Qualitative Data Analysis with MAXQDA

Basic information

Instructor:	Piotr Binder, PhD
Office hours:	by appointment (piotr.binder@ifispan.edu.pl)
Semester:	first
Meetings:	every Tuesday and Thursday, Nov 2 – Dec 12, 2023
Report deadline:	Feb 2, 2024
Class hours:	16:00-18:00
Class mode:	online

Description

Implementing qualitative data analysis software (QDAS) fosters efficient data management, increases the depth of analysis, and expands the capacity to interrogate the data. QDAS supports improvements in research design, effective planning, and workflow organization. Finally, it enhances systematic and transparent qualitative data analysis by allowing the users to document, visualize and demonstrate the consecutive steps of their data analysis.

The course is intensive, designed to familiarize its participants with the possibilities offered by the MAXQDA package and incorporate it into their research work. The workshop consists of demonstrations and guided practice, focusing on the practical knowledge required to analyze qualitative data using this software. Each student will receive a personal MAXQDA license (Analytics Pro version), valid for the duration of the course, to use on their private computer.

Objectives

The workshop aims to enable students to use MAXQDA in their daily research work and academic writing. After completing this course, participants can create and manage MAXQDA projects, select coding strategies, conduct diverse analyses, and visualize them. Students will be familiarized with all the package's essential functions 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 (Nov 2, 2023)

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

Session 1. Introduction to MAXQDA (Nov 7, 2023)

- Creating Projects & Project File Backups
- User Interface
- Overview of Tabs, Toolbars & Menus

- Importing Data
- Organizing Project Data
- Viewing and Editing Data

Session 2. Coding with MAXQDA and coding strategies (Nov 9, 2023)

- Creating New Codes
- Color / Open / In Vivo Coding
- Overview of Coded Segments
- Reorganizing Code System (Move, Copy, Merge)
- Creative Coding
- Smart Coding Tool

Session 3. Memos, Links & Variables (Nov 14, 2023)

- Types of Memos
- Creating and Editing Memos
- The Memo Manager (All Memos)
- Links in MAXQDA
- Creating and Editing Variables
- Displaying Variables for Documents and Coded Segments

Session 4. Transcribing Recordings with MAXQDA (Nov 16, 2023)

- Transcription Mode and Media Player Toolbar
- Strategies for Working with Transcripts
- Condensed Transcripts
- Verbatim Transcripts
- Voice & Text Synchronization
- Verification of Auto Transcripts

Session 5. Text Search and Coding Queries (Nov 21, 2023)

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

Session 6. Comparing Cases/Groups, Summarizing, Paraphrasing (Nov 23, 2023)

- Comparing Coded Data
- Summary Grid
- Summary Tables
- Summary Explorer
- Paraphrasing Text & Image Segments
- Overviewing and Categorizing Paraphrases

Session 7. Visual Tools with MAXQDA (Nov 28, 2023)

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

Session 8. Concept Maps (Nov 30, 2023)

- The MAXMaps Interface
- Creating Maps & Adding Objects
- Customization, Linking, Layers
- Model Templates in MAXMaps
- Case Models
- Code Models

Session 9. MAXDictio (Dec 5, 2023)

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

Session 10. Literature Reviews & Elements of Digital Ethnography (Dec 7, 2023)

- Bibliographic Data and Literature Reviews
- Analyzing Web Pages (Web Collector)
- Importing & Analyzing YouTube Data
- Analyzing Scraped Data (Google Reviews)

Session 11. Analysis Integration, Reporting & Archiving (Dec 12, 2023)

- 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 (except the first one), participants will receive homework related to the session's topic. These exercises should be completed and sent to the instructor via e-mail before the next meeting. For each correctly performed exercise, students will receive 2 points. In case of errors, participants will receive advice and 1 point for resubmitting homework. If the re-sent work is incorrect, participants will receive further guidance but not points.

<u>Research report: 80%</u>

The final assignment aims to enable students to demonstrate their command of using the MAXQDA. Each student should prepare a 3000 words report (+/- 5%) containing an analysis of qualitative data of their choice. In the case of a limited data set, it is recommended that the report is based on at least three units of analysis (e.g., transcribed interviews, recordings, articles, academic papers, books, or other types of qualitative data) included within the MAXQDA "Document system."

Each report <u>should</u> include the following:
- a brief introduction;
- presentation and discussion of analyses;
- conclusions, including the author's comment on the user's experience.

The reports <u>may</u> include elements such as:
- a demonstration of how the code system was created;
- a selection of the MAXQDA's tools with examples and comments on how they contributed to the analysis;
- all types of visualizations (including the research design);
- a discussion of the way the process of analysis was developed.

The above list is exemplary, and since each project is unique, the participants decide how the software will be used in case of their reports. Students are expected to write clearly and edit carefully. Please note that including the author's name and page numbers facilitates grading.

The deadline for submitting reports: <u>Feb 2, 2024</u>.
The maximum grade for a report submitted after the deadline is **C**.

Please note that <u>your free course license will expire after Feb 15, 2024</u>.

Recommended sources:

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

Kuckartz, 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 Online Manual. VERBI Software. https://www.maxqda.com/help-mx22/welcome

MAXQDA Research Blog: https://www.maxqda.com/category/research-projects