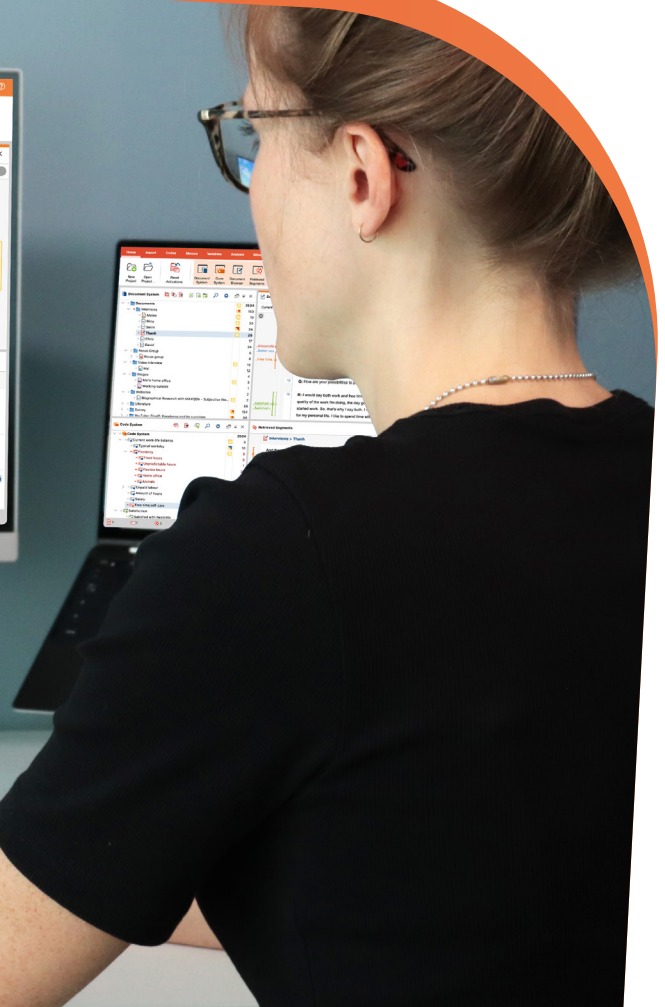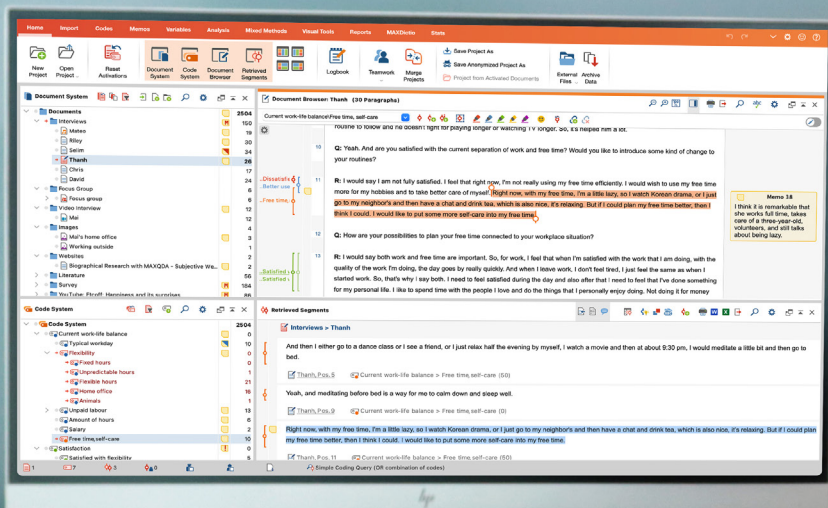# MAXQDA
## CREATIVE DATA ANALYSIS

# A world-leading software for qualitative and mixed methods data analysis

Analyze all kinds of data – from texts to images and audio/video files, websites, tweets, focus group discussions, survey responses, and much more. MAXQDA is powerful, easy-to-use, innovative and user-friendly.

## Organize. Analyze. Visualize. Present.

# MAXQDA will support your research journey

bibliographic data

transcripts   survey data

videos   twitter

texts

tables

PDFs

YouTube
comments

audios

websites

focus group
transcripts

## Organize

Collect and organize everything in one place. Work with a vast range of data formats – from **text documents** to **audio or video recordings**. Even YouTube comments and Twitter tweets can be imported.

Codings weights   Open Coding

Emoticodes

Color Coding

Smart Coding Tool

## Transcribe and Analyze

Transcribe, code and analyse your data with numerous integrated tools. Be it **sentiment analysis**, **Autocoding** or the **Word Explorer** – make the most of your data with extensive functionalities.

Text search

Sentiment Analysis

Autocoding search results

Summary Explorer

Logbook

Summary Tables

## Note and summarize

Write memos while you work and attach them anywhere – to documents, codes, or even to the data itself. With the **Memo Manager**, **Summary Grids** and **Summary Tables** you'll never lose track of your progress.

