

Análisis de datos cualitativos y métodos mixtos con MAXQDA

Acerca de MAXQDA

Software para Análisis de Datos Cualitativos



Datos cualitativos

Transcripciones, artículos, documentos, datos de encuestas estandarizadas, tablas, imágenes, audios, vídeos, páginas web, notas de campos, referencias geográficas y datos bibliográficos...



Análisis de datos

Análisis de contenido, estudios de caso, análisis de grupo focal, teoría fundamentada, análisis textual, métodos mixtos...

... MAXQDA no se limita a una única metodología.

Beneficios al usar un software QDA

Organizar

Flexibilidad de datos (PDFs, textos, tablas, imágenes, audio y video, tuits, encuestas, páginas web)

Revisión de literatura y gestión del conocimiento

Transcripción

Analizar

Categorizar y enlazar

Resumir y crear memos

Recuperar y filtrar

Explorar textos

Visualizar

Descubrir combinaciones y relaciones

Presentar

Exportar datos de visualización (parcialmente)

Reportes automáticos

Transparencias de resultados de investigación

Aplicar datos para análisis secundario

SIN MAXQDA



CON MAXQDA

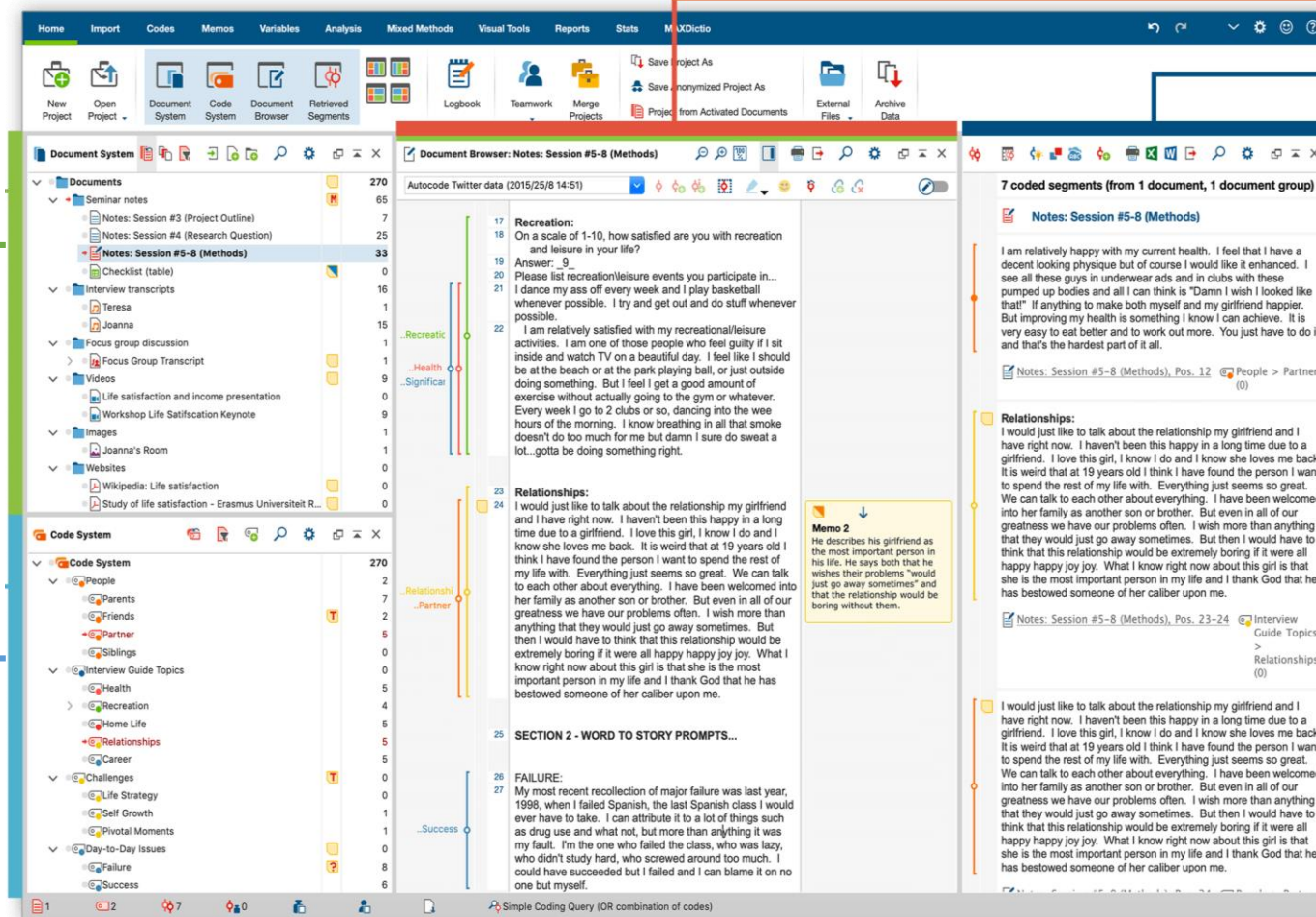


Interfaz de usuario MAXQDA

Visualizador de documento

Sus datos

Sus códigos



Segmentos recuperados

Document System

- Documents
 - Seminar notes
 - Notes: Session #3 (Project Outline)
 - Notes: Session #4 (Research Question)
 - Notes: Session #5-8 (Methods)**
 - Interview transcripts
