جامعة قطر
QATAR UNIVERSITY

SESRI
معهد البحوث الاجتماعية والاقتصادية المسحية
The Social & Economic Survey Research Institute

# Application of MAXQDA in Qualitative Research Data Analysis


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# Workshop Outline -- Monday

| | |
|---|---|
| 8:00-8:30 | Introductory Qualitative Data Analysis concepts |
| 8:30-10:00 | Introductory Concepts and an Introduction to Basic MAXQDA Features |
| 10:00-10:15 | Break |
| 10:15-12:15 | Creating a New Project to Code Text Data |
| 12:15-12:30 | Break |
| 12:30-2:00 | Working with Different Document Types in MAXQDA |

# 8:00-8:30 Introductory Concepts

# Introductory Concepts

- Workshop focus
- Brief overview of types of qualitative data
- Computer software and qualitative data
- Why we picked MAXQDA

# Workshop Focus: Objectives

The workshop is designed to give participants a basic understanding of how the analysis of qualitative and mixed methods data can benefit from existing software tools.

Through examples and guided hands-on practice, the workshop aims to empower participants to apply such tools in their own work.

# Workshop Focus: Objectives

The specific objectives of the workshop are to:

- Introduce the use of software tools in qualitative research data analysis
- Demonstrate various functions of MAXQDA software from preparing data to retrieving coded text
- Practice applying MAXQDA to data collected by the Social and Economic Survey Research Institute (SESRI)

# Workshop Focus

We will not cover:

- Qualitative study design
- Qualitative data collection

# Types of Qualitative Data

| Form | Public | Private |
|---|---|---|
| Physical Objects | Sculptures, street signs, store merchandise, buildings, schools | Personal items, blood samples, clothing, pantry items |
| Still Images | Magazine ads, Web pages, art exhibits, **posters** | Family photo albums, patient x-rays, CAT scans |
| Sounds | Jingles, radio ads, political speeches, sport play-by-plays, music albums, focus group audio recordings | Memo dictation, oral histories, clinical interviews, in depth conversations, **open-ended survey responses** |
| Moving Images/Video | TV ads, news clips, sitcoms, documentaries, movies, TV series, YouTube videos | Home movies, wedding videos |
| Texts | Books, **newspaper articles**, court transcripts, tweets, **government documents,** personal ads, political buttons, parking tickets | Diaries, chat-room discussions, **interview responses**, **transcripts of focus groups**, emails, phone texts, shopping lists |

# Computer software and qualitative data

Computer Assisted Qualitative Data Analysis Software (CAQDAS) is software that facilitates a qualitative approach to qualitative data – although it can also be used for quantitative approaches to qualitative data.

Computer software packages can help with the following

- Storage
- Search and Retrieval
- Analytic Memoing
- Linking
- Coding
- Content Analysis
- Querying
- Data Display
- Writing and Annotating
- Mapping or Networking

# Commonly used CAQDAS

***Commercial***

MAXQDA

Atlas.ti

Dedoose

HyperRESEARCH

NVivo

QDA Miner

Transana

Qualrus

XSight

***Open Source***

**For Mac OS X:**

TAMS Analyzer

http://tamsys.sourceforge.net/

**For PC:**

QDA Miner Lite

http://provalisresearch.com/products/qualitative-data-analysis-software/freeware/

Weft QDA

http://www.pressure.to/qda/

AnSWR from the CDC

http://answr.software.informer.com/

**Online:**

Coding Analysis Toolkit (CAT)

http://cat.texifter.com/

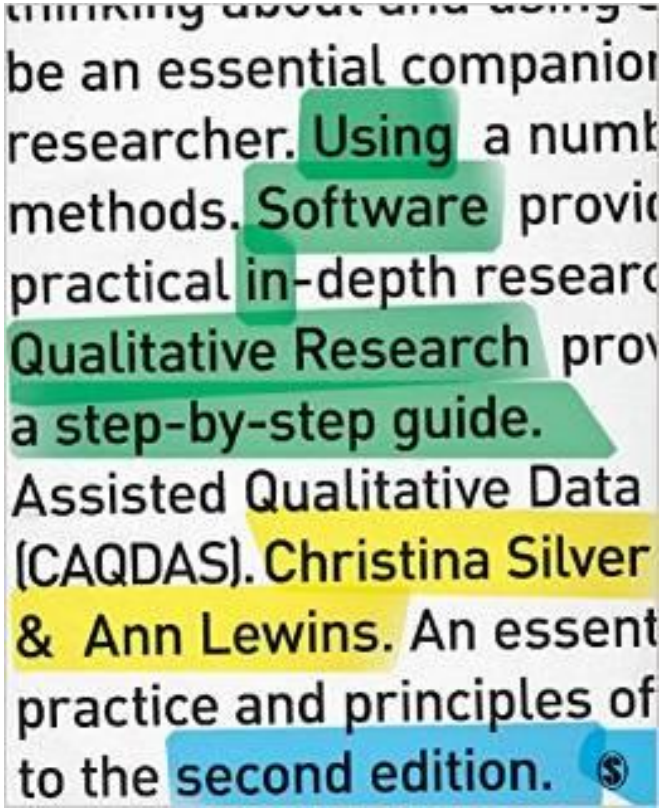
**For use in R**

RQDA

http://rqda.r-forge.r-project.org/

# Resources for CAQDAS

Silver, C., & Lewins, A. (2014). *Using Software in Qualitative Research: A Step-by-Step Guide* (Second Edition edition). SAGE Publications Ltd.




Choosing a CAQDAS package:

http://www.surrey.ac.uk/sociology/research/researchcentres/caqdas/support/choosing/

Online Training (General):

http://onlineqda.hud.ac.uk/index.php

http://ssp.unl.edu/archived-events

# Why MAXQDA?

| | |
|---|---|
| Languages + Unicode-based | UI in 14 languages<br>Documents/coding in any language, multiple languages |
| Code many types of data | Text, audio, video, images |
| Organize memos and notes | Attach to documents, codes, segments.<br>Make searchable |
| Work in teams | Intercoder agreement<br>Assign roles for different users |
| Mixed Methods/ Quantitative | Import and export data from Excel, including a mix of numeric/integer and text/string variables |
| Linking | Between documents, outside sources, to geographical locations |

# 8:30-10:00 Introductory Concepts and an Introduction to Basic MaxQDA Features

# Basic Features

- Before we begin with MAXQDA, it is important to know that there are multiple ways to do almost everything in MAXQDA, including how to organize your study data and documents within it.

- Our goal is to show you some of the things you can do with MAXQDA, so that you feel comfortable exploring MAXQDA – or other software programs – after you leave the workshop.
  - You will not be an expert in MAXQDA at the end of the workshop, but you should leave with some basic information.

# Basic Features

In this section we will introduce and demonstrate some basic aspects of MAXQDA using data gathered from articles on the internet about various health issues in the region.

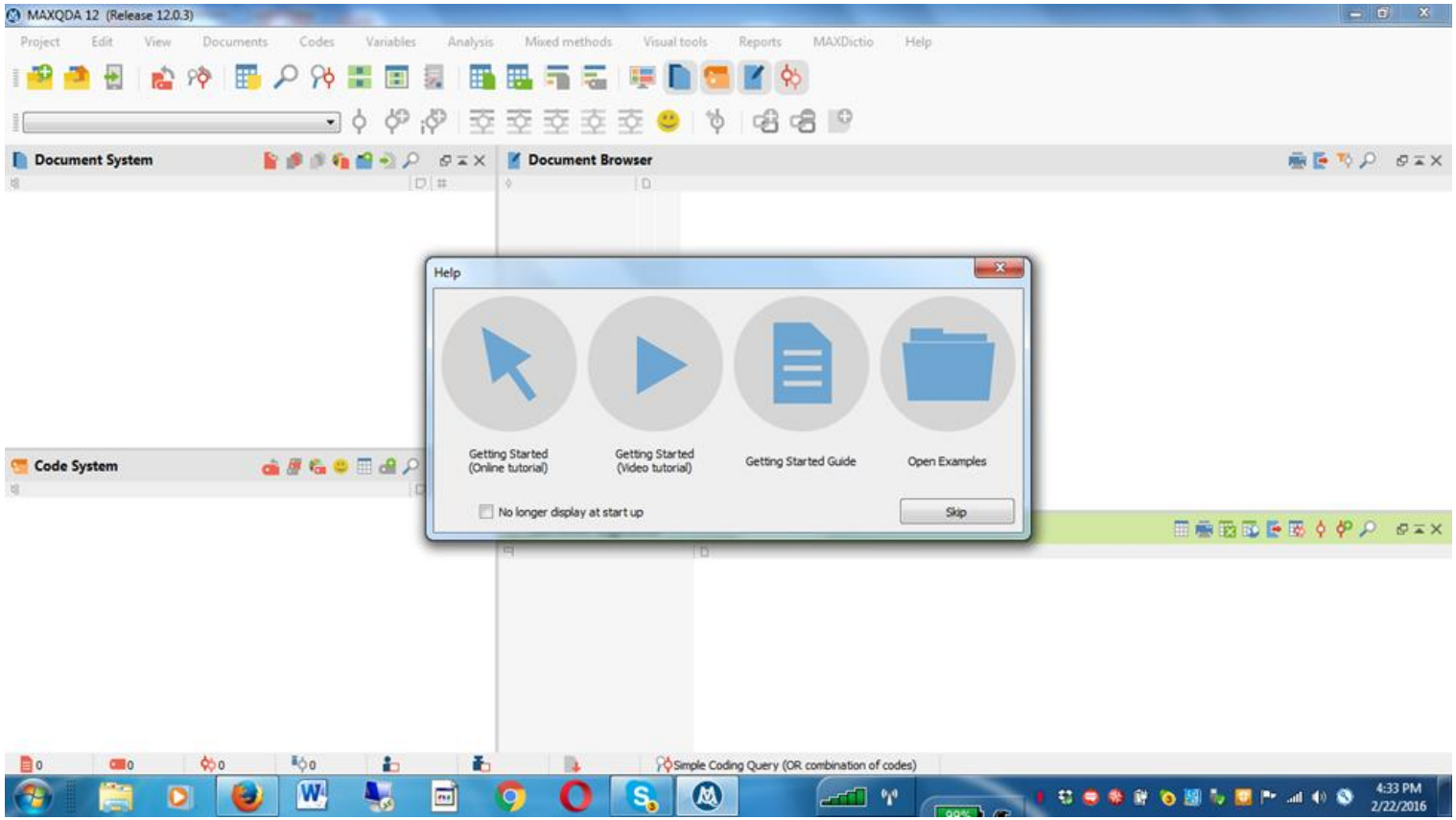
- The MAXQDA ***project***
- The four ***basic windows*** within MAXQDA

