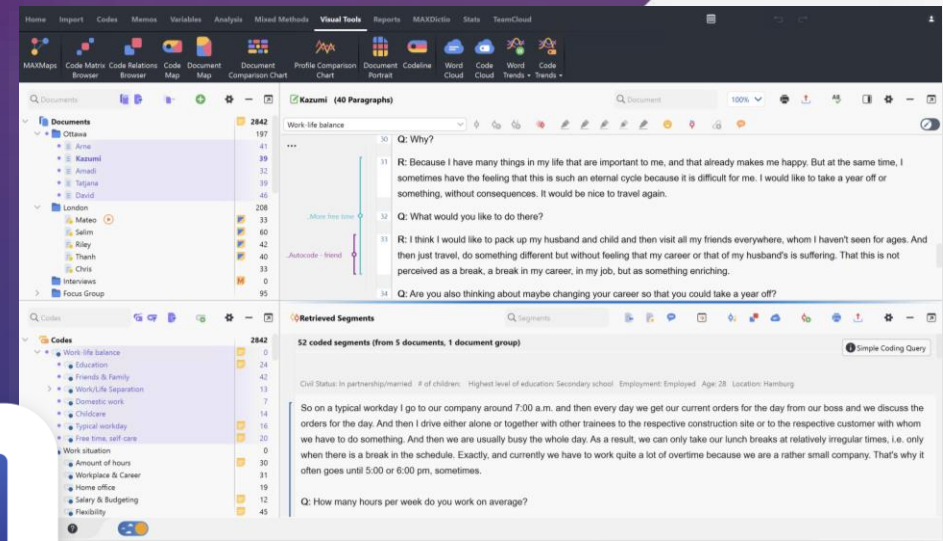


Introduction to Qualitative & Mixed Methods Data Analysis with MAXQDA



Agenda

- The Benefits of a QDA Software
- MAXQDA Interface
- Project Set-up
- How to Analyse Data
- Licensing options

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.

Benefits of using a 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 data

visualizations

Automatic reports

Transparency of research findings

Data can be used for secondary analysis

WITHOUT MAXQDA



WITH MAXQDA



MAXQDA Interface

The screenshot displays the MAXQDA Analytics Pro (24.0.0 Beta) interface. The top menu bar includes Home, Import, Codes, Memos, Variables, Analysis, Mixed Methods, Visual Tools, Reports, MAXDiction, Stats, and TeamCloud. Below the menu is a toolbar with icons for New Project, Open Project, Reset Activations, Logbook, Teamwork, Merge Projects, Save Project As, Save Anonymized Project As, Project from Activated Documents, External Files, and Archive Data.

The interface is divided into four main panels:

- Documents Panel (Left):** A tree view showing a hierarchy of folders: Documents, Interviews, Berlin, Mateo, Selim, Riley, **Thanh** (selected), Chris, Hamburg, Focus Group, Video Interview, Images, and Websites. A list on the right shows the number of paragraphs for each folder, with 'Thanh' having 40 paragraphs.
- Document Browser Panel (Top Right):** Displays the selected document 'Thanh (30 Paragraphs)'. It shows a search bar, a dropdown menu for 'Work-life balance > Friends & Family', and a list of paragraphs. Paragraph 1 is 'Interview Thanh'. Paragraph 2 is 'Q: Thank you very much for participating in our interview.' Paragraph 3 is 'R: You're welcome.' Paragraph 4 is 'Q: In our study, we are particularly interested in your work-life balance and well-being. In the following, I would like to pose some questions regarding your daily routines. First, I would like to ask you to describe a typical workday in your life.'
- Codes Panel (Bottom Left):** A tree view showing a hierarchy of codes: Codes, Good quotes, Well-being assessment, **Work-life balance** (selected), Education, Friends & Family, Work/Life Separation, Domestic work, Childcare, Typical workday, Free time, self-care, Work situation, and Wishes for the future. A list on the right shows the number of paragraphs for each code, with 'Work-life balance' having 41 paragraphs.
- Retrieved Segments Panel (Bottom Right):** Displays '8 coded segments (from 1 document, 1 document group)'. It shows the path 'Interviews > Berlin > Thanh' and a list of segments. The first segment is '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, I 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.'

Your Data

Document Browser

Your Codes

Retrieval

Coding stripes

Memos

Code frequencies

The screenshot displays the MAXQDA Analytics Pro (24.0.0 Beta) interface. The main window shows a document titled 'Thanh (30 Paragraphs)' with a coding stripe on the left side. The stripe indicates that the document is coded with 'Friends & Family' (40 paragraphs) and 'Work-life balance' (33 paragraphs). The main text area shows a paragraph with several segments highlighted in blue, indicating they are coded. A memo titled 'Memo 38' is attached to the document, containing the text: 'I think it is remarkable that she works full-time, has a three-year-old, volunteers, and is also about being lazy.' Below the main window, the 'Retrieved Segments' panel shows 8 coded segments from 1 document, 1 document group. The segments are listed under the path 'Interviews > Berlin > Thanh'. The first segment is a paragraph of text: '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, I 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.'

