

Análisis de Datos Cualitativos y Métodos Mixtos con MAXQDA



Agenda

- Las ventajas de un software QDA
- Interfaz de MAXQDA
- Configuración del proyecto
- Cómo analizar los datos
- Opciones de licencia

¿Qué es MAXQDA?

Un programa informático para
Análisis de Datos Cualitativos (QDA)

Datos Cualitativos

Transcripciones, artículos, documentos, datos de encuestas normalizadas, tablas, archivo de audio, archivo de vídeo, sitios web, notas de campo, referencias geográficas, datos bibliográficos...

Análisis de Datos

Análisis de contenido, estudio de casos, análisis de grupos focales, teoría fundamentada, métodos mixtos,
MAXQDA no se limita a un tipo de método.

Beneficios de usar un programa QDA

Organiza

Flexibilidad en los Datos (PDF, documentos de texto, transcripciones, tablas, imágenes, audio y video, tweets, encuestas, páginas web)

Revisiones de literatura y gestión del conocimiento

Transcripción

Analiza

Categoriza y enlaza
Resume y anota
Recupera y filtra
Busca texto
Visualiza
Descubre combinaciones y relaciones

Presenta

Exporta visualizaciones de datos
Informes automáticos
Transparencia de los resultados de la investigación
Los datos se pueden usar para análisis secundario

SIN MAXQDA



CON MAXQDA



Aspecto de MAXQDA

Tus Datos

The screenshot displays the MAXQDA Analytics Pro (24.0.0 Beta) interface. The top menu includes Home, Import, Codes, Memos, Variables, Analysis, Mixed Methods, Visual Tools, Reports, MAXDiction, Stats, and TeamCloud. The main workspace is divided into four panes:

- Documents:** A tree view on the left shows a project structure with folders like 'Interviews', 'Berlin', 'Hamburg', 'Focus Group', 'Video Interview', 'Images', and 'Websites'. A list on the right shows document counts for various files, with 'Thank' (30 Paragraphs) selected.
- Document Viewer:** The top right pane shows the content of the selected document, 'Interview Thank', with a search bar and a list of paragraphs. Paragraph 4 is highlighted, containing a question about work-life balance.
- Codes:** The bottom left pane shows a hierarchical list of codes. The 'Work-life balance' code is expanded, showing sub-codes like 'Education', 'Friends & Family', 'Work/Life Separation', 'Domestic work', 'Childcare', 'Typical workday', 'Free time, self-care', 'Work situation', and 'Wishes for the future'. The 'Friends & Family' code is selected.
- Retrieved Segments:** The bottom right pane shows 8 coded segments from the selected document. A segment is highlighted, showing a paragraph of text related to daily routines.

Visor de documento

Tus Códigos

Recuperación

The screenshot displays the MAXQDA Analytics Pro (24.0.0 Beta) interface for a project titled "Work Life Balance". The interface is divided into several main sections:

- Top Panel:** Contains navigation tabs (Home, Import, Codes, Memos, Variables, Analysis, Mixed Methods, Visual Tools, Reports, MAXDictio, Stats, TeamCloud) and a toolbar with icons for "Reset Activations", "Logbook", "Teamwork", "Merge Projects", "Save Project As", "Save Anonymized Project As", and "External Archive Files".
- Left Panel (Codes):** A hierarchical tree view showing the coding scheme. The "Work-life balance" category is expanded, showing sub-categories like "Friends & Family" (41) and "Work/Life Separation" (12). A table on the right shows the frequency of codes, with "Work-life balance" having a total of 2814.
- Center Panel (Document View):** Shows a document titled "Thanh (30 Paragraphs)". A vertical timeline on the left indicates paragraph boundaries. A text segment is highlighted in blue, and a yellow memo box (Memo 38) is attached to it. The memo text reads: "I think it is remarkable that she works full-time, takes care of a three-year-old, volunteers, and still manages to be about being lazy."
- Bottom Panel (Retrieved Segments):** Displays "8 coded segments (from 1 document, 1 document group)". The segment shown is from "Interviews > Berlin > Thanh" and contains a detailed paragraph about daily routines: "Well, when my son is with me when I wake up, I get ready myself and then prepare breakfast and then wait for my son to wake up. When he wakes up, we eat together, dress him, and then I bring him to kindergarten. And then after work, I go straight to the kindergarten to pick him up. And then I cook while he's playing. And when dinner is ready, we eat together and then take a shower or take a bath. And then he watches a little bit of cartoon. During this time, I clean and prepare myself for bed and then I prepare him. And then we do our nighttime routine with reading, playing a little bit together, and then we go to bed together. Yeah."

