

Why MAXQDA?

MAXQDA is one of the worldwide leading software tools for qualitative and mixed methods research. What's more, [MAXQDA Analytics Pro](#) also has statistics tools incorporated, which is entirely unique to MAXQDA.

But what else makes MAXQDA unique? We give you an overview about the most important highlights of MAXQDA.

➤ **It doesn't get easier than this!**

- ✓ MAXQDA is powerful and easy-to-use, innovative and user-friendly software for qualitative and mixed methods research. Help is just a click away throughout the program – a unique MAXQDA feature. Open our online manual from within any feature or function and find hands-on instructions and screenshots.
- ✓ MAXQDA has a free and complete database of instructions including video tutorials, PDF Guides, as well as free webinars with which you can constantly expand and deepen your knowledge!

➤ **Two Platforms – One Experience - 100 % identical on Mac & Windows**

- ✓ Unlike its competitors, MAXQDA has exactly the same functionality on Windows and Mac, so it doesn't matter which version you choose. Say goodbye to conversion issues forever!

➤ **The #1 for mixed methods research**

With MAXQDA you can easily combine qualitative and quantitative methods to get an even deeper insight into your data – it's the mixed methods expert.

- ✓ You can import and export quantitative data matrices to and from statistics software packages like SPSS.
- ✓ You can turn your codes into variables, use crosstabs, automatically or manually assign variables to your data and export any part of your project to a spreadsheet

➤ **Working in Teams**

- ✓ Share files with your team via a secure cloud space in TeamCloud. Invite Colleagues to contribute their work, analyze offline and decide when and what to import from your team members.
- ✓ The Teamwork functions allows you to transfer coded segments, memos, variables, etc. between projects.

- ✓ Merge MAXQDA projects: Each member is working in a separate project that contains only the documents that he or she is responsible for. At the end, all three projects are merged. Use the Intercoder Agreement to check for intercoder matches.
- ✓ Assign rights for individual users via our user access management.
- ✓ Do you want to share your project with someone, who does not have MAXQDA? No problem - check out the free [MAXQDA Reader](#).

➤ **Check out the visualization options**

- ✓ MAXQDA allows for researchers to communicate beyond language. The use of color connected to codes creates a whole new perspective on your data. This doesn't just help with the visual organization of your content. You can view a document portrait that gives you an idea of the flow of the topics (codes) in one document or sort it according to frequencies.

➤ **Keep an overview always! - Various writing options in MAXQDA**

- ✓ Within MAXQDA you have various writing options. You can write memos, comments or summaries of coded segments for each document in your own words.
- ✓ Use Questions – Themes – Theories, the innovative workspace to collect insights and develop new theories.

➤ **Report your results**

- ✓ Export your data and analytical results as text, picture or table from any function.
- ✓ You can easily generate and customize ready-for-print reports to present and share your findings with others.

➤ **Learn. Discover. Connect – be part of the community!**

- ✓ Get started with an ease! We provide extensive learning materials, [guides](#), video [tutorials](#), [free webinars](#) and more to help you start using MAXQDA for your research.
- ✓ Don't travel the research journey alone - Connect with our global community around the world through our [MAXQDA Research Network](#) or visit our [blog](#) for best practices and research examples.