



Qualitative Interview Analysis with MAXQDA

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Types of qualitative interviews

In qualitative social research, a distinction is made between different types of qualitative interviews, e.g. regarding the structuring and standardisation of interviews. Strongly structured interviews are mainly driven by the interviewer, whereas less structured interviews depend on the interviewee's narrative structure. In highly standardized interviews, question and answer options are partially predefined.

Typical types of less standardized and structured interviews include **narrative interviews** or **explorative interviews**. **Problem-centred** and **in-depth interviews** are hybrid forms due to the fact that they are already structured by the researcher's assumptions but are also strongly dependent on the interviewee's narrative structure. Guideline-based interviews, on the other hand, are more structured and follow a predetermined catalogue of open questions.

The choice of interview type is very context-specific and is determined by underlying research objectives and the research questions of the study. MAXQDA enables you to analyse different types of interviews systematically and in a structured way, regardless of the chosen interview type.

Recording qualitative interviews

Qualitative interviews differ in the types of data collected. Qualitative interviews are documented in different forms, e.g. by video and audio recordings, written records of the interview, retrospective recordings from memory, recording of observations and field notes by the interviewer. MAXQDA supports a variety of data types, e.g.

 Texts – interview transcripts, written records, field notes

 Audio files of the interviews

 Video files of the interviews

 Images, e.g. photo of the interview setting or the interviewee

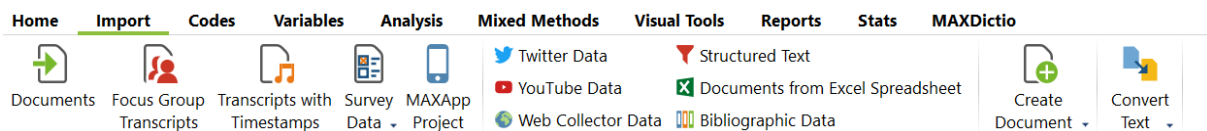


For many research approaches, it is sufficient to record the interview with an audio-recording device. Documenting the interview with a video camera is only necessary if, for example, the facial expressions and gestures of the interviewee are relevant for the analysis of the interview. If audio or video recording is not possible, the interview has to be recorded in written form during the interview.

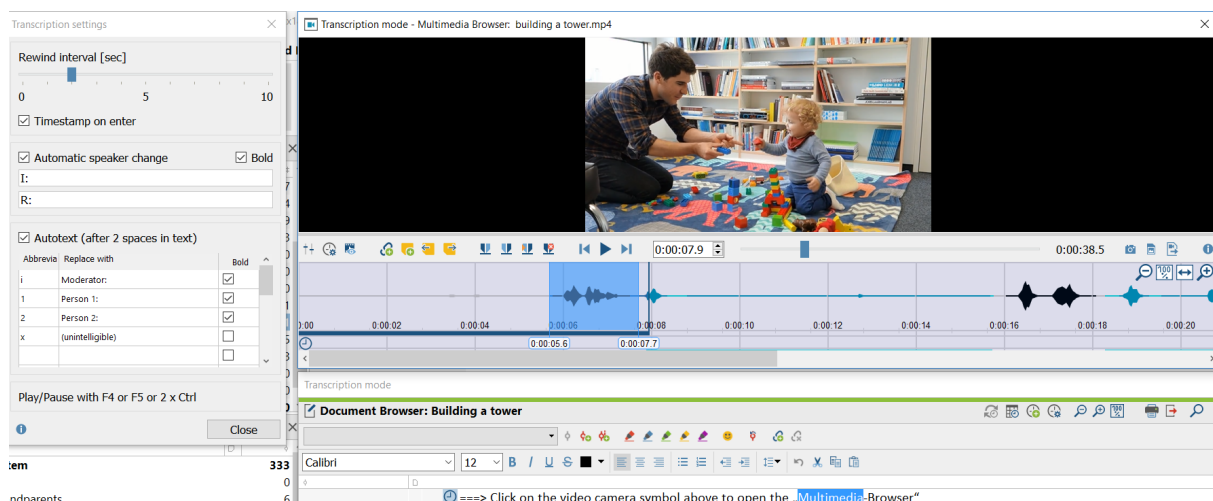
In addition to the interview, a so-called “postscript” should be written by the interviewer immediately after each interview. In this postscript, the researcher records the particularities of the interview, e.g. whether there were any disruptions during the interview or whether the interviewee mentioned important topics after the official part of the interview.

Preparing data for analysis

You can import various data types into MAXQDA and process them there. Video and audio files can be directly transcribed in MAXQDA.



Via the tab **Import > Documents** you can select the video or audio file and import them. To start the transcription mode in MAXQDA, right-click on the corresponding document and select the entry ‘Transcribe audio file’ or ‘Transcribe video file’. The transcription mode opens MAXQDA’s Multimedia Browser and you can start transcribing. Functions such as Automatic speaker change or Autotext simplify your transcription process.



Field notes and postscripts can be attached to the interview transcript as document memos.



