



Qualitative & Mixed Methods Data Analysis with MAXQDA

What is MAXQDA?

Software for Qualitative Data Analysis (QDA)

Qualitative Data

Transcripts, articles, documents,
data from standardized surveys,
tables, audio file, video file,
websites, field notes, geographical
references, bibliographical data...

Data Analysis

Content analysis, case study, focus
group analysis, grounded theory,
mixed methods, ...

... MAXQDA is not limited to one kind
of method.

Benefits of using QDA Software

Organize

Data Flexibility (PDF, text documents, transcripts, tables, images, audio & video, tweets, surveys, websites)

Literature reviews & knowledge management

Transcription

Analyze

Categorize & link

Summarize & annotate

Retrieve & filter

Search text

Visualize

Discover combinations & relationships

Present

Export data

visualizations

Automatic reports

Transparency of research findings

Data can be used for secondary analysis

WITHOUT MAXQDA



WITH MAXQDA



MAXQDA Interface

The screenshot displays the MAXQDA software interface with the following components:

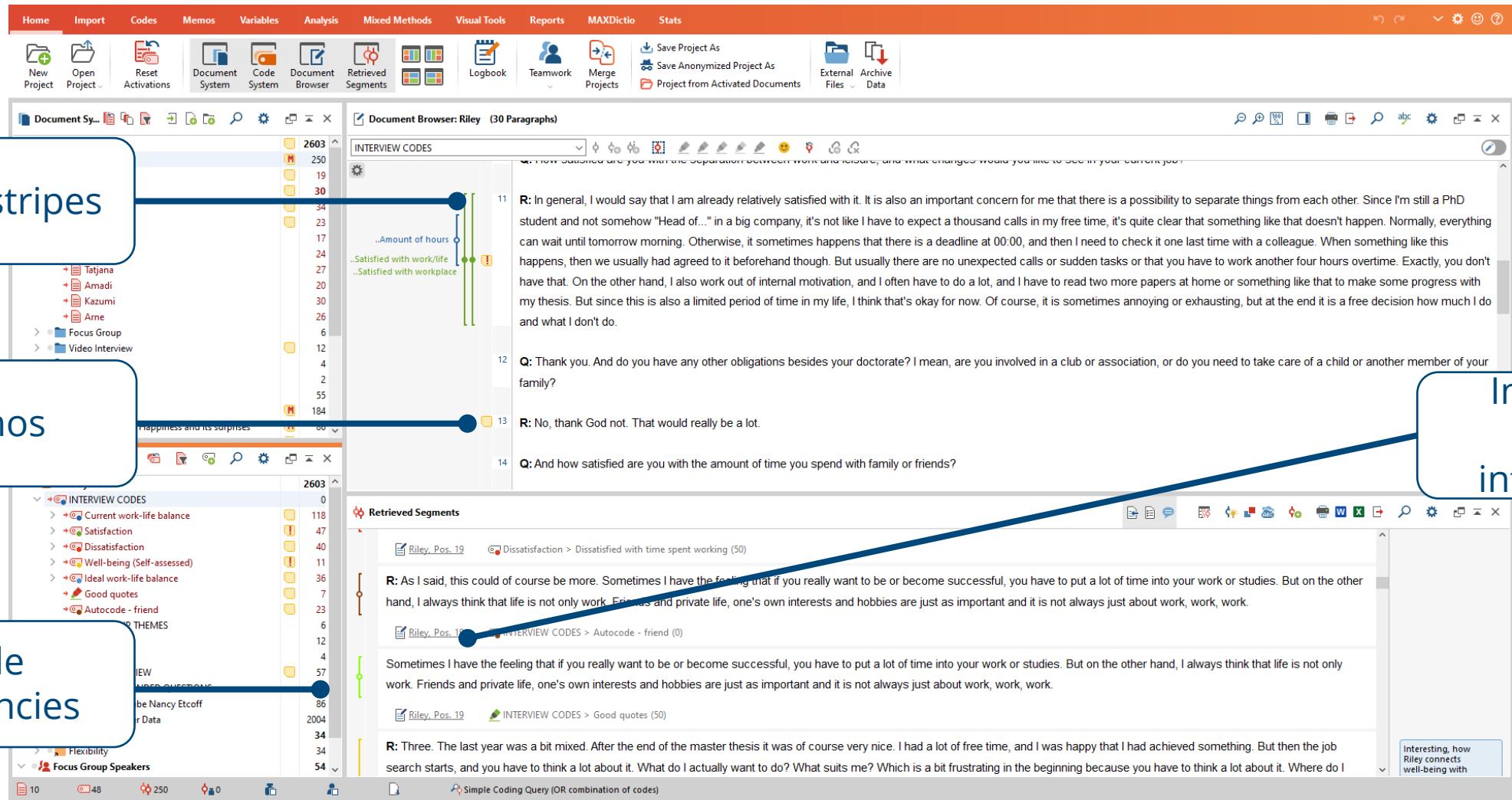
- Top Menu Bar:** Home, Import, Codes, Memos, Variables, Analysis, Mixed Methods, Visual Tools, Reports, MAXDictio, Stats.
- Toolbar:** New Project, Open Project, Reset Activations, Document System, Code System, Document Browser, Retrieved Segments, Logbook, Teamwork, Merge Projects, Save Project As, Save Anonymized Project As, Project from Activated Documents, External Files, Archive Data.
- Document System (Left Panel):** A tree view showing a hierarchy of documents. Under 'Documents', there are folders for 'Interviews' (containing files like Mateo, Riley, Selim, etc.) and 'Focus Group'. A count of 2603 is shown for the entire system.
- Code System (Bottom Left Panel):** A tree view showing a hierarchy of codes. Under 'Code System', there are folders for 'INTERVIEW CODES', 'FOCUS GROUP THEMES', 'VIDEO CODES', 'IMAGE CODES', 'LITERATURE REVIEW', 'SURVEY OPEN-ENDED QUESTIONS', and 'Autocode'. A count of 2603 is shown for the entire system.
- Document Browser (Top Right Panel):** Displays the content of a selected document, 'Riley (30 Paragraphs)'. It shows a list of interview questions and responses (R: and Q:).
- Retrieved Segments (Bottom Right Panel):** Displays a list of segments retrieved based on a query. Each segment includes the document name, code name, and a snippet of text.

