



MAXQDA for Windows and for Mac Software Training

Course Syllabus

Introduction:

MAXQDA is a powerful qualitative data analysis software used by researchers in education, government, NGO and the commercial sectors 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 learn 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 a hands-on learning environment and be able to use MAXQDA in your own projects right after the class.

Instructor:

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Duration: 6 hours (with one hour lunch break)

Technical requirements: Students will need to come with a laptop with MAXQDA version 11 or 10 already installed. It can be a purchased full license or a 30 day free trial downloaded from the company's website. This class is for MAXQDA for Windows only and is designed for the beginner and intermediate level.

Outline

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 –10 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 - 1.5 hours

- 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 – 10 minutes

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

IV. Variables -10 minutes

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

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

- i. What is MAXMaps and the five pre-made models
- ii. One-case model
- iii. One-code model
- iv. Code-subcode-segments model

--3 hour break--

VI. Data Analysis and Exploration

- a. Simple text retrieval – 15 minutes
 - i. How to run simple text retrievals (coding query)?
 - ii. How to understand the outcomes?

- b. Advanced text retrieval – 15 minutes
 - i. How to run advanced text retrievals (other coding queries) such as boolean analysis (e.g., and, or, near, intersect, follow)?
 - ii. How to understand the outcomes?

- c. Visual tools – 30 minutes
 - i. Cross case tools
 - What is a cross-case tool?
 - Code-relations browser
 - Code matrix browser
 - ii. Single case tools
 - What is a single case tool?
 - Document portrait
 - Codeline browser

VII. Mixed Methods Analysis -30 minutes

- i. What is mixed methods analysis in MAXQDA?
- ii. Activation by variable (i.e., how to filter your documents and results?)
- iii. Crosstabs
- iv. 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. Questions & Answers

X. Debrief

--Total time: 6 hours--