 - Teresa
 - Joanna
 - Focus group discussion
 - Focus Group Transcript
 - Videos
 - Life satisfaction and income presentation
 - Workshop Life Satiscation Keynote
 - Images
 - Joanna's Room
 - Websites
 - Wikipedia: Life satisfaction
 - Study of life satisfaction - Erasmus Universiteit R...

Code System

- Code System
 - 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
 - Success

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
 19 and leisure in your life?
 20 Answer: _9_
 21 Please list recreation/leisure events you participate in...
 22 I dance my ass off every week and I play basketball
 whenever possible. I try and get out and do stuff whenever
 possible.
 23 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.

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.

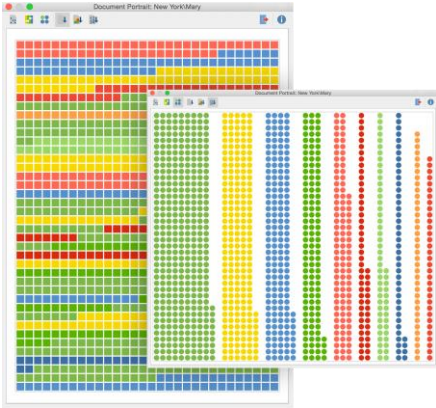
Notes: Session #5-8 (Methods), Pos. 12 @ People > Partner
 (0)

Relationships:
 I would just like to talk about the relationship my girlfriend
 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
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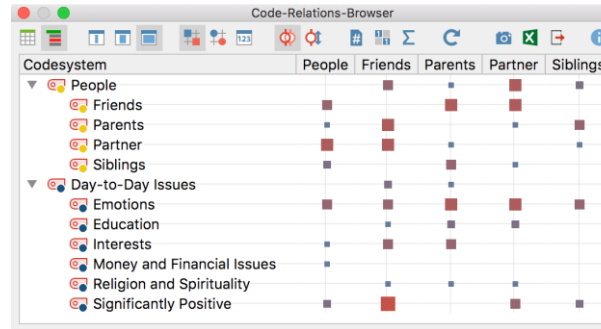
Notes: Session #5-8 (Methods), Pos. 23-24 @ Interview
 Guide Topics
 > Relationships
 (0)

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
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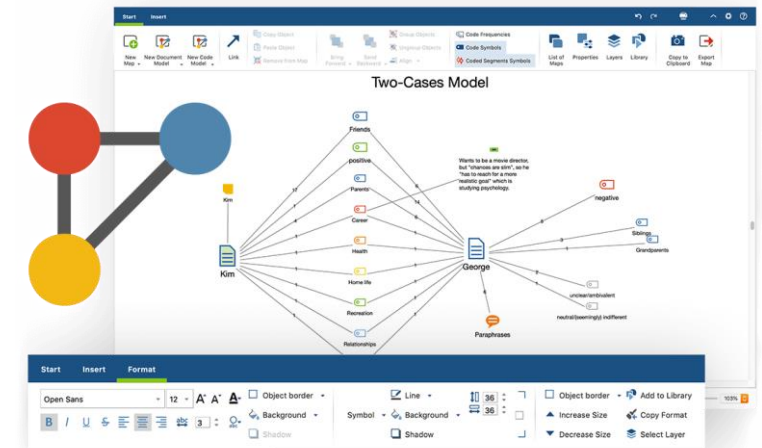
Visualizar resultados y datos



