

質的 & 混合法データ分析

のためのソフトウェアMAXQDA

MAXQDAとは？

質的データ分析（Qualitative Data Analysis (QDA)）のためのソフト



質的データ

文字起こし、記事、文書、標準化されたサーベイからのデータ、表、音声ファイル、映像ファイル、ウェブサイト、フィールドノーツ、地理データ、書誌データ etc.

データ分析

内容分析、事例研究、フォーカスグループ分析、グランデッドセオリー、混合研究法 etc.

QDAソフトを使うメリット

整理

データ形式の柔軟性
(PDF、テキスト、表、
画像、音声&映像、ツイ
ート、サーベイ、ウェブ
サイト etc.)

文献レビュー&知識管理

文字起こし

分析

カテゴリー化&リン
ク要約&注釈
検索&フィルタリン
グ

テキストの検索

可視化

組合せや関係性の発
見

提示

データ（の一部）の
エクスポート

可視化

レポートの自動生成

研究知見の透明性

データの二次分析へ
の応用

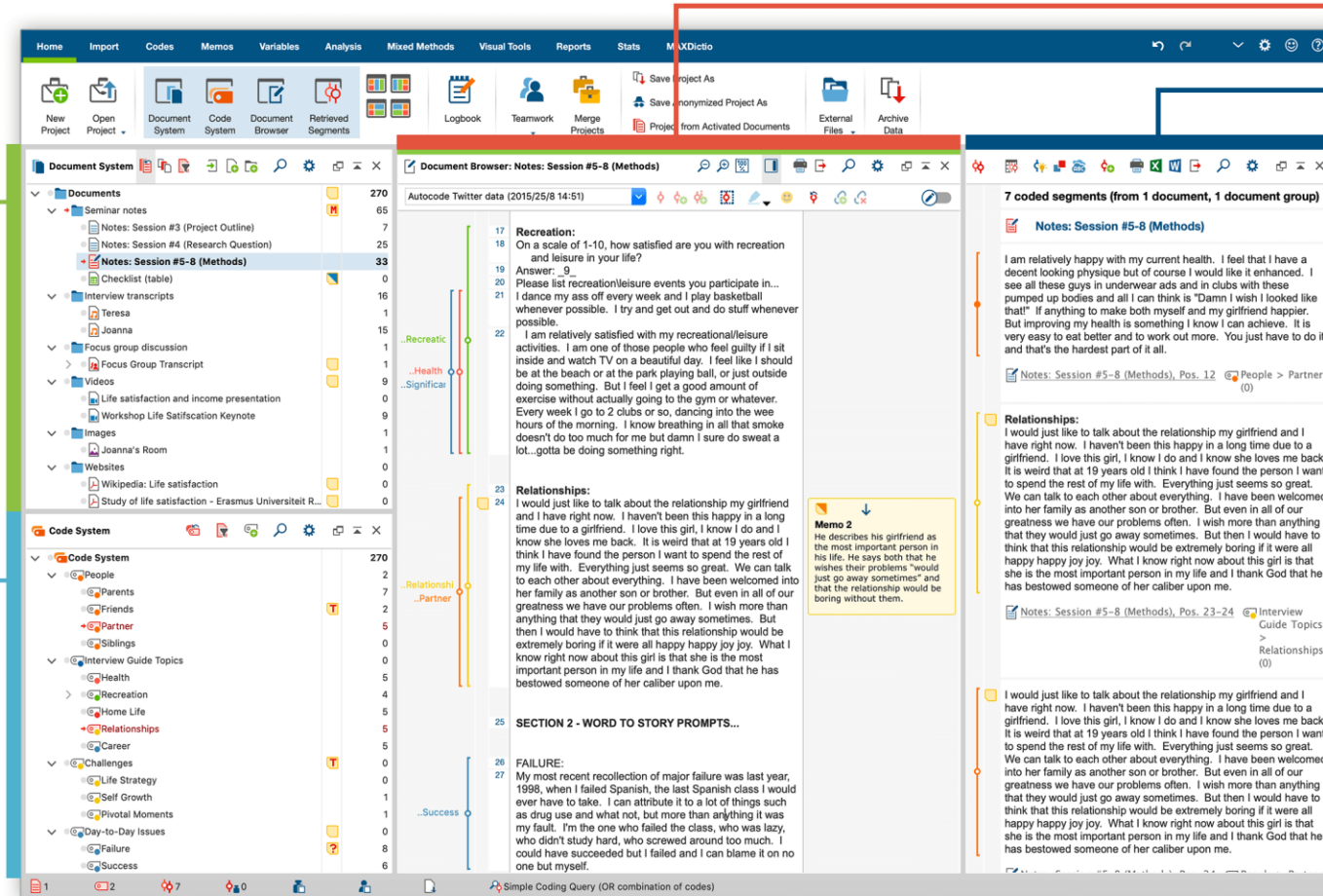
MAXQDAがあると...



