



YouTube Analysis with MAXQDA

What YouTube data analysis options does MAXQDA offer?

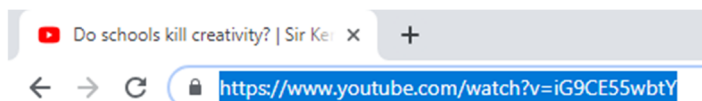
- Import comments posted on a YouTube video into an open MAXQDA project and have them coded automatically.
- Import transcripts or subtitles provided with the videos.

You can analyze the imported data using MAXQDA's wide range of tools, including thematic coding, word frequency analysis, and visualization tools. These tools allow you to answer questions including, but not limited to, the following:

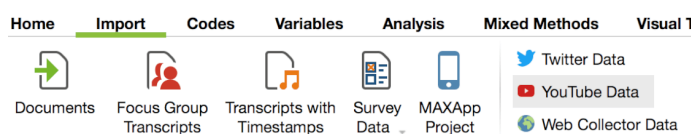
- What is the content of the comments posted on the selected videos?
- Which words are used most frequently in these comments?
- Which comments are replied to most frequently and which not at all?
- How have viewers rated the selected video?
- How do viewers communicate with each other?

Importing comments and transcripts of a YouTube video

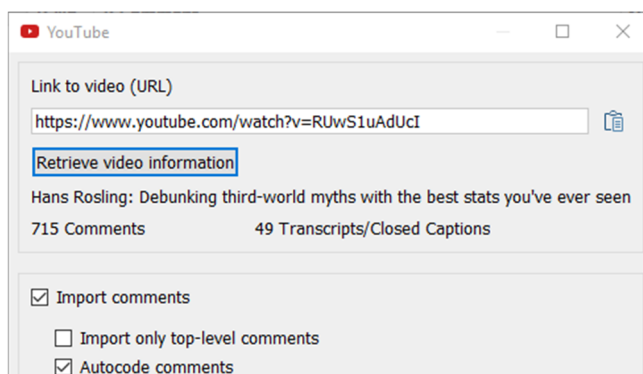
1. Open the video in YouTube and copy its link from the address bar into the clipboard.



2. Open or create a MAXQDA project and select **IMPORT > YOUTUBE DATA**.



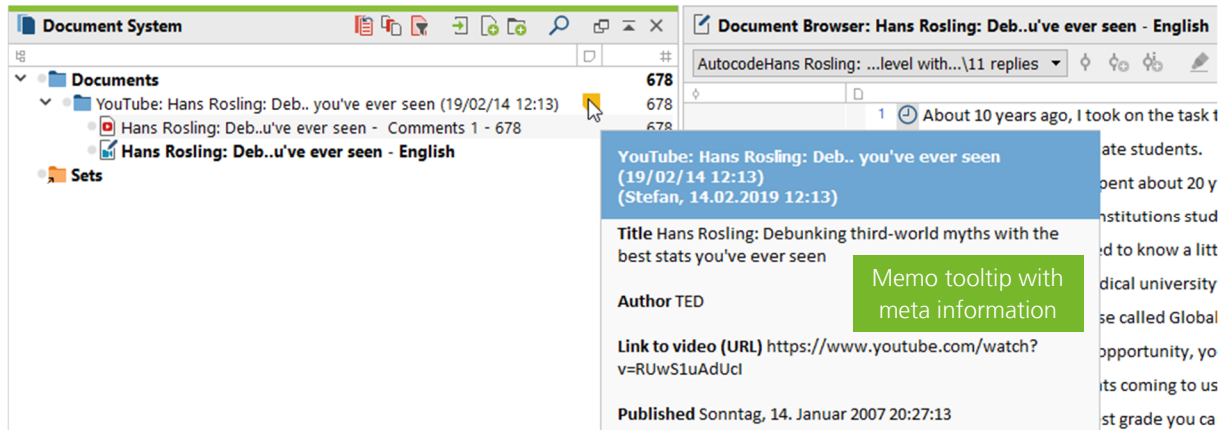
3. A dialog box appears, in which you can paste the link from the clipboard.