# MAXQDA Version 12

- **SPECIAL NOTE**: Late last year MAXQDA upgraded from Version 11 to Version 12. Version 12 has many improvements over Version 11, but if you used Version 11 you will find that many features now appear in a different location
- Two weeks ago there was a major upgrade to Version 12, leading to other new features and improvements.

# Opening MAXQDA for the First Time

**There are many useful resources available the first time you open MAXQDA.**



# MAXQDA Projects

- The MAXQDA project file is the basic file used to store and organize all of your documents, codes, memos, and journals related to one research project.

- Project files have the extension **.mx12** and can be sent as email attachments or copied to multiple computers.

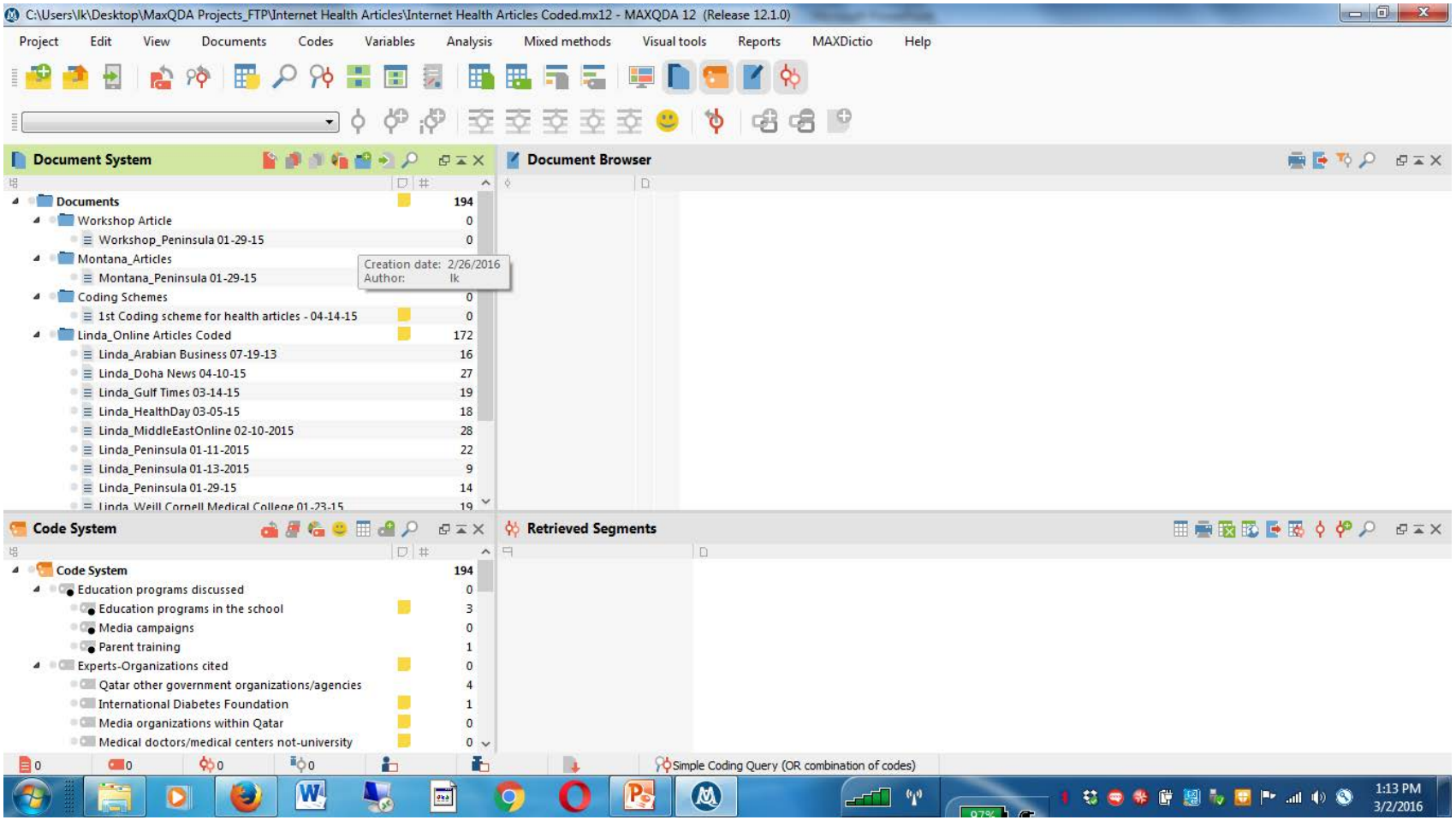
# MAXQDA Four Basic Windows

MAXQDA Includes four basic windows in which all of your work is done for a single project.

- Document system
- Code system
- Document browser
- Retrieved segments

# MAXQDA Four Basic Windows

This is the arrangement of the four windows when you first open a project in MAXQDA. You can hide any of the windows you want and rearrange them as you prefer.



# MAXQDA Four Basic Windows

**Please open the Project File Internet Health Articles Coded**

The project file we will use here is a set of articles collected from online news sites that focus on health issues (primarily obesity, diabetes, and heart disease) in Qatar and the Middle East. The news articles were pre-coded by University of Michigan staff.

# Four Basic Windows: Document System

- The document system in MAXQDA is where all of the documents related to a project are stored.
- The documents can be in a variety of formats (Word, PDF, audio, video, image) within a single project.
- The amount and types of documents you store in a project depends on your preferences and your study:
  - Your project may have just a single document – such as one focus group transcript.
  - Your project may have 100s of documents in a variety of formats.

# Four Basic Windows: Code System

The code system window is where all of the codes you use for any of the documents in your project appear.

# Four Basic Windows: Code System

## Six types of coding can be done in MAXQDA:

1. Classical coding – attaches existing code to segment
2. Free coding – new code attached to each segment (initial coding in grounded theory)
3. Targeted, selective coding – text reviewed (or searched) for a selected code to assign
4. *In-vivo* coding – respondents' words are added to codes and assigned their own code
5. Color coding – text segments highlighted
6. Emoticode – text segments assigned emoticon or symbol

# Four Basic Windows: Code System

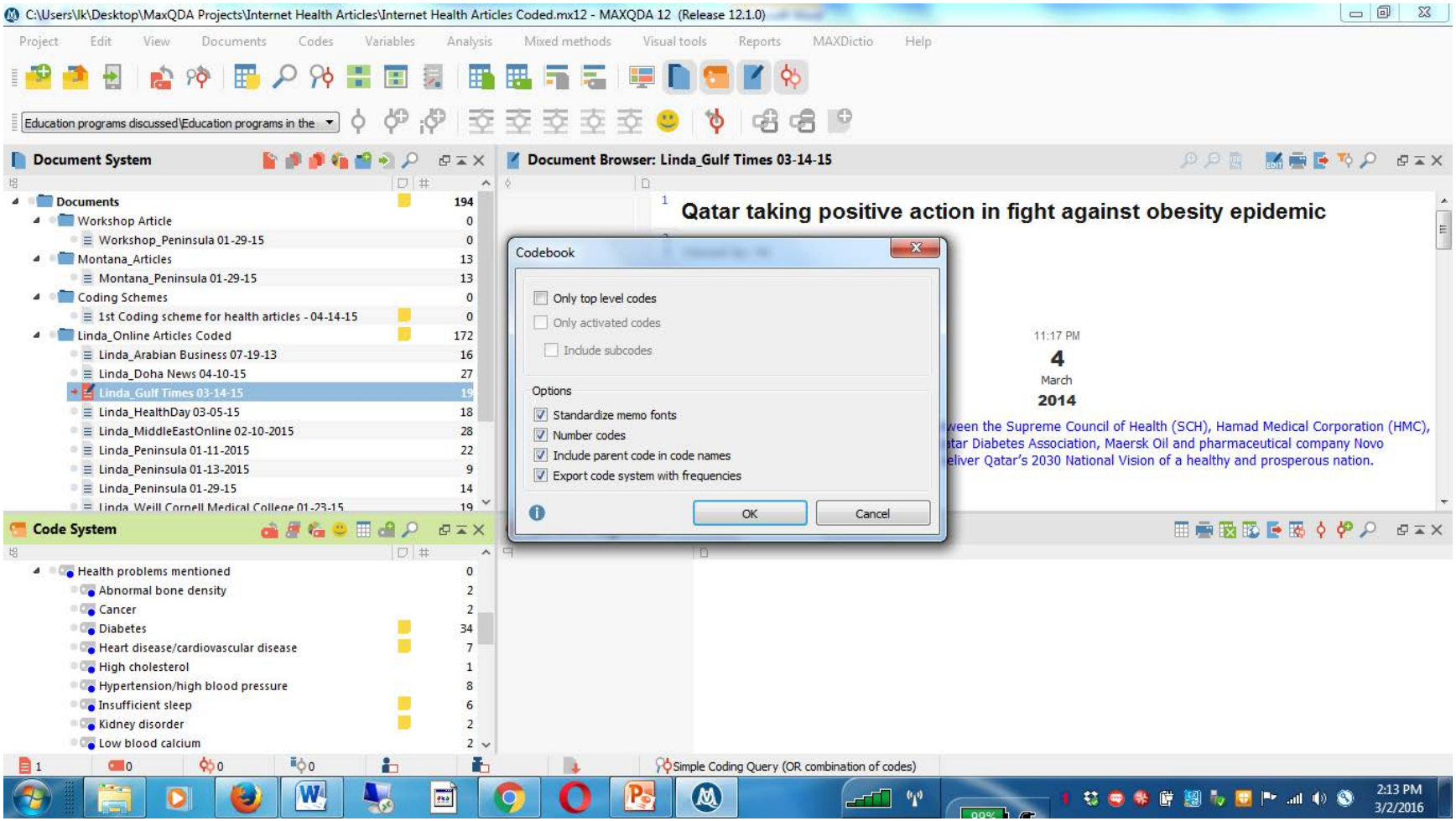
The information in the Code System essentially becomes the codebook for a project. Some recommend that each code in the code system should include: (1) the code; (2) a definition of the code; (3) guidelines when to use or not use the code; and (4) examples. This information would be included in the *Code Memo* for the code.

