Qualitative & Mixed Methods

Data Analysis with MAXQDA

MAXQDA
The Art of Data Analysis

What is MAXQDA?

Software for
Qualitative Data Analysis (QDA)

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.

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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

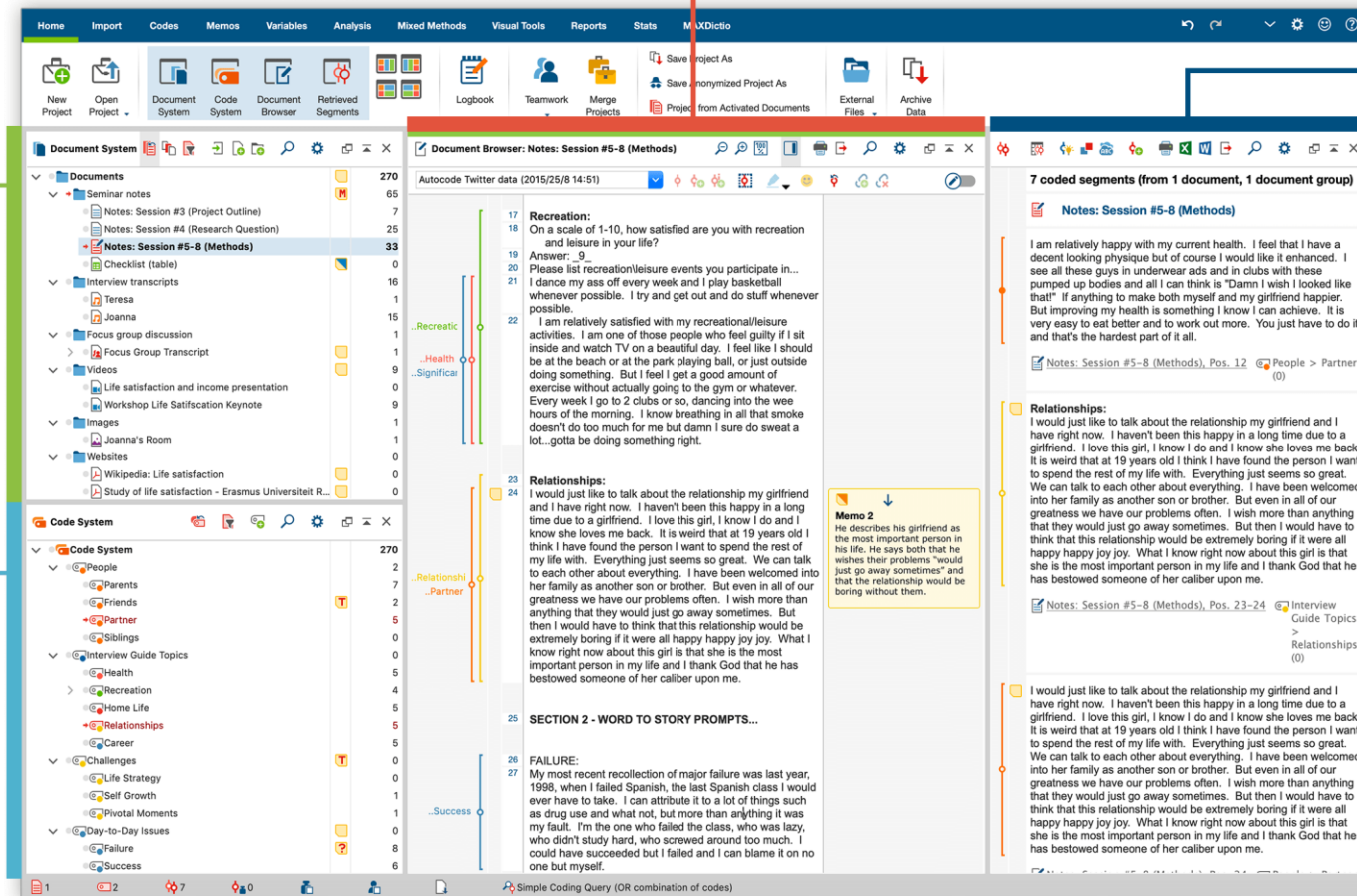Transparency of research findings

Data can be used for secondary analysis

WITHOUT MAXQDA

WITH MAXQDA

MAXQDA Interface

Your Data

Your Codes

Document Browser