MAXQDAのインターフェース

あなたの
データ

あなたの
コード



文書ブラウザ

検索
(読み出し)

Home Import Codes Memos Variables Analysis Mixed Methods Visual Tools Reports Stats MAXDicto

New Project Open Project Document System Code System Document Browser Retrieved Segments Logbook Teamwork Merge Projects Save Project As Save Anonymized Project As Project from Activated Documents External Files Archive Data

Document System

- Documents
 - Seminar notes
 - Notes: Session #3 (Project Outline) 7
 - Notes: Session #4 (Research Question) 25
 - Notes: Session #5-8 (Methods) 33**
 - Checklist (table) 0
 - Interview transcripts
 - Teresa 1
 - Joanna 15
 - Focus group discussion
 - Focus Group Transcript 1
 - Videos
 - Life satisfaction and income presentation 0
 - Workshop Life Satisfaction Keynote 9
 - Images
 - Joanna's Room 1
 - Websites 0
 - Wikipedia: Life satisfaction 0
 - Study of life satisfaction - Erasmus Universiteit R 0
- Code System
 - People 270
 - Parents 7
 - Friends 2
 - Partner 5**
 - Siblings 0
 - Interview Guide Topics
 - Health 5
 - Recreation 4
 - Home Life 5
 - Relationships 5**
 - Career 5
 - Challenges 0
 - Life Strategy 0
 - Self Growth 1
 - Pivotal Moments 1
 - Day-to-Day Issues
 - Failure 8
 - Success 6

Document Browser: Notes: Session #5-8 (Methods)

Autocode Twitter data (2015/25/8 14:51)

17 **Recreation:**
 18 On a scale of 1-10, how satisfied are you with recreation
 and leisure in your life?
 19 Answer: _9_
 20 Please list recreation/leisure events you participate in...
 21 I dance my ass off every week and I play basketball
 whenever possible. I try and get out and do stuff whenever
 possible.
 22 I am relatively satisfied with my recreational/leisure
 activities. I am one of those people who feel guilty if I sit
 inside and watch TV on a beautiful day. I feel like I should
 be at the beach or at the park playing ball, or just outside
 doing something. But I feel I get a good amount of
 exercise without actually going to the gym or whatever.
 Every week I go to 2 clubs or so, dancing into the wee
 hours of the morning. I know breathing in all that smoke
 doesn't do too much for me but damn I sure do sweat a
 lot...gotta be doing something right.

23 **Relationships:**
 24 I would just like to talk about the relationship my girlfriend
 and I have right now. I haven't been this happy in a long
 time due to a girlfriend. I love this girl, I know I do and I
 know she loves me back. It is weird that at 19 years old I
 think I have found the person I want to spend the rest of
 my life with. Everything just seems so great. We can talk
 to each other about everything. I have been welcomed into
 her family as another son or brother. But even in all of our
 greatness we have our problems often. I wish more than
 anything that they would just go away sometimes. But
 then I would have to think that this relationship would be
 extremely boring if it were all happy happy joy joy. What I
 know right now about this girl is that she is the most
 important person in my life and I thank God that he has
 bestowed someone of her caliber upon me.

25 **SECTION 2 - WORD TO STORY PROMPTS...**

26 **FAILURE:**
 27 My most recent recollection of major failure was last year,
 1998, when I failed Spanish, the last Spanish class I would
 ever have to take. I can attribute it to a lot of things such
 as drug use and what not, but more than anything it was
 my fault. I'm the one who failed the class, who was lazy,
 who didn't study hard, who screwed around too much. I
 could have succeeded but I failed and I can blame it on no
 one but myself.

Memo 2
 He describes his girlfriend as
 the most important person in
 his life. He says both that he
 wishes their problems "would
 just go away sometimes" and
 that the relationship would be
 boring without them.