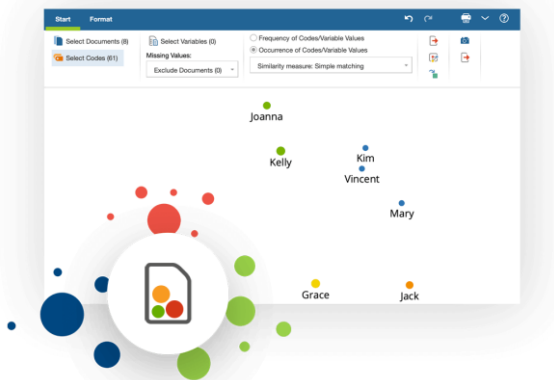
Retrato del documento



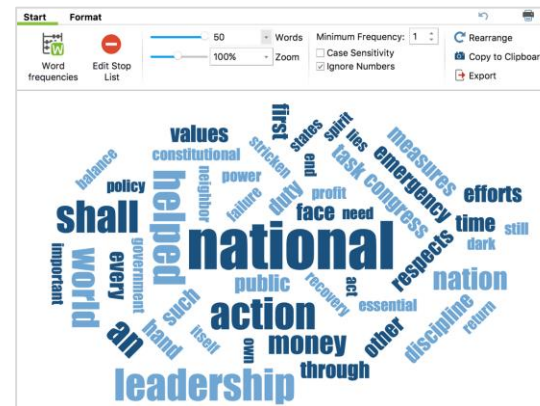
Visualizador de relaciones de códigos



MAXMaps



Mapas de códigos y de documentación



Nube de palabras

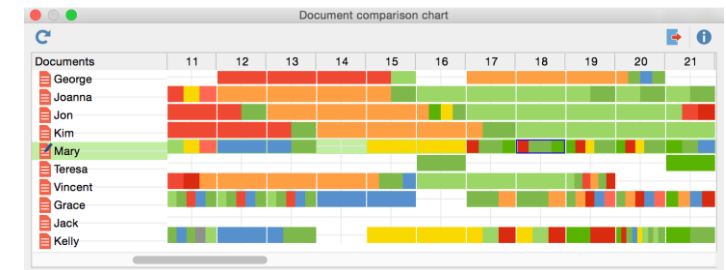


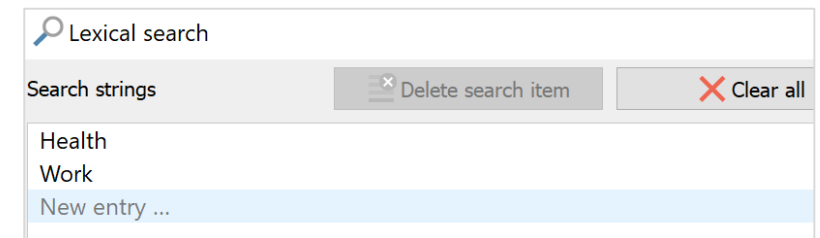
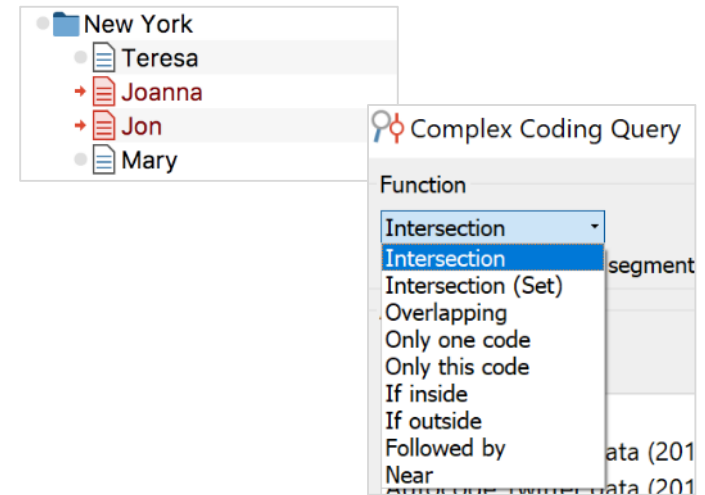
Gráfico de comparación de documentos

Buscar y filtrar

Búsqueda simple de codificaciones: Active la selección deseada de documentos y códigos para visualizar las intersecciones de sus datos.

Búsqueda compleja de codificaciones : Explore sus datos con filtros avanzados, por ej. con la “función de cercanía”.

Búsqueda de textos: Busque palabras o combinaciones en documentos y memos.