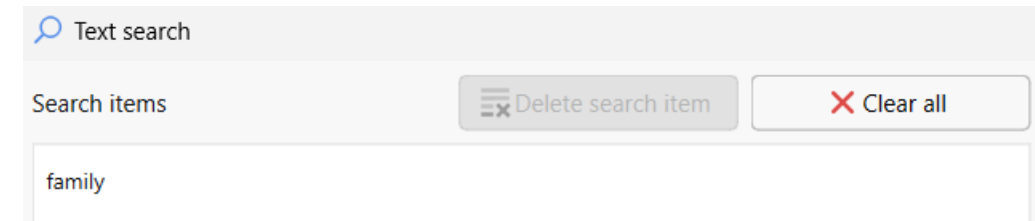
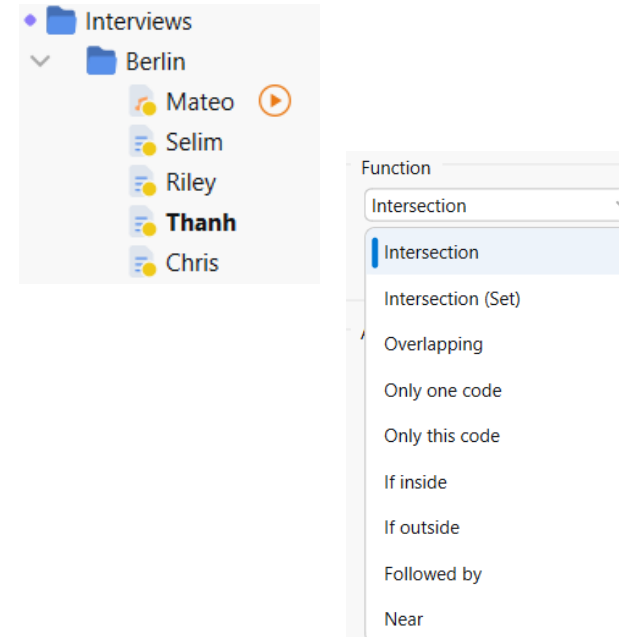
Interactive segment retrieval

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



AI Assist – in MAXQDA 24

- **Summarize text passages** as a memo
- **Suggest and apply codes** for a text passage
- **Suggest subcodes** for a code and its segments
- **Summarize a coded segment** to a code comment
- **Create automatic summaries** for the coded segments of a code
- **Customize** text length, language, and format

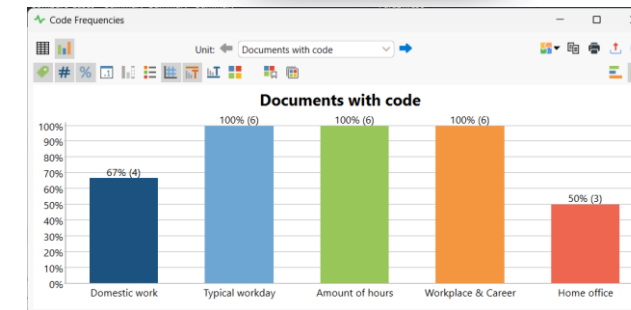
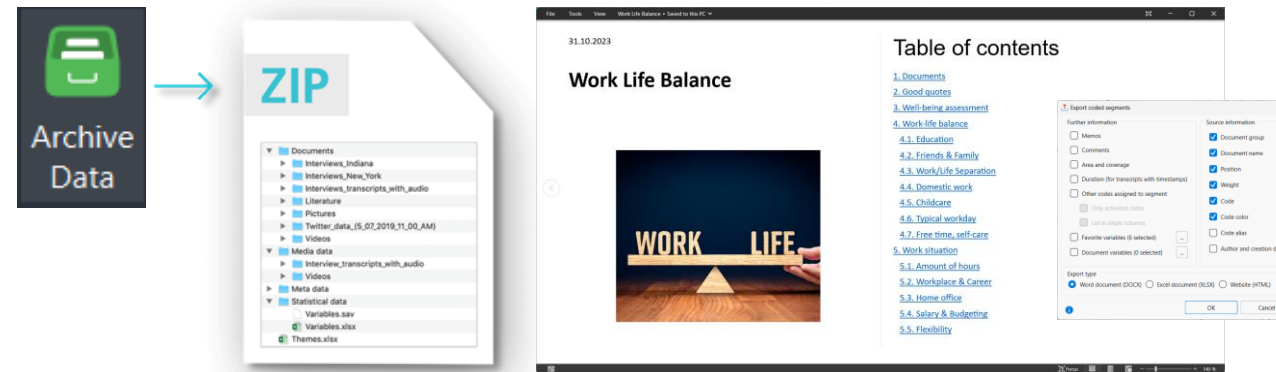
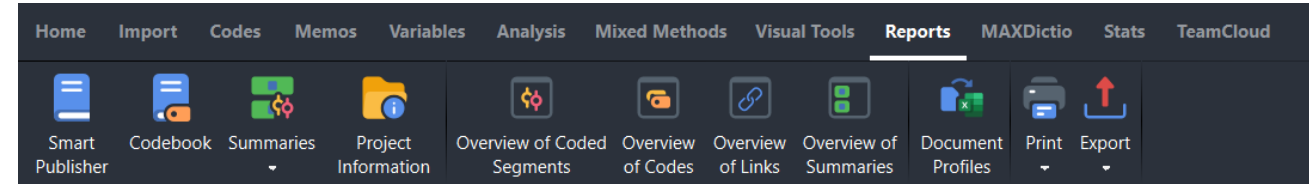


Export and Publish

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

Exchange selected elements with team members.

One-click data archiving.



Join the Community

- Research Network
- User Forum
- Research Grants
- MQIC Annual User Conference
- MAXDAYS Virtual Conference



Free Ressources to Learn MAXQDA

- MAXQDA Press
- Manuals
- Guides and Literature
- Video Library



Free Services



MAXQDA Reader

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

Purchase 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](#)

MAXQDA Licenses (Windows & 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 for Educational Institutions



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 – Add-On



FREE

\$ 0

Limited
daily prompts

Analyze or summarize
ca. 10 pages of text

PREMIUM

\$ 10-20 / months

Unlimited
daily prompts

AI-Transcription: You get one hour for free upon sign-up, and can purchase additional hours in the shop

Get started for free

maxqda.com/trial





Thank you for your attention!