Retrieval

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Coding stripes

Memos

Code frequencies

Interactive source information

Visualize Data and Results
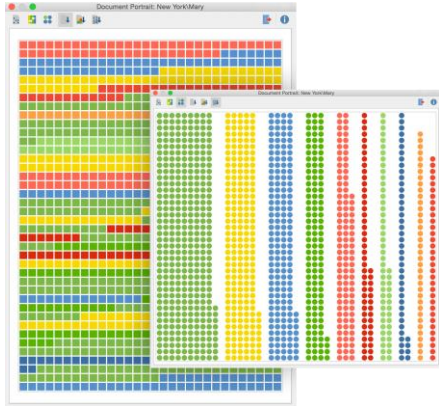
Document Portrait
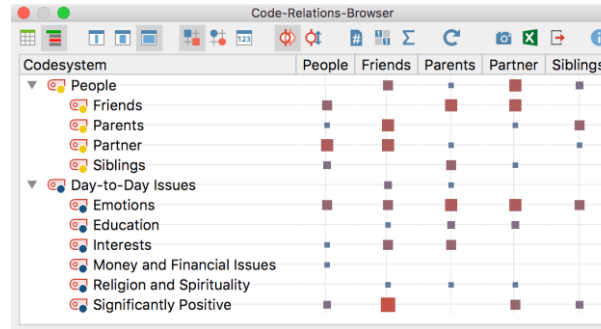
Code Relations Browser
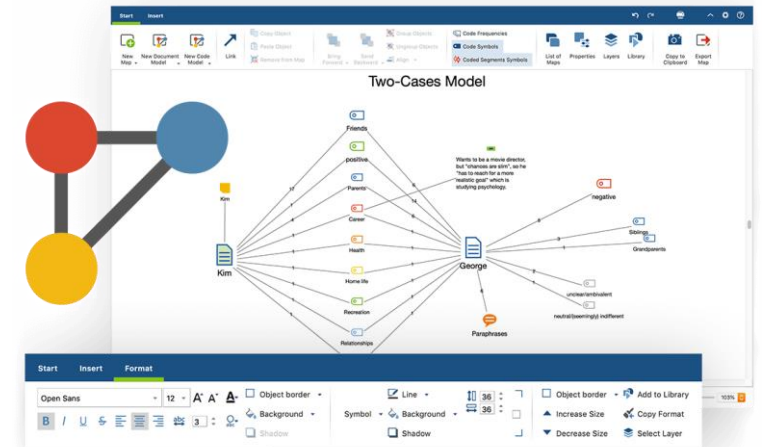
MAXMaps
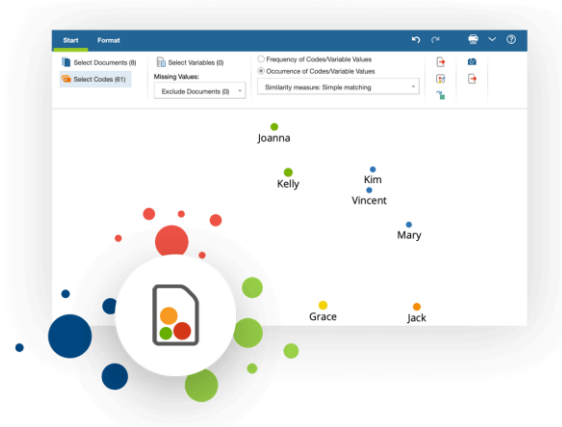
Code and Document Maps
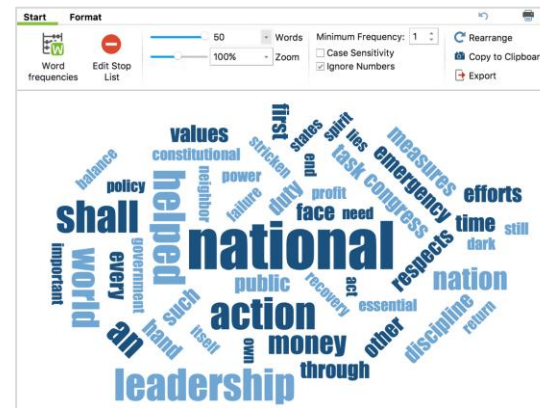
Word Cloud
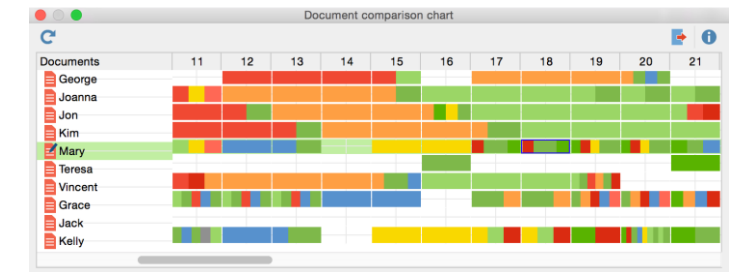
Document Comparison Chart

