Video Analysis with MAXQDA

Which Functions Does MAXQDA Offer for Video Analysis?

- Code and retrieve video segments (clips) with an accuracy of 1/10 second

- Enter comments and weights for coded segments

- Annotate video positions with memos

- Copy video picture as image to clipboard or insert as new image document

- Fully or partly transcribe the whole video or parts of it

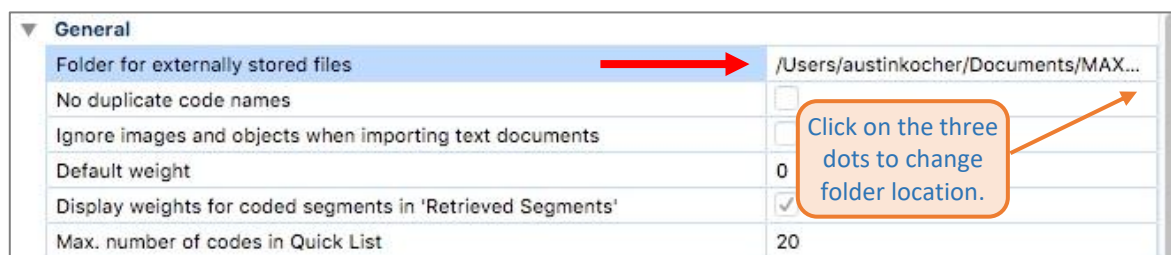## Import Video Files into a MAXQDA Project

Import your video files into a MAXQDA project in the same way you import other document, e.g. by using the menu IMPORT > DOCUMENTS. During import the following happens:

1. A text document for each video file is created in the "Document System" window. You can (but do not have to) enter the transcript of the video into this text document.

2. The video file is copied into the folder for externally stored files and will be assigned to the appropriate text document. You can recognize text documents with an assigned media file by their symbols in the "Document System" window:

A video camera icon symbolizes a text document with assigned video file

Video files are never saved within the project file to keep project's file size small. It is assigned to a text document and is always saved in the folder for externally stored files. You can change the location of this folder in the global settings of MAXQDA:

Setting the folder for external files in the global preferences

Tip: If you work in a team, all team members need to copy the video files into their folder for external files. Always use a local folder if possible to ensure best performance.

Supported Video Formats

MP4 (recommended), MOV, MPG, AVI, M4V, 3GP, 3GGP (additionally WMV on Windows).

Use the free "Windows MovieMaker" or the free "Mac Quicktime" to convert videos to MP4 files if you have recorded videos in a different format.
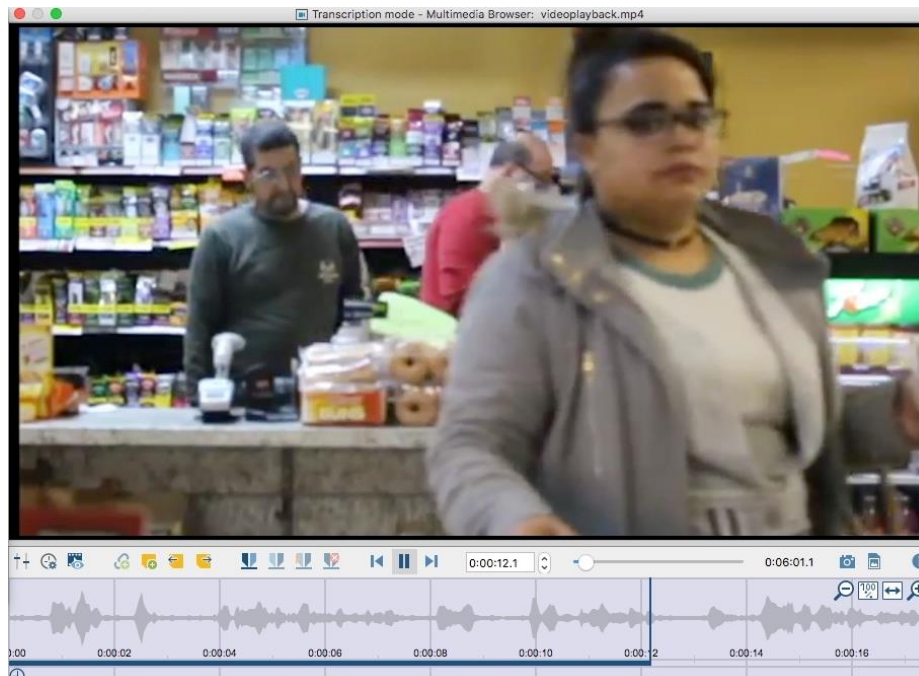
Tip: If possible, you should use *hardware* with support for MP4 encoding for best performance.

