

MAXQDA

Software para Análise de Dados

Qualitativos e Métodos Mistos

O que é o MAXQDA?

Software para Análise de Dados Qualitativos



```
graph TD; A[Software para Análise de Dados Qualitativos] --> B[Dados qualitativos]; A --> C[Análise de dados];
```

Dados qualitativos

Entrevistas, transcrições, artigos, documentos, discussões, páginas da internet, notas de campo, imagens, áudio, vídeo, referências geográficas, dados bibliográficos, etc.

Análise de dados

Estudo de caso, análise de grupos focais, Teoria Fundamentada (Grounded Theory), análise de conteúdo, métodos mistos, ...

... MAXQDA não é limitado a apenas um tipo de método de análise ou pesquisa.

Os benefícios de usar um software voltado para análise de dados qualitativos

Organização

Importe textos, tabelas, imagens, áudio, vídeo, tweets do Twitter e resultados de pesquisas
Melhore a gestão do conhecimento
Transcreva arquivos multimídia

Análise

Categorize, crie links e faça anotações
Localize, filtre e identifique informações relevantes
Visualize e descubra combinações e relações entre os seus dados

Apresentação

Exporte seus dados
Ferramentas visuais
Relatórios automáticos
Aumento na transparência da sua pesquisa
Dados podem ser aproveitados para uma pesquisa posterior