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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
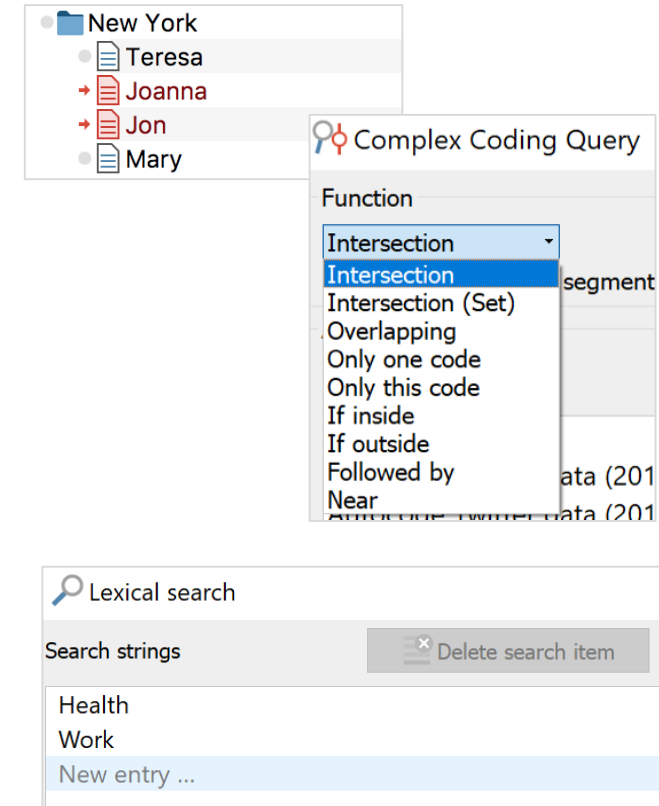
Export and Publish

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

Exchange selected elements with team members.

One-click data archiving.
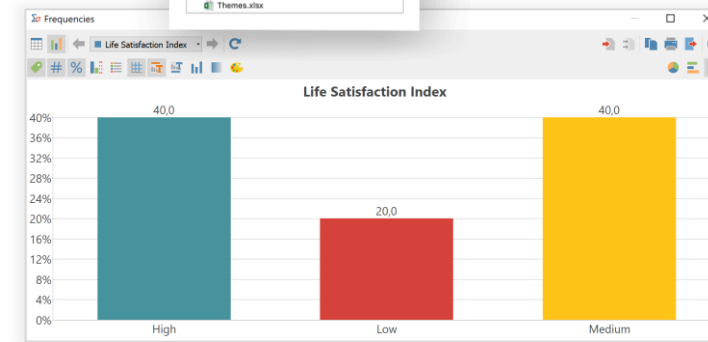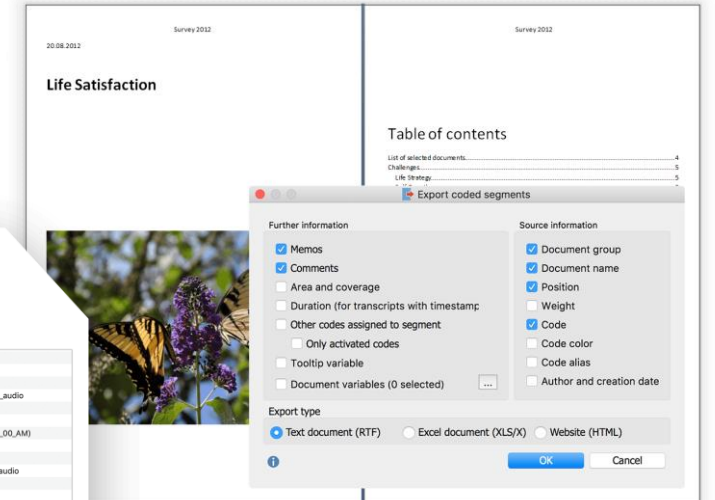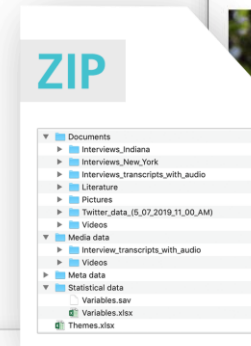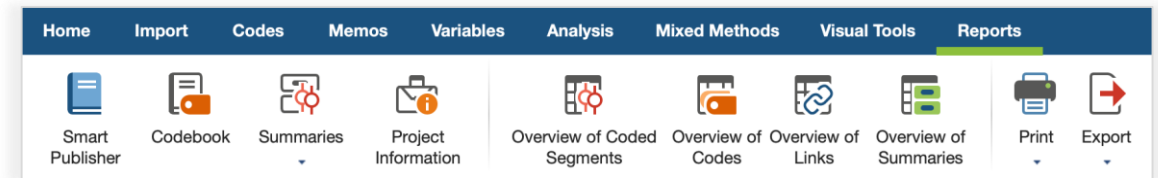
Free Resources on the MAXQDA Website

Learning Guides   User Forum   Knowledge Base

MAXQDA Research Network   Introductory Webinars

Research Showcases   Manuals   Video Library

Tips & Tricks   Research Grants & Fieldwork Scholarschips

MQIC Annual User Conference

Free Services

MAXQDA Reader

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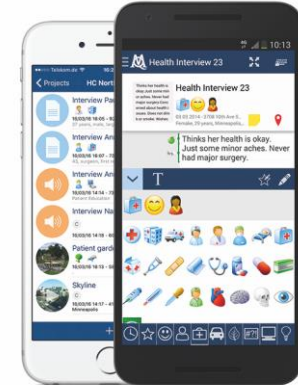
MAXApp

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.

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maxqda.com/trial

Jump start your research journey with MAXQDA 2020