

# Qualitative Data Analysis with MAXQDA

Instructor:	<a href="mailto:piotr.binder@ifispan.edu.pl">Piotr Binder, PhD (piotr.binder@ifispan.edu.pl)</a>
Office hours:	Fridays 10:00-12:00 (Zoom, by appointment)
Semester:	second
Teaching method:	workshop
Workload:	30 teaching hours (over 11 sessions)
Schedule:	Mondays/Wednesdays/Fridays 14:00-16:00 (Zoom)

## Course description

Implementing qualitative data analysis software (QDAS) supports efficient data management, strengthens analytic transparency, and expands strategy options for working with qualitative materials. QDAS enables systematic documentation, retrieval, comparison, and visualization of analytic steps. It can improve workflow organization and make academic writing based on qualitative data analysis more straightforward.

This intensive workshop introduces doctoral students to MAXQDA and supports its integration into their research. The course combines demonstrations, guided hands-on work, and short, low-stakes homework exercises. Each regular session opens with a brief discussion that situates the tools and functions covered in the session within a broader methodological context. Since participants work on varied projects, these discussions create a shared reference and help align software functions with participants' research needs. The software developer will provide all participants with free MAXQDA Analytics Pro licenses for use on their own computers for the duration of the course.

Across the workshop, participants will learn to set up and manage MAXQDA projects, develop and document coding strategies, work with various kinds of qualitative data, and use tools for retrieval, comparison, summarization, and visualization. The final part of the course focuses on AI-supported features in two complementary environments: AI Assist in the MAXQDA package and Tailwind, an online AI workspace. The course emphasizes transparent AI use and explores how software outputs interact with qualitative interpretation. After the workshop, participants should be able to use MAXQDA confidently in their daily research and incorporate outputs into reporting and academic writing.

## Course outline

### Session 0. Organizational meeting (May 27, 2026)

#### Topics

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

#### Supporting materials:

- Install and Activate MAXQDA - <https://www.maxqda.com/help/install-and-activate-maxqda/how-to-install-maxqda>

## **Session 1. Introduction to MAXQDA (June 1, 2026)**

Discussion: Maintaining Control Over Collected Datasets

Topics:

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

Supporting materials:

- Project File Backups - <https://www.maxqda.com/help/the-workspace/backups>
- Supported Data Types - <https://www.maxqda.com/help/import/data-types>
- Opening and Editing Documents - <https://www.maxqda.com/help/viewing-and-editing-data/opening-and-editing-documents>

## **Session 2. Coding with MAXQDA (June 3, 2026)**

Discussion: From “Simply Coding” to Coding Strategies

Topics:

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

Supporting materials:

- Codes and Code System - <https://www.maxqda.com/help/codes-2/about-codes-and-the-code-system>
- How to Code - <https://www.maxqda.com/help/coding/how-to-code>
- Work with Coded Segments - <https://www.maxqda.com/help/work-with-coded-segments/smart-coding-tool>

## **Session 3. Memos, Links & Variables (June 8, 2026)**

Discussion: Documenting the Development of Qualitative Data Analysis

Topics:

- 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

Supporting materials:

- About Memos - <https://www.maxqda.com/help/memos/about-memos>
- Document Variables in MAXQDA - <https://www.maxqda.com/help/variables/document-code-variables-maxqda>
- Links in MAXQDA - <https://www.maxqda.com/help/links/links-in-maxqda>

#### **Session 4. Transcription: Types, Synchronization, and Verification** (June 10, 2026)

Discussion: Strategies for Working with Transcripts

Topics:

- Transcription Mode and Media Player Toolbar
- Condensed Transcripts
- Verbatim Transcripts
- Voice & Text Synchronization
- Verification of AI-generated Transcripts

Supporting materials:

- Transcription - <https://www.maxqda.com/help/transcription-audio-video/transcription-mode>

#### **Session 5. Text Search and Coding Queries** (June 12, 2026)

Discussion: What Happens After Data is Coded?

