March 2, 2022

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Introduction to QDAS

Agenda

- Check in
- Discussion of readings
- Lecture
- Small group work

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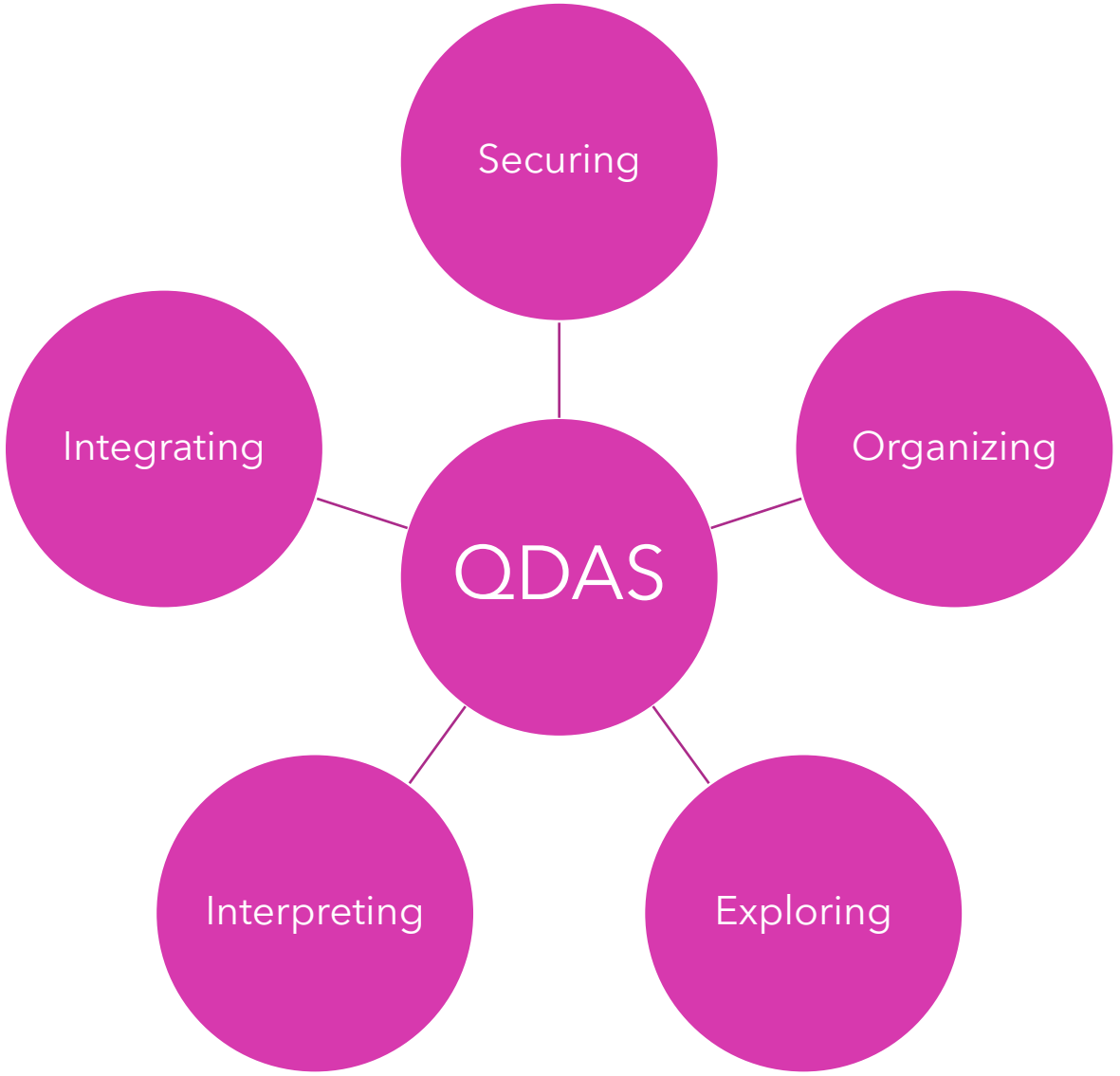
Introduction to QDAS

- Designed within the culture of qualitative research and for the purpose of supporting that research
- Never neutral nor overly deterministic
- There are many QDAS programs
- Programs are constantly being updated



