



The new Features
of MAXQDA 24

Creative Data Analysis

Dear MAXQDA Community,

We are excited to announce a significant milestone in the continual development of MAXQDA: The launch of MAXQDA 24!!

This newest version remains committed to our core mission that has spanned over three decades, which is to provide researchers worldwide with software designed to facilitate the efficient organization and analysis of data. We would like to thank each one of you for your valuable contributions and feedback that have helped shape this latest version of MAXQDA. We are grateful to be your trusted research companion for many years.

MAXQDA 24 will improve your productivity, efficiency, and overall research experience. Earlier this year we launched AI Assist, a new AI powered add-on that supports you by creating summaries or paraphrases, and suggestions for subcodes and codes. With this new release **AI Assist has successfully transitioned from its Beta phase** and is now fully integrated into MAXQDA. Furthermore, AI Assist now includes **automatic transcription** for audio and video files.

MAXQDA 24 also introduces many new features and improvements, among them a new Visual Trends package dedicated to analyzing trends within or across documents. This feature package opens up new possibilities for analyzing your data by looking at the dimension of "time".

We hope you enjoy exploring the new MAXQDA 24 as much as we enjoyed developing it. Research is journey, travel it well!

Warm regards, from the entire VERBI team,



Isabel Kuckartz
CEO



Anne Kuckartz
CEO

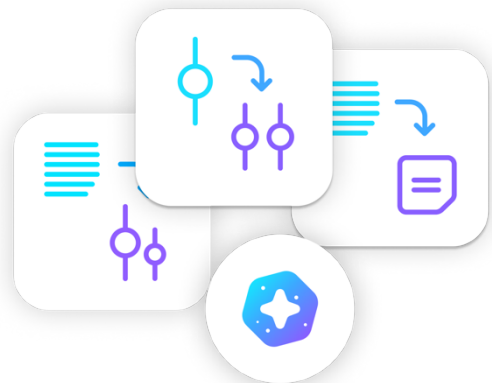
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AI Assist

We're excited to announce that AI Assist has graduated from its beta phase and is now seamlessly integrated into the core of MAXQDA. AI Assist simplifies your work by automatically analyzing and summarizing elements of your research project using the power of OpenAI.

Discover how AI Assist can assist you by summarizing the content of codes, creating comments for your coded data, summarizing or paraphrasing text data, and creating ideas for new codes or subcodes.



Available as Free or Premium package

Free: Enjoy the power of AI Assist with a limited number of daily credits. This tier will enable you to summarize or analyze about 10 pages of text data.

Premium: Elevate your experience with unlimited daily prompts

Each new AI Assist user account receives 60 minutes of free transcription.

AI Assist Features

Summarize selected text passages. Have selected text passages summarized and saved directly as a memo.

Suggest codes. Have a text passage analyzed and new codes suggested to you. Select one or more codes and apply them to the text passage.

Suggest subcodes. Have coded segments analyzed and possible subcodes suggested to you.

Summarize a coded segment to a code comment. Have summaries of coded segments created and saved as code comments.

Create automatic summaries. Let AI Assist help you make sense of your data by providing automatic summaries for the coded segments of a topic.

Customize your results. Customize your interactions by adjusting its length, language, and format.

MAXQDA Transcription

It's finally here! If you are working with audio or video data, you can now use MAXQDA Transcription to automatically transcribe your media to text. MAXQDA Transcription is integrated into "AI Assist" and available right from your MAXQDA Account.

Say farewell to manual transcription and say hello to efficiency, accuracy, and convenience.



Effortless Transcription. MAXQDA Transcription makes converting spoken words into text a breeze. Just upload your media file, and let this cutting-edge tool handle the heavy lifting, saving you time and effort. It works with all common media formats.

Multilingual Support. MAXQDA Transcription is fluent in over 45 languages, including accents and dialects.

Custom Vocabulary. Tailor your transcription by adding your own list of words, phrases, or complex pronunciation. For example, use "q.d.a. software" for "QDA software" to enhance transcription quality further.

Seamlessly integrated. MAXQDA Transcription provides seamless transitions between transcripts and recordings. Finished transcripts are downloaded as Word files (DOCX) and perfectly formatted with MAXQDA timestamps.

Speaker detection. Each speaker's contribution is tagged with a unique abbreviation. This feature enables you to separate the voices and opinion of each person and analyze them as a group, or individually.

GDPR Compliance. Your files uploaded to MAXQDA Transcription are stored solely on GDPR compliant servers. Your data will be solely utilized for speech recognition and will not be employed for any other purposes or shared with anyone else.

Data Deletion. Your media files are deleted immediately after the transcription is completed, and transcripts are automatically deleted once you have downloaded them.

Get Started with 60 Free Minutes

Discover MAXQDA Transcription with 60 free minutes for MAXQDA AI Assist Users. Additional minutes are available from the MAXQDA Online Shop.