Topics:

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

Supporting materials:

- Text Search - <https://www.maxqda.com/help/text-search/global-text-search>
- Complex Coding Query - <https://www.maxqda.com/help/segment-retrieval/logical-combinations-codes>

#### **Session 6. Comparing Cases/Groups, Summarizing, Paraphrasing** (June 15, 2026)

Discussion: Between Reduction and Richness of Qualitative Data

Topics:

- Comparing Coded Data
- Summary Grid
- Summary Tables

- Summary Explorer
- Paraphrasing Text & Image Segments
- Overviewing and Categorizing Paraphrases

Supporting materials:

- Comparing Cases & Groups - <https://www.maxqda.com/help/compare-cases-and-groups/qualitative-data-coded-data>
- Create & Edit Summaries - <https://www.maxqda.com/help/summarizing/creating-and-editing-summaries>
- About Paraphrasing in MAXQDA - <https://www.maxqda.com/help/paraphrase/about-paraphrasing-in-maxqda>

## **Session 7. Visual Tools with MAXQDA** (June 17, 2026)

Discussion: The Impact of Visualization on Understanding Qualitative Data

Topics:

- Code Matrix Browser
- Code Relations Browser
- Code & Document Map
- The MAXMaps Interface
- Model Templates: Case Models
- Model Templates: Code Models

Supporting materials:

- Visual tools - <https://www.maxqda.com/help/visual-tools/code-matrix-browser-visualizing-codes-per-document>
- What Does MAXMaps Do? - <https://www.maxqda.com/help/maxmaps/what-does-maxmaps-do>

## **Session 8. MAXDictio** (June 19, 2026)

Discussion: Quantification of Qualitative Data – Possible Applications

Topics:

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

Supporting materials:

- What does MAXDictio offer? - <https://www.maxqda.com/help/maxdictio/what-does-maxdictio-offer>

## **Session 9. Literature Reviews & Elements of Digital Ethnography (June 22, 2026)**

Discussion: Open-source Investigations in Qualitative Research

Topics:

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

Supporting materials:

- Working with bibliographic data - <https://www.maxqda.com/help/import/importing-bibliographical-data-from-endnote-etc>
- Collecting webpages - <https://www.maxqda.com/help/import/save-web-page-web-collector>
- What YouTube data analysis options does MAXQDA offer? - <https://www.maxqda.com/help/import/youtube-data>

## **Session 10. AI Assist (June 24, 2026)**

Discussion: How to use AI Assist transparently: responsibility for coding, summaries, and interpretations

Topics:

- Summarize Document
- Summarize Coded Segments
- AI Coding (Beta)
- Suggest Subcodes
- Chat With Document
- Chat With Retrieved Segments

Supporting materials:

What is AI Assist - <https://www.maxqda.com/help/ai-assist/what-is-ai-assist>

## **Session 11. Tailwind – MAXQDA online AI workspace (June 26, 2026)**

Discussion: From AI-generated outputs to qualitative meaning

Topics:

- Setting Up Projects
- Managing Data and Limitations
- Manual and Automatic Topic Identification
- Building Summary Tables
- Generating Reports
- Chatting with the Data

Supporting materials:

- Getting started - <https://www.maxqda.com/maxqda-tailwind/help/getting-started/>

## Learning outcomes

Student knows and understands the world's achievements relating to:

- theoretical foundations
- general and selected specific issues of the academic or artistic discipline at a level enabling the revision of existing paradigms
- the methodology of scientific research

Student is able to take advantage of knowledge from different academic or artistic fields to creatively identify, formulate and innovatively solve complex problems or perform research activities, especially:

- define the aim and subject of the research,
- formulate a research hypothesis
- develop research methods, techniques and tools and use them creatively
- draw conclusions on the basis of research results

Student is ready to:

- critically evaluate the achievements of one's academic discipline
- critically evaluate one's contributions to the development of that field
- recognize the value of knowledge in solving cognitive and practical problems

## Course requirements and grading

Course participants can earn a total of 100 points, divided among three key components: attendance (20 points), homework exercises (20 points), and a research report (60 points).

### Attendance (20 points)

Attendance at all class sessions is mandatory. The course consists of 11 sessions, and students can miss only one. However, attendance is required for the first three meetings (Sessions 0, 1, and 2), which all participants must attend. If you anticipate any constraints that may affect attendance, please inform the instructor in advance whenever possible.

### Homework exercises (20 points)

At the end of sessions 2-11, participants will receive homework related to the topic discussed. These exercises should be completed after class and submitted to the instructor via email by 10:00 (CEST) on the day of the next class meeting. Each correctly completed exercise earns students 2 points, for a total of 20 points across 10 exercises. If the submitted work contains errors, participants will receive feedback and can resubmit their homework to earn 1 point. If the resubmitted work is still incorrect, participants will receive further guidance but will not earn any points. Homework is designed as low-stakes practice: it is assessed for completion and correct use of the covered tools, not for "perfect" substantive results.