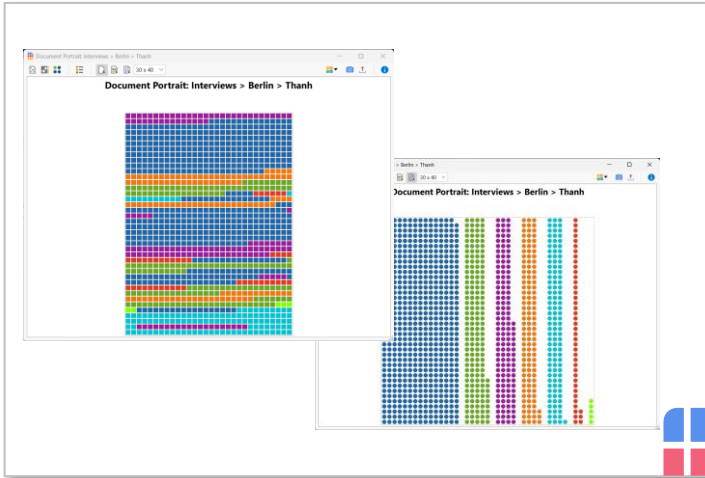
Bandas de codificación

Memos

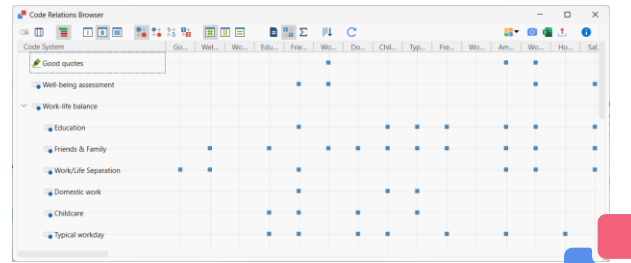
Frecuencias de los códigos

Información interactiva de la fuente

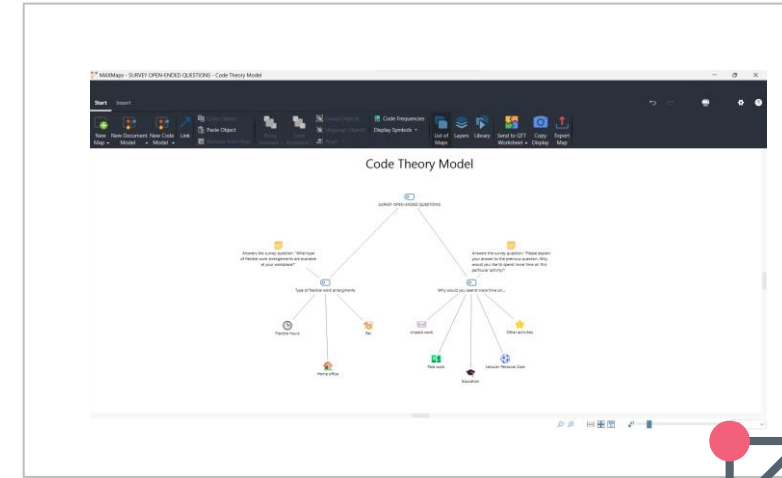
Visualiza Datos y Resultados



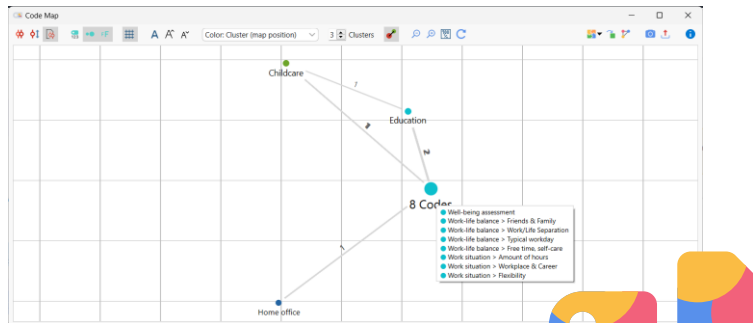
Document Portrait



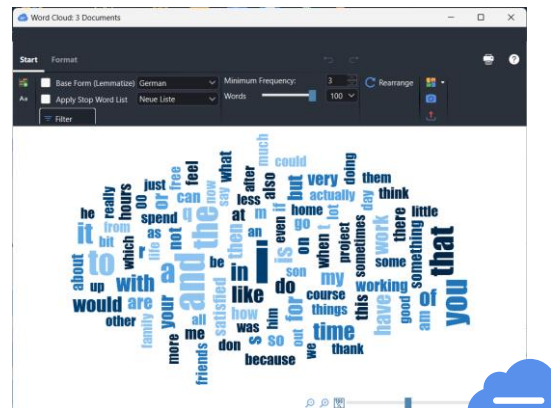