Discover trends across documents or time

The new Trends feature pack consists of multiple visual insights into the occurrence of codes, words, or categories.

Each trend visualization is deeply interactive. You can change which elements to display on the graphs, click into the graph to view the data behind the diagram, or filter the data in multiple ways.



Code Trends

Analyze how code frequencies change throughout the span of one document - or across multiple documents at once.

Get insights into the relevance of topics across small or larger time spans in a visual way that is easy to understand and easy to communicate, while offering powerful interactive options to dig deeper into the data where needed.

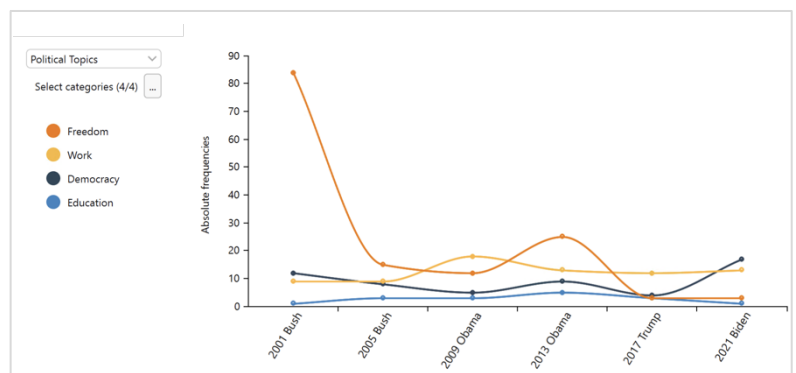
Word Trends

In MAXQDA 2022, you were able to visualize word occurrences within individual documents. With MAXQDA 24, we've gone a step further, now allowing you to track how word frequencies evolve across multiple documents.

With this innovation, you can seamlessly track the evolution of topics and language nuances over time. Use this trend feature for a discourse analysis and easily gain insights and a comprehensive understanding of historical or political landscapes.

Category Trends

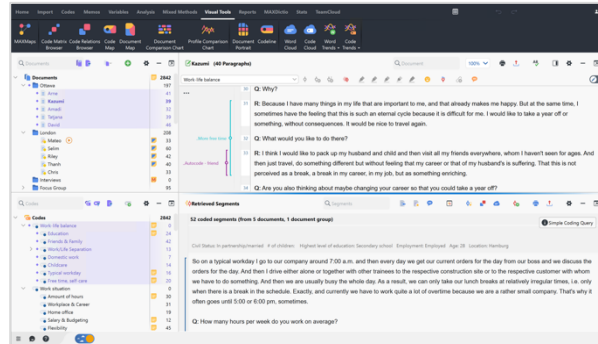
Sometimes looking at each word separately is not enough. That's why you can also use your MAXDictio dictionaries (user-defined groups of search words) and analyze how often words from a category appear within one document, or across multiple documents.



The new interface: your data in the spotlight

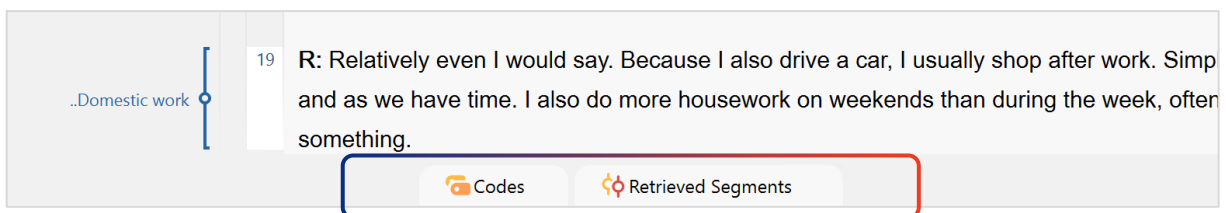
We're thrilled to introduce the enhanced MAXQDA interface - an exciting upgrade with a fresh, modern, and minimalist design. With vibrant colors and intuitive contrasts, navigating and utilizing MAXQDA has never been smoother or more visually engaging.

The new dark toolbar automatically draws your focus to what matters most: your data and your codes. It separates the menu from your workspace, providing a calming interface.



