

MAXQDA for Beginners - Teaching Guide

Here are a few tips from our professional MAXQDA trainers on how to conduct a MAXQDA workshop. Whether you are leading a large group with 20 participants, or simply introducing the software to your colleagues, this overview will start you off on the right foot.

Infrastructure

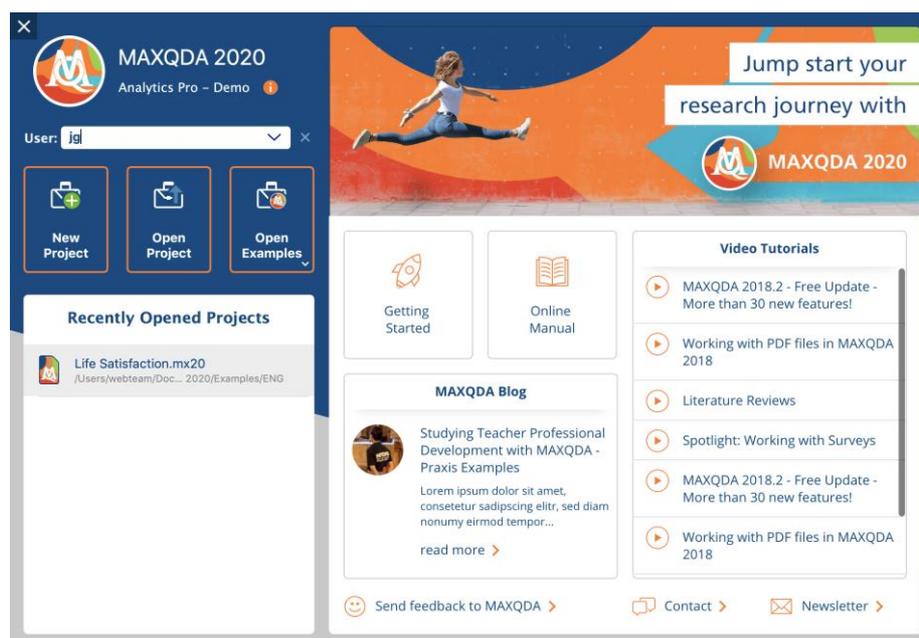
As the workshop-leader you will need two things: a projector and a computer that has MAXQDA installed on it. Each participant will also need a computer with MAXQDA installed on it. They can either bring their own computer or you can teach the workshop in a PC-lab that has computers equipped with MAXQDA. Anyone who doesn't have a MAXQDA license can download and use the free 14-day free trial version during the workshop maxqda.com/trial. If you are planning a research method course or you will be teaching students how to analyze qualitative data, we are happy to provide your attendees with a free course license. Find more information here: maxqda.com/licenses/maxqda-course-license

Example Files

MAXQDA Example Projects

MAXQDA comes pre-programmed with example projects in English, Spanish, Japanese, Chinese, Portuguese and German, which you can use for MAXQDA training seminars. You can access these projects by clicking the "Open Examples" option in the start dialog window that opens when you launch MAXQDA.

These example projects each contain various document types (e.g. interview transcripts, focus group transcripts, PDF files, video files), most of which have already been coded.



For introductory workshops, we recommend that you have your participants start with an empty project file. That way you can best demonstrate how to import different data types. To do so you could export the documents of the example project, save them to your computer, and then distribute these files to each of your workshop participants (via email, USB, etc.) Click **Reports > Export > All Documents** to export all documents or activate specific documents you would like to use and then click **Reports > Export > All Activated Documents** to export only the selected documents.

In our experience it's a good idea to first introduce the MAXQDA user interface before demonstrating how to import documents like interview transcripts. Next, let everyone try importing documents on their own.

Reset Example Projects to their Original State

If you have previously used an example project to demonstrate MAXQDA in a workshop and already made changes to it, you can always download a new example project. To do so, close MAXQDA, navigate to the folder on your computer where the example projects are stored and delete the changed project. Start MAXQDA again and it will download the original, unchanged version of this project.

You can find this folder here:

Mac: /Users/username/Documents/MAXQDA/MAXQDA2020/Examples

Win: \Users\username\Documents\MAXQDA2020\Examples

Further Sources of Example Documents

You can also download a variety of example documents (survey, focus group transcripts, news articles) to use during your workshop here: maxqda.com/download/example-data-financial-downturn.zip

Special thanks to Christina Silver and Ann Lewins for granting the use of their example data set, which they created for the book: Using Software in Qualitative Research. 2nd edition 2014, Los Angeles/London//New Delhi/Singapore/Washington DC, SAGE Publications Ltd.

MAXQDA for Beginners – Full Day Training Session Outline

This outline follows the basic steps of a typical research project. You should be able to cover the following topics and have enough time for the participants to work with MAXQDA on their own.

