

Introduction to MAXQDA, Part 1

Basic Features for Organization & Coding

Josué Meléndez Rodríguez, MA, MSW

Qualitative Research Lead & Senior Data Science Fellow, D-Lab

University of California, Berkeley

Introduction of Facilitator & Participants

Josué Meléndez Rodríguez

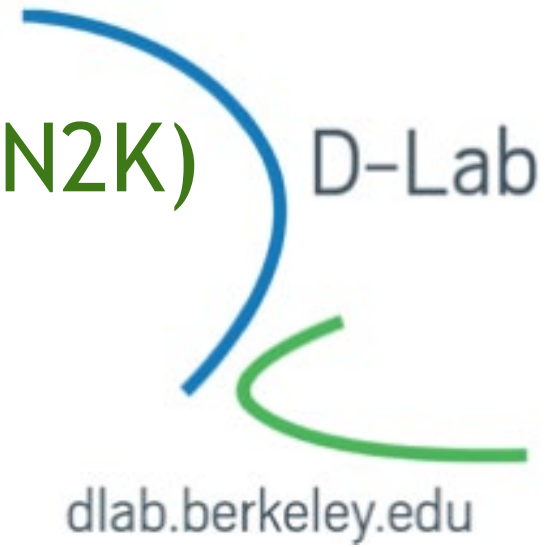
- Qualitative Offerings, Presentations, & Consultations
- Research on Social Wellbeing in/through Higher Education
- MA in Higher, Adult, & Lifelong Education
- MSW in Organizational & Community Practice

Participants

- Names
- Programs
- Research Projects



- It's Okay Not to Know (IOKN2K)
- 280 trainings
- 1,100 consultations
- working groups
- special research projects
- 6,000 scholars served per year



QDA Software as a Tool for Organization & Engagement

What It Does

- Structure Data & Codes
- Code Manually & Automatically
- Explore Data
- Memo Generally & Specifically
- Create Summaries
- Quantify Qualitative Data
- Export Almost Everything

Potential Benefits

- Can Deal with Large Data Sets
 - Frees Time to Focus on Analysis
 - Improves Auditability
 - Improves Credibility
- (among some audiences)

What It Does Not

- Analytic Thinking
- Error-Free Auto Coding
- Eliminate Bias
- Advanced Quantitative Analysis
(MAXQDA can do some quant analysis)

Potential Drawbacks

- Can Produce Erroneous Findings
- May Create Pressure to Engage Excessive Features & Use Large Data Sets
- Requires Learning the Software

Overview of Relevant Software Programs



QDA Miner

HyperResearch



ANSWR

Transana



Aquad (open source)



Quirkos (visual exports)



Saturate (app-based)

Introduction to MAXQDA: Layout & Basic Features

- Website & Layout

- [Video Tutorial 1](#)

- Website & Free Trial
- Student Licenses

- Opening Projects, New & Existing
 - General Layout, Tabs & Windows
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- Importing & Organizing Data Sources

- [Video Tutorial 2](#) (on document variables)

- Importing Documents
- Memoing on Documents
- Organizing Documents
- Creating Document Sets
- Creating & Importing Variables

- Coloring Codes
- Organizing Codes
- Creating Code Sets
- Basic Coding
- Highlighting & Emotocoding

- Creating & Using the Code System

- [Video Tutorial 3](#) & [Video Tutorial 4](#)

- Creating Codes & Subcodes
- Defining Codes

- Lexical Search (i.e., autocoding)

- [Video Tutorial 5](#)

- Simple Lexical Search
 - Extended Lexical Search
 - Autocoding with Existing and New Codes
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- References

- [MAXQDA 2018 Manual](#)
- [MAXQDA 2018 Video Tutorial Library](#)

References

Qualitative Analysis Using MAXQDA: The Five-Level QDA Method by N. H. Woolf & C. Silver

Qualitative Text Analysis: A Guide to Methods, Practice, and Using Software by U. Kuckartz

Qualitative Data Analysis: A Methods Sourcebook by M. B. Miles, A. M. Huberman, & J. Saldaña

The Coding Manual for Qualitative Researchers by J. Saldaña

<https://www.maxqda.com/learn-maxqda/books-literature>