

# Spotlight Session

## Video Analysis with MAXQDA

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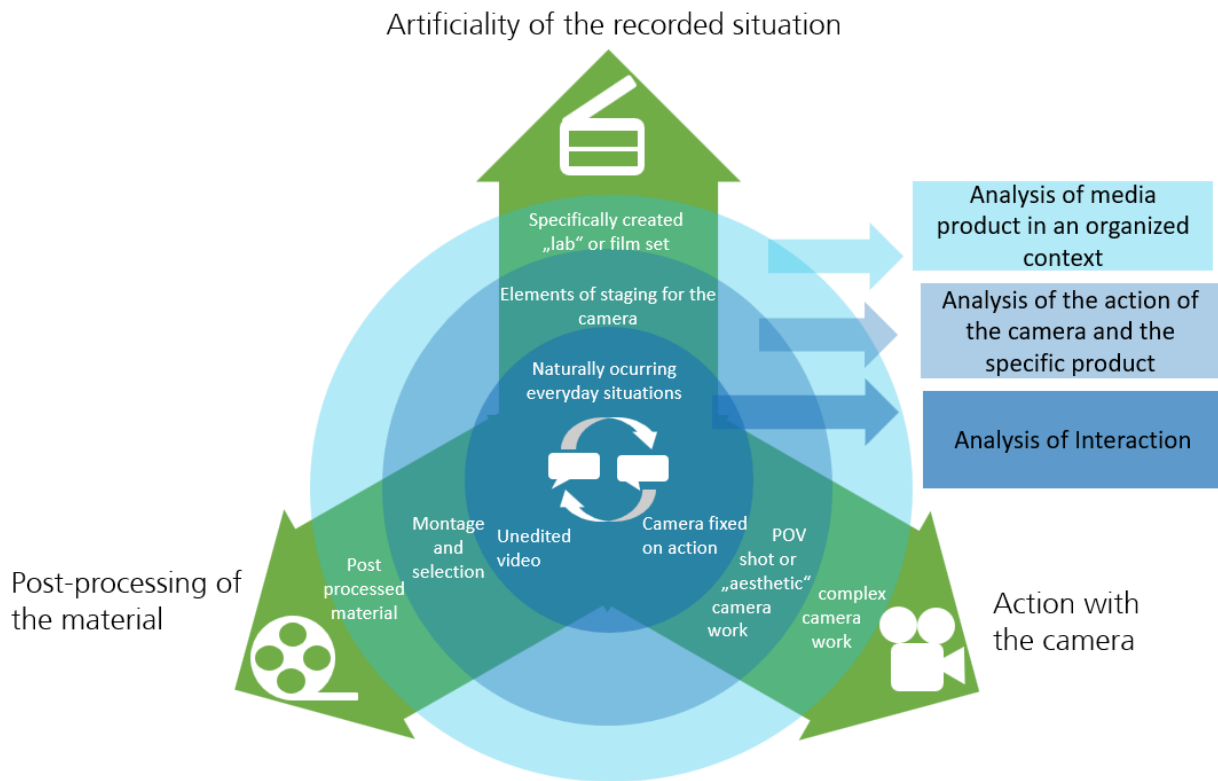
Video has become a data type increasingly used by researchers across disciplines to gain insight into different areas and research objectives, from social interaction to media discourse, video analysis has become a key method for many researchers today.

Reasons to use video data:

- Technological improvements enable detailed video analysis
- Many social phenomena are highly complex: Video data allows researchers to "zoom in" on empirical realities.
- Rich video data encompass more of "what is going on" than e.g. text data: body movements, materialities, space, etc.
- Research questions address not only the "what" and "why," but also the "how" of the action unfolding in the video.

### 1. Types of Video Data

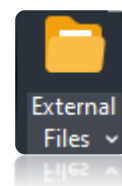
- Artificial vs. natural situations being captured
- The position and "action" of the camera: e.g. static or moving
- Level of editing and post-production



(Tuma et. al. 2013, p. 37)

## 2. Import and Transcription

- Create a new MAXQDA project and import your video files using the Import tab.
- All common video formats are supported by MAXQDA (we recommend using .mp4).
- You can have your videos transcribed automatically using MAXQDA's automatic transcription service. (Up to 1 GB of video can be transcribed at once)
- If you have already transcribed your video, you can attach your transcript to your video file.
- Since video files are often large, they are not (!) stored within the project files, but in a separate folder if they exceed a certain size.



# MAXDAYS

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Would you like to automatically transcribe this media file or link an existing transcript?

