Spotlight Session: Paraphrasing with MAXQDA

Paraphrases are summaries of individual sections of your data written in your own words. The MAXQDA Paraphrasing tool enables you to write brief (255 characters) summaries of segments of text. It can be very useful in creating a literature review or helping to build a code system inductively.

How to Paraphrase

Go to the Analysis menu, Select the icon for Paraphrase. Either select the sub-menu, or just double-click to begin paraphrasing.

Activated Paraphrase Mode

Once you select Paraphrase, all other analysis tools are temporarily disabled until you switch to a different tab or click on the paraphrase icon again.

Paraphrasing a document

Go into the document system and highlight the text you want to paraphrase. When you release your mouse a paraphrase window opens, and you can write your paraphrase. There is a 255-character limit.

Once you click ok, the paraphrased text turns green and the paraphrase shows up in the right sidebar.
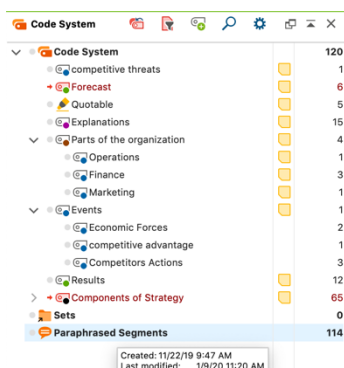

Viewing your paraphrases

MAXQDA provides three ways to "see" what you have paraphrased

1. You can scroll through a document and view paraphrases in the right **sidebar**
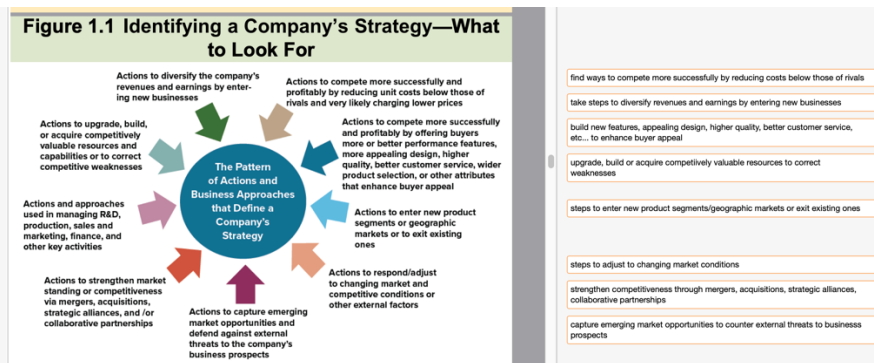
2. You can use the **Paraphrased Segments** tool in the Code system, which is below your codes.

3. You can use the **Categorize Paraphrase** tool, or the **Paraphrase Matrix** tool

Categorize Paraphrases

Categorize paraphrases is available from the main paraphrase icon. It enables to you see all of your paraphrases with the code system to the left. You can use this to organize paraphrases and link them to new or existing codes.

- This lets you organize paraphrased segments and create codes from them
- It allows you to organize paraphrases using a drag-and-drop function.
- You can link paraphrases to existing codes or add new ones.
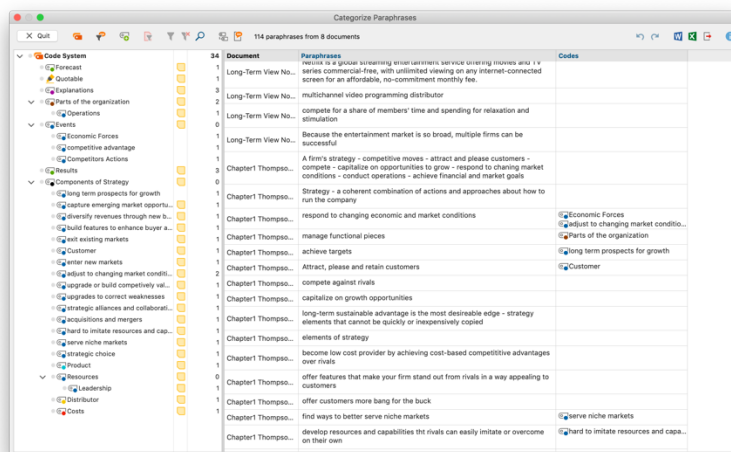
Linking Codes

