MAXQDA 2020 for Windows and Mac – Advanced Coding-Analysis Workshop

Course Syllabus

PLEASE NOTE:
Participants who complete my course can receive a 20% discount code to purchase any MAXQDA license within 4 weeks after the course, upon request.

Introduction:
MAXQDA is a powerful qualitative data analysis software program used by researchers in education, government, NGOs and the commercial sector worldwide. In this workshop, we will learn the intermediate/advanced coding functions of the software. Learning will be interactive and hands-on, with sufficient time for participants to practice. Participants can walk out the (virtual) classroom with the skills and knowledge to become a coding analysis expert!

Prerequisite: Knowledge of basic coding techniques using MAXQDA; prior experience with qualitative data analysis

Learning objectives:
1. To use the intermediate/advanced coding and associated data analysis functions in MAXQDA;
2. To reflect on methodological decisions around coding (i.e. why should I) beyond technical skills (i.e. how do I);
3. To learn in an interactive online learning environment and be able to use MAXQDA more fully in your own projects right after the class.

Instructor:
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Duration: 3 hours

Cost: CDN$175 (tax included) in Canadian dollars, flat rate

Language of Instruction: English

Registration: Please contact the instructor by 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 (e.g. credit card). An instructor

biography can be found on the research website http://nevilleliresearch.weebly.com. Space is limited. Participants who complete my course can receive a Certificate of Completion with the official MAXQDA logo, upon request.

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 30 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 intermediate to advanced level.

Course Outline

I. Fine-tuning your coding (25 minutes)

a. Technical skills:

    i.   Revision of inductive vs. deductive codes/coding
    ii.   What is the open coding mode?
    iii.   Resize coded segments
    iv.   Replace coded segments
    v.   Merge 2 codes? Merge 3 or more codes?
    vi.   Divide a code into subcodes
    vii.   What are code favourites?
    viii.   What is a code cloud?

b. Common methodological considerations:

    i.   How many codes should a project have? At the beginning? When finished?
    ii.   Should I code into a parent code?
    iii.   Should I have the same subcodes for multiple codes?
    iv.   How many levels of subcodes should a project have?
    v.   Should I use colours for my codes? How are code colours related to visual tools?
    vi.   How do the numbers next to each code in the Code System help with your analysis?
    vii.   How much content do I cover for a coded segment?

II. Code hierarchy 2.0 (10 minutes)

    i.   How to build a code hierarchy?
    ii.   What makes a "good" code hierarchy/Code System?
    iii.   Evaluate the sample project Code System

III. Visualization of codes (10 minutes)

    i.   What is Creative Coding (to arrange code hierarchy and to "visualize" Code System in a new MAXMap)?

IV. Autocoding (25 minutes)

    i.   How to autocode retrieved segments?

   ii.   How to use MAXDictio to autocode? (particularly useful for projects with a large sample size)

  iii.   How to autocode with dictionary?

  iv.   How to use lexical search to autocode if I don't have the MAXDictio add-on?

V. Complex coding queries (20 minutes)

a. What are overlapping codes/intersecting codes? Should I code this way?

   i.   Code relations browser
  ii.   How to conduct complex text retrieval?

b. Other complex coding retrievals

--- 10 minute break ---

VI. Coding in teams (20 minutes)

a. How does MAXQDA support teamwork?

b. How to approach analysis in teams? What are the best practices?

   i.   Build a coding framework
  ii.   Divide the work among team members
  iii.   Merge projects

VII. Bonus topic I – Working with survey data (15 minutes)

   i.   Set up a survey data table in Excel format
  ii.   Import, categorize survey data, and analyze data

VIII. Bonus topic II – Working with focus group/group interview data (15 minutes)

   i.   Revision of document variables for single participant documents
  ii.   Import focus group/group interview data
  iii.   Set up speaker variables to filter your results
  iv.   Code and analyze data

IX. Conclusion/consolidating your learning

   i.   Pop quiz (5 minutes)
  ii.   Practice exercises (optional)