Party\_1\_AFD.mp4 (0h 34m 15s)



Import only

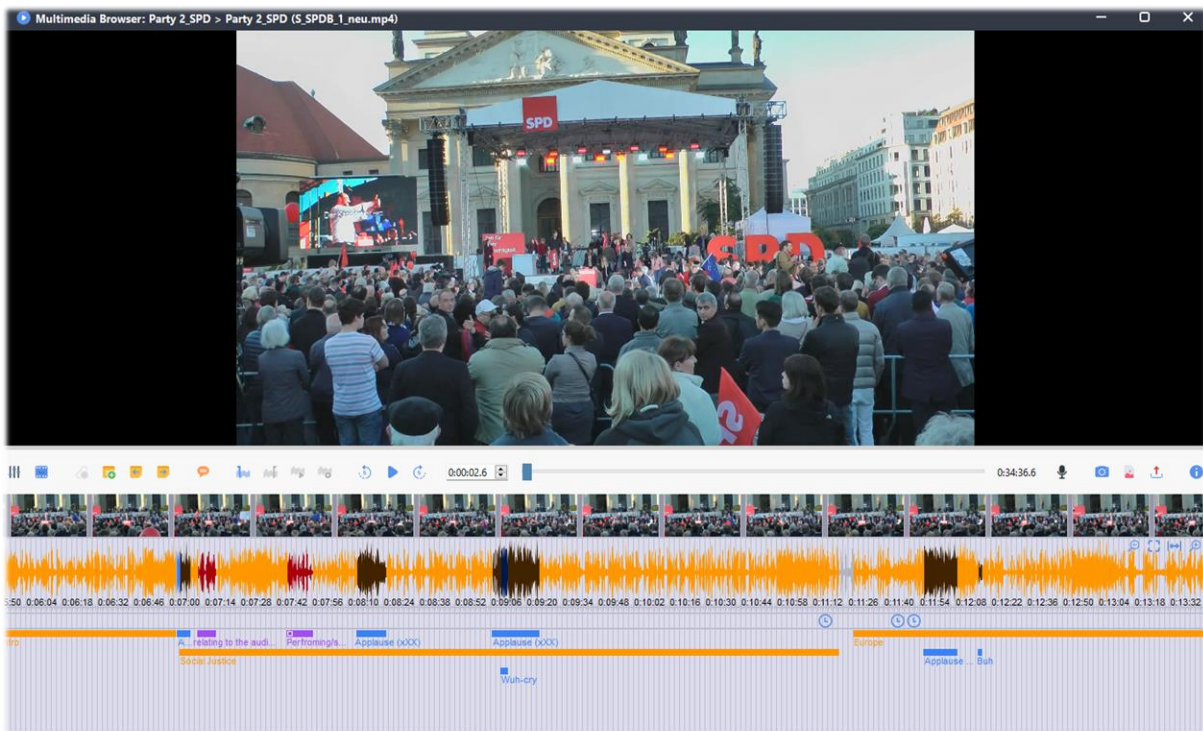
Link Transcript

Transcribe

*Transcription Dialogue*

## 3. The Multimedia Browser

- The Multimedia Browser is the heart of MAXQDA's video analysis functionality.
- Here you can watch your data, code, and analyze it close to the data.

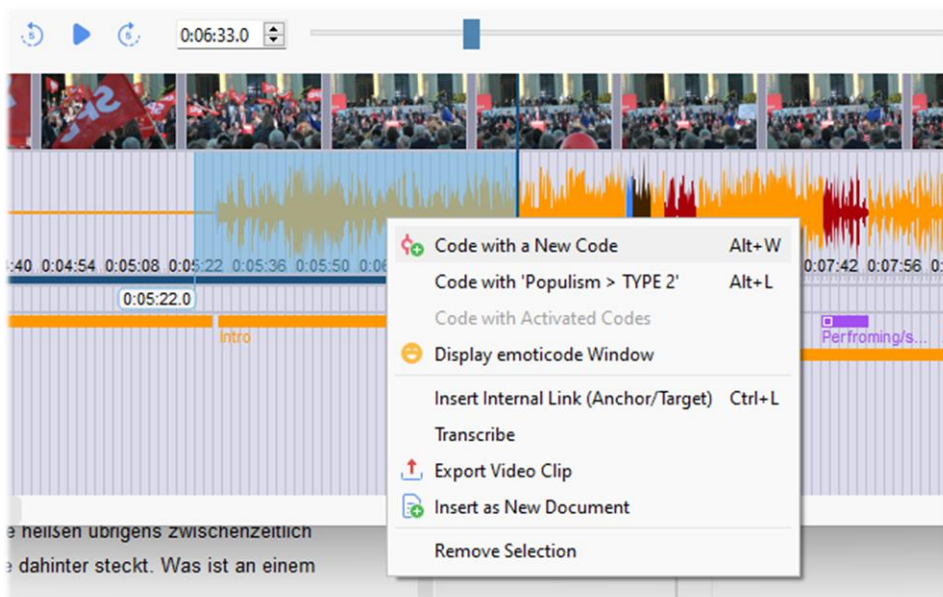


*Multimedia Browser Interface*

- You can add memos to your video data
- Start the transcription mode, to transcribe your data
- Take Screenshots, export it as a document for further analysis, or export clips for your report.
- The Multimedia Browser Interface allows you to select specific sequences in the video (using the sequence marker buttons are left-click and hold to draw a selection).
- This selection can then be the basis for fine-grained analysis, such as analyzing gestures or changes in prosody. To analyze a video in detail, I recommend using the arrow keys to move back and forth in 1-second steps.