- Select the paraphrase (it turns blue)
- Drag it to an existing code
- A plus sign appears
- Release it and then the code will be linked to the paraphrase
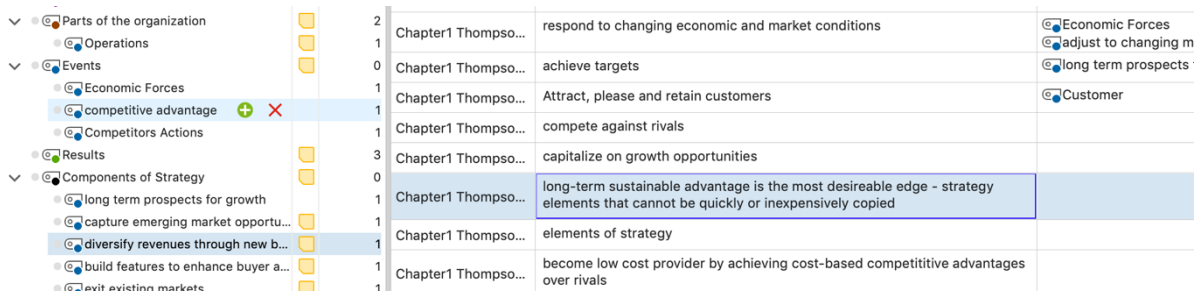
Creating Codes from paraphrases

To create a new code from a paraphrased segment, select the paraphrase (it will turn blue). Right click, and select "Create and Assign New Code"
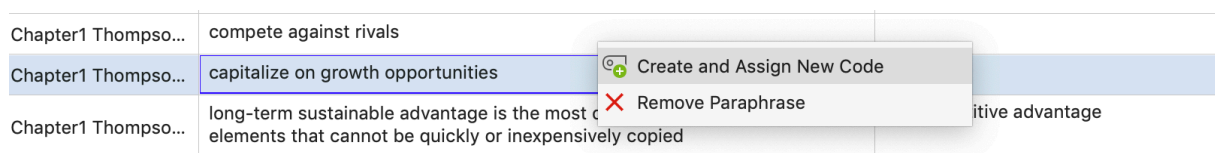
Paraphrase Matrix

The paraphrase matrix allows you to see all paraphrases from selected documents or groups of documents in a table or matrix format

- Go to Analysis, Paraphrase, Paraphrase Matrix
- Either drag and drop documents into the dialog box, or select Insert Activated Documents
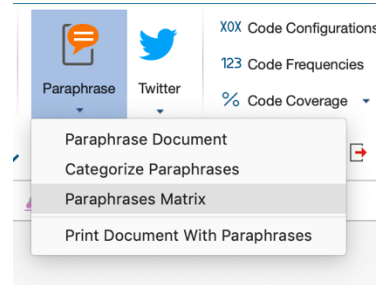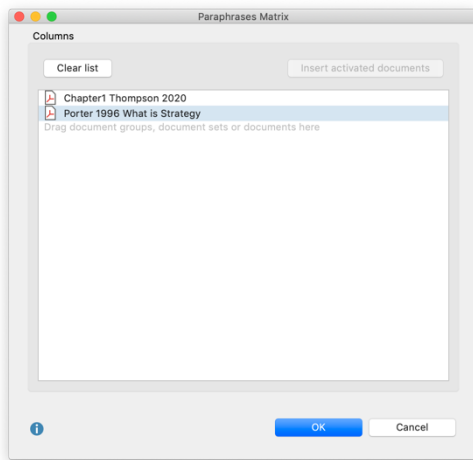
It creates an easy to read, text-editable version of paraphrases in order they appear in each document.