Paraphrases

QTT

Comments for Coded Segments

MAXMaps   Word cloud

PCC

CRB

CMB

## Visualize

Visualize the progression of an interview, compare documents, or use concept maps to visualize connections. Present your results in **professional designs** or explore them further.
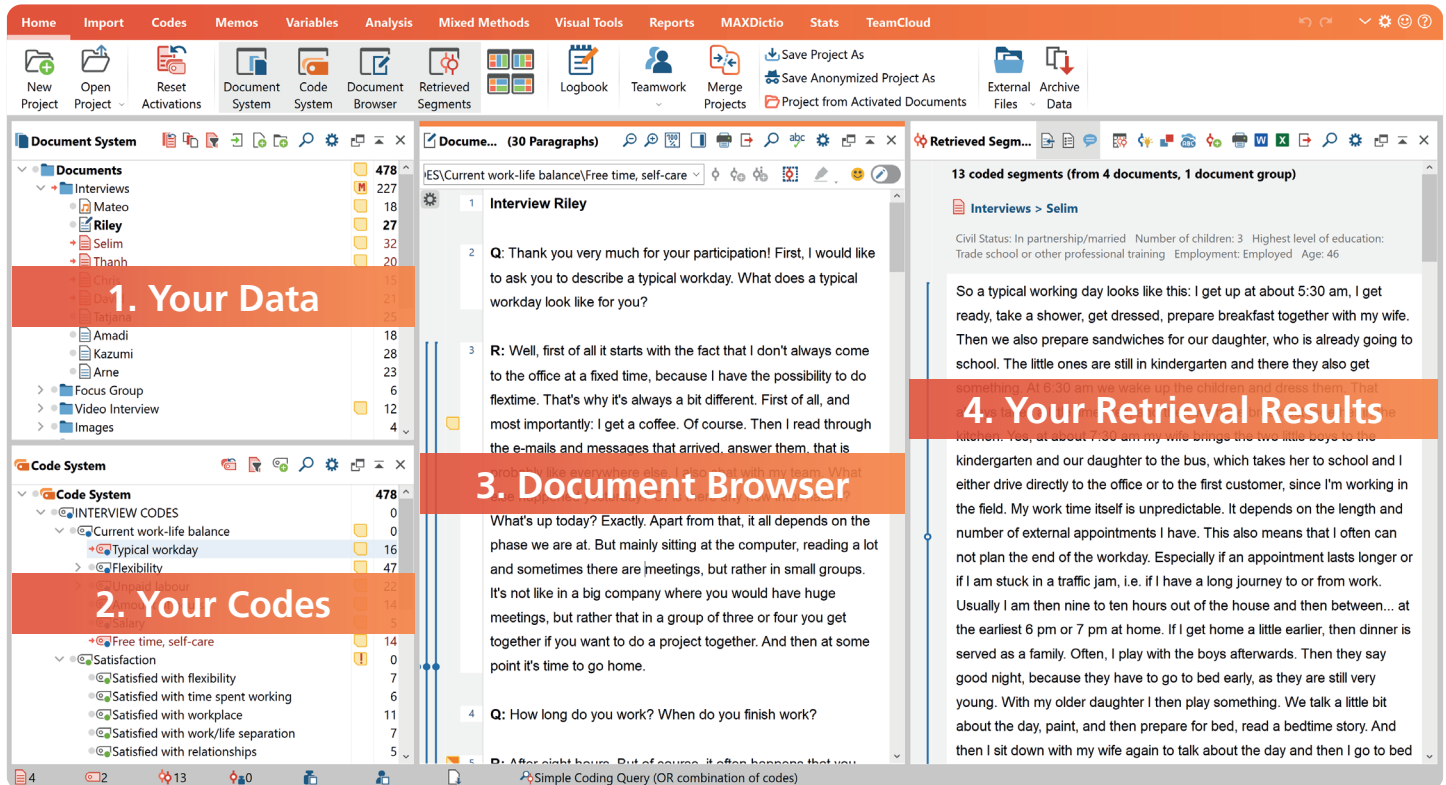
Code & document map

Codeline

archiving data

document Profiles

Excel

PDF

Overviews

Word

## Export and publish

Share your research with the world: Easily generate and customize a report with the **Smart Publisher**. Export them to many formats, e.g. **Excel** or **Word** – all in just one click.

Codebook

Adjacency Matrix   Smart Publisher   REFI-QDA

# Why MAXQDA?

## Intuitive and straightforward – The 4-window interface



## Unique functionalities and ample support that make a difference.

### Identical on Win & macOS
One license, two operating systems – Flexible usage that allows you to choose what system you would prefer to work with.

### Mixed Methods
Since 1989 innovative functionalities enable you to relate and analyze quantitative and qualitative data.

### MAXDictio
This functionality enables you to perform quantitative content and vocabulary analyses of texts.

### Extensive Support
Our friendly support team is always on hand to answer all your questions or enquiries – via phone, e-mail or chat.

### Advanced Knowledge Hub
Expand your knowledge of MAXQDA by diving into our wide range of free video tutorials, webinars, ebooks, and workshops.

### Active Community Forum
Get involved with our active international community forum to share your knowledge and experiences.

## Start your free trial: maxqda.com/trial

# Flexible software packages

## MAXQDA Standard

✓ Qualitative and Mixed Methods Data Analysis

✗ Quantitative Text Analysis with "MAXDictio"

✗ Statistical Data Analysis with "Stats"

## MAXQDA Plus

✓ Qualitative and Mixed Methods Data Analysis

✓ Quantitative Text Analysis with "MAXDictio"

✗ Statistical Data Analysis with "Stats"

## MAXQDA Analytics Pro

✓ Qualitative and Mixed Methods Data Analysis

✓ Quantitative Text Analysis with "MAXDictio"

✓ Statistical Data Analysis with "Stats"

+

## MAXQDA TeamCloud

TeamCloud makes collaboration that much easier – share data with your team in a protected cloud workspace. TeamCloud can be booked in addition for different team sizes.

### Student License
Licenses for students and PhD candidates stating at $ 47

### Course License
Free course license for students attending research methods courses

### Site License
Individual licenses for your whole institution or business

**Scan here to learn more about our pricing.**

> "Having used several qualitative data analysis software programs, there is no doubt in my mind that MAXQDA has advantages over all the others. In addition to its remarkable analytical features for harnessing data, MAXQDA'a stellar customer service, online tutorials, and global learning community make it a user friendly and top-notch product.

**Sally S. Cohen** - NYU Rory Meyers College of Nursing

## MAXQDA by VERBI

**maxqda.com**