

Agenda

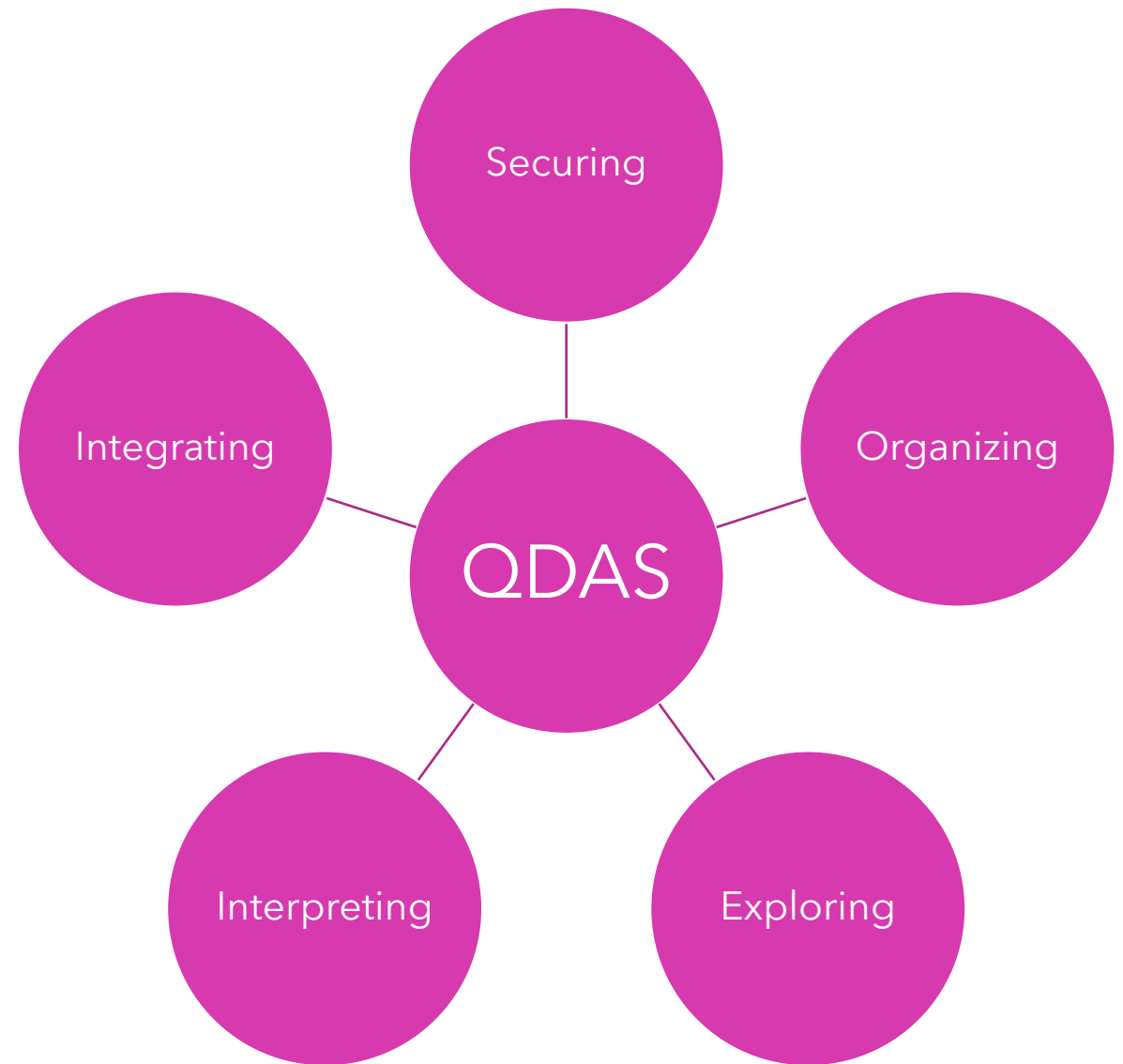
- Check in
- Discussion of readings
- Lecture
- Small group work



[Image](#) by Artem Bryzgalov via Unsplash, shared under the Unsplash license.