7 coded segments (from 1 document, 1 document group)

Notes: Session #5-8 (Methods)

I am relatively happy with my current health. I feel that I have a
 decent looking physique but of course I would like it enhanced. I
 see all these guys in underwear ads and in clubs with these
 pumped up bodies and all I can think is "Damn I wish I looked like
 that!" If anything to make both myself and my girlfriend happier.
 But improving my health is something I know I can achieve. It is
 very easy to eat better and to work out more. You just have to do it
 and that's the hardest part of it all.

Notes: Session #5-8 (Methods), Pos. 12 @ People > Partner
 (0)

Relationships:
 I would just like to talk about the relationship my girlfriend
 and I have right now. I haven't been this happy in a long time
 due to a girlfriend. I love this girl, I know I do and I know she
 loves me back. It is weird that at 19 years old I think I have found
 the person I want to spend the rest of my life with. Everything just
 seems so great. We can talk to each other about everything. I have
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 in all of our greatness we have our problems often. I wish more
 than anything that they would just go away sometimes. But then I
 would have to think that this relationship would be extremely boring
 if it were all happy happy joy joy. What I know right now about
 this girl is that she is the most important person in my life and I
 thank God that he has bestowed someone of her caliber upon me.

Notes: Session #5-8 (Methods), Pos. 23-24 @ Interview
 Guide Topics > Relationships
 (0)

I would just like to talk about the relationship my girlfriend and I
 have right now. I haven't been this happy in a long time due to a
 girlfriend. I love this girl, I know I do and I know she loves me
 back. It is weird that at 19 years old I think I have found the person
 I want to spend the rest of my life with. Everything just seems so
 great. We can talk to each other about everything. I have been
 welcomed into her family as another son or brother. But even in all
 of our greatness we have our problems often. I wish more than
 anything that they would just go away sometimes. But then I would
 have to think that this relationship would be extremely boring if it
 were all happy happy joy joy. What I know right now about this
 girl is that she is the most important person in my life and I thank
 God that he has bestowed someone of her caliber upon me.

Simple Coding Query (OR combination of codes)

