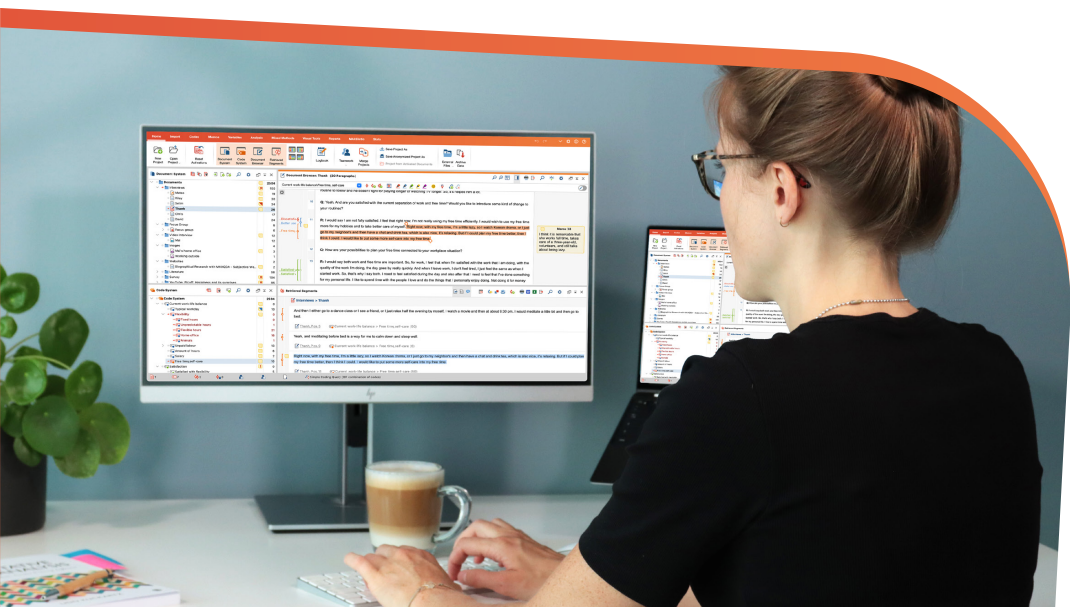


# The #1 software for qualitative and mixed methods data analysis

Organize. Analyze. Visualize. Present.



# Why MAXQDA?

MAXQDA is a world-leading software for qualitative and mixed methods data analysis. It is the only program that is identical on Windows and macOS. For thousands of researchers in more than 150 countries MAXQDA is the number one choice.

## By researchers, for researchers

From the very beginning, MAXQDA has been developed, designed, programmed and distributed by researchers to meet the needs of modern research. MAXQDA is a product of VERBI Software GmbH. Today, more than 30 years after its founding, VERBI Software is a cross-generational family business that is characterized by its passion for research methods, analysis methods and modern software solutions - and passes this on to MAXQDA users.



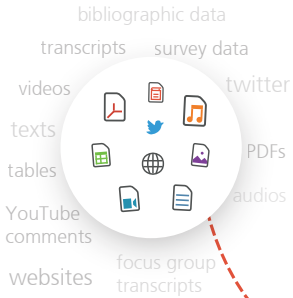
# How can MAXQDA support you?

Literature reviews, explorative market research, interview-, survey- or website analysis - with MAXQDA you always have control, from the collection of data to the presentation.

Analyze texts, pictures, audio and video files, websites, tweets, focus groups, survey results and many more kinds of data. MAXQDA is powerful, innovative and easy to use. So you can analyze your data faster and smarter.

**Teamwork**InterviewsSurveysContent AnalysisData Archiving**Focus Groups Analysis**Social Media Data**Mixed Methods**Focus GroupsLiterature AnalysisMultimediaSurvey AnalysisText Analysis**Grounded Theory**Visual AnalysisConcept Maps**Sentiment Analysis**Memos

## MAXQDA will support

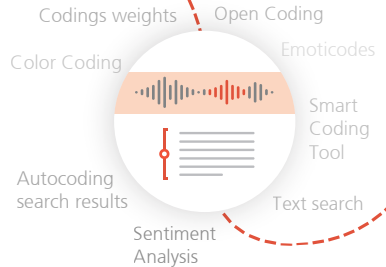


## Organize

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.

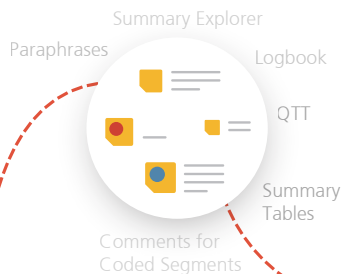
## Transcribe and analyze

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



Start your free trial: [maxqda.com/trial](https://maxqda.com/trial)

# your research journey

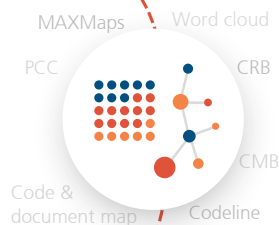


## Note and summarize

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.