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

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 Sets

Data files located here

Document Browser

Raw data

Code System

Codes located here

Retrieved Segments

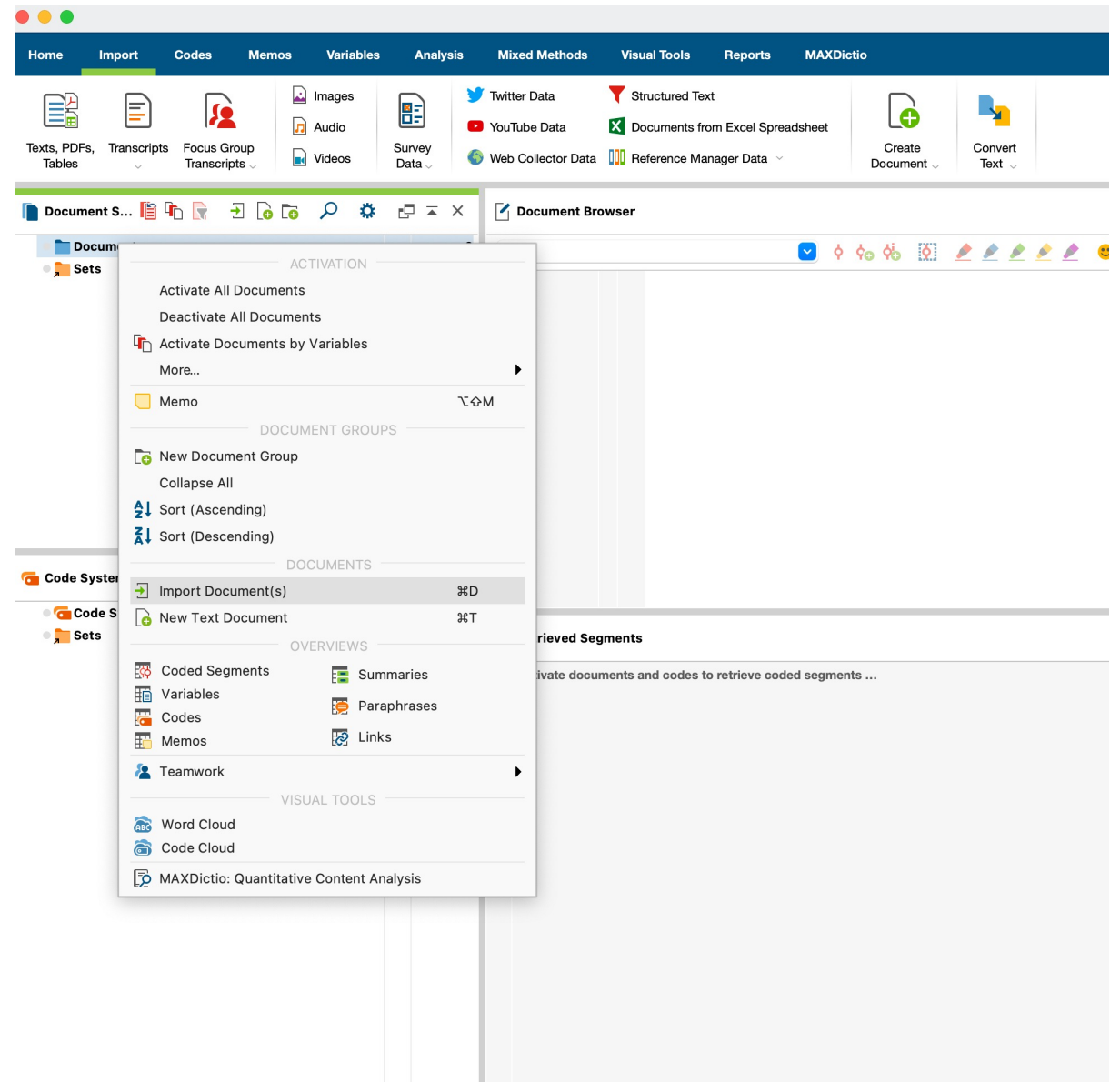
Activate documents and codes to retrieve coded segments ...