- The paraphrase matrix can be exported to Microsoft Word or Excel
- It can also be viewed with hyperlinks to the actual documents, which will bring you directly to the paraphrased segment in your document
- This tool can be very useful if you have extensive paraphrases in similar documents

| Chapter1 Thompson 2020 (1 Document, 26 Paraphrases)	Porter 1996 What is Strategy (1 Document, 19 Paraphrases)
A firm's strategy - competitive moves - attract and please customers - compete - capitalize on opportunities to grow - respond to chaning market conditions - conduct operations - achieve financial and market goals	Sustainable competitive advantage - difference or cost
Strategy - a coherent combination of actions and approaches about how to run the company	Activities are the basic units of competitive advantage
	Competitive strategy is about being different.
respond to changing economic and market conditions	The essence of strategy is choosing to perform activities differently than rivals do.
manage functional pieces	Emergence of strategic positions
achieve targets	Variety-based positioning - based on product
Attract, please and retain customers	needs-based positioning - market segment
compete against rivals	Access based positioning
capitalize on growth opportunities	Different positions requiire different product configurations, equipment, employee behavior, skills, management systems.
long-term sustainable advantage is the most desireable edge - strategy elements that cannot be quickly or inexpensively copied	Trade-offs are essential
elements of strategy	The essence of strategy is choosing what not to do.

Printing Paraphrased segments

You might want a printed version of a document with paraphrases. Select print from the Paraphrase icon, and you can easily view your document outside of MAXQDA on paper or PDF with paraphrased text included
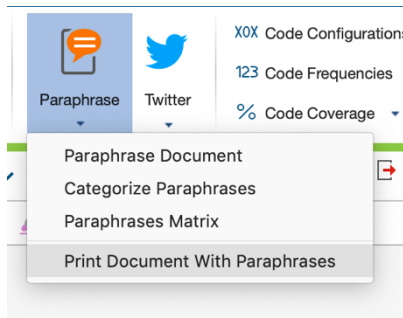
Content

We program Netflix with a wide breadth of content to satisfy the diverse tastes of our nearly 150m paid members and the hundreds of millions of people we hope will one day join Netflix. We continue to see big successes across our programming categories. For Q1'19, in scripted English language TV, we premiered another big hit in *Umbrella Academy*, based on the comic book by Gerard Way and Gabriel Bá, which has been watched by 45 million member households in its first four weeks on service.

Our original films effort built on the momentum from our Q4 blockbuster *Bird Box* with *Triple Frontier*, starring Ben Affleck and directed by J.C. Chandor. This action/heist movie has been watched by over 52 million member households in its first four weeks on Netflix. *The Highwaymen* (starring Kevin Costner and Woody Harrelson as two lawmen that bring Bonnie and Clyde to justice) is on track to being watched by over 40 million member households in its first month.

Our documentary feature *FYRE: The Greatest Party That Never Happened* has been watched by over 20 million member households in its first month on Netflix. In early April, we unveiled *Our Planet*, our most ambitious entry into the popular nature documentary genre. More than four years in the making and shot in 50 different countries, *Our Planet* is off to a strong start and is tracking to be one of our most successful global documentary series launches yet, with over 25 million member households projected to watch in the first month of release.

We launched our originals effort for the unscripted genre two years ago with several successful English-language formats like the light hearted cooking competition *Nailed It!*. We're building on that success by launching locally adapted versions in Mexico, France, Germany and Spain. ¡Nailed It!: México was the first and launched on February 8, achieving three times more first-month watchers in Mexico than the dubbed US version.

Our non-English language originals continue to be successful for us and we recently announced that Bela Bajaria, who has overseen some of our most successful scripted and unscripted titles, will now lead this programming category for original series in LatAm, EMEA and India. We premiered our first large scale Korean original series, *Kingdom*, in January. This period piece with zombies is our most successful season one show in Korea to date and has also been watched by millions of members outside of Korea with particularly strong viewing throughout Asia. *Durante la Tormenta* (aka *Mirage*) is a successful Spanish-language original film that debuted in the quarter and has seen broad viewing across the world.

We're thrilled for the creators of our content when they are recognized for their exceptional work. We're proud that last year Netflix became the most nominated network at the Emmys and now has tied to become the #2 most nominated studio at the Oscars; we tied for most wins in both, including major

NETFLIX

3

> This is an example of how they measure success of a show or program. Watched by [number of] member households in its first [period of time].

> This shows the logic of getting into a new product category and how it spreads from one geographic region to another.

> Is this a hint at future changes in structure? I've seen 19Q3 it is pretty close.

For More Information

Please visit https://www.4stagesofresearch.com
mgizzi@ilstu.edu, mgizzi@gmail.com