Spotlight Session: The Visual Tools in MAXQDA

Useful Tools

- **MAXMaps**
- **Code Relations Browser**
- **Code Matrix Browser**
- **Code Map**
- **Document Map**
- **Document Comparison Chart**
- **Document Portrait**
- **Codeline**

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

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