Open and Play the Video

1. Double click on the text document with an assigned video file in the "Document System". If the text is empty, MAXQDA will open the video in the "Multimedia Browser". If the text is not empty, it might be necessary to switch on the player and the "Multimedia Browser" manually:

    a. Ensure you see the "Media Player" toolbar in the "Document Browser".

    b. Open the video file by clicking the 1st icon in the toolbar of the "Document Browser":
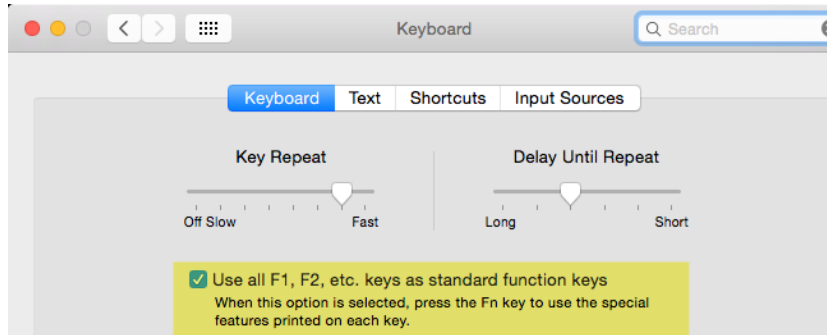

Toolbar "Media Player" in the "Document Browser"

The Multimedia Browser window

Use the keys **F4** or **F5** to play and pause the video file. Use **slider** for fast navigation.

Important note for Mac users: the function keys F4, F5 etc. are used for Mac internal functions by default. To use the keys in MAXQDA without holding the "fn" key, open the system settings and select the following option in the "Keyboard" section:

Working with the "Multimedia Browser"

Display/Hide preview images – please note that it can take several minutes for MAXQDA to create the preview images!

Copy video image to the clipboard

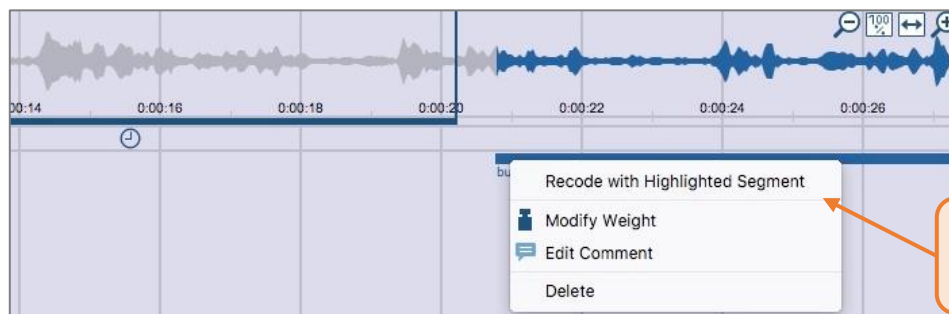**Insert video picture as an image in 'Document System'**

New memo – creates a memo in the current playback position

Mark and Code a Video Clip

You can code audio and video files in the same way as texts in MAXQDA. You start by marking a segment of the waveform (a so called "clip"):

1. Press **F4 to play the video** and press **F4 again to pause it** for setting the clip start.

2. Use **arrow keys left and right** to adjust the beginning by tenth of a second steps.

3. Press **F7** key to set clip start.

4. Use **F4** and **arrow keys** again to set player to end position of the clip.

5. Press **F9** to set clip end.

Now you can drag the highlighted section in the audio wave to a code in the "Code System" window to code the section.
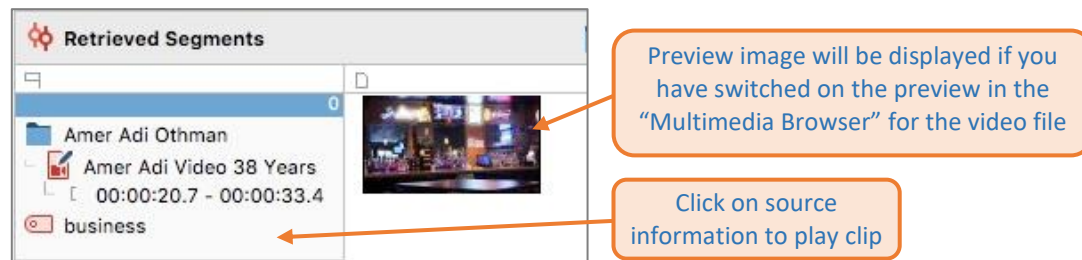