- Code labels can be up to 64 characters
- The coding system can be hierarchical with up to 10 levels
- The number of codes is not restricted
- Text segments can be assigned multiple codes
- Code memos can define the codes you use and provide examples and each memo can be denoted with a different icon.

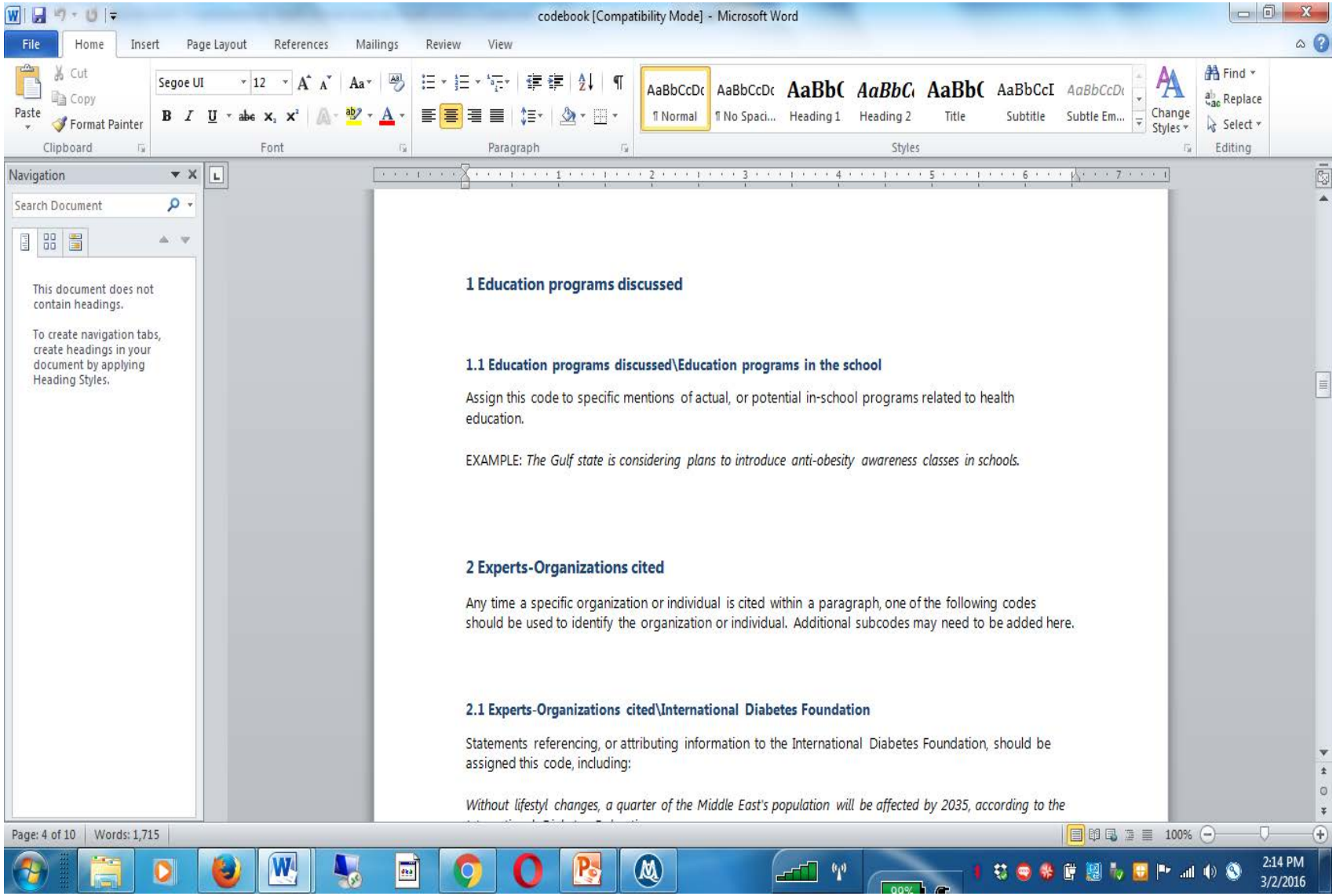
# Code System: Codebook

- Everything in the coding system can be produced as a codebook for the project. Codebooks are more useful and meaningful based on the number and quality of code memos you include in the project file.
- To produce a codebook click on the “Reports” Tab and then select “Codebook.”
- You will be prompted to save and name the Codebook which is saved as a .RTF file.

# Code System: Codebook



# Code System: Codebook Sample Page



# Four Basic Windows: Document Browser

- The document browser is where you can view one or more of the documents in your Document system.
- You will assign codes (found in the Coding System) to the document in the Document Browser.
- To open any document into the document browser, simple double click on it in the Document System.
- You can open additional documents in new tabs.

# Four Basic Windows: Retrieved Segments

- Some people say this is the window where you start asking questions such as:
  - Which codes are assigned most frequently?
  - What codes appear together most frequently?
  - Do two coders agree on the same codes for the same segments?
  - Do the coders understand the codes in the same way?
  - Do coders memos indicate any misunderstandings?
  - Do the segments that appear in this window convey something that isn't already in the codes?
  - Do we still agree with how the segments were coded?

# Four Basic Windows: Retrieved Segments

- **Activation is key**: You can look at coded segments of any active document and active code in this window.

- To activate a document or documents, right click on the document and click on “activate.” Do the same to activate the code or codes you are interested in looking at.

# 10:15-12:15 Creating a New Project in MAXQDA

# Creating a New Project in MAXQDA

Create a new project

- Decisions to make before creating project
- Preparing documents for MAXQDA
- Import documents
- Develop basic codes
- Begin using memos
- Retrieve coded segments

# Before Creating a Project in MAXQDA

Make some basic decisions about the organization and functions of the project.

- What documents will be included in the file?
- Who will have access to the project, and what level of access will they have?
- What types of memos – or documentation – will you use?
- What types of coding systems will you use?

# Preparing Documents for MAXQDA

- Make certain documents are in a format that can be used by MAXQDA (not HTML pages)
- Graphic images can be imported but they have some limitations that we will see later.
- While you can use audio files in MAXQDA, you will probably want them transcribed first.

# Create a New Project

In this section we will create a new MAXQDA project and do the following:

- Import documents
- Develop basic codes
- Begin using memos

The data we will use was collected by SESRI in the spring of 2014 in a paper questionnaire given to school operators in Qatar whose schools (students, parents, administrators, and teachers) had participated in SESRI's 2012 Qatar Education Study.