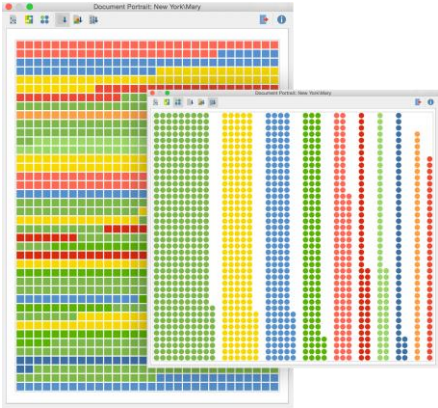
どこにでもメモ
を挿入可

データの隣に
コード（コー
ディング）表示

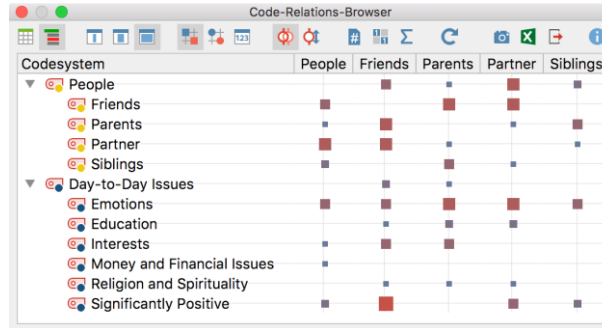
コード頻度を
常時表示

出典情報とともに
検索結果を
表示

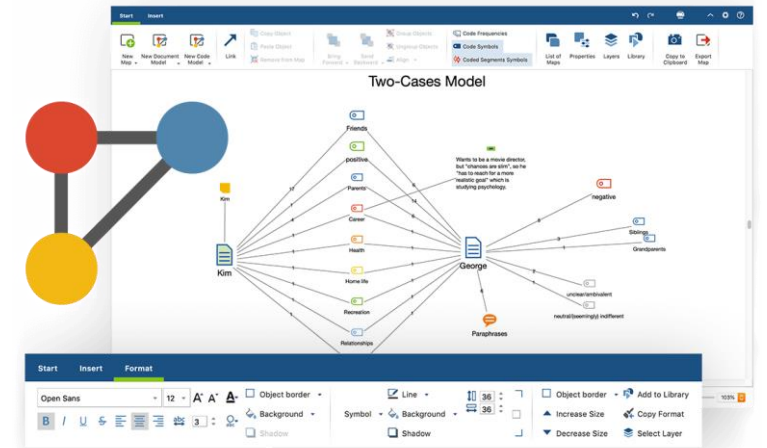
データ・分析結果の可視化



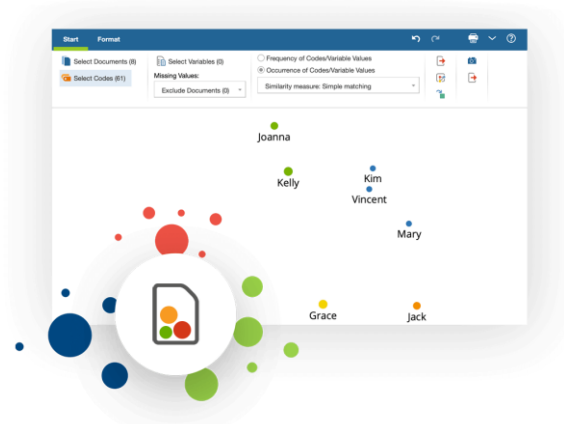
文書概観表示



コード間関係ブラウザ



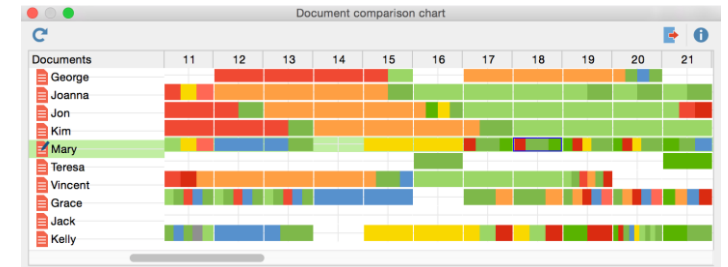
MAXMaps



Code and Document Maps



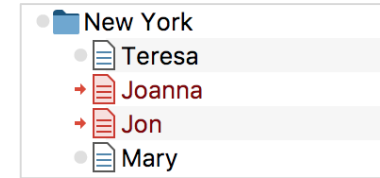
ワードクラウド



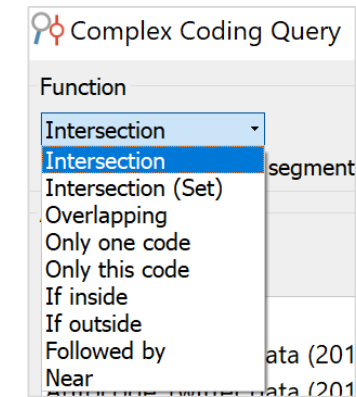
文書比較チャート

データやコード付セグメントの検索

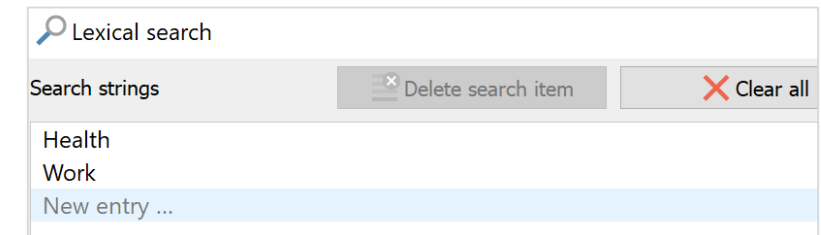
シンプルな検索: データ・コードのアクティビ化による、データの探索・精査



複雑な検索: 複雑なフィルタリングによる検索（例: コード間の近接性）



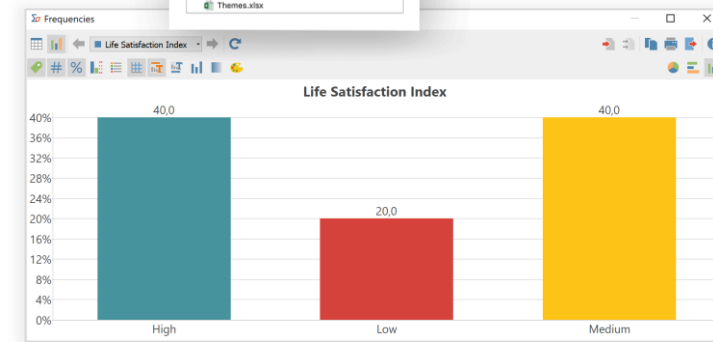
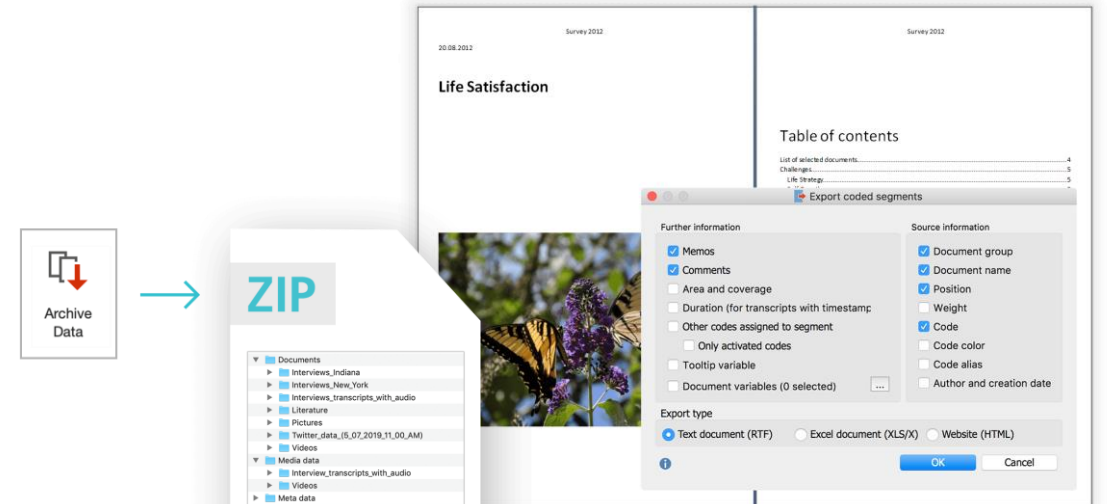
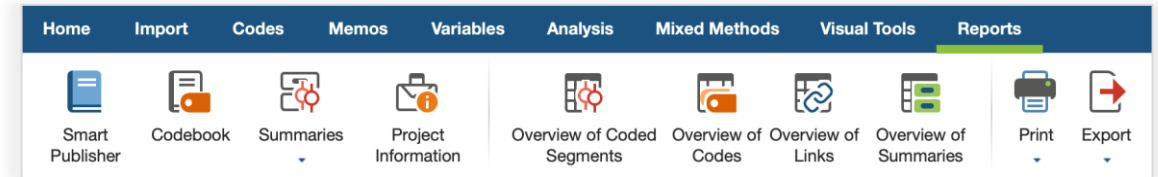
語彙検索: 文書内あるいはメモ内での、単語（の組合せ・共起）の検索



エクスポートやレポート生成

文書、コード、検索結果、メモ、
画像、マップ、プロジェクト丸ごと
などをエクスポート

チームのメンバーと、特定の要素
を交換・共有



MAXQDAのウェブサイトでアクセス可能なフリーリソース