### Research report (60 points)

The final assignment aims to enable students to demonstrate their command of MAXQDA in a transparent, analytically coherent way. Each student should prepare a 3000-word report (+/- 5%) containing an analysis of qualitative data of their choice. In cases of limited datasets, it is recommended that the report be 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 should include the following:

- a brief introduction;
- the data analysis, including application of selected MAXQDA tools and interpretation of the obtained outcomes;
- conclusions and short comment on the user's experience (i.e., what worked well in your workflow, what was challenging, and what you would do differently in the next iteration)

The reports may include elements such as:

- a discussion of the way the analysis was developed;
- a demonstration of how the code system was created;
- all types of visualizations (including the research design).

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

If you use AI-supported functions, such as AI Assist in MAXQDA or other AI-powered tools to prepare your report, briefly state what was used and why. This information is not seen as an advantage or disadvantage. It simply makes your process more transparent.

## **How the research report will be assessed (grading criteria)**

The research report is assessed primarily as a demonstration of analytical reasoning and workflow transparency using MAXQDA. The evaluation focuses on how clearly you design, document, and communicate the steps of your analysis.

The report will be assessed along the following dimensions:

- **Analytical coherence:** Are interpretations clearly grounded in the analyzed material? Are conclusions proportionate to the scope of the dataset (i.e., no overgeneralization)?
- **Purposeful use of MAXQDA tools:** Are selected functions used in a way that supports the analytical goals (rather than showcasing as many features as possible)? Is the workflow understandable and replicable?
- **Structure and clarity of academic writing:** Does the report have a clear introduction (aim, data, and plan), a logically organized analysis section, and conclusions that summarize key insights and reflect on the user experience?
- **Use of visualizations and outputs:** Are figures/tables/models selective, readable, and interpreted in the text? Do they add transparency and analytical value?
- **Methodological reflexivity:** Does the report acknowledge limitations of the dataset and key analytical decisions (e.g., coding strategy, code system structure, trade-offs)?

The report is not graded on the number of tools, codes, or visualizations. Quality, justification, and clarity are prioritized over quantity or technical complexity.

### What this report is/is not:

This assignment is not intended to be an empirical part of a publishable research paper. It is an applied analytical exercise aimed at demonstrating competent and transparent use of QDAS in a coherent qualitative workflow. You are encouraged to work with data that is realistically available to you at this stage of your doctoral project.

### The deadline for submitting reports: July 10, 2026 (17:00, CEST)

All reports should be submitted via e-mail to [piotr.binder@ifispan.edu.pl](mailto:piotr.binder@ifispan.edu.pl). The maximum number of points for a report submitted after the deadline is 45.

Final grades are determined by the total points accumulated throughout the course (0–100 points), with points awarded for attendance, homework exercises, and the research report. The point totals are converted to final grades according to the grading scale provided in the table below, which also indicates the equivalent ECTS grades.

<b>A</b> 94-100 <b>5</b>	<b>B+</b> 87-89 <b>4+</b>	<b>C+</b> 77-79 <b>3+</b>	<b>D+</b> 65-69 <b>2+</b>	<b>F</b> 0-59 <b>1</b>
<b>A-</b> 90-93 <b>5-</b>	<b>B</b> 84-86 <b>4</b>	<b>C</b> 74-76 <b>3</b>	<b>D</b> 60-64 <b>2</b>	
	<b>B-</b> 80-83 <b>4-</b>	<b>C-</b> 70-73 <b>3-</b>		

### Further reading

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

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.

MAXQDA Online Manual. VERBI Software. <https://www.maxqda.com/help/welcome>

MAXQDA Research Blog. <https://www.maxqda.com/category/research-examples>

Rädiker, Stefan & Michael C. Gizzi. 2024. *The Practice of Qualitative Data Analysis. Research Examples Using MAXQDA, Volume 2*. MAXQDA Press, Berlin.

Rädiker, Stefan & Udo Kuckartz. 2020. *Focused Analysis of Qualitative Interviews with MAXQDA*. MAXQDA Press, Berlin.