# Create a New Project

To create a new project in MAXQDA click on:

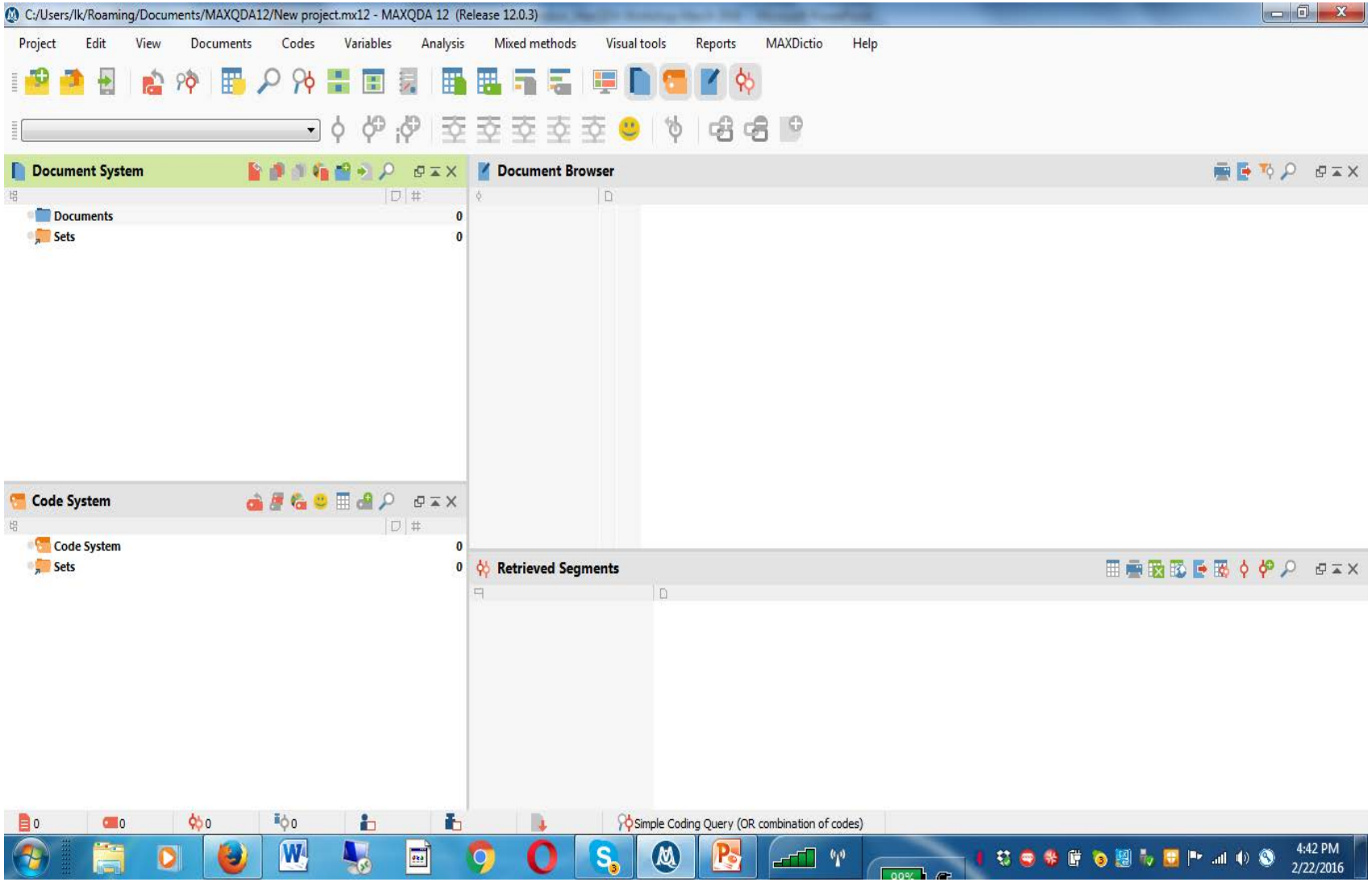
"New Project" under the "Project" tab

A Windows file browser will appear and you can navigate to the folder where you want to name and save your project.

The project is now created with the extension of **.mx12**

The four windows in your new project will be empty, with the exception of the words "Documents" and "sets" in the Document System and "Codes" and "sets" in the Code System (see next slide).

# Beginning of New Project



# Import Documents

To import documents into the new project:

- Right click on the word “Documents” in the document system.
  - This opens a list of things you can do in the document system, including “Import document(s)” which is about 12$^{th}$ on the list.
- Clicking on “Import document(s)” brings up a pop-up menu that allows you to browse for the documents you wish to import.

# Import Documents

In our example we want to organize our documents by creating *Document Groups* BEFORE we import any documents.

- To create a new Document Group right click on the word “Documents” in the document system. This opens a list of things you can do in the document system, including “New document group” which is about 7th on the list.
- Clicking on “New document group” creates a document group named “Group1,” “Group2,” etc. You can then rename the document group into something meaningful for your project.
- Once the document group is created and named, right click on the group, and then import documents directly into that group.

# Develop Basic Codes (Coding System)

- Depending on a researcher's orientation and the type of project (new or replication) they may use:
  - *a priori* codes – based on established theory or a previously developed coding scheme.
  - Grounded codes that emerge through reviewing and coding the text in a series of iterative steps.
- In this example we will develop a coding system using both of these methods, including codes using *in-vivo* coding.

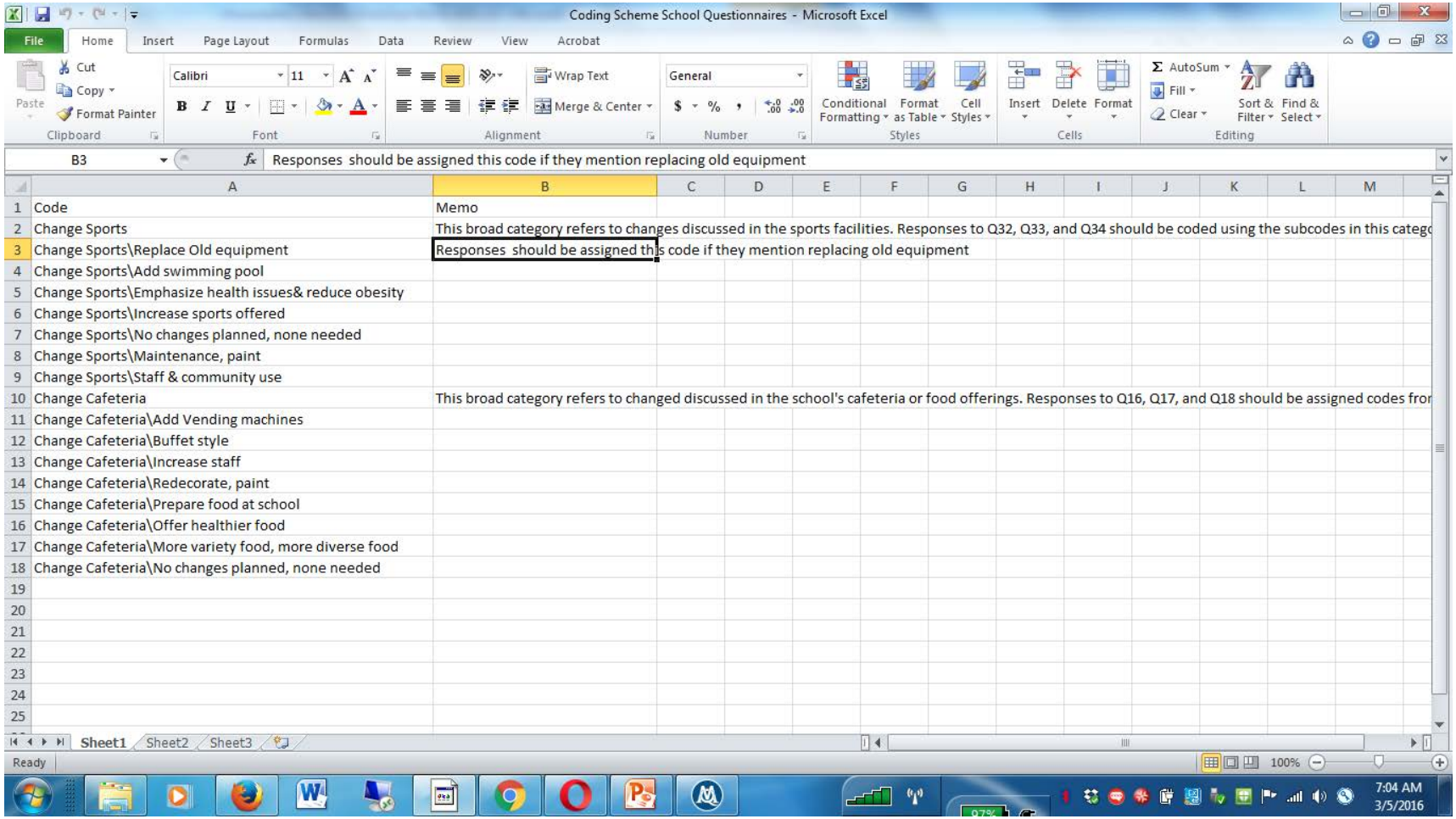
# Develop Basic Codes (Coding System)

- In the remaining portion of this exercise we will try a variety of coding methods in MAXQDA including:
  - In-vivo coding
  - Coding with a new code
  - Coding with an existing code
  - Highlight coding
- We will also create hierarchical codes

# Importing Existing Coding System

- We will start by importing a partially-developed coding system for this project file that is in Excel (see next slide).

# Importing Existing Coding System




| | A | B |
|---|---|---|
| 1 | Code | Memo |
| 2 | Change Sports | This broad category refers to changes discussed in the sports facilities. Responses to Q32, Q33, and Q34 should be coded using the subcodes in this categ |
| 3 | Change Sports\Replace Old equipment | Responses should be assigned this code if they mention replacing old equipment |
| 4 | Change Sports\Add swimming pool | |
| 5 | Change Sports\Emphasize health issues& reduce obesity | |
| 6 | Change Sports\Increase sports offered | |
| 7 | Change Sports\No changes planned, none needed | |
| 8 | Change Sports\Maintenance, paint | |
| 9 | Change Sports\Staff & community use | |
| 10 | Change Cafeteria | This broad category refers to changed discussed in the school's cafeteria or food offerings. Responses to Q16, Q17, and Q18 should be assigned codes fro |
| 11 | Change Cafeteria\Add Vending machines | |
| 12 | Change Cafeteria\Buffet style | |
| 13 | Change Cafeteria\Increase staff | |
| 14 | Change Cafeteria\Redecorate, paint | |
| 15 | Change Cafeteria\Prepare food at school | |
| 16 | Change Cafeteria\Offer healthier food | |
| 17 | Change Cafeteria\More variety food, more diverse food | |
| 18 | Change Cafeteria\No changes planned, none needed | |
| 19 | | |
| 20 | | |
| 21 | | |
| 22 | | |
| 23 | | |
| 24 | | |
| 25 | | |

# Importing Existing Coding System

- Click on the “Codes” Tab and select the 10th option – “Import Codes and Code Memos from Excel Spreadsheet.”