Your Data

Document Browser

Your Codes

Retrieval



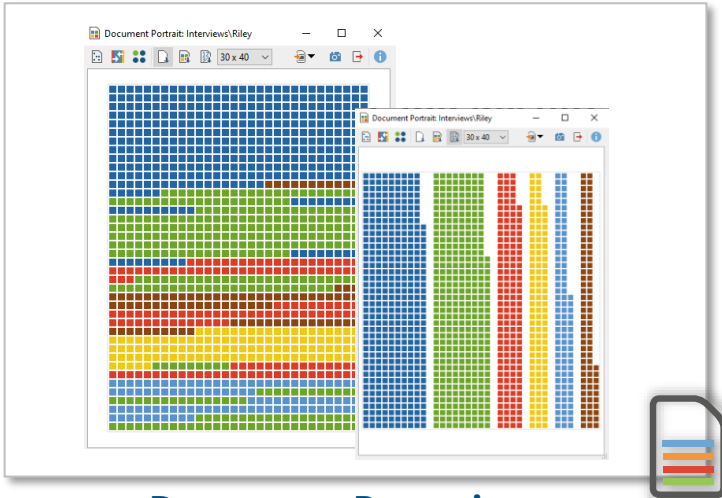
Coding stripes

Memos

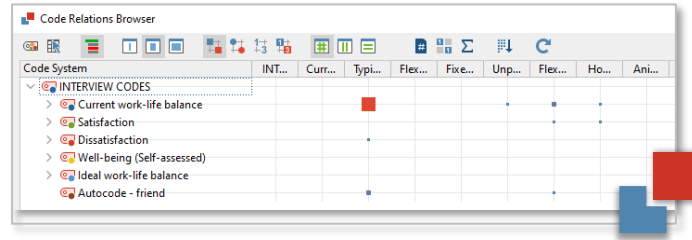
Code frequencies

Interactive source information

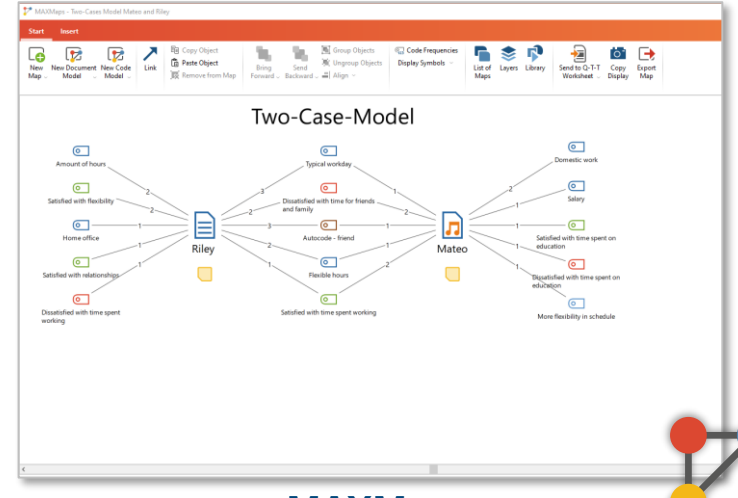
Visualize Data and Results



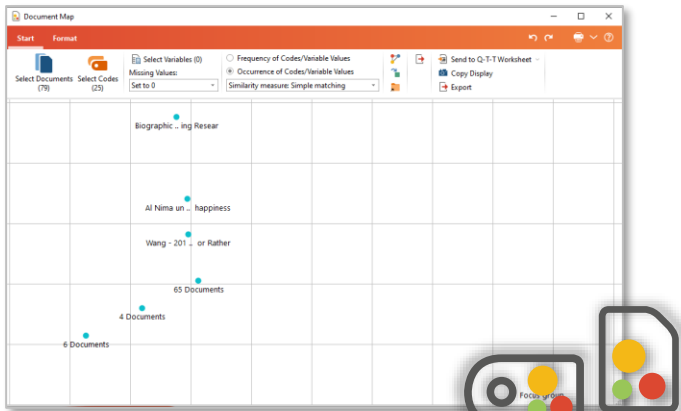
Document Portrait