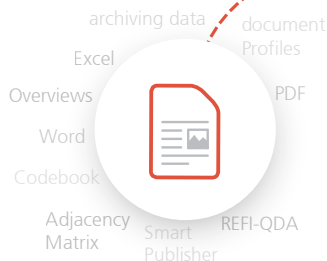
## Visualize

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.



## 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.



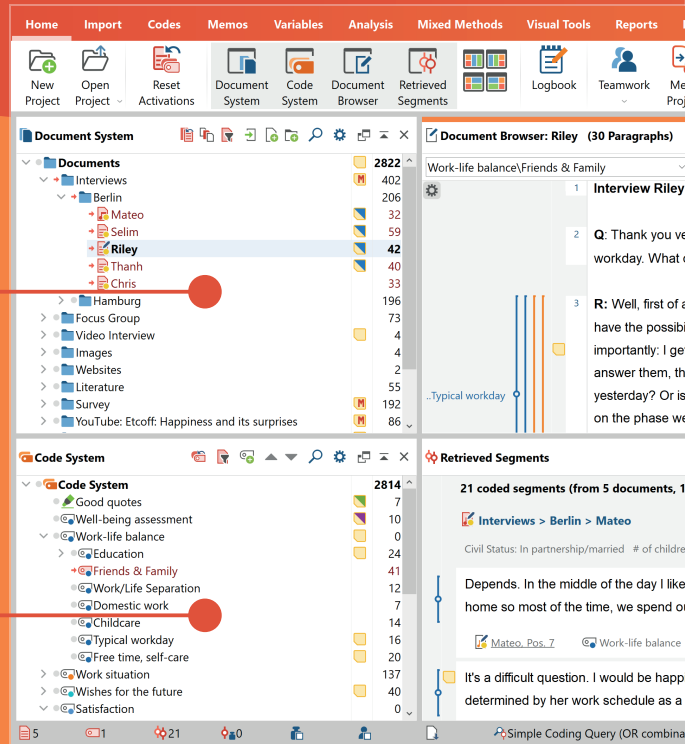
# Intuitive and straightforward

## Your data

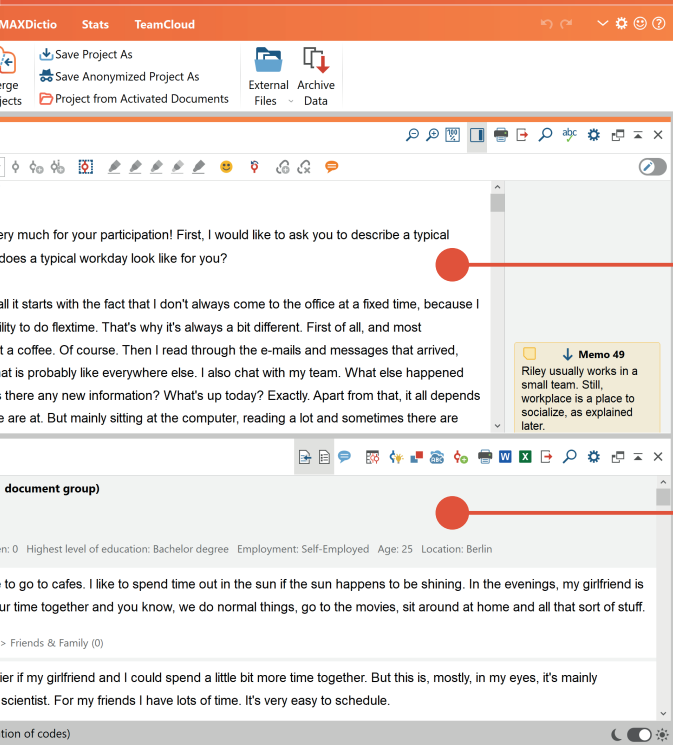
Import your data via drag and drop. Group, rename, color-tag it and add memos - all this is very easy in MAXQDA. Various filter options and quick search ensure that your data is always easy to find.

## Your codes

Set up categories in a hierarchical or non-hierarchical code system. Create codes inductively, deductively, semi-automatically or with the import of data.



# – The 4-window interface



## Your document browser

View, code, edit, annotate and paraphrase your documents. Mark passages with different colors, use emoticons, link sources to each other or to external files, websites and geo-locations.

## Your retrieval

Retrieve your data and results of coding in just a few clicks. Powerful filter options will help you find exactly what you need. Print or export your results in one click.

# What makes MAXQDA



## Intuitive and easy to learn

The **self explaining interface** and query symbol 'sin' helps you with navigating through MAXQDA. Numerous **free tutorials, guides and webinars** as well as an **active community** and our user conference helps you with diving deeper into MAXQDA.



## Identical on Windows & macOS

One license, two operating systems. With the **identical interface and functions** in MAXQDA, teamwork and teaching has never been this easy. You can flexibly decide what to work with.

**Tip:** With the free MAXQDA Reader everyone can view and browse through MAXQDA projects; no matter if they own a license or not.





