

Qualitative & Mixed Methods

Data Analysis with MAXQDA

What is MAXQDA?

Software for Qualitative Data Analysis (QDA)



```
graph TD; A[Software for Qualitative Data Analysis (QDA)] --> B[Qualitative Data]; A --> C[Data Analysis];
```

Qualitative Data

Transcripts, articles, documents, data from standardized surveys, tables, audio file, video file, websites, field notes, geographical references, bibliographical data...

Data Analysis

Content analysis, case study, focus group analysis, grounded theory, mixed methods, ...

... MAXQDA is not limited to one kind of method.

Benefits of using QDA Software

Organize

Data Flexibility (PDF, text documents, transcripts, tables, images, audio & video, tweets, surveys, websites)

Literature reviews & knowledge management

Transcription

Analyze

Categorize & link

Summarize & annotate

Retrieve & filter

Search text

Visualize

Discover combinations & relationships

Present

Export (partial) data

Visualizations

Automatic reports

Transparency of research findings

Data can be used for secondary analysis

WITHOUT MAXQDA

WITH MAXQDA



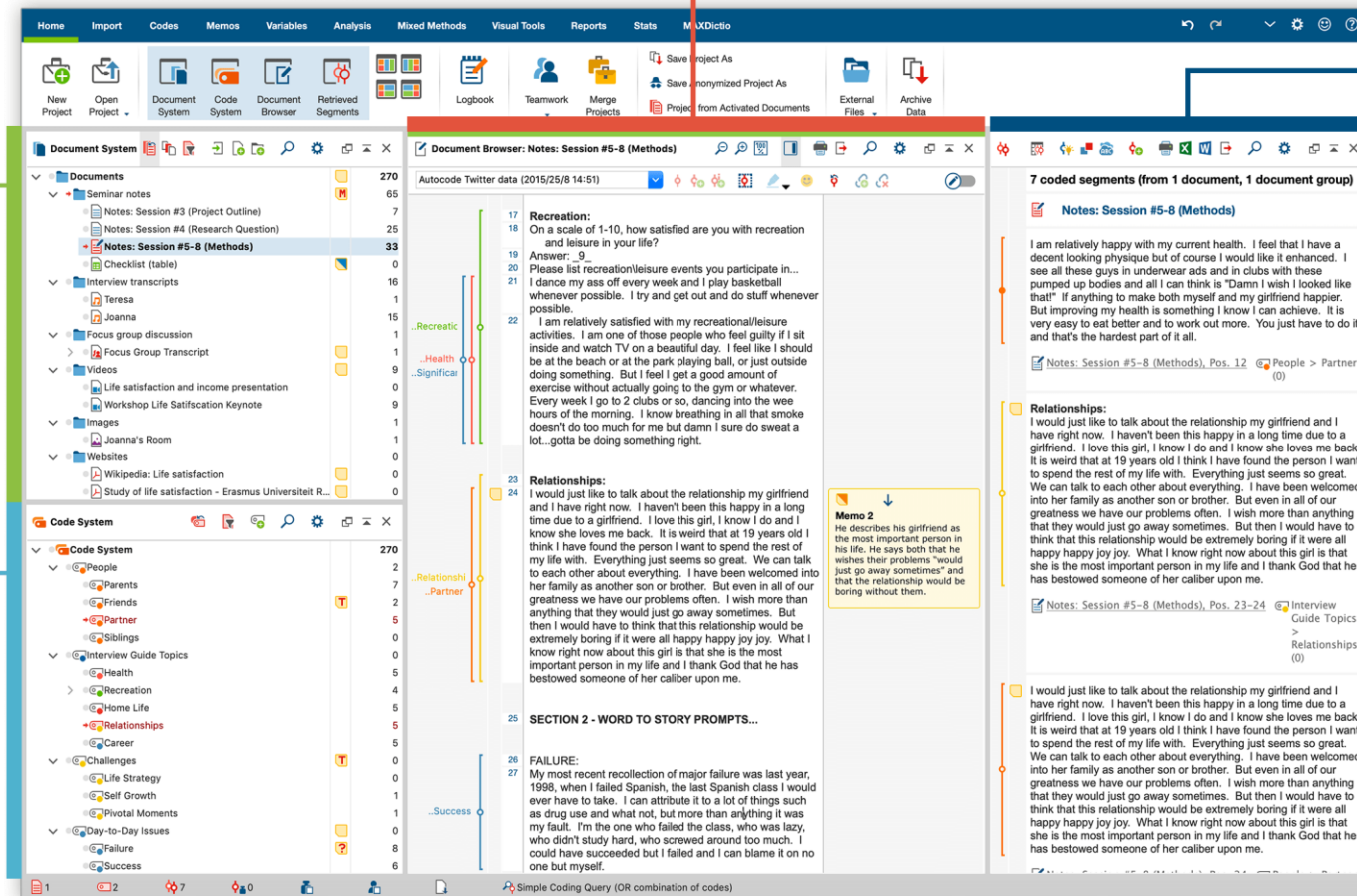
MAXQDA Interface

Your Data

Your Codes

Document
Browser

Retrieval



The screenshot displays the MAXQDA software interface, which is used for qualitative data analysis. The interface is divided into several main sections:

- Top Menu Bar:** Includes Home, Import, Codes, Memos, Variables, Analysis, Mixed Methods, Visual Tools, Reports, Stats, and MAXDictio.
- Toolbar:** Contains icons for 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, and Archive Data.
- Document System:** A tree view on the left showing the hierarchy of documents. It includes folders like 'Seminar notes', 'Interview transcripts', 'Focus group discussion', 'Videos', 'Images', 'Websites', and 'Code System'. The 'Code System' folder is expanded, showing codes such as 'People', 'Parents', 'Friends', 'Partner', 'Siblings', 'Interview Guide Topics', 'Health', 'Recreation', 'Home Life', 'Relationships', 'Career', 'Challenges', 'Life Strategy', 'Self Growth', 'Pivotal Moments', 'Day-to-Day Issues', 'Failure', and 'Success'.
- Document Browser:** A central pane showing the content of a selected document, 'Notes: Session #5-8 (Methods)'. It displays text with coding stripes (colored lines) indicating where codes have been applied. For example, 'Recreation' is applied to lines 17-21, 'Health' to line 22, 'Significance' to line 23, 'Relationships' to line 24, 'Partner' to line 25, and 'Success' to line 27.
- Code System:** A pane on the right showing the frequency of each code. It lists codes and their corresponding counts, such as 'People' (270), 'Parents' (7), 'Friends' (2), 'Partner' (5), 'Siblings' (0), 'Interview Guide Topics' (0), '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' (0), 'Failure' (8), and 'Success' (6).
- Interactive Source Information:** A pane on the far right showing detailed information about the selected code, 'Relationships'. It includes a description of the code, a list of documents where it is used, and a list of segments where it is used. The segments are numbered and include the text of the segments.

