



MAXQDA 2020 for Windows and Mac – The Essentials for Research Success Course Syllabus

Please note: This course is also suitable for MAXQDA 2018 users.

NEW starting July 2020:

- (i) Participants who completed my course can receive a Certificate of Completion with the official MAXQDA logo, upon request.
- (ii) Participants who completed my course can also receive a 20% discount code for any MAXQDA license purchased within 4 weeks after the course, upon request.

Introduction:

MAXQDA is a powerful qualitative data analysis software program used by researchers in education, governments, NGOs and the commercial sector worldwide. In this workshop, we will learn the key functions of the software. Learning will be interactive and hands-on with sufficient time for participants to practice. Participants can walk out the classroom and start using MAXQDA in their projects right away!

Learning objectives:

1. To identify what MAXQDA is and how it is different from other QDA software;
2. To learn the basic functions of MAXQDA including creating a project, coding, using visual tools, conducting text retrieval, and creating models for presentations and team meetings;
3. To learn in an interactive online learning environment and be able to use MAXQDA in your own projects right after the class.

Instructor:

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Duration: 2 hours on first and second day, 1.5 hours on third day (Total: 5.5 hours)

Cost: CDN\$270 (tax included) in Canadian dollars, flat rate

Language of Instruction: English

Registration: Please contact the instructor at email: nevilleli09@gmail.com if you are interested in enrolling in this course. The instructor will answer any questions you may have, send you a link for registration and provide payment methods via email (e.g. credit card). An instructor biography can be found on the research website <http://nevilleliresearch.weebly.com>. Spaces are limited.

Technical requirements: Students will need to have a device with MAXQDA version 2020 or version 2018 installed. It can be a purchased full license or a 14 day free trial downloaded from the company's website. The class is conducted online with a shared screen from the instructor's computer. This class is suitable for both MAXQDA for Windows and Mac and is designed for the beginner and intermediate level.

Course Outline

Day 1 – 2 hours

I. Introduction to MAXQDA

- a. PowerPoint presentation -20 minutes
 - i. What is MAXQDA?
 - ii. Differences of MAXQDA from other similar software
 - iii. License options

- b. Basics of MAXQDA –20 minutes
 - i. Understand the user interface
 - ii. Toolbars and icons
 - iii. Four windows
 - iv. Save project and backup
 - v. Import sources/documents
 - vi. Create document groups

II. Coding – 1 hour

- i. How to code text files (e.g., doc, rtf), PDFs, pictures, audio and video files?
- ii. Inductive vs. deductive coding
- iii. Open coding vs. in vivo coding vs. a priori coding
- iv. What are coding stripes?
- v. Organize a code hierarchy

III. Other useful tools – 20 minutes

- i. What are memos and how to use memos effectively?
- ii. Create links
- iii. Create annotations

Day 2 – 2 hours

IV. Variables - 30 minutes

- i. What are variables (attributes) and why are they important?
- ii. Assign variables to documents (setup for data analysis and mixed methods functions)

V. Modeling - Using MAXMaps to visualize your data - 30 minutes

- i. What are MAXMaps and the pre-made models?
- ii. One-case model
- iii. One-code model
- iv. How to create a New Map?

VI. Data Analysis and Exploration

a. Simple text retrieval – 20 minutes

- i. How to run simple text retrievals (coding query)?
- ii. How to understand the outcomes?

b. Advanced text retrieval – (optional)

- i. How to run advanced text retrievals (other coding queries) such as boolean analysis?
- ii. How to understand the outcomes?

c. Visual tools – 15 minutes

- i. Single case tools
 - What is a single case tool?
 - Document portrait
 - Codeline browser
- ii. Cross case tools
 - What is a cross-case tool?
 - Code-relations browser
 - Code matrix browser

Day 3 – 1.5 hours

VII. Mixed Methods Analysis -30 minutes

- i. What is mixed methods analysis in MAXQDA?
- ii. Variable revision
- iii. Activation by variable (i.e., how to filter your documents and results?)
- iv. Crosstabs
- v. Quote matrix

VIII. MAXDictio for quantitative content analysis (only with MAXQDAplus) -20 minutes

- a. Word frequency
 - i. How to run a word frequency search in your documents?
 - ii. How to use the Stop-Word list to filter your results?
- b. Dictionaries
 - i. How to create a dictionary to search for specific search terms in your documents?

IX. Practice Exercises/Mini-test -30 minutes

X. Teamwork (optional)

XI. Questions & Answers

XII. Debrief