4. Click **RETRIEVE VIDEO INFORMATION**, select data to be imported and start the import with **OK**.



You will find the imported data in a new document group in the “Document System” window. The memo of the document group contains meta information about the YouTube video:



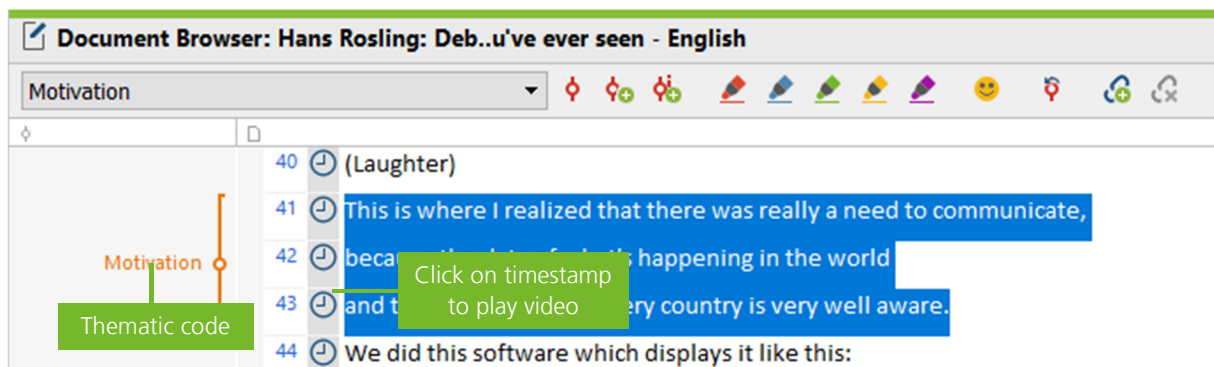
Imported transcript of a YouTube video and comments to the video in MAXQDA

Please note: The import is limited to the latest 10,000 comments per video.

Analyzing transcripts

You can analyze the imported transcripts like an interview transcript, e.g.:

- Code it with thematic, language-focused, open codes, etc.
- Write notes on a segment and save them in in-document memos.
- Write summaries of the content and save it in the document memo.
- Click on the timestamp icon next to the text to play the video for that segment (if you have downloaded and linked the YouTube video to the transcript).



Imported transcript in the “Document Browser” window

Analyzing comments

The comments will be imported into table documents with a maximum of 1,000 comments each. Each row of the table document contains a comment with additional information in several columns, e.g. the number of replies or likes and the time, the comment was published:



	1: No.	2: Comment	3: Author	5: Top level	6: Replies	7: Likes	8: Published
..5 replies	293	292 This guy is no statistics guru. He's an MD, a fraud, a software salesman. Zero credibility. Don't be fooled by this clown.	Top-level comment	Yes	5	1	29.11.2013 19:49:34
..Reply to comment	294	292-1 What is your issue? That he's an MD? I'm assuming you're a socialist / communist and just can't handle the fact he's got a really good point.	1 st reply	No			..2013 ..26:47
..Reply to comment	295	292-2 He got a Statistician of the Year Award from the Statistical Association for Statistics in 2007.	2 nd reply	No	0	9	29.01.2014 12:32:31

Imported comments in the "Document Browser" window: column 1 contains a number identifying the sequence in replies

What is the content of the comments posted on the selected videos?

You can scroll through the table comment by comment to analyze the content, which gives you a broad picture of the discussion about the video as you have easy access to the additional information in the columns. You can use memos for writing notes on the comments and of course you can code them by highlighting text parts of it and dragging the highlighted part to a code.


This works fine for a manageable amount of comments, but if you have several thousands of them, it might be helpful to use data exploration tools. At first, you need to compile the comments in the "Retrieved Segments" window, allowing you to ignore the content of the other columns:

1. Activate the table documents with the comments.
2. Activate the code "Comments at top level" incl. their subcodes and the code "Reply to comment" in the code group that belongs to the imported YouTube data.