1. User interface

- a. Four Windows – Four Workspaces
- b. Ribbon menu and tooltips

2. Create a new project and import data

- a. Create a new project
- b. Import data
- c. Organize data in document groups
- d. Which data types MAXQDA can handle (text, PDF, transcripts, table, image, audio, video, surveys, Twitter data, YouTube, websites, literature)

3. View and edit data

- a. View documents in the “Document Browser”
- b. Edit data in Edit Mode

4. Code data and manage codes

- a. Create codes
- b. Coding options
 - i. Drag & drop segments onto an existing code
 - ii. Select segment and create a new code
 - iii. Select segment and in-vivo code
 - iv. Open coding, Color/Emoticode coding
- c. Change code colors
- d. Manage your Code System
 - i. Rearrange code system via drag & drop
 - ii. Move, copy and merge coded segments/codes

5. Retrieve coded segments

- a. Activate documents and codes
- b. “Retrieved Segments” window options
- c. View your retrieved segments in table view (Overview of Retrieved Segments)

6. Working with memos

- a. Create memos: document memos, code memos, text memos, and free memos
- b. Display memos next to documents
- c. Memo manager

7. Lexical Search

- a. Search for key words
- b. Automatically code search results

8. Export options

- a. Export retrieved segments
- b. Other Export options (Reports menu tab)

9. Where to find help

- a. Help – free manuals and videos in MAXQDA 2020's start dialog
- b. Free manuals and video tutorials on the MAXQDA website

If you have more time, you may want to include the following features and functions in your workshop: transcription in MAXQDA, visual tools, working with variables, and/or MAXQDA's teamwork functionality.

Further MAXQDA Training Options

1. Free MAXQDA Training materials

- a. Getting Started Guide: maxqda.com/learn-maxqda/get-started
- b. Free introductory webinars: maxqda.com/learn-maxqda/live-training

2. MAXQDA Professional Trainer and Workshops

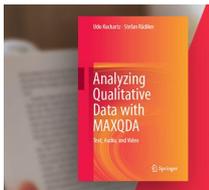
- a. MAXQDA Professional Trainer: maxqda.com/learn-maxqda/maxqda-professional-trainer
- b. Open MAXQDA Workshops: maxqda.com/live-training

Networking Opportunities within the MAXQDA Community

1. MAXQDA Research Network maxqda.de/research-network
2. MAXQDA User Forum maxqda.de/support/forum/viewforum.php?f=6
3. MAXQDA International Conference mqic-berlin.de/
4. MAXQDA Research Blog maxqda.com/blog
5. MAXQDA User Group auf LinkedIn: linkedin.com/groups/8510703/

Literature

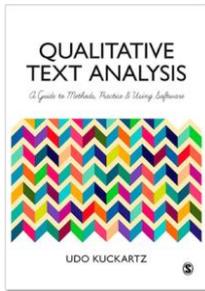
MAXQDA can be used for many methodological approaches, and you may want to include basic information about qualitative research methods and analysis methodologies in your workshop. Good literature resources are the following textbooks, written by the authors of MAXQDA, Prof. Dr. Udo Kuckartz and Dr. Stefan Rädiker:



Analyzing Qualitative Data with MAXQDA
Text, Audio, and Video
Prof. Udo Kuckartz and Dr. Stefan Rädiker
Springer International Publishing, 2019.

How to analyze qualitative and mixed method data with MAXQDA

This book presents strategies for analyzing qualitative and mixed methods data with MAXQDA software, and provides guidance on implementing a variety of research methods and approaches, e.g. grounded theory, discourse analysis and qualitative content analysis, using the software. In addition, it explains specific topics, such as transcription, building a coding frame, visualization, video analysis, concept maps, group comparisons and creating literature reviews. The book is intended for masters and PhD students as well as researchers and practitioners dealing with qualitative data in various disciplines, including the educational and social sciences, psychology, public health, business or economics.



Qualitative Text Analysis

A Guide to Methods, Practice and Using Software

Udo Kuckartz

SAGE Publications, London, 2014

How can you analyze narratives, interviews, field notes, or focus group data?

Qualitative text analysis is ideal for these types of data and this textbook provides a hands-on introduction to the method and its theoretical underpinnings. It offers step-by-step instructions for implementing the three principal types of qualitative text analysis: thematic, evaluative, and type-building. Special attention is given to how to present your results and use qualitative data analysis software packages, which are highly recommended for qualitative text analyses since they allow for fast, reliable, and more accurate analyses. The book shows in detail how to use software solutions, from transcribing verbal data to presenting and visualizing results.

The book is intended for Master's and Doctoral students across the social sciences and for all researchers concerned with the systematic analysis of texts of any kind.

Contact

Need help organizing a MAXQDA workshop? Contact us at research.network@maxqda.com.