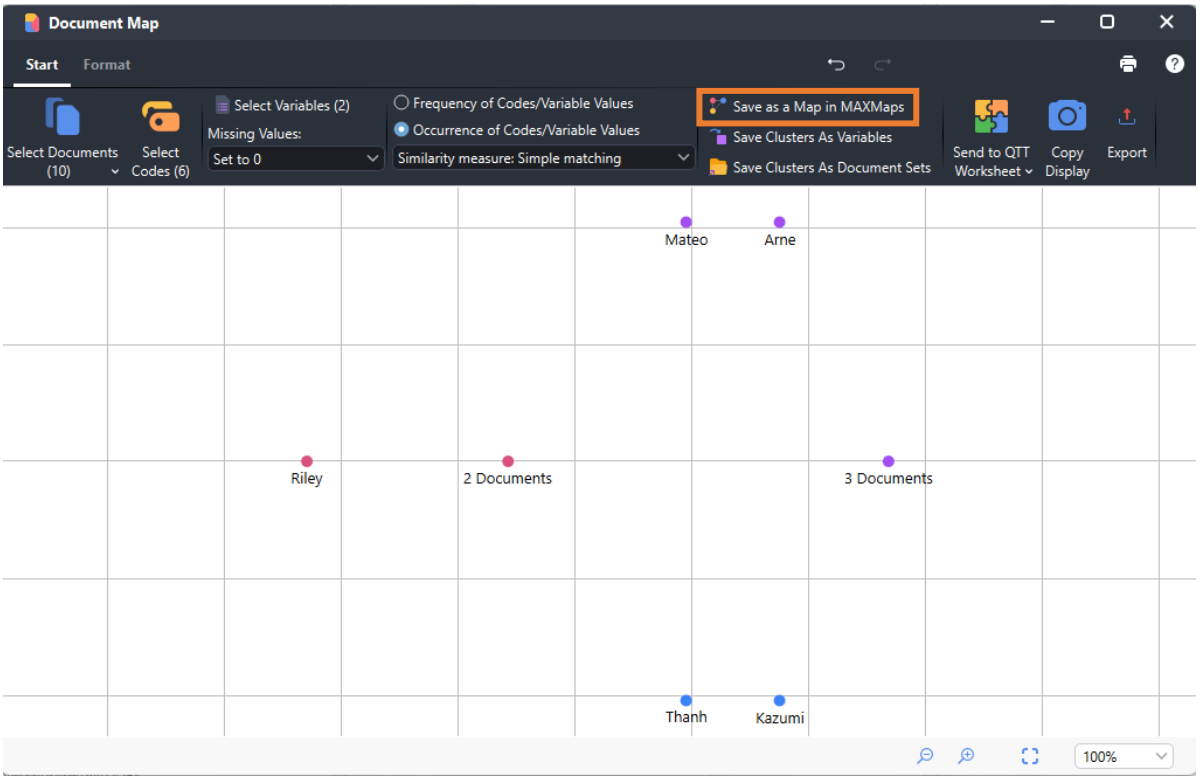


6. Editing Visualizations

You can import and edit the following visualizations in MAXMaps:

- Code Map
- Document Map
- Creative Coding

After creating the visualization, select the option “Save as Map in MAXMaps”. Go to MAXMaps to find the map. You can now use the editing options described above.



7. Suggested Reading

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

Vanides, J., Yin, Y., Tomita, M., & Ruiz-Primo, M. A. (2005). Concept maps. Science Scope, 28(8), 27-31.

Wheeldon, J., & Faubert, J. (2009). Framing experience: Concept maps, mind maps, and data collection in qualitative research. International journal of qualitative methods, 8(3), 68-83.

Wilson, J., Mandich, A., & Magalhães, L. (2016). Concept mapping: A dynamic, individualized and qualitative method for eliciting meaning. Qualitative Health Research, 26(8), 1151-1161.

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