# Begin Using Memos

We will also begin using a variety of memos in this exercise. Documentation in the forms of such things as codebooks, memos, and journals are critical components of qualitative research. Memos in MAXQDA give researchers the ability to document different aspects of their project.

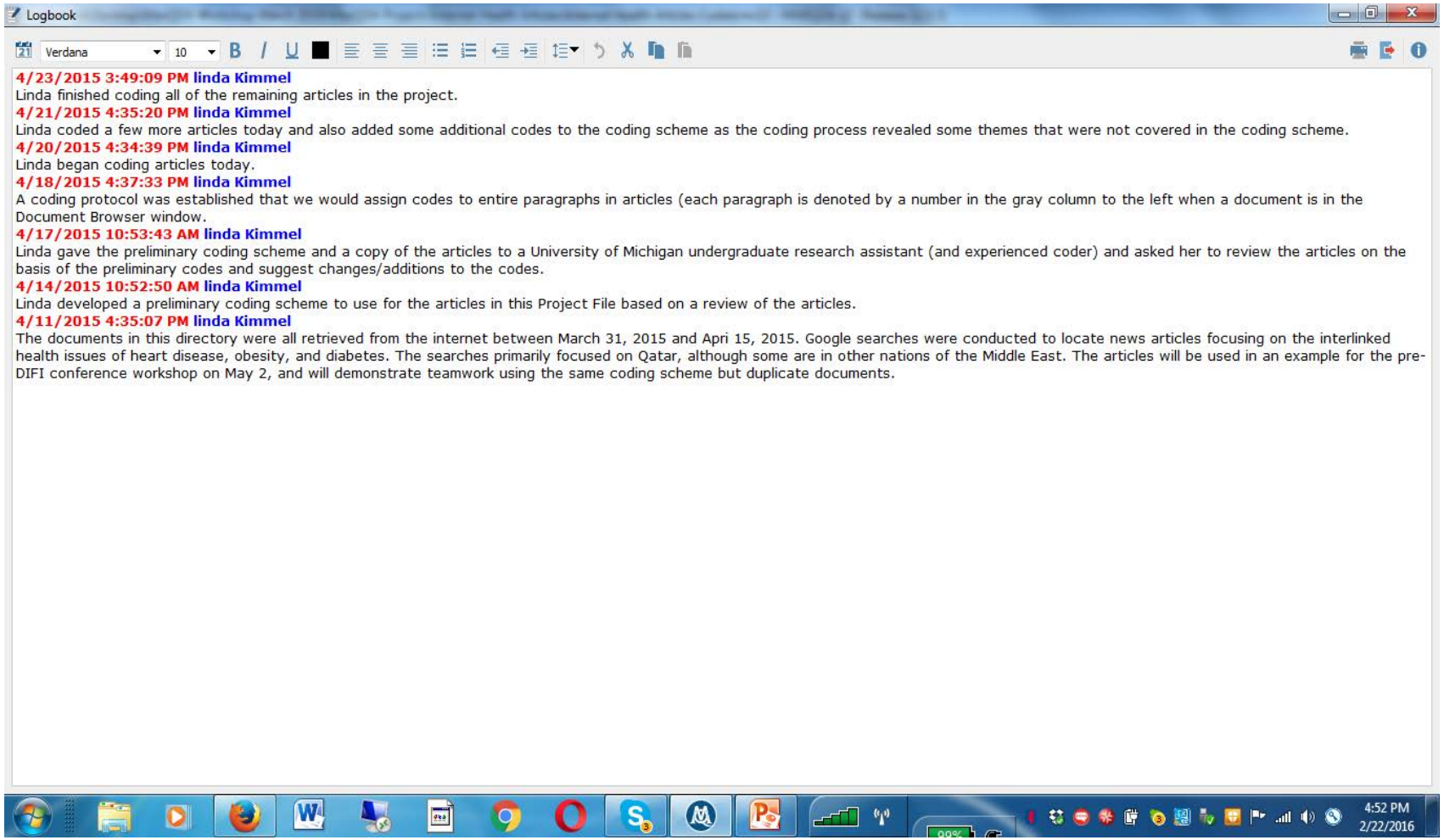
- The **logbook** is a special form of documentation that serves as a research journal.
- **Memos** can be assigned to projects, document groups, text segments, and codes.
  - Documents can have multiple memos attached but codes can only have one memo.
  - “Free memos” are not attached to any specific aspect of the project (such as a code or document) but to the project as a whole.
  - Memo Manager displays all memos of any type within a project.

# Logbook

- To open – or start – a logbook, click on the “Analysis” tab and click on “Logbook” at the bottom of the menu.
- To make a new entry in a logbook click on the icon on the top left.

# Example of Logbook

The logbook below includes the date each entry was made, and the team member who made the entry.



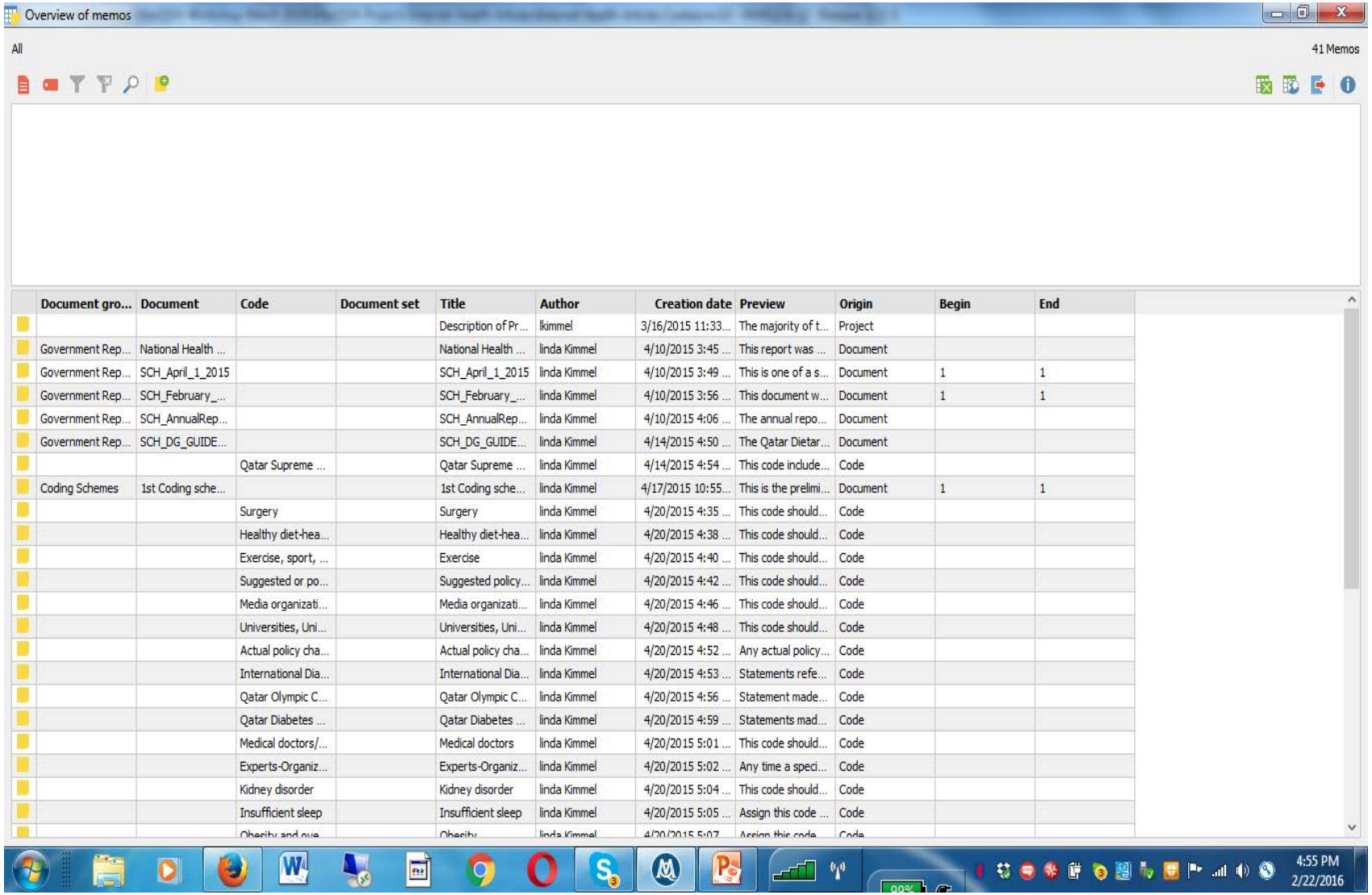
# Overview of Memos

- The Overview of Memos is in table format and provides an overview of all of the memos saved in your project folder.

- As with most tables in MAXQDA, it can be exported into an Excel file.

- To open the Overview of Memos, click on the “Analysis” tab and click on “Overview of Memos” near the bottom of the menu (There is also an overview of memos icon).