# your #1 analysis tool



## World-leading mixed methods software

Do you want to include quantitative analysis methods in your qualitative data analysis? MAXQDA offers you **an unbeatable variety of mixed methods functions** for this purpose. No matter if you want to analyze frequencies, import results from online studies, or automatically create charts.



## QTT – Questions, Themes & Theories

QTT is a innovative workspace to gather important visualization, notes, segments, and other analytical results! It supports you during the **analysis phase after coding** and is the perfect tool to **collect relevant insights and develop new theories**.



## Working efficiently in a team

It has always been easy to collaborate as a team with MAXQDA. Files are shared via a **secure cloud space**, and the entire teamwork workflow is directly integrated into MAXQDA. So you can focus on your analysis.



## Comprehensive customer support

If you have any questions, our customer service is available to support you **by phone, email or chat**. In addition, FAQs and online manuals are provided for you.

## 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.



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

[maxqda.com/shop](https://maxqda.com/shop)

# are packages

## Powerful Features

MAXQDA Standard is the best choice for **comprehensive qualitative data analysis of diverse data sets**. It works with a wide range of data types and offers powerful tools for advanced coding, retrieval, transcription and visualization, while still being easy to learn and use.

## MAXDictio

The module offers a variety of functionalities for **quantitative text analysis**. With the help of word frequency functions, you can perform vocabulary analyses. Supplemented by tools for **text exploration** and a **dictionary**, quantitative content analyses can be performed and visualized.

## MAXQDA Stats

The stand-alone **statistics module** offers frequently used methods of **descriptive and inferential statistics**. The module provides excellent support for the integration of qualitative and quantitative data for mixed methods projects.

## TeamCloud

The new MAXQDA TeamCloud offers expanded options: Files are shared via a **secure cloud space**, the entire teamwork workflow is directly integrated into MAXQDA and the team logbook simplifies the overview.

# MAXQDA for academia



## Course licenses for seminars

Are you planning a research methods course where your students learn how to analyze qualitative data? Let us provide the software – with free MAXQDA course licenses for the duration of your course!



## Site license

You would like to equip your whole institution with MAXQDA? No problem, at all. With individual licenses that are tailored to your needs, this is easily possible.

**Tip:** Institutions and companies from the private sector can also use a site license.



## License for students and doctoral candidates

Using MAXQDA for research work does not have to be expensive. Special licenses for students and doctoral candidates can be purchased starting at 37 €.

# Become part of an active community



## Trainer Network

The Trainer Network is a platform that connects MAXQDA users with professional MAXQDA trainers from all over the world. The steadily growing network offers exchange and info on the software and certifications.

[maxqda.com/trainer](https://maxqda.com/trainer)



## Research Grants

The #ResearchforChange grant provides financial support and methodological training for early career researchers whose work aims to explore empowerment initiatives. The annually changing themes cover a wide range of topics.

[maxqda.com/grants](https://maxqda.com/grants)



## Research Network

The Research Network is a hub for researchers from around the world working with MAXQDA. It brings together people from different disciplines and methodological approaches. Share knowledge and learn from developments of other projects.

[maxqda.com/research](https://maxqda.com/research)



The free virtual MAXQDA conference is a gathering of researchers from around the world. The two days conference highlights new software features, alongside exciting research presentations and discussions.

[maxqda.com/maxdays](https://maxqda.com/maxdays)

# An advanced knowledge hub



## **Guides, manuals & literature**

We offer material for getting started with MAXQDA. Our online manual, free guides and literature will show you how to work with MAXQDA and give deeper insights in methodology and usage of the application.



## **Video tutorials**

Tutorials and recorded webinars explain the the various features and approaches for working with MAXQDA. They are available in different languages.



## **Research Blog**

The Research Blog provides helpful step-by-step instructions, insights in research practice with MAXQDA and information on new updates and functions.



## **Webinars and workshops**

Professional MAXQDA trainers offer a broad spectrum of webinars and workshops about MAXQDA. Many of them are free of charge and they are always happy to answer your questions.

# Take it from MAXQDA users



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's 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

I spent several months researching the options, and ultimately decided to trial MAXQDA. We brought in a MAXQDA certified trainer, and bought a network license so that our large team at Microsoft could use the tool. We were not disappointed[...] I was so convinced in its efficacy in the applied qualitative field that I bought MAXQDA for my team when I joined Amazon. I was especially delighted when they added the Stats package, which allows us to avoid the extra expense of buying SPSS.



**Sam Ladner, Ph.D.** - Senior UX Researcher, Amazon



With MAXQDA I saved a lot of time coding my research interviews, and with the Visual Tools I was able to show the results in a clear and simple way. MAXQDA has the advantage that it is very intuitive and therefore easy to learn and handle. In addition, they listen to users and provide continuous updates to improve the experience.

**Luis Daniel Vazquez Cancino** - PhD candidate in Architecture from the National Autonomous University of Mexico



Start your free trial:  
[maxqda.com/trial](https://maxqda.com/trial)



MAXQDA



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