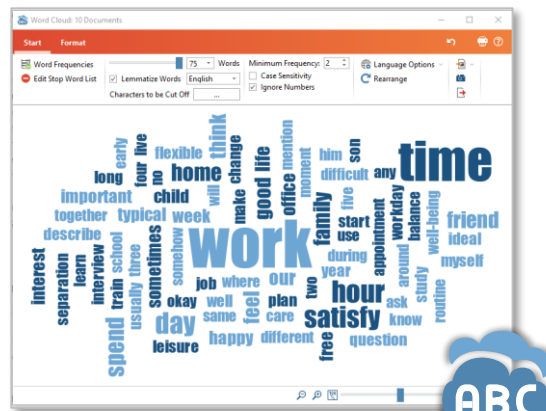
Code Relations Browser



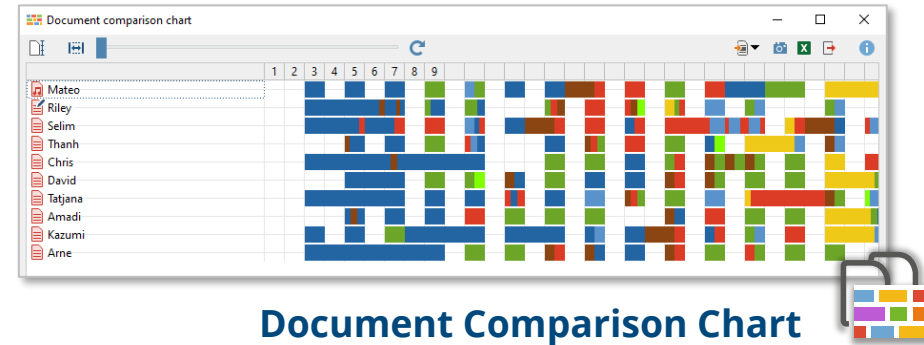
MAXMaps



Code and Document Maps



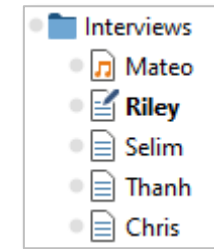
Word Cloud



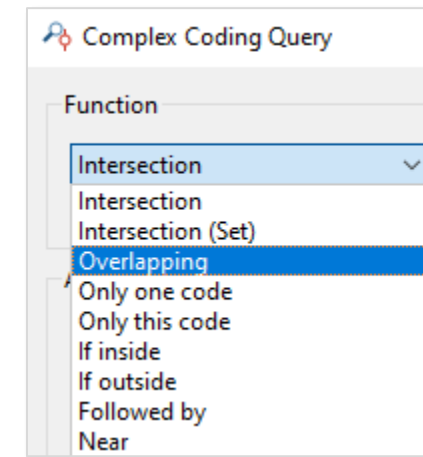
Document Comparison Chart

Search Data or Coded Segments

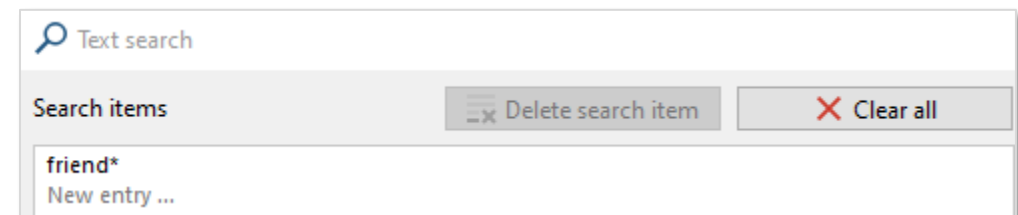