# Example of Portion of Memo Manager

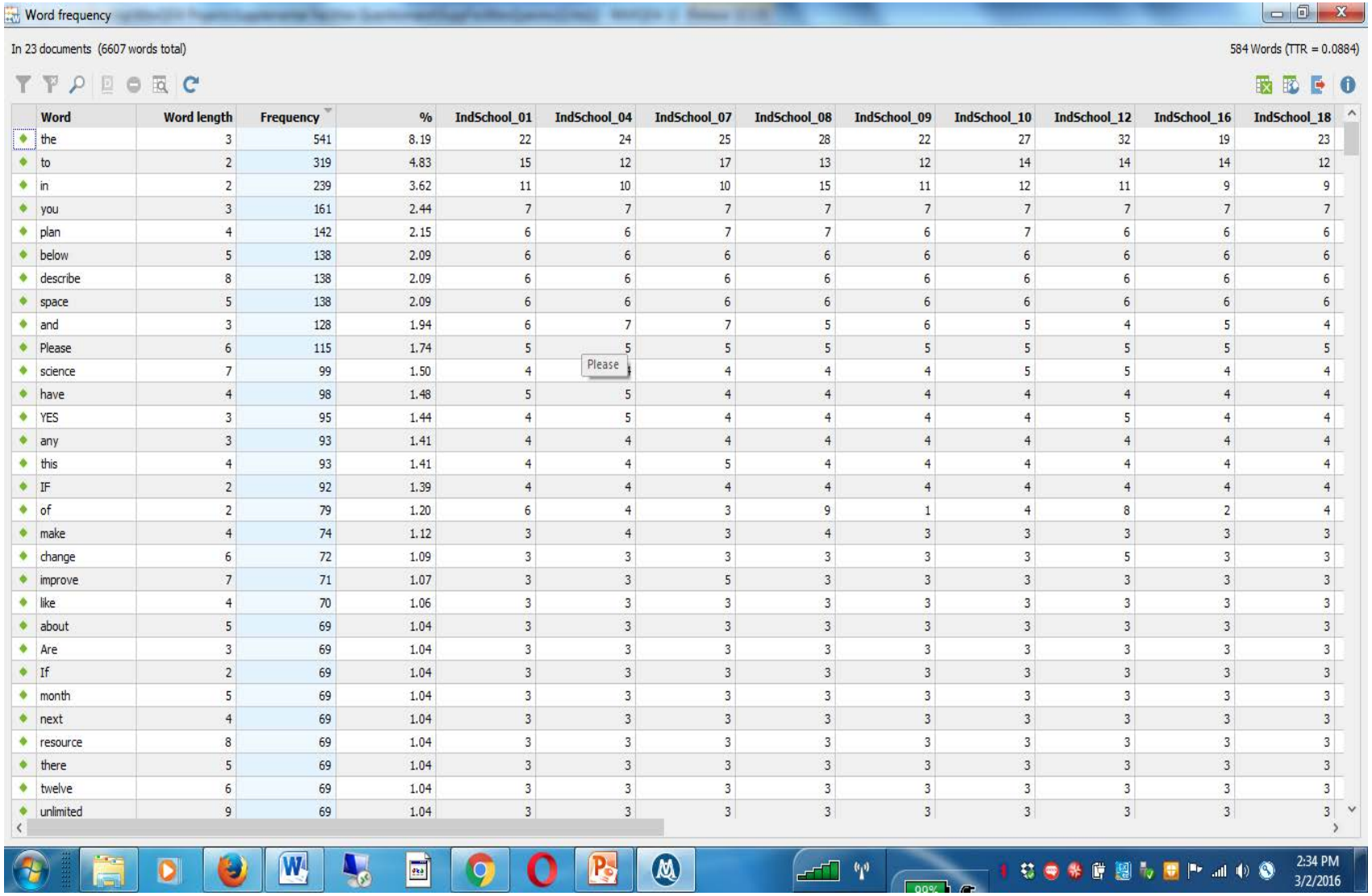



| Document gro... | Document | Code | Document set | Title | Author | Creation date | Preview | Origin | Begin | End |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | Description of Pr... | lkimmel | 3/16/2015 11:33... | The majority of t... | Project | | |
| Government Rep... | National Health ... | | | National Health ... | linda Kimmel | 4/10/2015 3:45 ... | This report was ... | Document | | |
| Government Rep... | SCH_April_1_2015 | | | SCH_April_1_2015 | linda Kimmel | 4/10/2015 3:49 ... | This is one of a s... | Document | 1 | 1 |
| Government Rep... | SCH_February_... | | | SCH_February_... | linda Kimmel | 4/10/2015 3:56 ... | This document w... | Document | 1 | 1 |
| Government Rep... | SCH_AnnualRep... | | | SCH_AnnualRep... | linda Kimmel | 4/10/2015 4:06 ... | The annual repo... | Document | | |
| Government Rep... | SCH_DG_GUIDE... | | | SCH_DG_GUIDE... | linda Kimmel | 4/14/2015 4:50 ... | The Qatar Dietar... | Document | | |
| | | Qatar Supreme ... | | Qatar Supreme ... | linda Kimmel | 4/14/2015 4:54 ... | This code include... | Code | | |
| Coding Schemes | 1st Coding sche... | | | 1st Coding sche... | linda Kimmel | 4/17/2015 10:55... | This is the prelimi... | Document | 1 | 1 |
| | | Surgery | | Surgery | linda Kimmel | 4/20/2015 4:35 ... | This code should... | Code | | |
| | | Healthy diet-hea... | | Healthy diet-hea... | linda Kimmel | 4/20/2015 4:38 ... | This code should... | Code | | |
| | | Exercise, sport, ... | | Exercise | linda Kimmel | 4/20/2015 4:40 ... | This code should... | Code | | |
| | | Suggested or po... | | Suggested policy... | linda Kimmel | 4/20/2015 4:42 ... | This code should... | Code | | |
| | | Media organizati... | | Media organizati... | linda Kimmel | 4/20/2015 4:46 ... | This code should... | Code | | |
| | | Universities, Uni... | | Universities, Uni... | linda Kimmel | 4/20/2015 4:48 ... | This code should... | Code | | |
| | | Actual policy cha... | | Actual policy cha... | linda Kimmel | 4/20/2015 4:52 ... | Any actual policy... | Code | | |
| | | International Dia... | | International Dia... | linda Kimmel | 4/20/2015 4:53 ... | Statements refe... | Code | | |
| | | Qatar Olympic C... | | Qatar Olympic C... | linda Kimmel | 4/20/2015 4:56 ... | Statement made... | Code | | |
| | | Qatar Diabetes ... | | Qatar Diabetes ... | linda Kimmel | 4/20/2015 4:59 ... | Statements mad... | Code | | |
| | | Medical doctors/... | | Medical doctors | linda Kimmel | 4/20/2015 5:01 ... | This code should... | Code | | |
| | | Experts-Organiz... | | Experts-Organiz... | linda Kimmel | 4/20/2015 5:02 ... | Any time a speci... | Code | | |
| | | Kidney disorder | | Kidney disorder | linda Kimmel | 4/20/2015 5:04 ... | This code should... | Code | | |
| | | Insufficient sleep | | Insufficient sleep | linda Kimmel | 4/20/2015 5:05 ... | Assign this code ... | Code | | |
| | | Obesity and ove... | | Obesity | linda Kimmel | 4/20/2015 5:07 ... | Assign this code ... | Code | | |

# Reports: Word Frequencies

- Researchers often want to know which words appear most frequently in the documents in their project file when they first begin a new project.
- The Word Frequencies feature under the MAXDictio Tab can provide insights.
- However, if the documents include questions as well as responses, the word counts will be misleading.

# Reports: Word Frequencies




| Word | Word length | Frequency | % | IndSchool_01 | IndSchool_04 | IndSchool_07 | IndSchool_08 | IndSchool_09 | IndSchool_10 | IndSchool_12 | IndSchool_16 | IndSchool_18 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| the | 3 | 541 | 8.19 | 22 | 24 | 25 | 28 | 22 | 27 | 32 | 19 | 23 |
| to | 2 | 319 | 4.83 | 15 | 12 | 17 | 13 | 12 | 14 | 14 | 14 | 12 |
| in | 2 | 239 | 3.62 | 11 | 10 | 10 | 15 | 11 | 12 | 11 | 9 | 9 |
| you | 3 | 161 | 2.44 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| plan | 4 | 142 | 2.15 | 6 | 6 | 7 | 7 | 6 | 7 | 6 | 6 | 6 |
| below | 5 | 138 | 2.09 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| describe | 8 | 138 | 2.09 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| space | 5 | 138 | 2.09 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| and | 3 | 128 | 1.94 | 6 | 7 | 7 | 5 | 6 | 5 | 4 | 5 | 4 |
| Please | 6 | 115 | 1.74 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| science | 7 | 99 | 1.50 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 |
| have | 4 | 98 | 1.48 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| YES | 3 | 95 | 1.44 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| any | 3 | 93 | 1.41 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| this | 4 | 93 | 1.41 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| IF | 2 | 92 | 1.39 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| of | 2 | 79 | 1.20 | 6 | 4 | 3 | 9 | 1 | 4 | 8 | 2 | 4 |
| make | 4 | 74 | 1.12 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 |
| change | 6 | 72 | 1.09 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 3 |
| improve | 7 | 71 | 1.07 | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 3 | 3 |
| like | 4 | 70 | 1.06 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| about | 5 | 69 | 1.04 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| Are | 3 | 69 | 1.04 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| If | 2 | 69 | 1.04 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| month | 5 | 69 | 1.04 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| next | 4 | 69 | 1.04 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| resource | 8 | 69 | 1.04 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| there | 5 | 69 | 1.04 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| twelve | 6 | 69 | 1.04 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| unlimited | 9 | 69 | 1.04 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |

# Exercise Using Supplemental Facilities Questionnaire Project File

- Add a new higher level code “Change Science” to the Code System .
- Code the responses to the science question “Q26. If you had unlimited resources, what would you like to improve about the science laboratories? [Please describe in the space below]” in at least the first four schools and add the codes to the coding system.
- Use color coding on at least one segment that might serve as an interesting quote in a report.
- Code at least one response “in vivo” (which will add the code to the coding system).
- Update the Logbook to reflect the work you do.
- Create a memo for each of the documents you code that describes your work.
- Produce a codebook for the project file.