The Affordances of MAXQDA

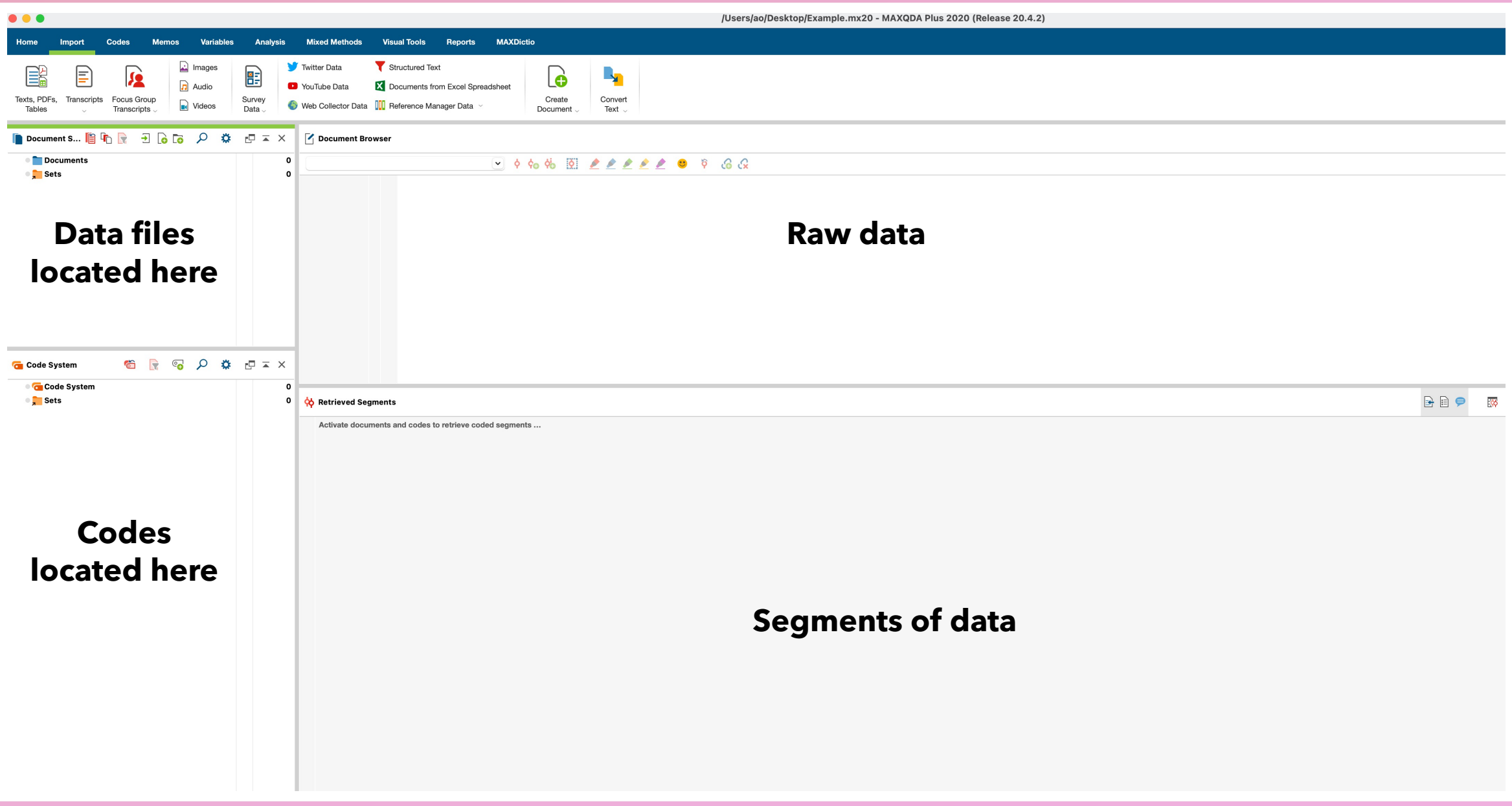
- Multiple languages
- It's user-friendly and intuitive
- Well-suited for file-sharing and combining
- Multiple ways to do everything (fit the program to your approach)
- Potential for integrating quantitative data
- Visualization functionality
- Twitter functionality

Other Functionalities of MAXQDA

- Windows and Mac versions are identical
- Analyze text, images, audio, and video
- Strong focus on mixed methods and integration
- Additional visualization tools (document portraits, codelines, code relations browser etc) – use of colors must be thought out in advance
- MAXQDA can open Atlas.ti and Nvivo files (with limitations)
- Analyze twitter data