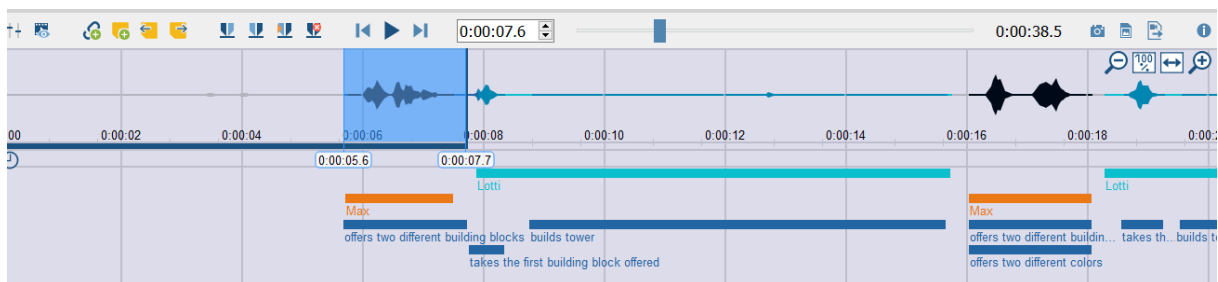
If the interview was only recorded in writing, the notes can be transcribed directly into MAXQDA's "Document Browser" window; go to the **Import** tab and click 'Create document'.

Analysing qualitative interviews with MAXQDA

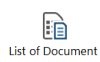
Depending on the chosen research approach, MAXQDA can be used both very exploratively and inductively. At the same time, MAXQDA also enables very time-efficient analysis options for more application-oriented research approaches.

The structure of your code system will depend strongly on the type of interview chosen. The more open the interview design, the more findings have to be exploratively derived from the generated data. In very structured interviews, the code system's foundation is predetermined by the content of the interview. The deductive category system can be entered directly into MAXQDA before starting to code the data.

If your research approach does not require you to transcribe your audio and video recordings, you can directly code the segment of the audio and video waveform. Just keep in mind that, of course, these coded segments will then only appear as video or audio clips in the "Retrieved Segments" window.



In addition to the functions for coding text, audio, or video segments via e.g. the drag & drop, MAXQDA offers numerous other helpful tools to analyse qualitative interviews, such as:



List of Document Variables

Attach document variables such as socio demographics to documents



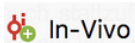
Paraphrases

Paraphrase text in inductive approaches



Memos

Working with memos in the document browser or in the waveform of the audio or video file



In-Vivo

In-vivo coding



Compare Groups

Compare the content of coded segments between groups

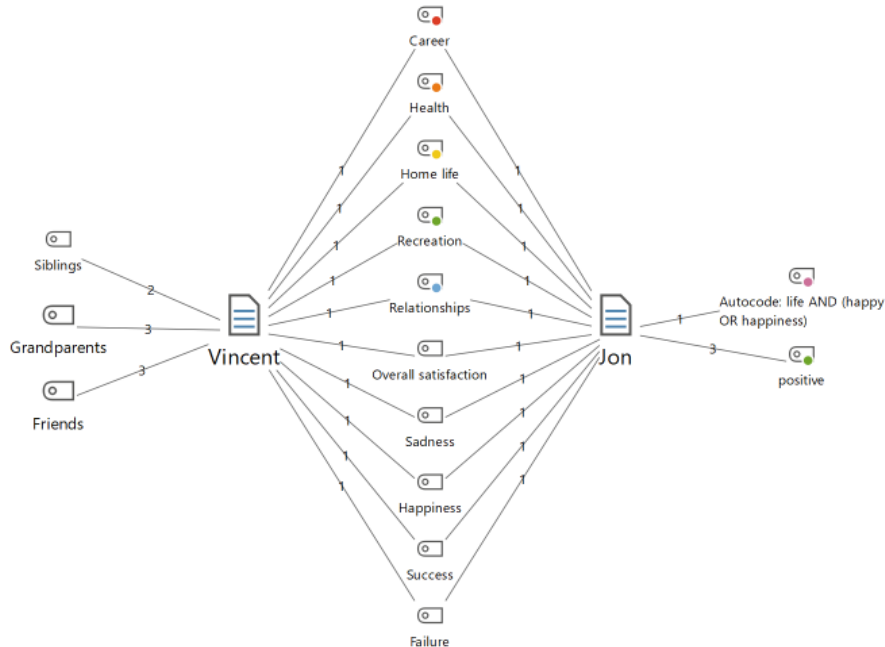


Code Matrix Browser

Code Matrix Browser visualizes codes per document



MAXMaps: Two-cases model to compare codes of two interviewees



Helpful Literature

- Aghamanoukjan, Anahid; Buber, Renate Buber und Michael Meyer (2009): Qualitative Interviews. In: Buber, Renate und Holzmüller, Hartmut H. (Ed.): Qualitative Marktforschung: Konzepte – Methoden – Analysen. Gabler Verlag, Wiesbaden, p. 415-436.
- Mey, Günter und Mruck, Katja (2011): Qualitative Interviews. In: Naderer, Gabriele und Balzer, Eva (Ed.): Qualitative Marktforschung in Theorie und Praxis: Grundlagen – Methoden – Anwendungen. 2. edition, Gabler Verlag, Wiesbaden, p. 257-288.

For more detailed information on analysing qualitative data, as well as detailed description of all the features and functions in MAXQDA 2018, please have a look at the MAXQDA Online Manual: <https://www.maxqda.com/help-max18/welcome>.