

Introduction to MAXQDA

Part 1: Basic Features for Organization and Coding

Part 2: Features to Facilitate Analysis

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Introduction of Facilitator & Participants

Josué Meléndez Rodríguez

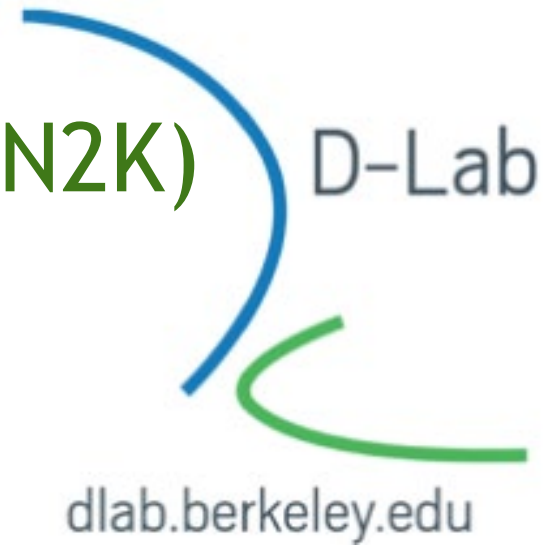
- Qualitative Offerings, Presentations, & Consultations
- Research on Social Wellbeing in/through Higher Education
- MA in Higher, Adult, & Lifelong Education
- MSW in Organizational & Community Practice

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)



Part 1: Basic Features for Organization and Coding

Website & Layout

[Video Tutorial 1](#)

Website & Free Trial
Student Licenses

Opening Projects, New & Existing
General Layout, Tabs & Windows

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

References

[MAXQDA 2018 Manual](#)

[MAXQDA 2018 Video Tutorial Library](#)

Part 2: Features to Facilitate Analysis

Review

[Video Tutorial 1](#) (general intro)

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

[Video Tutorial 3](#) (coding system 1/2)

[Video Tutorial 4](#) (coding system 2/2)

[Video Tutorial 5](#) (lexical search)

Visual Tools Tab

[Video Tutorial 6](#) & [Video Tutorial 7](#)

Code Relations Browser

Code Matrix Browser

Document Portrait

Codeline

Document Comparison Chart

Compare Groups - Qualitative
Summary Grid & Tables

Document Variables

[Video Tutorial 9](#)

Display Variables

Activate by Variable

Mixed-Methods

Analysis Tab

[Video Tutorial 8](#) (on analysis in general)

Simple & Complex Coding Query

Other Useful Features

[MAXMaps](#) & [MAXDictio](#)

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>