Simple Retrieval: Interrogate data by simple activation of data and codes to view occurrences



Complex Retrieval: Search with complex filters, e.g. nearness of codes



Lexical Search: Search for word (combinations) in documents or memos

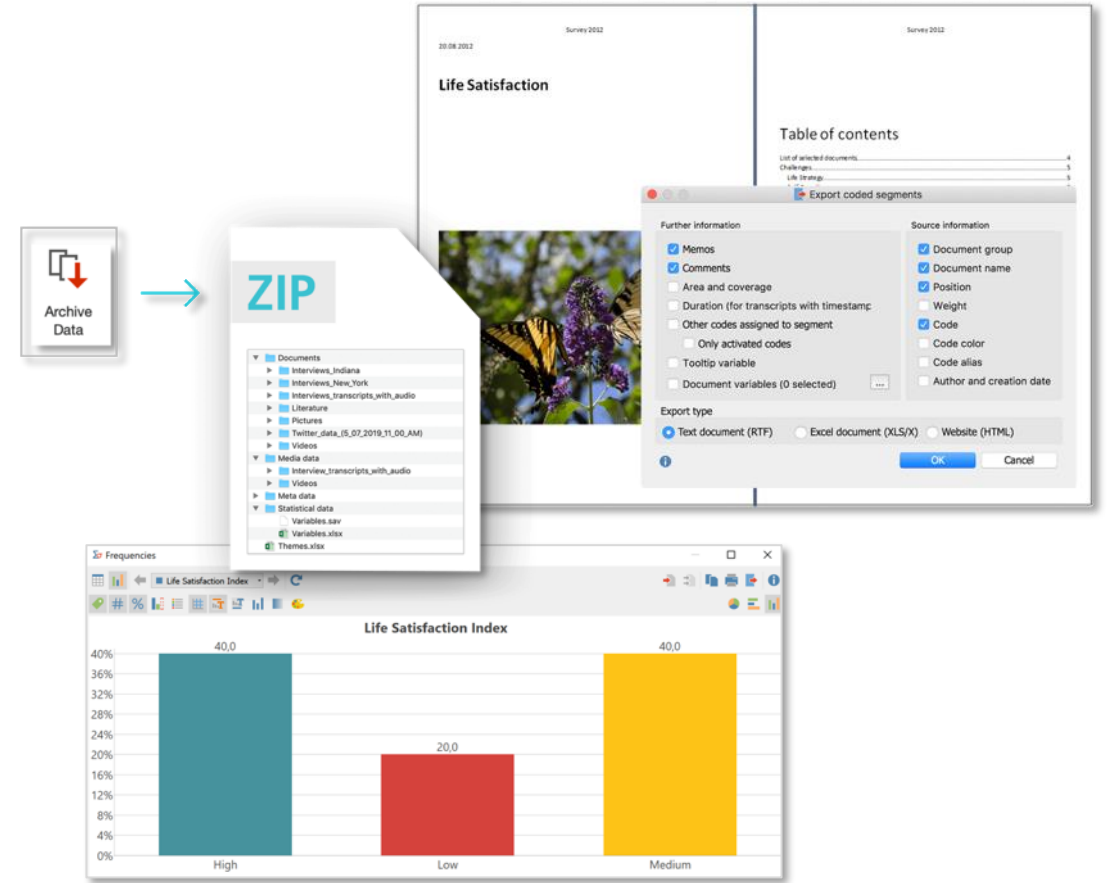
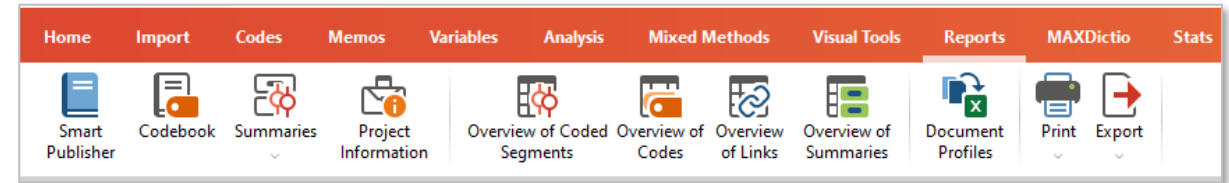