Code Relations Browser



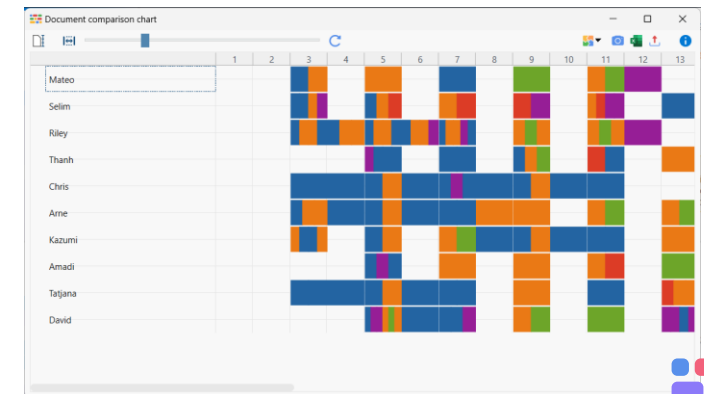
MAXMaps



Code and Document Maps



Word Cloud



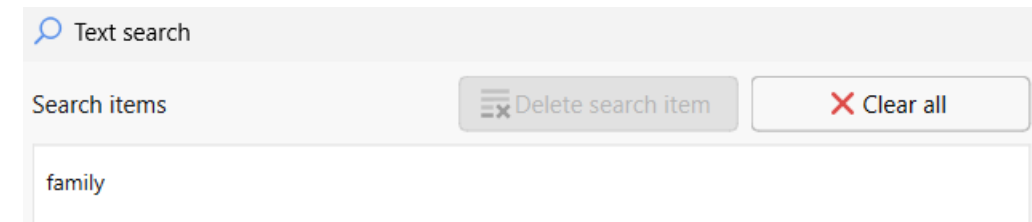
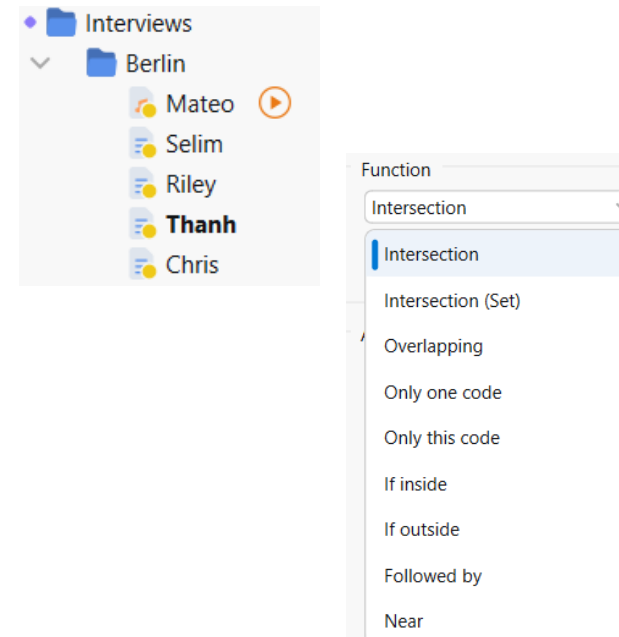
Document Comparison Chart

Busca Datos o Segmentos Codificados

Recuperación Simple: Interroga a los datos al activar datos y códigos para comprobar las ocurrencias

