

Creating Concept Maps with MAXMaps

Spotlight Session Handout

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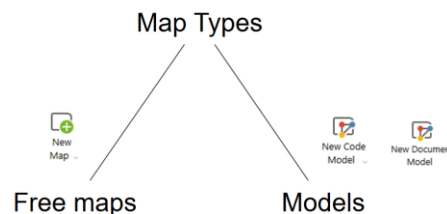
<https://www.maxqda.com/workshoptrainer/tamara-pataki>

Session Overview

Building concept maps is excellent for discovering your data and exploring emerging themes. They are also valuable tools for visualizing relationships when developing new concepts or theories. In addition, concept maps are a helpful tool to present your research and make it accessible to others! In this session, we will examine how the MAXMaps feature in MAXQDA allows you to build maps for all these purposes. We will review how to add elements, create connections, work with model templates, and edit visualizations in MAXMaps.

Overview of Map Types

You can use different map types in MAXQDA to explore or visualize your project data. You can create free maps or work with model templates.



The advantage of free maps is that you can import elements independently from your project.

Possible use cases:

- Overview of fieldwork conditions
- Contextual elements of research settings
- Representation of research methods
- Geographical information on fieldwork conditions

The advantage of models is that they can be created automatically and are directly connected to your empirical data.

Possible use cases:

- The cause-effect relationship between different categories
- Memos belonging to specific documents or document groups
- Relationships between codes
- The subcategories of codes

- Temporal progression of research projects
- The constellation of code in a given document in the shape of a so-called case map

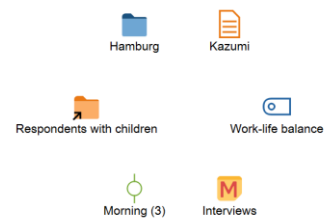
Creating Maps from Scratch

Importing Elements

The first step of creating a map from scratch is to import the various documents, codes, coded segments, memos, etc., to the MAXMaps workspace. These elements connect your map to your data and allow you to navigate through your project.


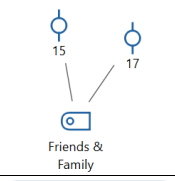
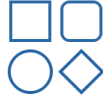


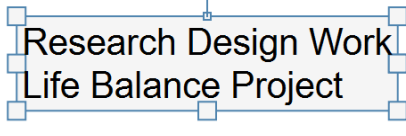


Elements that can be imported:

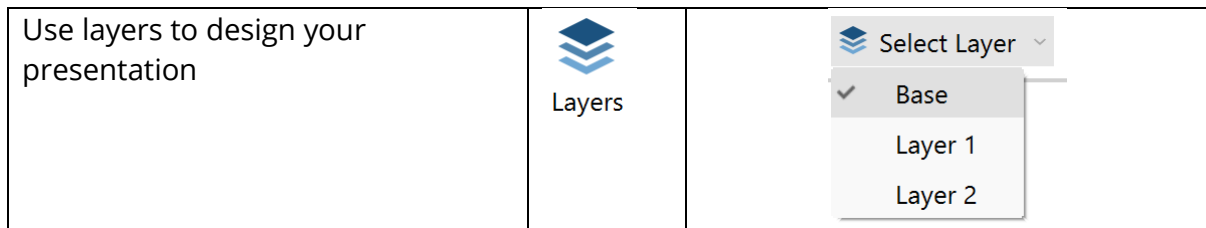
- Document groups
- Document sets
- Codes and subcodes
- Memos
- Coded segments
- Free ObjectsGraphic objects not connected to any elements in your MAXQDA projects (text, pictures, icons etc.)



Representing Connections

The second step of designing your map is to connect and arrange elements.

Create Links	 Link	
Use forms (for example for grouping)		
Add additional, related elements	 New Text	
Move elements around by drag and drop		



Working with Models

You can work with documents and code models in MAXMaps. There are several pre-configured templates you can choose from.