# 12:30-2:00 Working with Different Document Types in MAXQDA

# Working with Different Document Types in MAXQDA

- This afternoon we will have a brief introduction to working with three different types of documents in MAXQDA:
  - Focus group transcripts
  - Poster images
  - Excel files

- We will spend more time with each of these document types and project files tomorrow.

# Importing Focus Group Transcripts

In the first example we will import a focus group transcript (currently a Word Document) into MAXQDA.

We use a pseudo focus group transcript created by combing information collected in a series of in-depth, personal interviews with exhibitors at a Book Festival in Ann Arbor, Michigan at the conclusion of the event to get their feelings about the experience and to suggest changes for future events.

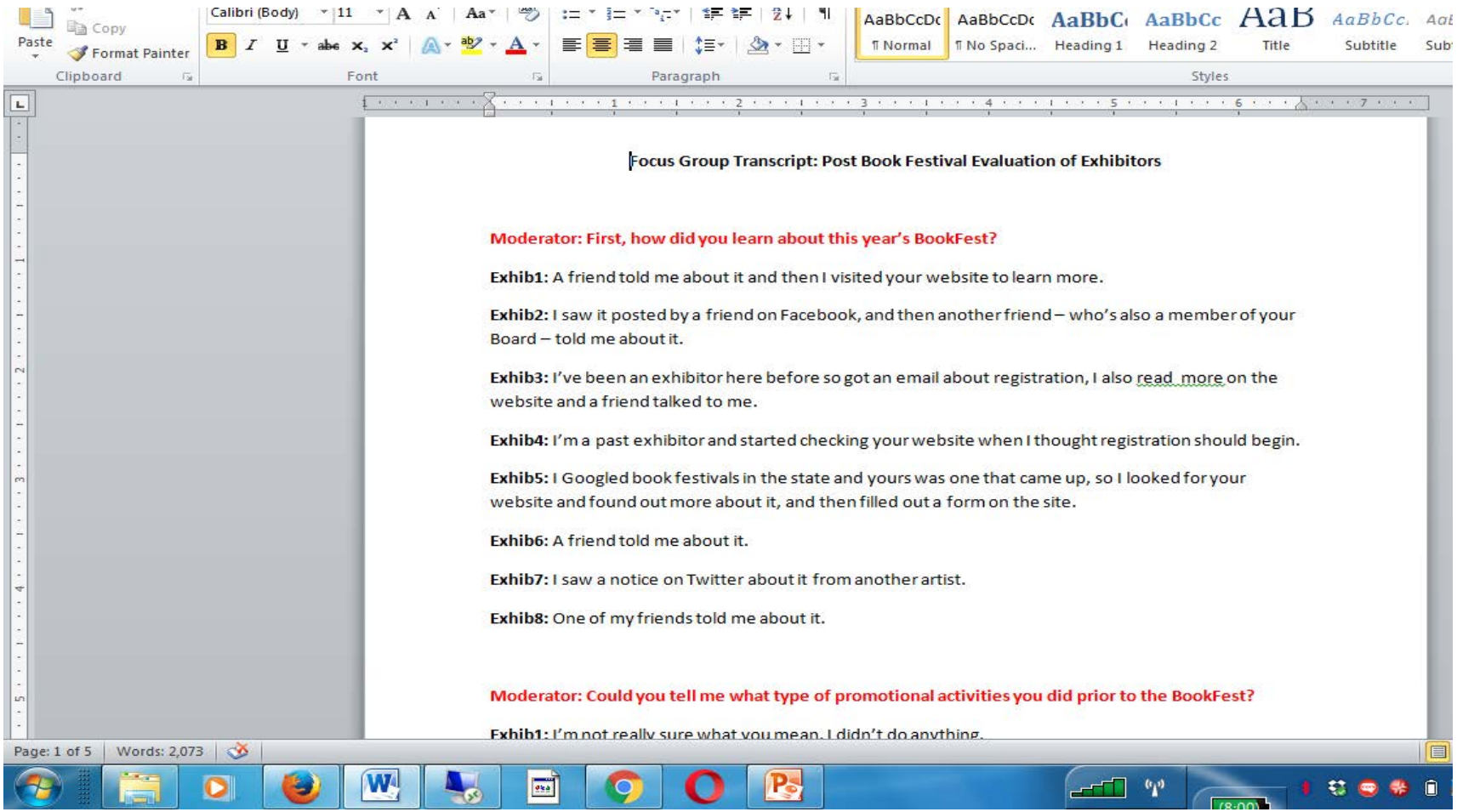
# Focus Group Transcript Preparation

There are two requirements to prepare a focus group transcript:

1. Each contribution by any participant (moderator or speaker) must begin with their name always in exactly the same way.
2. Each speaker's name (including the moderator) must be followed by a colon ( ":")

# Focus Group Transcript Preparation

**A Transcript in Word ready for import into MAXQDA (NOTE: The moderator's questions are in red to stand out, but this is not required.)**



Focus Group Transcript: Post Book Festival Evaluation of Exhibitors

Moderator: First, how did you learn about this year's BookFest?

**Exhib1:** A friend told me about it and then I visited your website to learn more.

**Exhib2:** I saw it posted by a friend on Facebook, and then another friend – who's also a member of your Board – told me about it.

**Exhib3:** I've been an exhibitor here before so got an email about registration, I also read more on the website and a friend talked to me.

**Exhib4:** I'm a past exhibitor and started checking your website when I thought registration should begin.

**Exhib5:** I Googled book festivals in the state and yours was one that came up, so I looked for your website and found out more about it, and then filled out a form on the site.

**Exhib6:** A friend told me about it.

**Exhib7:** I saw a notice on Twitter about it from another artist.

**Exhib8:** One of my friends told me about it.

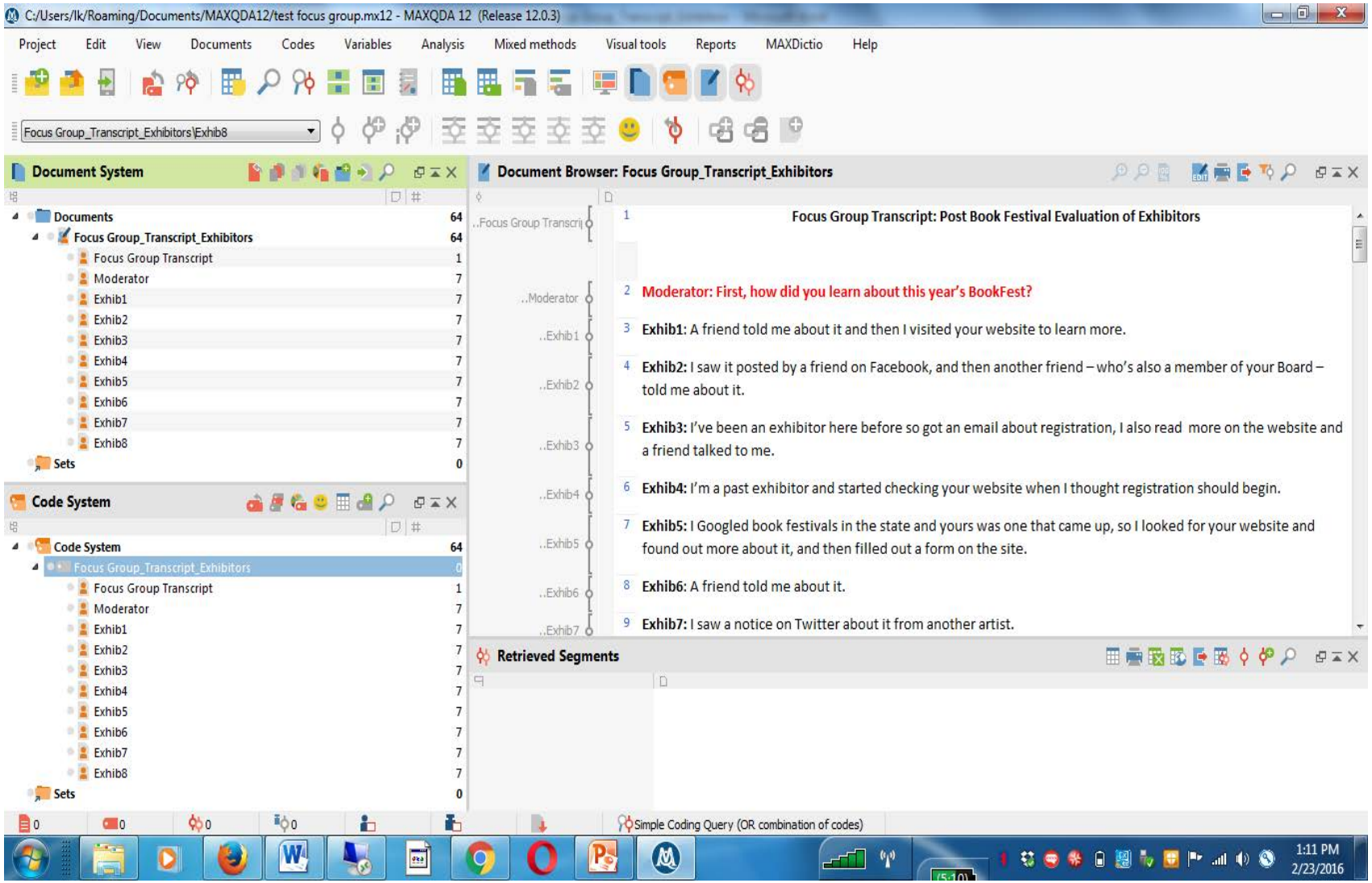
Moderator: Could you tell me what type of promotional activities you did prior to the BookFest?