Segments of data

Importing documents

There are multiple ways to import documents into MAXQDA

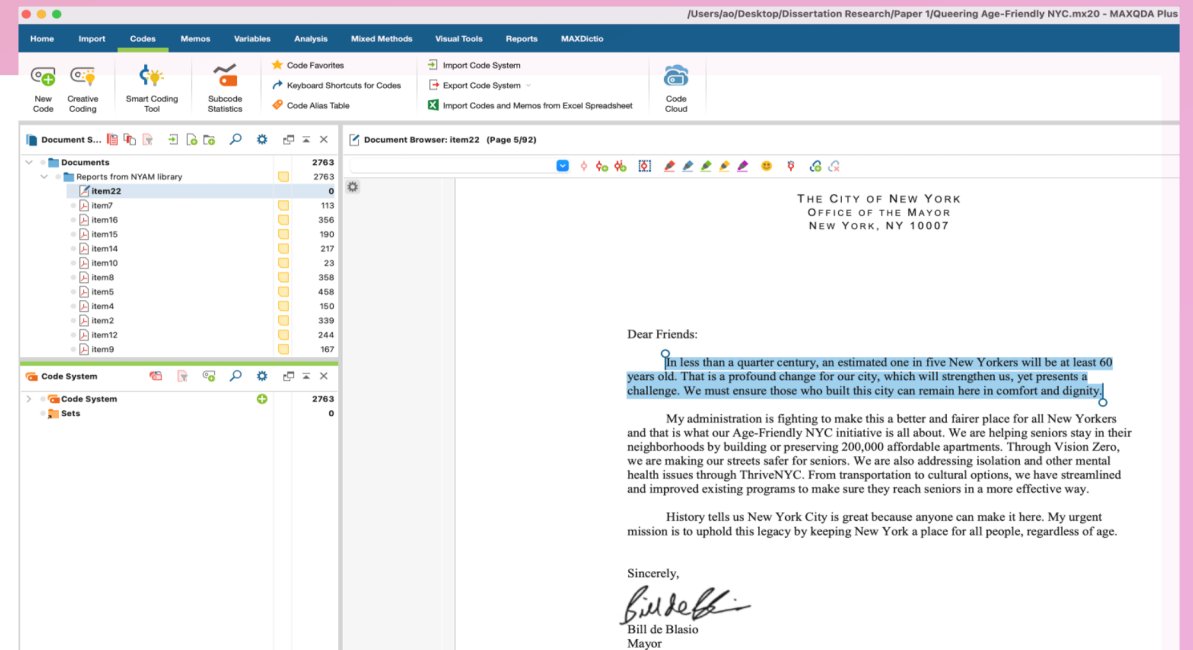
- Top ribbon under import → Text, PDFs, Tables
- Right click Documents → Import Documents
- Drag and drop into documents



Coding data

Highlight and

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



THE CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK, NY 10007

Dear Friends:

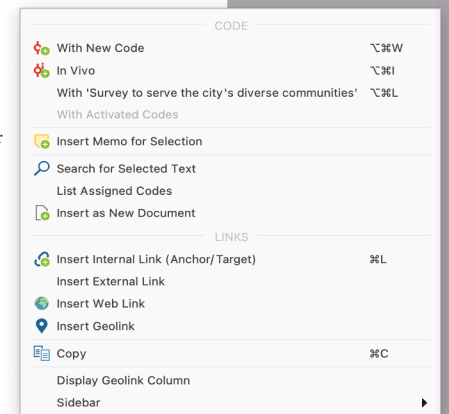
In less than a quarter century, an estimated one in five New Yorkers will be at least 60 years old. That is a profound change for our city, which will strengthen us, yet presents a challenge. We must ensure those who built this city can remain here in comfort and dignity.

My administration is fighting to make this a better and fairer place for all New Yorkers and that is what our Age-Friendly NYC initiative is all about. We are helping seniors stay in their neighborhoods by building or preserving 200,000 affordable apartments. Through Vision Zero, we are making our streets safer for seniors. We are also addressing isolation and other mental health issues through ThriveNYC. From transportation to cultural options, we have streamlined and improved existing programs to make sure they reach seniors in a more effective way.