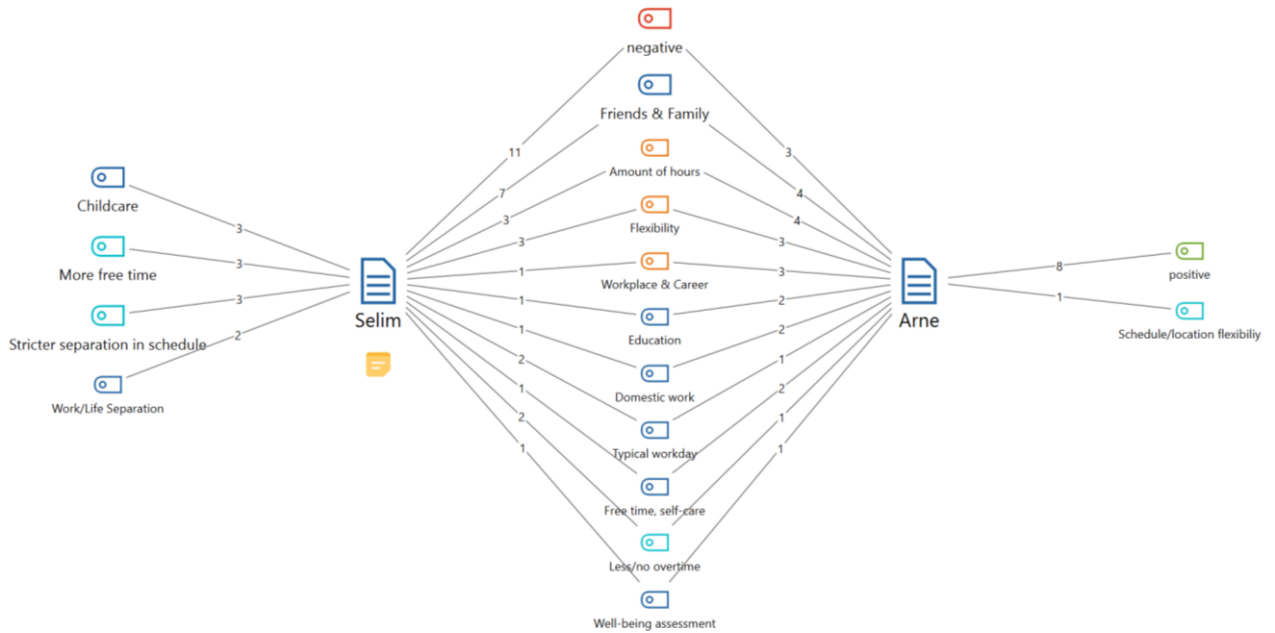
Table 17.2 Overview of the model templates in MAXMaps

Description	Focus	Meaning and purpose
Single-Case Model	One document, document group, or document set	This model produces a map of the assigned codes, memos, and coded segments for a selected document from the “Document System”
Single-Case Model for Focus Group Participants	A participant in a specific focus group	This model produces a map of the assigned codes, memos, and coded segments for a specific participant in a selected focus group
Single-Case Model with Code Hierarchy	A document, document group, or document set	This special variant of the single-case model produces a map in which the code hierarchy is also displayed
Two-Cases Model	Two documents, document groups or document sets and their respective codes	This model visually displays which codes occur in both documents, document groups, or document sets and those which only exist in one of the two “cases”
Single-Code Model	One code with coded segments and subcodes	This model displays a selected code and its corresponding coded segments in a map, as well as the code memo and the memos linked to this code
Code Theory Model	The memos linked to a code	This model can assist you in developing theories and testing hypotheses. A selected code, and if necessary also its corresponding subcodes, and the memos linked to this code and its subcodes are displayed in the workspace
Code-Subcodes-Segments Model	A code with its subcodes and coded segments	A selected code and its subcodes are displayed in a map. Each code and subcode is linked to its corresponding segments
Hierarchical Codes-Subcodes Model	A code and its subcodes	A selected code and its subcodes are displayed in a map. The hierarchical structure of the subcodes is visualized in the form of several “levels”
Code Co-occurrence Model	Intersections of codes	For selected codes, the intersections between them and other codes are mapped out. Including the subcodes in this map increases its complexity

Overview of model templates in MAXMaps. From Kuckartz & Rädiker (2019, p. 243)

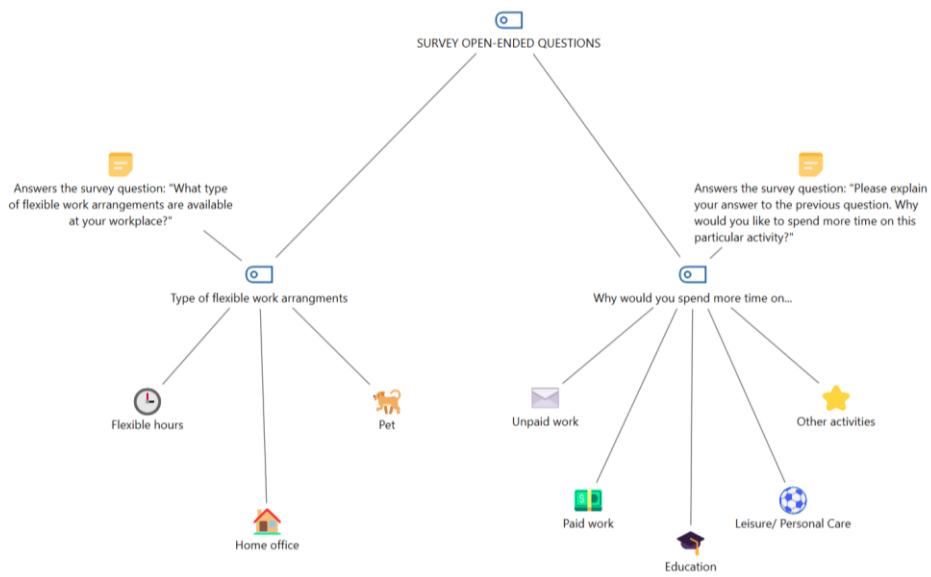
Examples:

Selim and Arne



Example for a two-cases model

Code Theory Model



Example for a code theory model

Editing Visualizations

You can import and edit the following visualizations in MAXMaps:

- Code Map
- Document Map
- Creative Coding

Suggested Reading

Kuckartz, U., & Rädiker, S. (2019). Analyzing qualitative data with MAXQDA. Springer International Publishing.