## 4. Coding

- Once selected, a sequence can be coded by right-clicking on it



*Assigning a code to your data*

- You can use an existing code or code system (deductive) or generate codes from the data (inductive/abductive). Name the code and specify when to apply the code. Add a comment to the coded segment if you want to comment on this particular sequence.

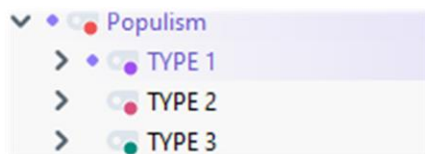
- Code Comments are a great way to note ad hoc interpretations since MAXQDA can display them in a table after coding. Here you can compare your interpretations at a glance.

Comment	Document ...	Document ...	Code
Speaker talks about how his party stands up for "the people"	Party 2_SPD	Party 2_SPD	Populism > TYPE 1 > Perf
	Party 2_SPD	Party 2_SPD	CONTENT_Party 2_SPD > F
	Party 2_SPD	Party 2_SPD	CONTENT_Party 2_SPD > I

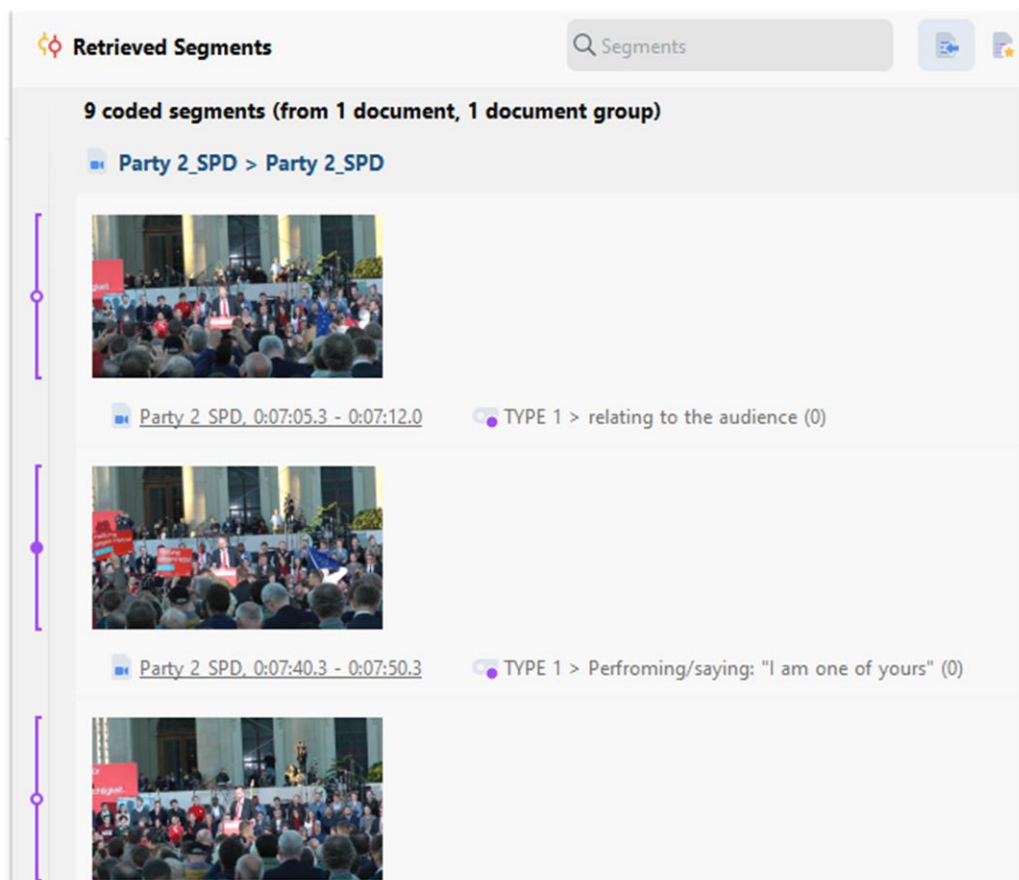


## 5. Retrieving Data

- If you want to analyze a specific subset of your data, or more generally navigate easily through your video data, you can use the Retrieve Segments feature.
- Activate the subset of your data you are interested in by left-clicking on the document(s) and codes, which will turn purple. They are now activated.