MAXQDA Language

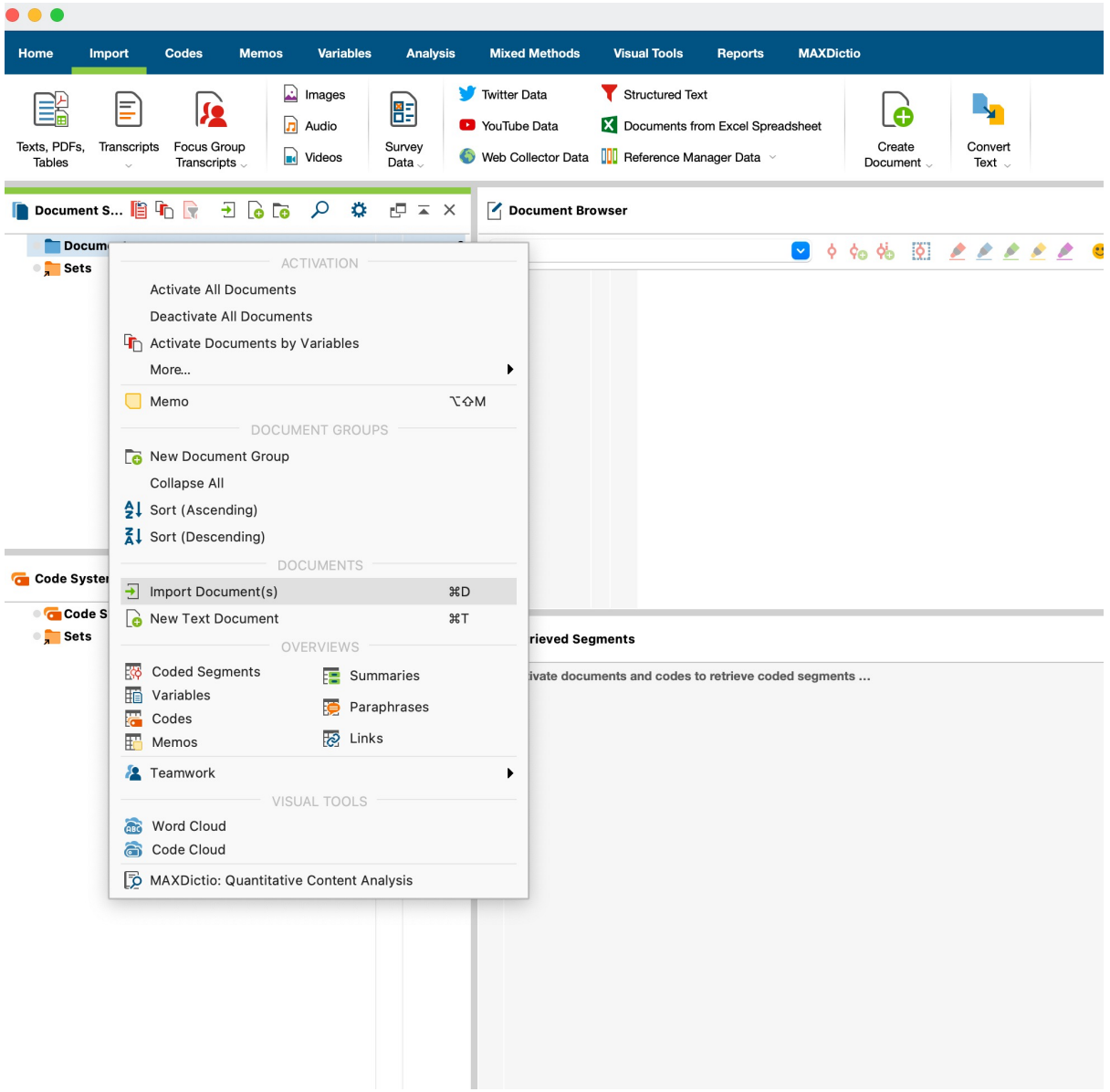
- **Documents** – Are your data files, located in the Document System
- **Codes** – are the labels you assign to data, located in the Code System
- **Memos** – are your analytic thoughts, they can be attached to a document, code, section of data, or freely associated. Memos are timestamped
- **Activate** – a feature to identify/isolate certain documents/codes for further analysis


