MAXDAYS
MAXQDA VIRTUAL CONFERENCE

AGENDA DAY 2, MARCH 24

What is the software used for?

Focus on MAXQDA usage

OVERVIEW

Area	Time	Session
Stage	Welcome Speech by Julia Gerson, MAXQDA Chief Product Manager	12:00 - 12:10 pm
Sessions	Research Sessions	12:20 - 2:10 pm
	Student Sessions	2:20 - 4:10 pm
Expo	Live Presentations	4:20 - 5:40 pm
Stage	Farewell Note by MAXDAYS21 organizers Hanna Kaufhold & Aikokul Maksutova	5:50 - 6 pm
Networking	continuously open	

RESEARCH SESSIONS

Presentation of three research projects using MAXQDA in manifold ways.

Time	Session	Description
12:20 - 12:50 pm	Understanding human and elephant interactions in northern Odisha	PhD candidate Medha Nayak (National Institute of Science Education and Research-HBNI, Odisha, India) will share her research journey with MAXQDA.
12:50 - 1 pm	Inter Session Break	
1:00 pm – 1:30 pm	Empowerment through Consumption: Land Banks, Land Ownership, and Black Food Geographies	Learn how Ph.D. candidate Brittany D. Jones is using MAXQDA in her research project for the University of Toledo, USA.
1:30 pm – 1:40 pm	Inter Session Break	
1:40 pm – 2:10 pm	Public Transportation and the Politics of ‘Indiscipline’ in Dakar, Senegal	Get a glimpse into Danielle Jacques' research project and how MAXQDA helped her with her research for her master thesis at the University of Chicago.
2:10 pm – 2:20 pm	Inter Session Break	

STUDENT SESSIONS

Presentation of three student MAXQDA research projects in colloquium style.

2:20 pm – 2:50 pm	Analysis of the media impact on Twitter of the 8 March campaign, "International Women's Day"	Learn how Maria Nadal (Universidad de Alicante) analyzed the media impact on Twitter of the "International Women's Day"-campaign with MAXQDA.
2:50 pm – 3:00 pm	Inter Session Break	
3:00 pm – 3:30 pm	Examining Consumers Credibility Perception towards YouTube Product Reviews	Learn how Ghadeer Alsaeed (University of Manchester) used MAXQDA for finding out why consumers follow and trust the review videos although they are aware of sponsorship behind it.
3:30 pm – 3:40 pm	Inter Session Break	
3:40 pm – 4:10 pm	The habitability in the architecture of Luis Barragan	Find out how Daniel Vazquez (National Autonomous University of Mexico) used MAXQDA to find out about the habitability of Luis Barragans buildings through environmental psychology.
4:10 pm – 4:20 pm	Inter Session Break	

EXPO SESSIONS

4:20 pm – 5:00 pm	MAXQDA Trainer Discussion Panel	Join the trainer session to discuss motivating and challenging issues in the trainer activity.
5:00 pm – 5:10 pm	Inter Session Break	
5:10 pm – 5:55 pm	MAXQDA Press Book Presentation	Get to know the latest MAXQDA press publication by Dr. Stefan Rädiker and Dr. Michael Gizzi

END OF DAY 2