- In the Retrieved Segments window, you will now see all sequences from your data that have been coded accordingly.



- By clicking on the image, MAXQDA returns you to the multimedia browser and the context of your data for further analysis.

## 6. Comparing Cases

- Comparing cases qualitatively and quantitatively is key to many study designs. This MAXQDA feature is also very useful for video data. It can give you an overview, provide critical validation of your interpretations, or lead you in a new direction.

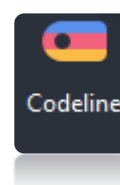


	Party 1_AFD	Party 2_SPD	Total
Populism			
> TYPE 1	7	9	16
> TYPE 2	10	3	13
> TYPE 3	10		10
Σ SUM	27	12	39
# N = Documents	1 (50.0%)	1 (50.0%)	2 (100.0%)

Quantitative case comparison output

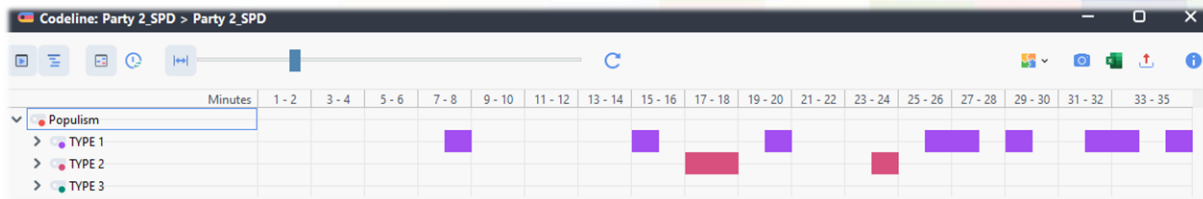
## 7. Codeline

- Temporal evolution is critical to many study designs working with video data. The Code Line feature can help visualize when what happens in your data. This can be very useful when making comparisons and looking for explanations for certain behaviors or events.
- To create a Codeline, select the Visual Tools tab, click on Codeline, set your preferences, and click OK. Be sure to click "Codeline for linked media file" to enable the Codeline for your video data.

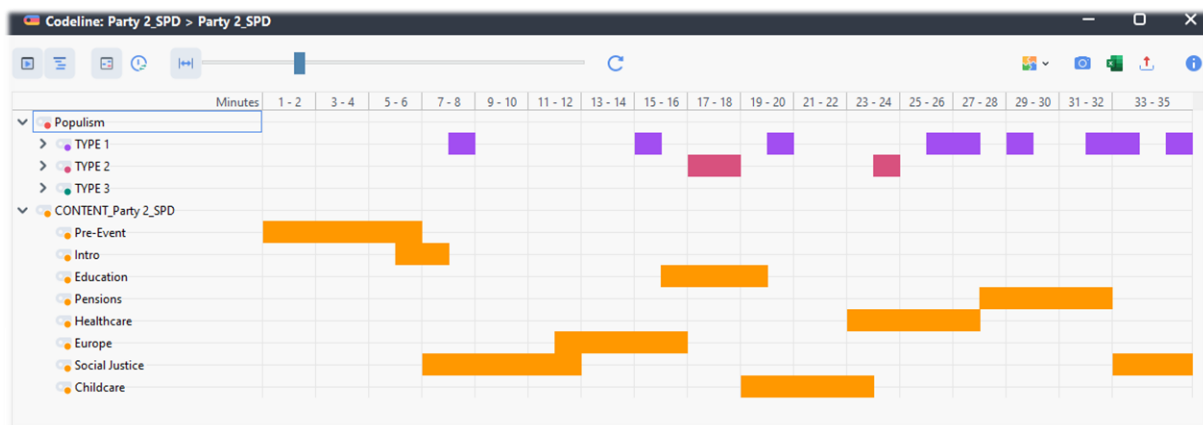


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- The Codeline shows you when a code appears in your data (in this case different types of populism in a political speech).
- Additional insight is often gained when adding another code (in this case the topics of the political speech).



- Knowing the temporal overlap of the codes is a very powerful tool for interpreting your data.
- By clicking on a code block in the Codeline, you can jump to the multimedia browser and further analyze, check, or confirm an interpretation.
- A Codeline can only be created for one document at a time.





## Suggested Reading

- <https://www.maxqda.com/help-mx24/analyzing-videos/video-analysis-with-maxqda>
- Knoblauch, H., Tuma, R., & Schnettler, B. (2015). Videography: Methodology - Expanding fieldwork and contextuality. Peter Lang Publishing Group.
- Hubert Knoblauch, René Tuma & Bernt Schnettler (2014): Video Analysis and Videography, in: U. Flick (ed.) The Sage Handbook of Qualitative Data Analysis, London: Sage, 435–449.

To learn more visit: <https://www.maxqda.com/>