Learning Guides

User Forum

Knowledge Base

MAXQDA Research Network

Introductory Webinars

Research Showcases

Manuals

Video Library

Tips & Tricks

Research Grants & Fieldwork Scholarships

MQIC Annual User Conference



無料サービス



MAXQDA Reader

MAXQDAライセンスなしで
MAXQDAプロジェクトを開い
たり、提示したり、ブラウズで
きます。









MAXApp

外出先でデータを集めたり、コーディ
ングしたりメモを作成したりできます。
その後MAXQDAに移行させて更なる分
析をできます。



MAXQDAを使ってみる

機能比較	MAXQDA Standard	MAXQDA Plus	MAXQDA Analytics Pro
質的&混合法データ分析			
量的テキスト分析			
統計データ分析			

MAXQDAのライセンス



シングルユーザライセンス

1 ユーザ – PC 2 台



ポータブルライセンス

USBフラッシュドライブにインストール（持ち運び可）



ネットワークライセンス

5 ライセンス以上

ネットワークサーバでクライアントのMAXQDA起動数を管理



学生版ライセンス

6 / 12 / 24 ヶ月

WindowsとMacで共通
のソフトウェア

複層的な価格設定

アカデミック、政府機関・非営利機関、一般企業/個人

購入オプション

年単位ライセンス / 期間制限なしライセンス

授業用ライセンス（無料）

研究方法論の授業を受講する学生用

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