Interactive Quote Matrix

Overview

- Similar idea to the Crosstab function
- More detailed, non-aggregated level
- Coded segments listed in the cells of the matrix (crosstab is just the number of coded segments)
    - E.g., comparison about what married and single people said about certain themes
    - E.g., comparison of what high vs. lower performing said about themes
- Create a mixed methods joint display of quantitative results with qualitative findings

How to Use the Interactive Quote Matrix

- Located in Mixed Methods > Interactive Quote Matrix or access through cross tab
- Dynamic
- Compare documents, groups of documents
- Focus on a code at a time
- Examine variation or differences by reviewing **coded segments**
- Click on original source to view segment in document

Interactive Quote Matrix for Mixed Methods Analysis

- Dynamic comparison of groups
- Compare coded segments
- Iterative analysis
- Capture segments for a joint display to
    - Explain variation on outcome
    - Examine variation in validation studies
    - Compare themes on levels of a variable