Recuperación Compleja: Busca con filtros completos, p. ej. cercanía de códigos

Búsqueda de Textos: Busca palabras (combinaciones) en documentos o memos

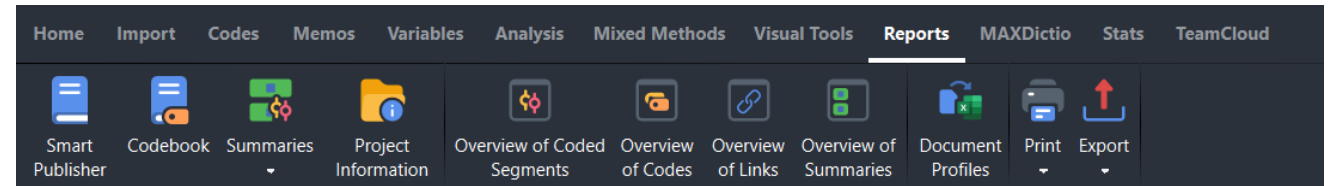


AI Assist – en MAXQDA 24

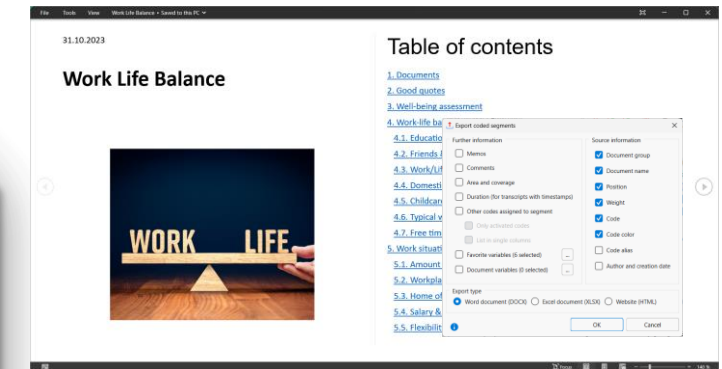
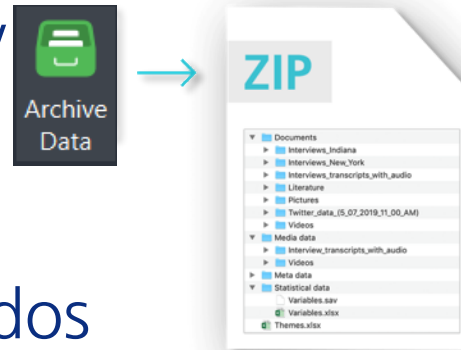
- **Resumir pasajes de texto** en forma de memo
- **Sugerir y aplicar códigos** para un pasaje de texto
- **Sugerir subcódigos** para un código y sus segmentos
- **Resumir un segmento codificado** como comentario de código
- **Crear resúmenes automáticos** para los segmentos codificados de un código
- **Personalizar** la longitud, el idioma y el formato del texto



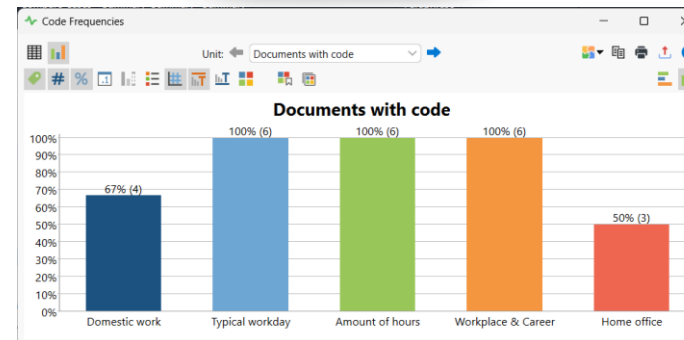
Exportar y Publicar



Exportar documentos, códigos, resultados de búsquedas, memos, imágenes, mapas, todo el proyecto, y más.



Intercambio de elementos seleccionados con miembros del equipo.



Archivo de datos en un clic.

Únete a la Comunidad

- Research Network
- User Forum
- Research Grants
- MQIC (MAXQDA International Conference)
- MAXDAYS Virtual Conference



Recursos Gratuitos en la Página Web de MAXQDA

- MAXQDA Press
- Manuales
- Biblioteca de Videos
- Guías y bibliografía

Servicios Gratuitos



MAXQDA Reader

Abre, presenta y visualiza proyectos de MAXQDA en cualquier momento sin una licencia de MAXQDA.

Iníciate con MAXQDA

MAXQDA

- ✓ Qualitative and Mixed Methods Data Analysis
- ✓ Quantitative Text Analysis with "MAXDictio"
- ✗ Statistical Data Analysis with "Stats"

[Learn more](#)

MAXQDA Analytics Pro

- ✓ Qualitative and Mixed Methods Data Analysis
- ✓ Quantitative Text Analysis with "MAXDictio"
- ✓ Statistical Data Analysis with "Stats"

[Learn more](#)

Licencias MAXQDA (Windows y Mac)



Single User License

A personal MAXQDA license for individual users with up to 2 computers.

INSTALLATION

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

SUBSCRIPTION / PERPETUAL

Starting at 1 license



Network License

MAXQDA license managed on a server for easy distribution in your network.

INSTALLATION

Simultaneous use by as many clients as seats purchased / access by double the number of clients as seats purchased.

SUBSCRIPTION

Starting at 5 seats

MAXQDA para Instituciones Educativas



University License

The Site License for your students and staff at your university.

INSTALLATION

Convenient access for students and staff using your institution's network.

Subscription only:
Please contact us for an individual offer

Contact



Course License

Free license for students in methods courses.

INSTALLATION

Private computers of students taking part in methods courses.

Free of charge:
For verified research methods courses

Free Course License

AI Assist – Complemento



GRATUITO

\$ 0

Limitado
sugerencias diarias

Analizar o resumir aprox.
10 páginas de texto

PREMIUM

\$ 10-20 / meses

Ilimitado
sugerencias diarias

AI-Transcripción: Obtendrás una hora gratis al registrarte, y podrás comprar horas adicionales en la tienda

maxqda.com/trial





¡Gracias!