Visual Tools in MAXQDA

Tools Covered

- MAXMaps
- Code Relations Browser
- Code Matrix Browser
- Code Map
- Document Map
- Document Comparison Chart
- Document Portrait
- Codeline
- Profile Comparison Chart
- Word Trends

Suggestions to begin:

MAXMaps

- Visualize patterns of codes or documents (e.g. transcripts, cases)
- Create concept maps
- Rather than static themes/categories, show relationships between different codes and themes/categories
- Organize concepts into a logical flow of ideas
- Include a conceptual model in a manuscript
- Use the figure to organize and structure findings section

Code Relations Browser

- Look at whether codes occur together in selected documents.
  - e.g., whether some codes are more likely to be applied together in a transcript.
  - It is similar to a contingency table in statistics.

Code Matrix Browser

- Good starting point to compare documents or document sets
- Examine frequency of codes
- Look for patterns of codes
- Case-oriented analyses or comparison across documents/sets (e.g., research sites)

Code Map

- Like code relations browser, but visual points on a map
- More similarity = closer on map
- Similarity: intersection (i.e., overlap), proximity
- Co-occurrence

Document Map

- Similarity of documents in terms of codes assigned
- Compare documents (e.g., cases)

Document Comparison Chart

- Flow of codes in a document
- Compare multiple documents
- Relies on color coding

Profile Comparison Chart

- Compare documents, sets, or groups
- Compare focus group speakers
- Can include code frequency and variables

Document Portrait

- Flow of codes in a document
- Focus on 1 single document
- Relies on color coding

Codeline

- Overview of when codes were used
- May be helpful for conversation analysis
- Could use to analyze interactions in focus group

Word Trends

- Line chart to visualize
  - Frequency of words in document
  - Where words occur in document (10 sections)
- Use to examine patterns of word occurrence