History tells us New York City is great because anyone can make it here. My urgent mission is to uphold this legacy by keeping New York a place for all people, regardless of age.

Sincerely,

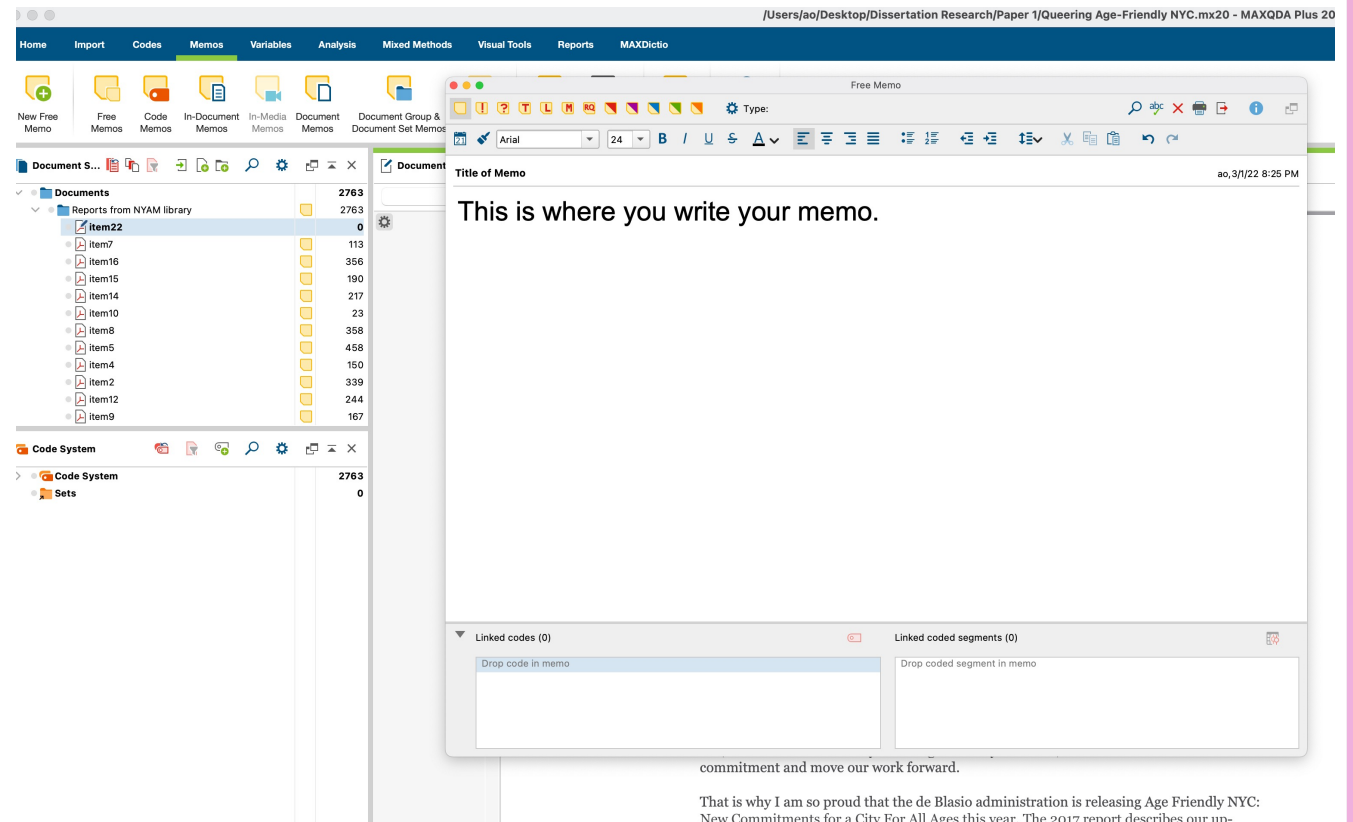
Bill de Blasio
Bill de Blasio
Mayor



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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