Then you can use **Analysis > Lexical Search** to look for interesting words in the "Retrieved Segments" window and to autocode the surrounding sentences.

Document	Search string	Beginning	End	Preview
YouTube: Hans Roslin...	credibility	2 72	2 72	attacking the presenter's CREDIBILITY. I don't have access to a...
YouTube: Hans Roslin...	credibility	2 293	2 293	Zero CREDIBILITY. Don't be fooled by this clown.
YouTube: Hans Roslin...	credibility	2 296	2 296	issue is that he has no CREDIBILITY given what Brian just said....
YouTube: Hans Roslin...	credibility	2 297	2 297	I don't see how his CREDIBILITY comes into it, either the stats ...
YouTube: Hans Roslin...	credibility	2 371	2 371	He lost his CREDIBILITY with me when I observed this. Smaller

Lexical search results for data exploration in comments

Alternatively, you can create a **Word Cloud** for the comments compiled in the "Retrieved Segments" window by clicking on the icon  in the toolbar at the top of the window and look for common words in the data.

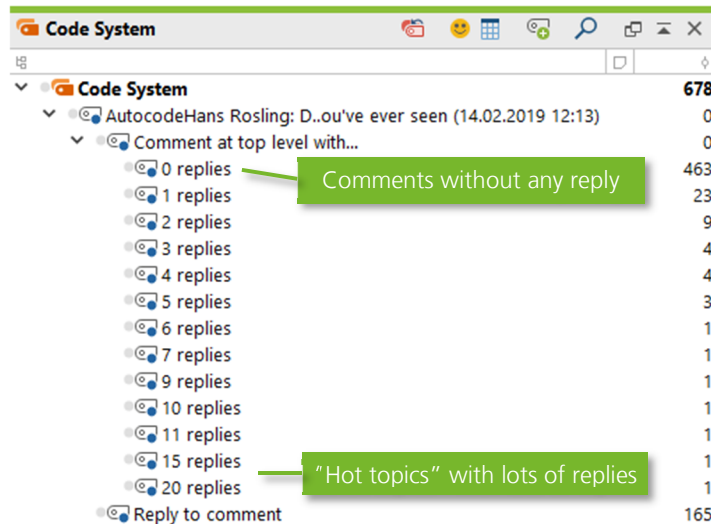


Word Cloud for most frequent words in YouTube comments



How to find hot topic comments

During import, MAXQDA autocodes the comments with the number of replies to the comment:



Automatically created codes in the "Code System" window

Double click on the codes containing the comments with lots of replies to investigate the "hot topics" in an "Overview of coded segments". Alternatively, activate the table documents containing the comments and activate one or more codes to compile the hot topic comments in the "Retrieved Segments" window.

How to find the most liked comments

The column "Likes" contains the number of likes for a specific comment. You can click on the column's header twice to sort the comments by the number of likes – the most liked comment will be displayed at the top of the table.

	1: No.	2: Comment	3: Author	5: Top level	6: Replies	7: Likes	8: Published
..0 replies	495	358 Rest in peace dear Hans. Thank you for all the knowledge and wisdom you have given the world.	Matilda Holström	Yes	0	319	07.02.2017 21:04:52
..11 replies	449	335 Would be amazing to see new presentation of the data, to see what has change.	Renato Vieira	Yes	11	225	29.04.2016 23:10:21

Comments sorted by likes in descending order

How to analyze interaction between authors

The replies to a top-level comment are listed in chronological order in the rows below the comment. The first column "No." contains an additional number that indicates the sequence of replies.

293	292	This guy is no statistics guru. He's an MD, a fraud, and a software salesman. Zero credibility. Don't be fooled by this clown.
294	292-1	What is your issue? That he's an MD? I'm assuming you're a socialist / communist and just can't hack that he's got a really good point.
295	292-2	He got a Statistician of the Year Award from the Swedish Association for Statistics in 2007.