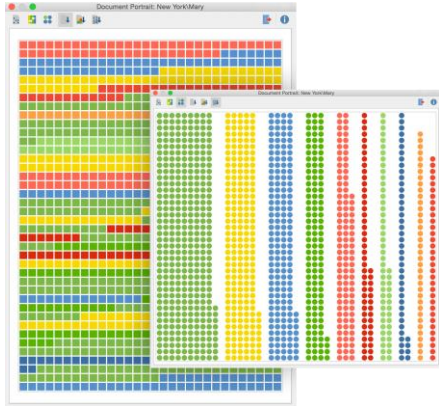
Coding stripes

Memos

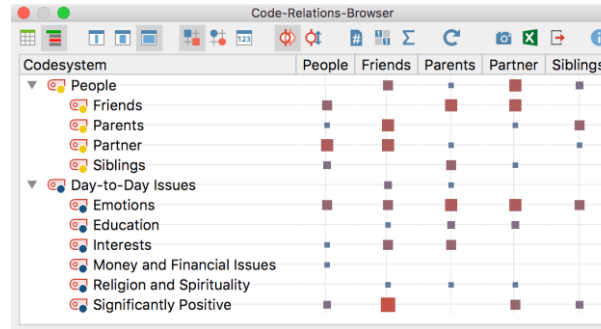
Code frequencies

Interactive source information

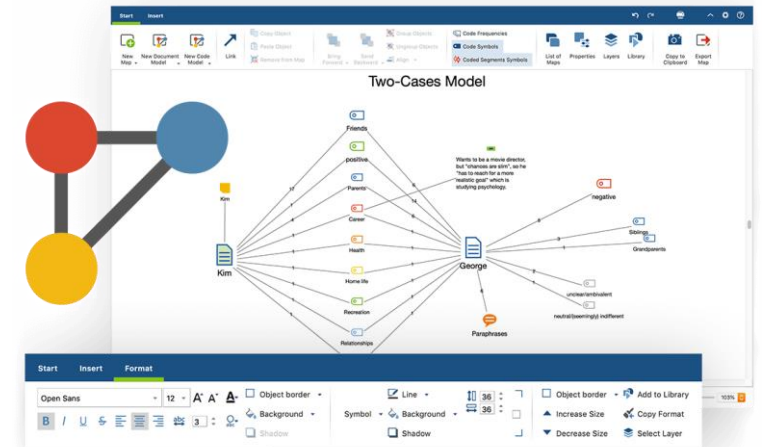
Visualize Data and Results



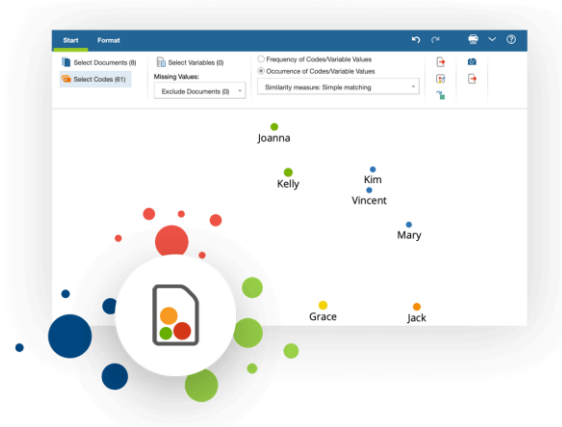
Document Portrait



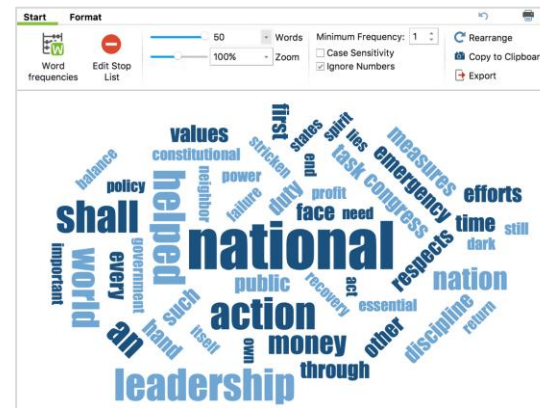
Code Relations Browser



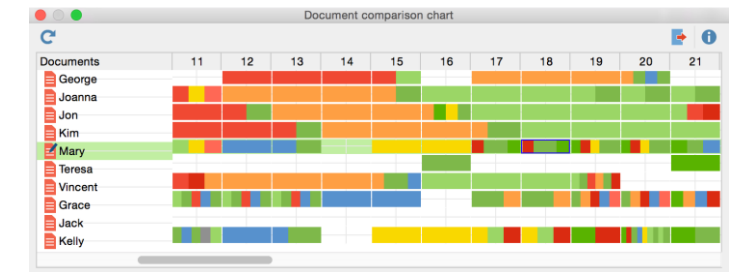
MAXMaps



Code and Document Maps



Word Cloud



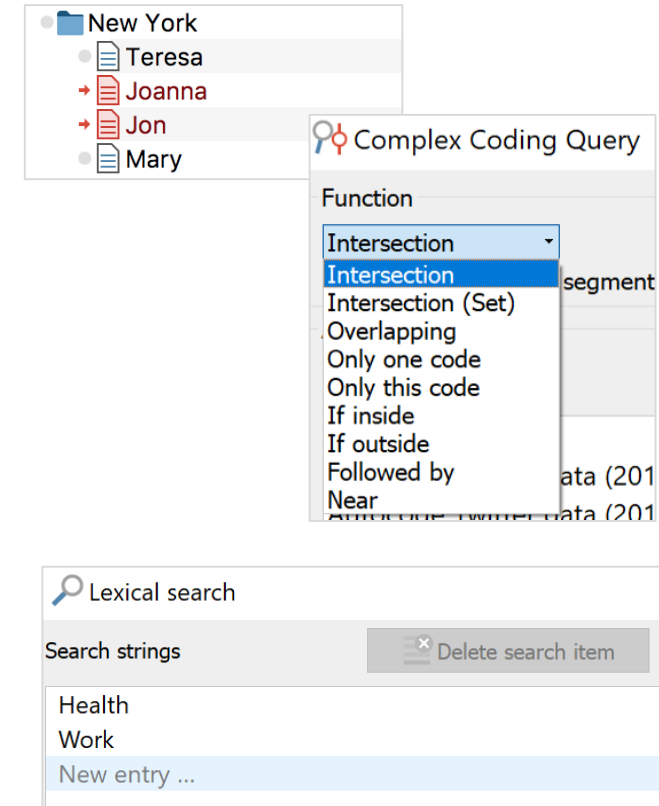
Document Comparison Chart

Search Data or Coded Segments

Simple Retrieval: Interrogate data by simple activation of data and codes to view occurrences