/Users/ao/Desktop/Example.mx20 - MAXQDA Plus 2020 (Release 20.4.2)
Home
Import
Codes
Memos
Variables
Analysis
Mixed Methods
Visual Tools
Reports
MAXDictio
Texts, PDFs, Tables
Transcripts
Focus Group Transcripts
Images
Audio
Videos
Survey Data
Twitter Data
YouTube Data
Web Collector Data
Structured Text
Documents from Excel Spreadsheet
Reference Manager Data
Create Document
Convert Text
Document S...
Documents 0
Sets 0
Data files located here
Document Browser
Raw data
Code System
Code System 0
Sets 0
Codes located here
Retrieved Segments
Activate documents and codes to retrieve coded segments ...
Segments of data

Importing documents

There are multiple ways to import documents into MAXQDA

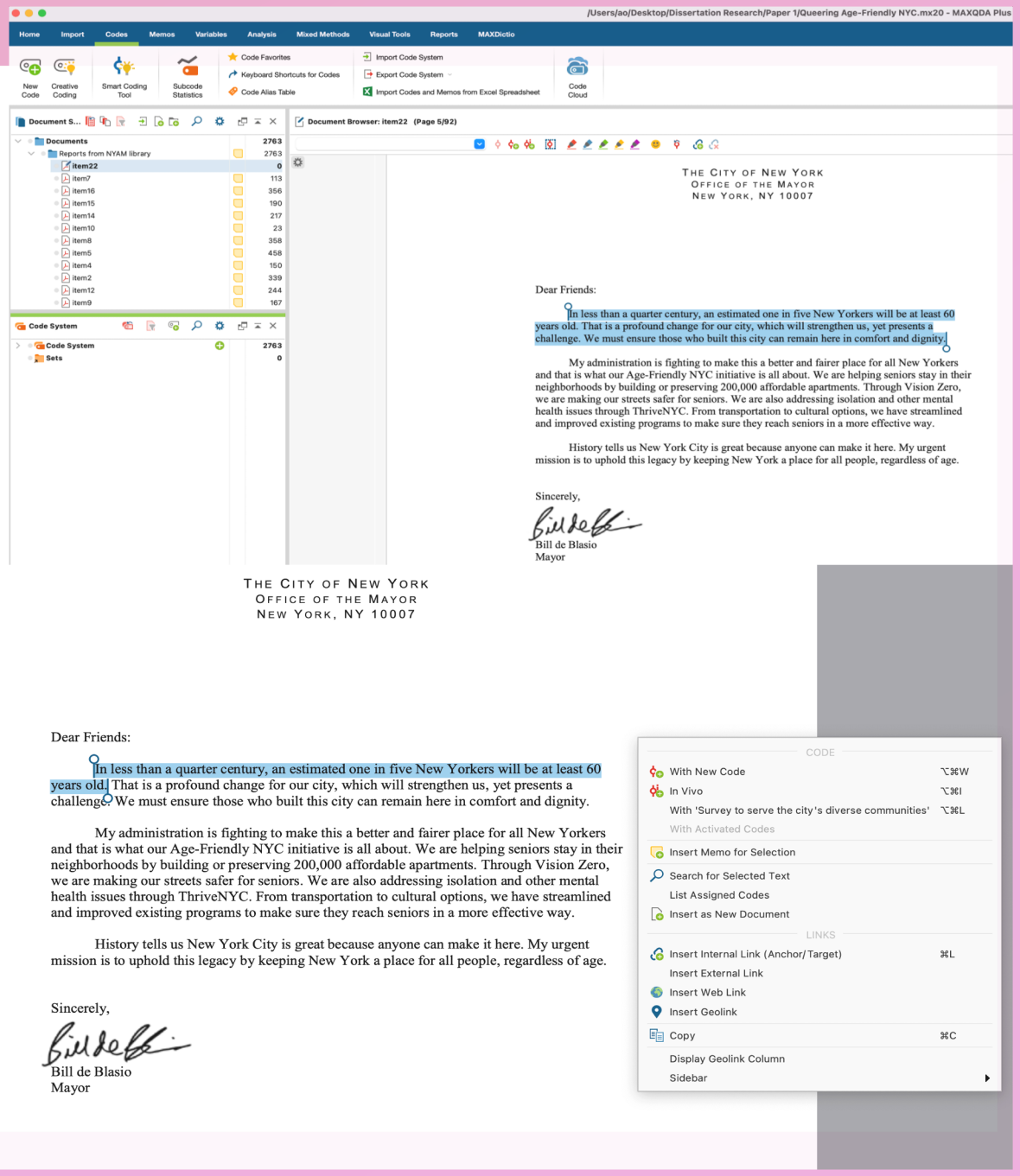
- Top ribbon under import → Text, PDFs, Tables
- Right click Documents → Import Documents
- Drag and drop into documents