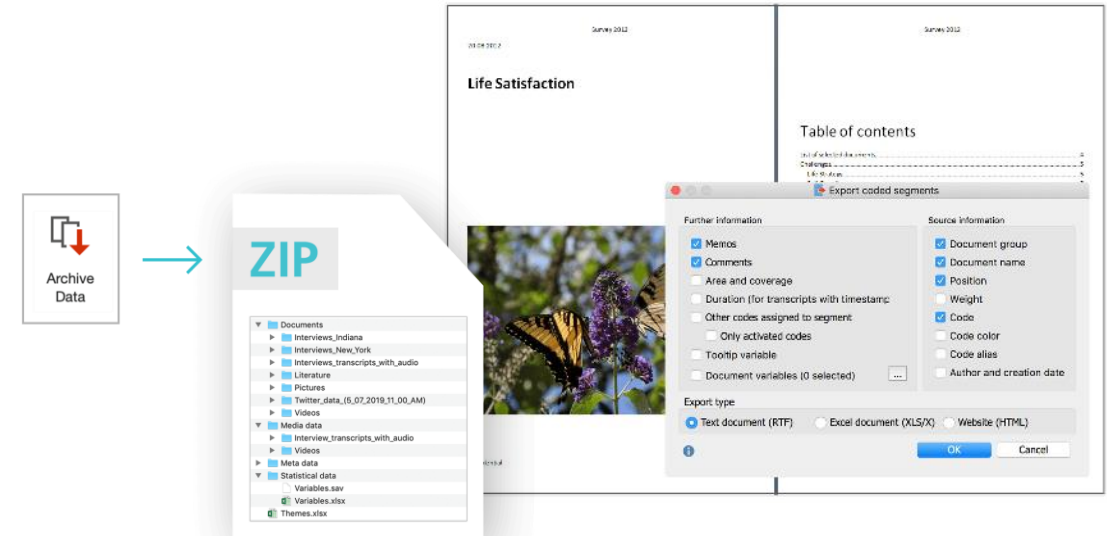
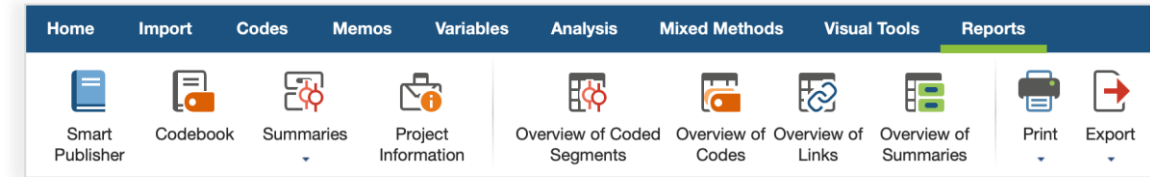


Exportar y publicar

Exportación de documentos, códigos, resultados de búsqueda, memos, visualizaciones, mapas, proyectos y muchos más.

Intercambio de elementos seleccionados con otros usuarios de un proyecto.

Archivo de datos con un solo clic.



Recursos gratuitos de aprendizaje en la página web de MAXQDA

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

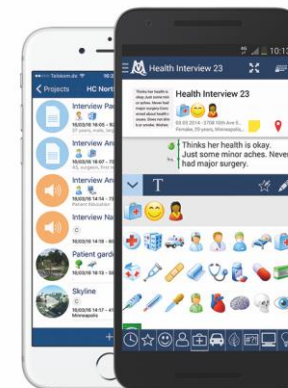


Servicios gratuitos



MAXQDA Reader

Abra, presente y busque proyectos MAXQDA en cualquier momento sin tener la licencia.



MAXApp

Recolecte datos durante su jornada, adjunte memos y transfiera sus datos a MAXQDA en PC o Mac.



Productos MAXQDA



MAXQDA Standard



Análisis cualitativo y métodos mixtos



Análisis cuantitativo de textos



Análisis estadístico



MAXQDA Plus



Análisis cualitativo y métodos mixtos



Análisis cuantitativo de textos



Análisis estadístico



MAXQDA Analytics Pro



Análisis cualitativo y métodos mixtos



Análisis cuantitativo de textos



Análisis estadístico

Licencias MAXQDA (Windows & Mac)

Licencia personal

Licencia personal –
un usuario



Instalación

2 PCs – un usuario
Siempre y cuando las instalaciones
no sean de manera simultánea

Suscripción: 3 o más licencias

Compra: a partir de una licencia

Licencia portátil

Licencia „para llevar“
completamente funcional



Instalación

Unidad flash USB (no incluida
en la compra). Conecte la
unidad a cualquier ordenador
Windows o Mac para iniciar
MAXQDA.

Suscripción: 3 o más licencias

Compra: a partir de una
licencia

Licencia en red

Administre esta licencia en
un servidor para facilitar la
distribución en su red.



Ordenadores en red. El
número de instalaciones es el
doble que el número de
licencias adquiridas.

Suscripción: 5 o más licencias

Compra: 5 o más licencias

MAXQDA para instituciones educativas

Licencias para universidades

Fácil administración para todas las instituciones. Acceso a licencia para estudiantes y profesores a través de una red privada virtual.

Licencia QDA Lab

Equipe sus aulas y laboratorios de su institución con MAXQDA.

Licencias de cursos gratuitos

Profesores que impartan cursos sobre métodos de investigación pueden solicitar una licencia gratuita por tiempo limitado para cada estudiante de su clase

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