

Analyzing Data Together as a Team: User Experiences of the MAXQDA TeamCloud

Project „New Normal“

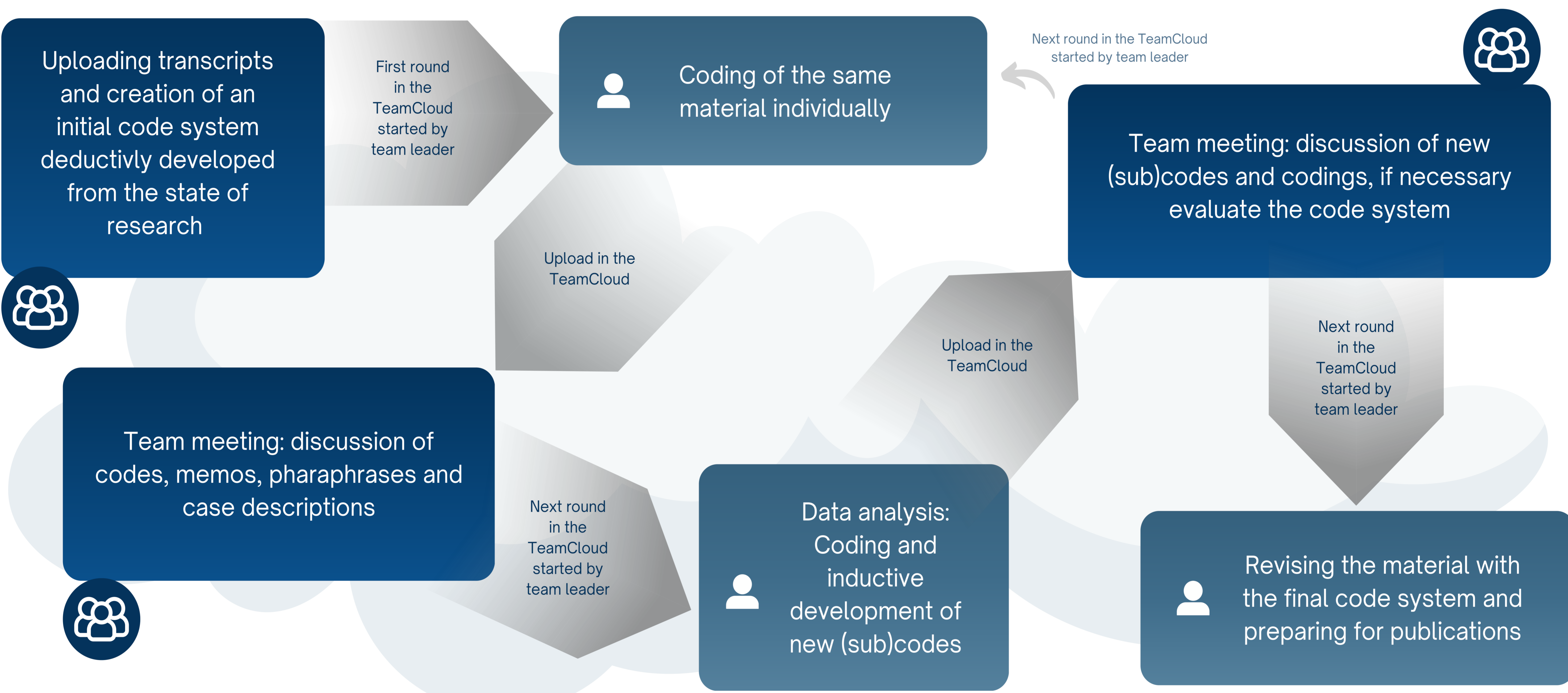
The "New Normal" project deals with the effects of the digitalization strategy within the Ministry of Economic Affairs, Industry, Climate Action and Energy of the State of North Rhine-Westphalia (MWIKE). The project is financially supported by the Ministry.

Research questions:

How has digitalization and the introduction of hybrid forms of work changed the organizational culture and thus leadership, collaboration and communication in the organization? What subjective forms of interpretation and working practices are emerging? (Lenzner et al. 2023)

Methodical approach

The methodological framework is a mixed-methods design (Kuckartz 2014) consisting of (1) qualitative interviews, (2) quantitative employee surveys and (3) living labs (Boes et al. 2017). The analysis of the interview material was based on a structuring qualitative content analysis (Kuckartz 2012) and is supplemented by interpretative methods (Kleemann/Kröhnke/Matuschek 2013). MAXQDA TeamCloud was used for the data analysis in the team (Morgenstern-Einenkel & Rädiker 2022). This poster presents the analysis process adapted to our needs in remote teamwork via MAXQDA TeamCloud as well as our experiences from the coding process.



Benefits

- Balanced ratio between phases of individual and group work
- Joint synchronized analysis despite mobile work and different work locations in one single up-to-date file
- Extensive and productive discussions about top-level categories, codes, memos and the material as a whole
- High intercoder reliability

Challenges

- The analysis process cannot be fully digitized - face-to-face meetings are needed
- After individual analysis, it was in some cases difficult to integrate different codes for the same passage
- Existing codes can only be deleted by the team leader
- Good communication is necessary on all levels

Literature

- Boes, Andreas; Bultemeier, Anja; Kämpf, Tobias; Lühr, Thomas; Marrs, Kira & Ziegler, Alexander (2017): Neuland gestalten. Das Konzept der betrieblichen Praxislaboratorien. Bundesministerium für Arbeit und Soziales Werkheft 03. WeiterLernen, 154-162.
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- Morgenstern-Einenkel, Andre; Rädiker, Stefan (2022): Datenanalyse im Team mit der MAXQDA TeamCloud.

RUHR
UNIVERSITÄT
BOCHUM

RUB

Lehrstuhl für Soziologie der digitalen Transformation:
Prof. Dr. Markus Hertwig
Dr. Jule Elena Westerheide
Martin Lenzner
Anna K. Korn