SEM MAXQDA



COM MAXQDA



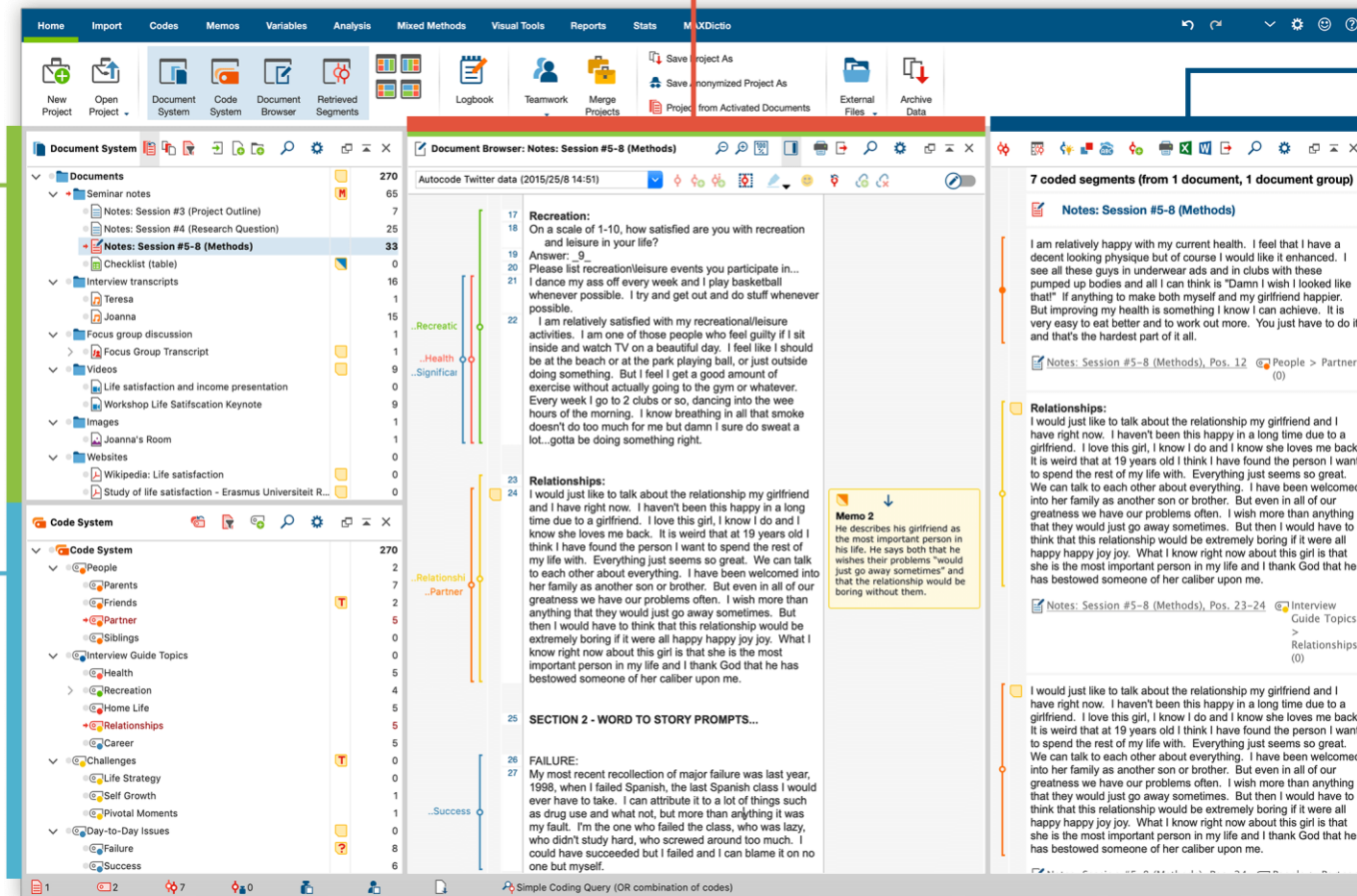
A interface do MAXQDA

Os seus dados

Leitor/Editor
de
documentos

Os seus
códigos ou
categorias

Extração de
dados



Document System

- Documents
- Seminar notes
- Notes: Session #3 (Project Outline)
- Notes: Session #4 (Research Question)
- Notes: Session #5-8 (Methods)**
- Checklist (table)
- Interview transcripts
- Teresa
- Joanna
- Focus group discussion
- Focus Group Transcript
- Videos
- Life satisfaction and income presentation
- Workshop Life Satisfaction Keynote
- Pages
- Joanna's Room
- Sites
- Wikipedia: Life satisfaction
- Wikipedia: Life satisfaction - Erasmus Universiteit Rotterdam

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 and leisure in your life?

19 Answer: _9_

20 Please list recreation/leisure events you participate in...

21 I dance my ass off every week and I play basketball whenever possible. I try and get out and do stuff whenever possible.

22 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 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.

Notes: Session #5-8 (Methods), Pos. 23-24 @In > 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 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.

Code List

- 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

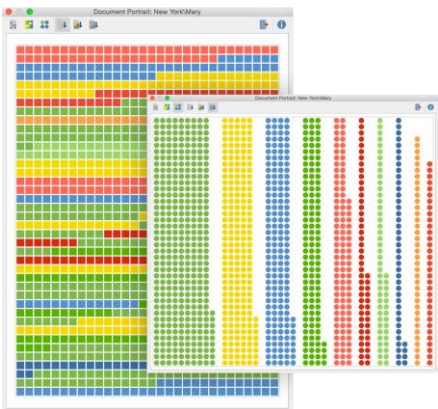
Anotações com comentários sobre códigos, textos ou documentos.

Os códigos são mostrados ao lado dos seus dados correspondentes.

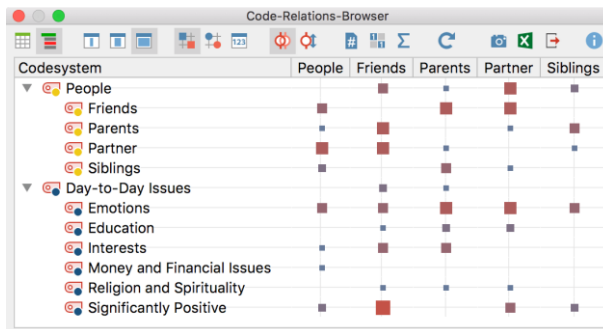
Frequências dos códigos

Extraia frases ou trechos relevantes para a sua análise a partir de diferentes documentos.

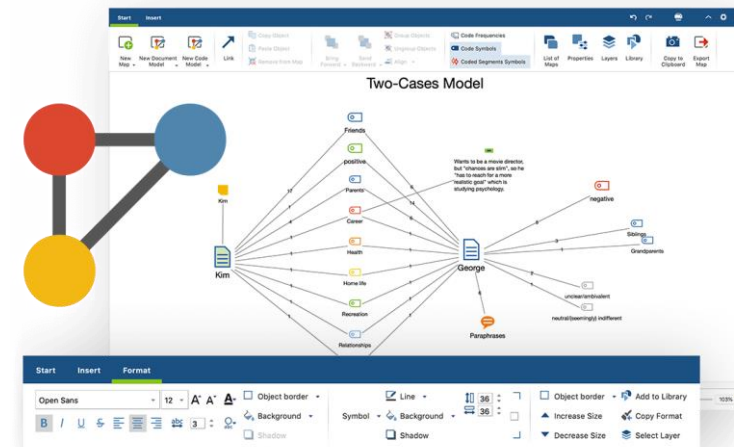
Visualização de dados e resultados



Ferramenta "Retrato do Documento"