Complex Retrieval: Search with complex filters, e.g. nearness of codes

Lexical Search: Search for word (combinations) in documents or memos

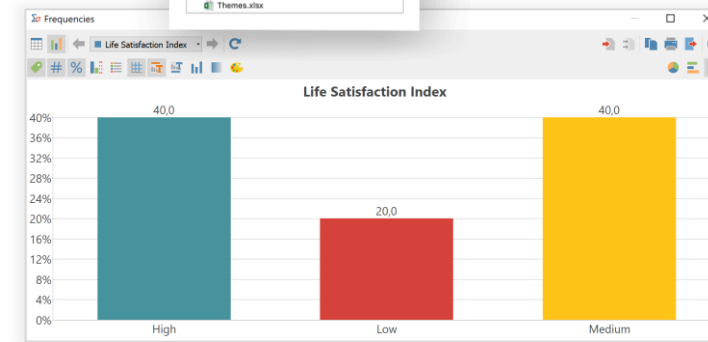
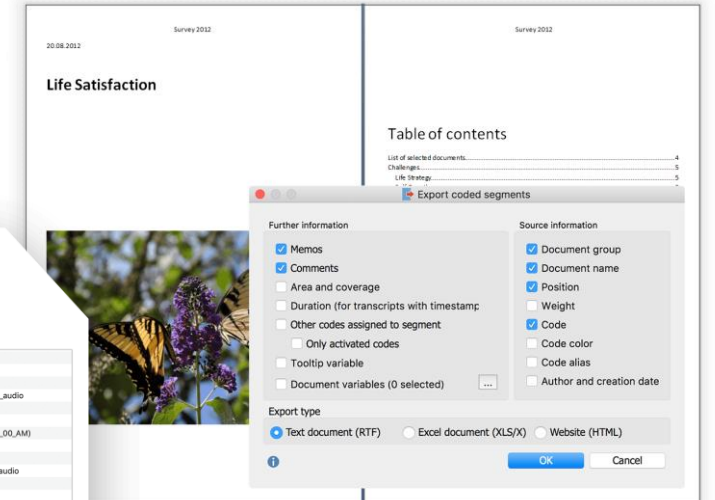
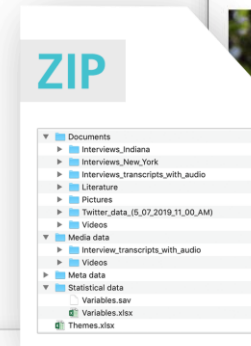
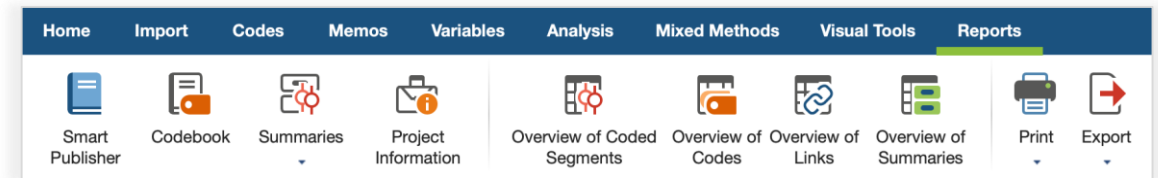


Export and Publish

Export documents, codes, search results, memos, images, maps, whole projects, and more.

Exchange selected elements with team members.

One-click data archiving.



Free Resources on the MAXQDA Website

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

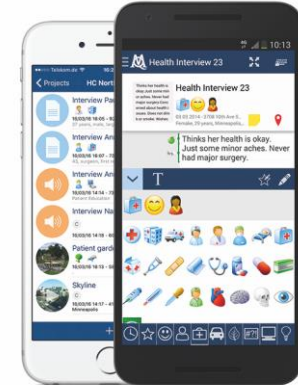


Free Services



MAXQDA Reader

Open, present and browse MAXQDA projects at any time without a MAXQDA license.



MAXApp

Collect data, start coding and attach memos on the go. Then transfer to MAXQDA for further analysis.



Get Started with MAXQDA



MAXQDA Standard



Qualitative & Mixed Methods Analysis



Quantitative Text Analysis



Statistical Data Analysis



MAXQDA Plus



Qualitative & Mixed Methods Analysis



Quantitative Text Analysis



Statistical Data Analysis



MAXQDA Analytics Pro



Qualitative & Mixed Methods Analysis



Quantitative Text Analysis



Statistical Data Analysis

MAXQDA Licenses (Windows & Mac)

Single User License



A personal license for individual users.

Installation

2 computers belonging to a single user. Installations may not be used simultaneously and only by that user.

Subscription: 3 or more licenses

Purchase: From 1 license

Portable License



A fully functional MAXQDA license "to go" that fits into your pocket.

Installation

USB flash drive (not included in purchase). Plug in drive to any Windows or Mac computer to launch MAXQDA.

Subscription: 3 or more licenses

Purchase: From 1 license

Network License



Manage this license on a server for easy distribution in your network.

Installation

Desktop computers in a network. Number of installations is twice as high as number of purchased licenses.

Subscription: 5 or more licenses

Purchase: 5 or more licenses

MAXQDA for Educational Institutions

University Licenses

Easy administration for whole institutions.
License access for students and faculty members via VPN.

QDA Lab License

Equip your institution's computers – in classrooms
and labs – with MAXQDA.

Free Course Licenses

Teachers conducting research methods courses can request a
free time-limited license for every student of their class.

maxqda.com/trial

Jump start your
research journey with



MAXQDA 2020