Context menu for a coding stripe in the "Multimedia Browser"

Coding Query for Video Clips

Simple Coding Query of MAXQDA works fine with coded video segments:

1. Activate documents in the "Document System" window.

2. Activate codes in the "Code System" window.

   MAXQDA will display the coded segments in the "Retrieved Segments" window:

Preview image will be displayed if you have switched on the preview in the "Multimedia Browser" for the video file

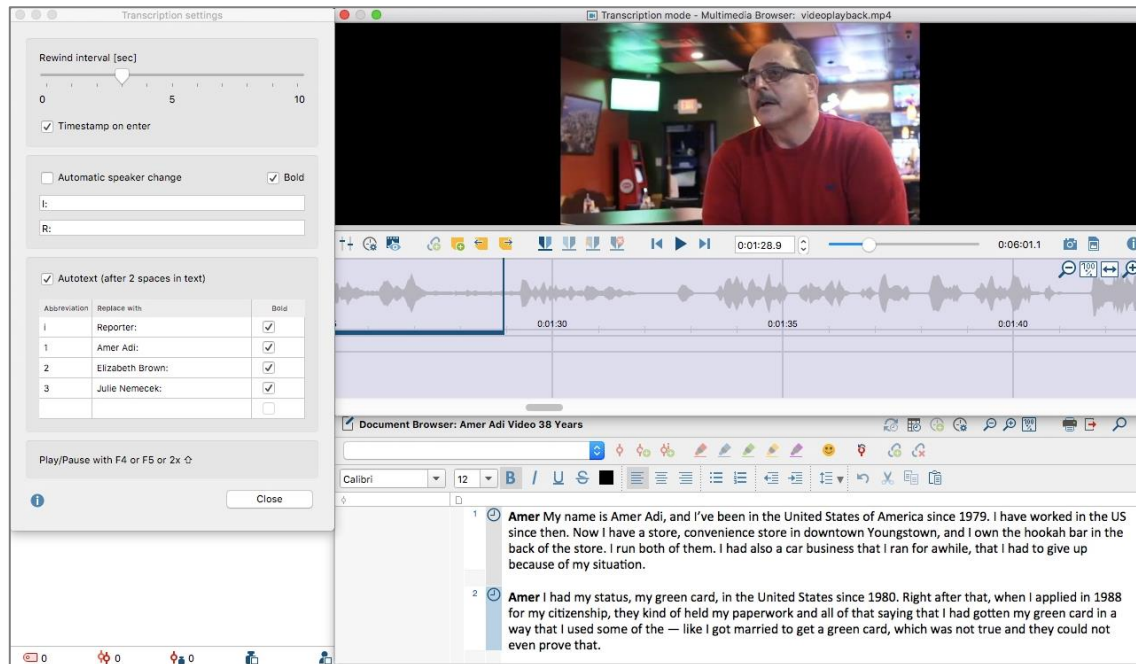Click on source information to play clip

Video clip in the "Retrieved Segments" window with preview image

The ANALYSIS > COMPLEX CODING QUERY functions works fine, too: you can search for intersections of coded segments, for segments coded with code A and followed by code B within x seconds etc. You can also use the ANALYSIS > INTERCODER AGREEMENT functions of MAXQDA.

Note: If you have coded the transcript and the assigned video file with the same code, both will be considered when retrieving coded segment.

Transcribe the Video

1. Right click on the document in the "Document System" window and select TRANSCRIBE VIDEO FILE.

2. MAXQDA will start the "Transcription Mode" and displays a window for settings:

MAXQDA in transcription mode. "Retrieved Segments" window is switched off for more space.

3. Use **F4** or **F5** to play and pause the typing. You should set the rewind interval to 2 – 5 seconds to replay the last part each time you start playing again.

A timestamp will be inserted at the end of each paragraph. Click on a timestamp to play the video file at this position. The timestamps are also displayed in the "Multimedia Browser" (see page 2).

Coding Tips

What makes for good coding in multimedia content?

1. Revisit research questions

2. Be open to surprises

3. Focus on Text and Context

     o   Text: Explicit statements offered by participants

     o   Context: Implicit factors that shape text

4. Coding suggestions

     o   Time:

          ▪   day of the week, year

          ▪   relative time: Presidential administration, holidays,

     o   Space:

          ▪   location: Cleveland, Columbus, Berlin

          ▪   place: attorney office, gas station, immigration court