Export and Publish

Export documents, codes, search results, memos, images, maps, whole projects, and more.

Exchange selected elements with team members.

One-click data archiving.



Free Resources on the MAXQDA Website

- MAXQDA Research Network
- MAXQDA Press
- Manuals
- Video Library
- User Forum
- Research Grants & Fieldwork Scholarships
- MQIC Annual User Conference
- MAXDAYS Virtual Conference
- Team Cloud



Free Services



MAXQDA Reader

Open, present and browse
MAXQDA projects at any time
without a MAXQDA license.

Get Started with MAXQDA

MAXQDA Standard

- ✓ Qualitative and Mixed Methods Data Analysis
- ✗ Quantitative Text Analysis with "MAXDictio"
- ✗ Statistical Data Analysis with "Stats"

MAXQDA Plus

- ✓ Qualitative and Mixed Methods Data Analysis
- ✓ Quantitative Text Analysis with "MAXDictio"
- ✗ Statistical Data Analysis with "Stats"


MAXQDA Analytics Pro

- ✓ Qualitative and Mixed Methods Data Analysis
- ✓ Quantitative Text Analysis with "MAXDictio"
- ✓ Statistical Data Analysis with "Stats"



MAXQDA TeamCloud

TeamCloud makes collaboration that much easier- share data with your team in a protected cloud workspace.

 25GB Cloud Storage  1 team lead and up to 4 team members

0 

MAXQDA Licenses (Windows & Mac)



Single User License

A personal MAXQDA license for individual users with up to 2 computers.

INSTALLATION

2 computers belonging to a single user. Installations may not be used simultaneously and only by that user.

SUBSCRIPTION

Starting at 1 license

PURCHASE

Starting at 1 license



Network License

MAXQDA license managed on a server for easy distribution in your network.

INSTALLATION

Simultaneous use by as many clients as seats purchased / access by double the number of clients as seats purchased.

SUBSCRIPTION

Starting at 5 seats

PURCHASE

Starting at 5 seats

MAXQDA Licenses (Windows & Mac)

	Subscription available from 3 licenses	Perpetual available from 1 license
New Version	★ FREE Upgrades to new versions included	Not Included May be purchased at a discount price
Support	★ Premium Response within 1 business day	Standard Response within 1-3 business days
Software Updates	Included Updates and bugfixed included	Included Updates and bugfixed included
	Always includes the latest version. Subscriptions last one year and renew automatically unless cancelled with 2 months notice.	This one-time purchase MAXQDA license has an unlimited duration and never expires. Can be upgraded to new versions with a discount.

MAXQDA for Educational Institutions



University License

For students and staff at your institution.

INSTALLATION

Convenient access for students and staff using your institution's network.

Subscription only: Please contact us for an individual offer



Course License

Free license for students in methods courses.

INSTALLATION

Private computers of students taking part in methods courses.

Free of charge: For verified research methods courses

maxqda.com/trial





Thank you!