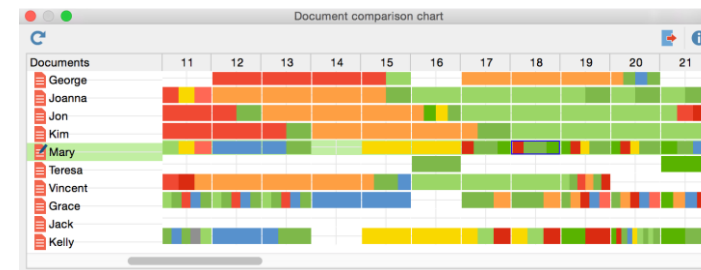
Navegador de Conexões entre Códigos



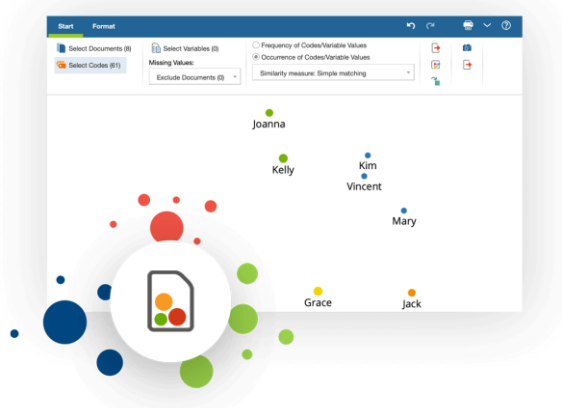
MAXMaps – ferramenta para criação de mapas conceituais



Ferramenta "Nuvem de palavras"



Ferramenta para comparação entre documentos



Mapa de códigos e documentos

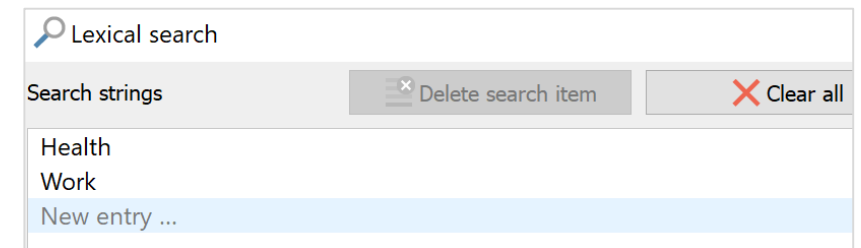
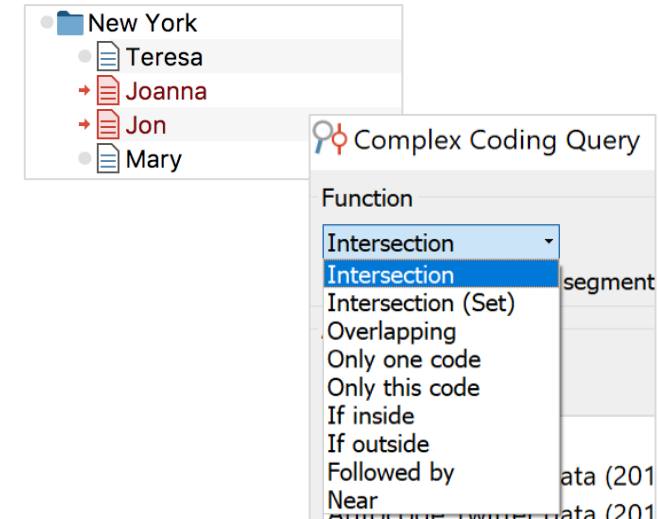
Busca de dados e de segmentos codificados

Busca simples: localização de dados ao ativar códigos e documentos.

Busca complexa: Busca com filtros mais complexos.