Coding data

Highlight and

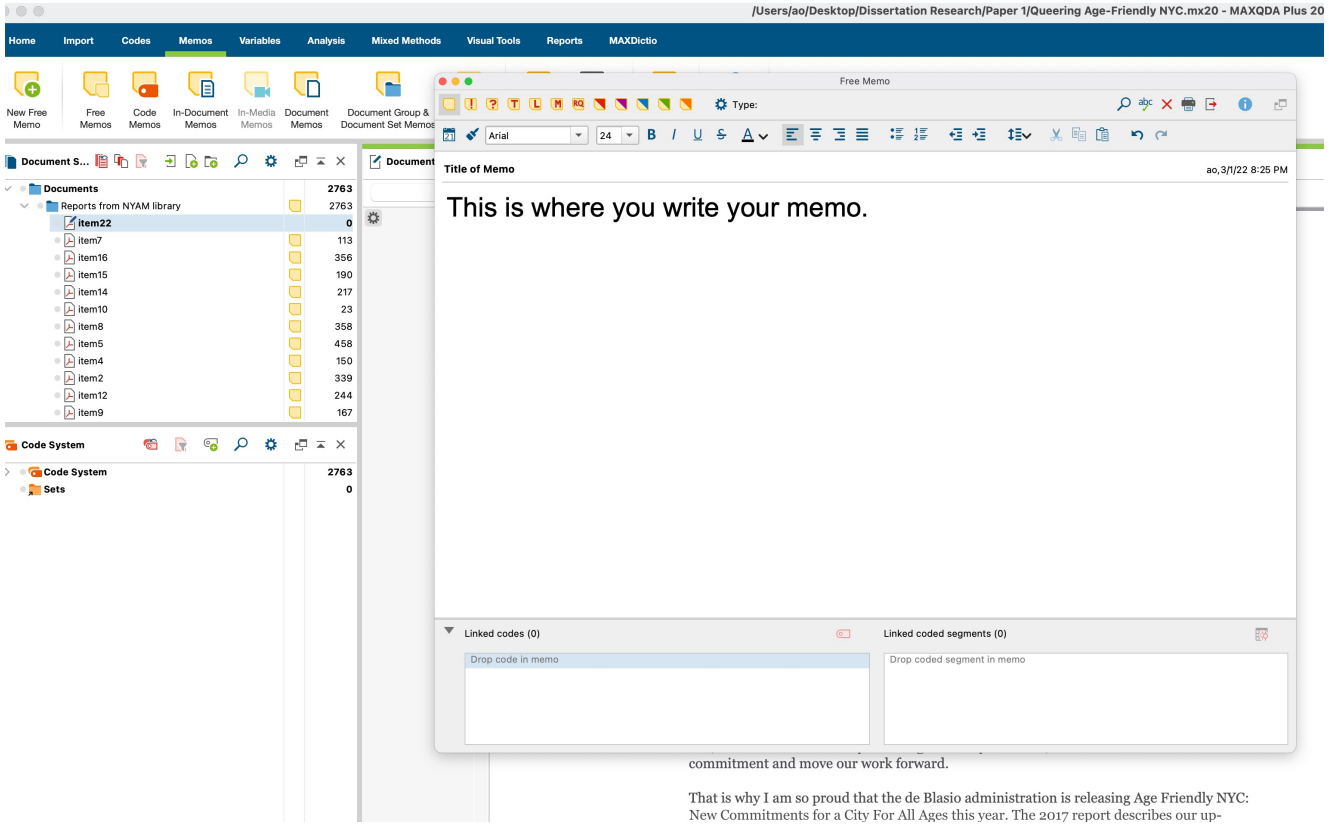
- Right click
- Drag and drop
- In the top ribbon under Codes → New Code



Memos

Highlight and

- Right click
- Top ribbon under Memos → New Free Memo



Class Activity

Working in small groups, explore the various functionalities of MAXQDA and learn a new technique not covered in class. Share with the larger group.

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