Qualitative Data Analysis with MAXQDA

Basic information

Instructor: Piotr Binder, PhD (pbinder@ifispan.edu.pl)
Office hours: by appointment, Zoom

Teaching period: second (May 27 – June 24)
Dates of meetings: every Monday, Wednesday, and Friday (except Monday, May 30)
Class hours: 14:00-16:00 (total of 30 teaching hours over 11 sessions)
Class mode: online workshop (Zoom)

The course description

The course is intensive and designed to enable its participants to become familiar with the possibilities offered by the MAXQDA package and incorporate it into their research work. Implementation of qualitative data analysis (QDA) software enhances systematic and transparent qualitative data analysis. QDA software supports improvements in qualitative research design. It also facilitates the cooperation between PhD students and their supervisors by allowing the former to document, visualize and present the consecutive steps of their work. The workshop consists of demonstrations and guided practice, focusing on the practical knowledge required for using this software to analyze qualitative data. Each student will receive a personal MAXQDA license (MAXQDA Analytics Pro) to use on their private computer for the course duration.

Learning outcomes likely to be achieved

After completing this course, participants will be able to create projects and conduct various types of qualitative analyses using MAXQDA. The students will be familiar with all the essential functions that the package offers and should be able to assess how to organize the workflow, allocate their time, and create progress reports and state-of-art presentations.

Session 0. Organizational meeting (May 27)

- Software installation
- Course Requirements and Grading
- (*Please note: this session will start at 14:00 and last for 30 minutes*)

Session 1. Introduction to MAXQDA (June 1)

- Creating Projects & Project File Backups
- User Interface
- Overview of Ribbons, Toolbars & Menus
- Importing Data
- Organizing Project Data
- Viewing and Editing Data

Session 2. Coding with MAXQDA (June 3)

- Coding with MAXQDA
- Overview of Codes
- Open / In Vivo / Color Coding

- Modifying Coded Segments
- Smart Coding Tool
- Creative Coding

Session 3. Memos, Links & Variables (June 6)

- Creating and Managing Memos
- Types of Memos
- The Memo Manager
- Links in MAXQDA
- Creating and Editing Variables
- Displaying Documents Variables

Session 4. Transcribing audio files with MAXQDA (June 8)

- Transcription Mode
- Media Player Toolbar
- Linking Transcript to Recording
- Inserting Timestamps into a Transcript
- Importing Transcripts with Timestamps
- Combining Automated Transcription with Interpretation

Session 5. Text search and Coding Queries (June 10)

- Lexical Searches
- Extended Lexical Search
- Auto-coding Search Results
- Word Explorer
- Complex Coding Query
- Complex Retrieval Functions

Session 6. Comparing Cases & Groups, Summarizing, Paraphrasing (June 13)

- Comparing Coded Data
- Summary Grid
- Summary Tables
- Summary Explorer
- Paraphrasing Text & Image Segments
- Overview of Paraphrases

Session 7. Visual Tools with MAXQDA (June 15)

- Code Matrix Browser
- Code Relations Browser
- Code Map
- Document Map
- Document Comparison Chart
- Profile Comparison Chart
- Document Portrait, Codeline & Word Cloud

Session 8. Concept Maps (June 17)

- MAXMaps Interface

- Map Creation & Adding Objects
- Customization & Layers
- Model Templates in MAXMaps
- Case & Code Models

Session 9. MAXDictio (June 20)

- Word Frequencies & Combinations
- Keyword-in-context
- Word Matrix Browser
- Interactive Word Tree
- Dictionary Based Context Analysis
- Autocode with Dictionary

Session 10. Literature Review & Digital Ethnography with MAXQDA (June 22)

- Literature Review with MAXQDA
- Web Collector Data
- Twitter Data
- YouTube Data

Session 11. Integration of Analysis, Reporting & Archiving (June 24)

- QTT: Questions-Themes-Theories
- Codebook
- Smart Publisher
- Data Overview, Export, and Archiving

COURSE REQUIREMENTS AND GRADING:

Practice Exercises: 20%

At the end of each meeting, participants will receive short exercises on the material discussed. Before the next session, exercises should be completed and sent to the instructor via e-mail. For each correctly performed exercise, students will receive 2 points. If the exercise is completed incorrectly, students will receive tips on correcting it. Students will receive 1 point for resubmitting an exercise. If the re-sent work contains errors, participants will receive further guidance but not receive points.

Research report: 80%

The final assignment aims to enable each student to demonstrate their command in using the MAXQDA package and present their analyses transparently. Each student should prepare a 3000 words report (+/- 5%) containing an analysis of a data set of the student's choice. In the case of limited data set, it is recommended that the report is based on at least three units of analysis, i.e., transcribed interviews, articles, books, or any other elements included within the MAXQDA "Document system."

Each report should include:
- a brief introduction;
- presentation and discussion of research results;
- conclusions, including the author's comment regarding the user's experience.

The reports <u>may</u> include elements such as:
- a discussion of the way the process of analysis was developed;
- a presentation of the research design (including its visual aspect);
- a demonstration of the way the code system was developed;
- an indication of the MAXQDA's analytical tools applied with examples and comments on how they contributed to the analysis development.

The above list is exemplary. Each project is unique; therefore, the workshop participants should decide on applying the software in their case.

All participants are expected to write clearly and edit carefully. Please note that including the author's name and page numbers significantly facilitate the grading process. All reports must be submitted via the Turnitin website. The maximum grade for a report submitted after the deadline (July 8) is C.

Deadline for submitting reports: July 8, 2022 (5:00 PM, GMT+2)

Please note that the MAXQDA license will expire after July 22, 2022

Recommended sources:

Kuckartz, Udo, Stefan Rädiker. 2019. Analyzing Qualitative Data with MAXQDA. Text, Audio, and Video. Springer Nature Switzerland AG.

Kukckartz, Udo. 2014. Qualitative Text Analysis. A Guide to Methods, Practice, and Using Software. Sage Publications, London.

Michael C. Gizzi, Stefan Rädiker. 2021. The Practice of Qualitative Data Analysis. Research Exampled Using MAXQDA. MAXQDA Press, Berlin.

MAXQDA 2022 Complete Manual. VERBI Software. Consult. Sozialforschung. GmbH Berlin/Germany. Electronic document:
https://www.maxqda.com/download/manuals/MAX2022-Online-Manual-Complete-EN.pdf

MAXQDA Research Blog: https://www.maxqda.com/blog