Ex: Proximidade entre códigos

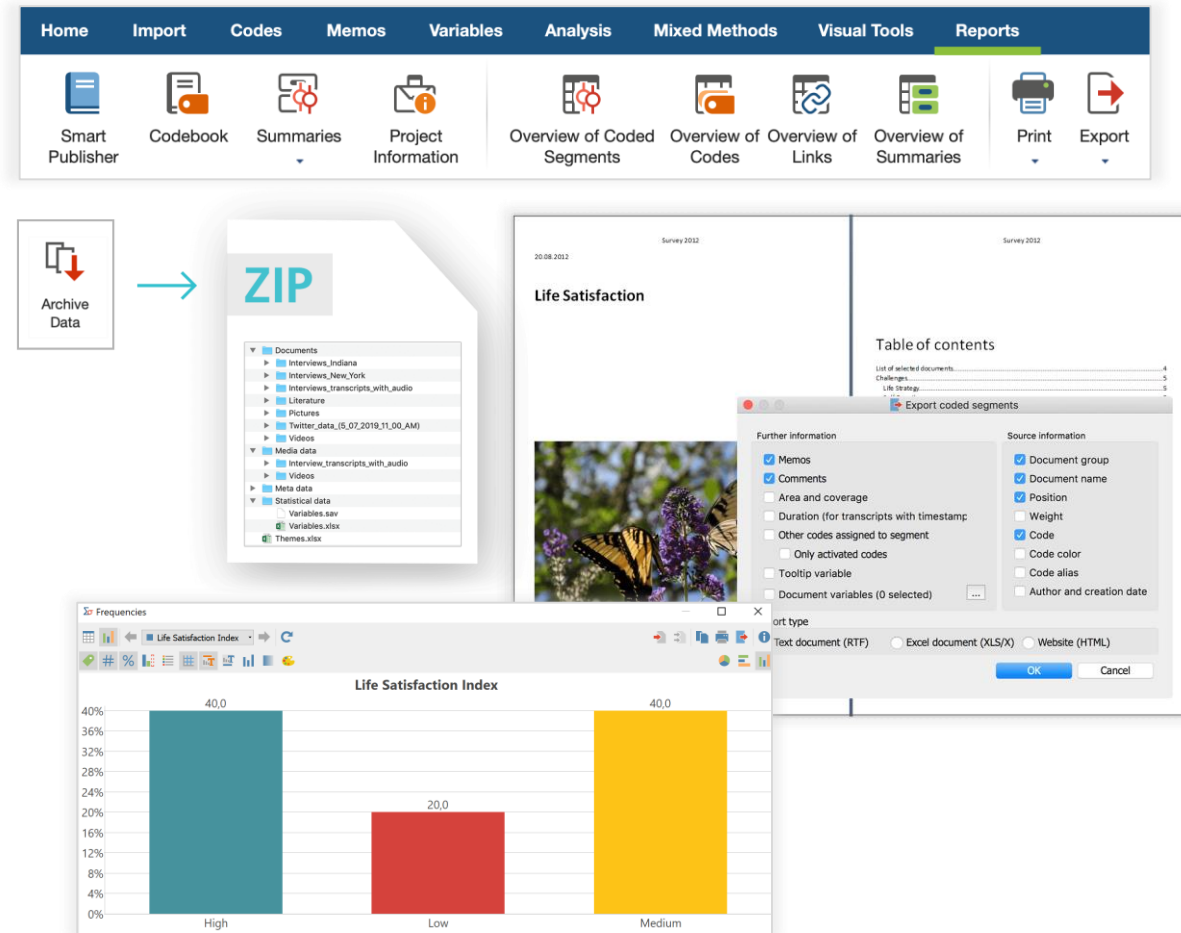
Pesquisa lexical: busca por palavras (ou combinações delas) em documentos ou anotações



Possibilidades de exportação

Exportação de documentos, códigos, resultados de buscas, anotações, imagens, mapas conceituais, projetos inteiros e muito mais

É possível compartilhar elementos selecionados da sua pesquisa com membros da sua equipe



Recursos gratuitos disponíveis no site da 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

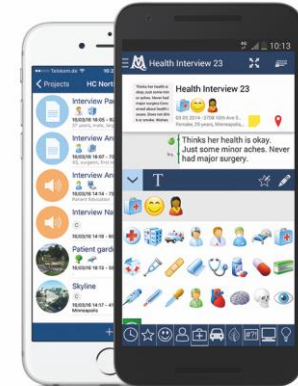


Produtos gratuitos relacionados



MAXQDA Reader

Possibilita o compartilhamento do seu projeto MAXQDA em modo de exibição.



MAXApp

Colete notas, fotos, áudio, vídeos, inicie a codificação, anexe anotações e transfira para o MAXQDA para realizar a análise.



Diferentes versões do MAXQDA



MAXQDA Standard



Análise qualitativa e métodos mistos



Análise quantitativa de textos



Análise estatística



MAXQDA Plus



Análise qualitativa e métodos mistos



Análise quantitativa de textos



Análise estatística



MAXQDA Analytics Pro



Análise qualitativa e métodos mistos



Análise quantitativa de textos



Análise estatística

Tipos de licenças do MAXQDA



Licença padrão de uso pessoal
1 usuário – 2 computadores



Licença portátil
MAXQDA instalado em um pen drive



Licença de rede
A partir de 5 licenças –
Baseada na rede da sua instituição



Licença para estudantes
Com preços reduzidos e válidas por 6
ou 24 meses

MAXQDA para instituições educacionais

Licenças campus

Estudantes e pesquisadores podem utilizar o MAXQDA em seus computadores pessoais no campus ou fora dele através de uma rede VPN.

Licença QDA Lab

Ideal para laboratórios de informática onde um número fixo de computadores é equipado com o MAXQDA.

Licenças gratuitas para seminários e cursos

Professores que pretendem ensinar cursos de metodologia podem solicitar licenças gratuitas para cada um de seus estudantes.

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