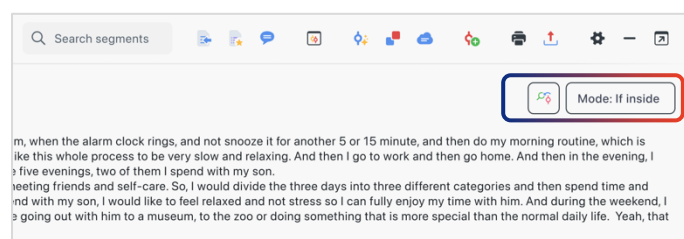
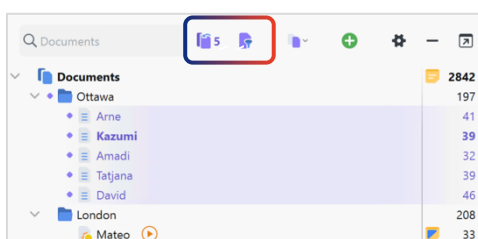
Easier window management

MAXQDA's core 4-window layout has always offered an unmatched project overview. Customizing the windows is now easier than ever: any closed window can be re-opened directly from the status bar at the bottom of the interface with a simple click.



Quick Access to Activation Options. Action icons that let you filter or reset activated codes or documents are now placed directly in the code and document windows and only appear once you have activated elements.

Quick Access to Query Settings. MAXQDA offers multiple query types for coded segments. A simple query searches for any segment that matches the current code & document activation. Advanced options offer complex searches, for example: "Find segments where code A is inside code B". Your currently used query type is now displayed directly in the Retrieved Segments window and can be reset from there as well.

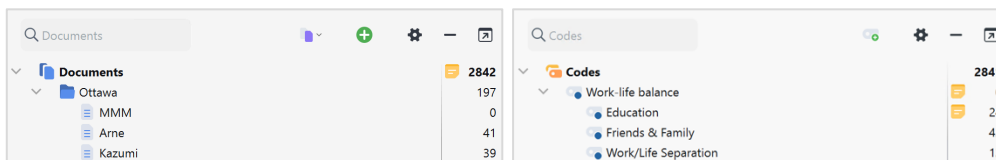


Further Improvements

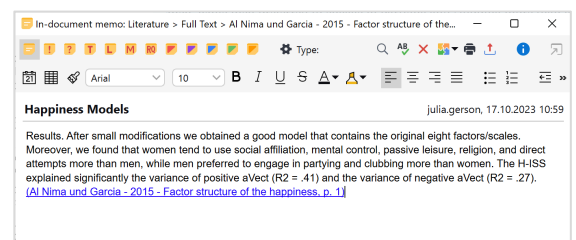
Longer names, comments, paraphrases

- **Codes.** Now, you can assign code names with up to 127 characters, a significant increase from the previous 63 characters limit.
- **Documents.** Document names can now be as long as 127 characters, offering greater descriptive capability compared to the previous 63 characters limit.
- **Comments.** For more detailed insights, we've doubled the character limit for comments on your coded segments, now allowing up to 512 characters instead of the previous 256 characters.
- **Paraphrases.** When paraphrasing text data, you can now craft longer and more expressive paraphrases, with an extended limit of 512 characters, up from the previous 256 characters.

General

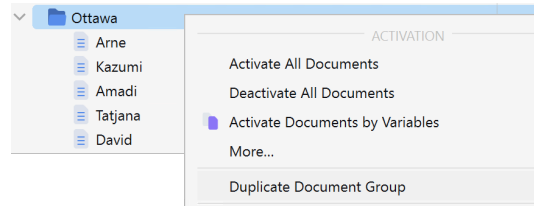


- **Document System.** We've streamlined your document management with a unified icon, combining the options to add new documents or document folders into one easily accessible location.
- **Code System.** Our code system gets a makeover, with a user-friendly toolbar that prominently highlights the most crucial feature—creating new codes. Additional options for working with activated codes now appear only when codes are activated, reducing clutter.
- **Internal Links.** When copying a text segment with source information within MAXQDA, the source info is transformed into a dynamic link that seamlessly connects back to the original source. This enhances traceability and reference management, making it easier to cross-reference and maintain the integrity of your sources.
- **Search.** We've supercharged the search functionality, allowing you to search for codes, documents, and text directly from the toolbar for a more seamless search experience.
- **Overview Tables.** Our overview tables have received a complete design overhaul, featuring a more spacious and modern design. Additionally, we've relocated the toolbars right above the tables for swift access to essential features.



Documents

- **Document Groups.** Now, you have the power to effortlessly duplicate entire document groups along with all their contents, saving valuable time and effort while preparing your projects for teamwork or intercoder agreement testing.
- **Document Colors.** We've removed the default blue color from documents, giving you the flexibility to assign your choice of colors to documents, enabling more personalized and meaningful categorization.



Visual Tools

- **Code Cloud.** We've introduced an advanced option that empowers you to include subcodes within the code cloud visualization, offering a more comprehensive and insightful view of your code occurrence.
- **Code Relations Browser.** In the Code Relations Browser, the visualization for activated codes by activated codes now excludes information about non-activated parent codes, providing a more focused and concise representation of your code relationships.
- **MAXMaps.** Images within MAXMaps are now saved as embedded components within the map itself, rather than external links. Users also have the flexibility to set their own image size limits for embedded images, allowing for more control and customization.