**Exhib1:** I'm not really sure what you mean. I didn't do anything.

# Import Focus Group Transcript

- Under the “Documents” tab click on the fifth option, “Import Focus Group Transcript.”
- Select the file “MAXQDA Projects\Focus_Group_Exhibitors\Focus Group_Transcript_Exhibitors.docx“
- These steps will import each speaker as a separate document as is shown on the next slide.

# Focus Group Transcript Imported in MAXQDA



# Focus Group Transcript Imported in MAXQDA

We will review the features of a focus group project file in more detail tomorrow.

# Using Image Files in MAXQDA

We will use a previously created MAXQDA project file:
"MaxQDA Projects\PosterImages\Poster_Images_V3.mx12"

The file includes as documents images of posters that were created in different countries related to **gender based violence issues.**

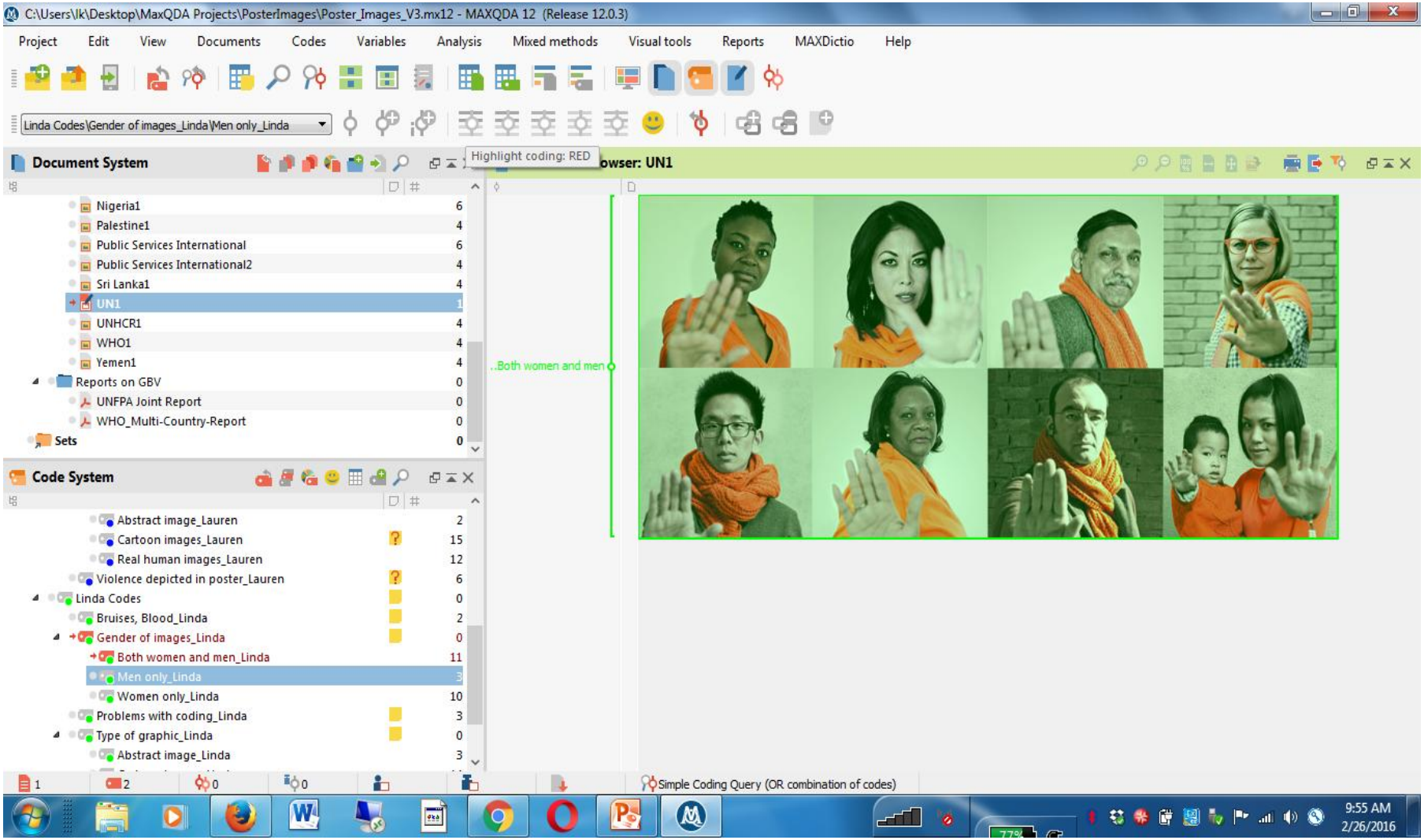
# Using Image Files in MAXQDA

As with any document, you need to decide what you will treat as your coding “segment” with an image:

- Do you want coders to assign a code to the entire image?
- Do you want coders to just code a portion of the image?

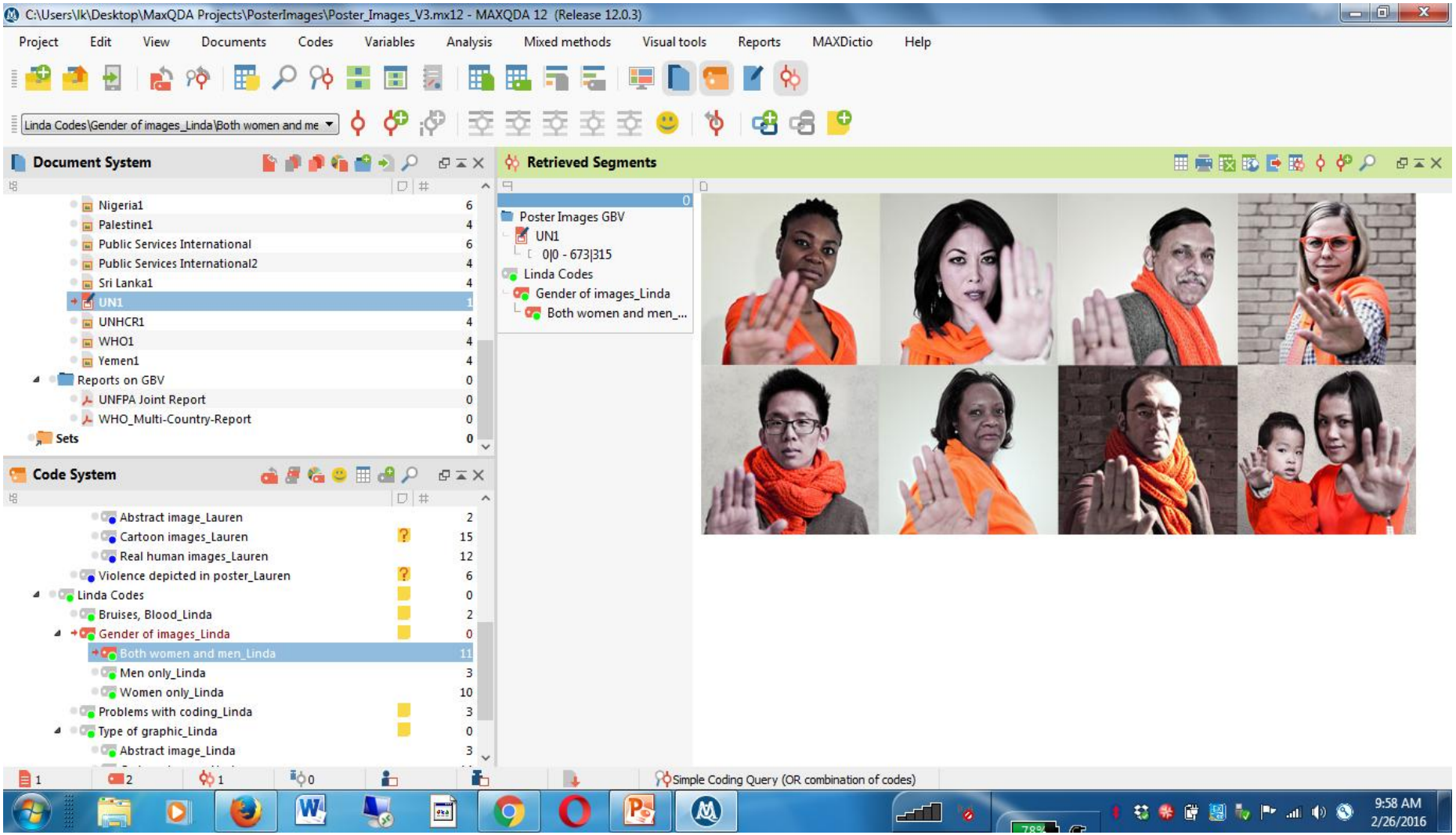
# Using Image Files in MAXQDA

**If you treat the entire image as a segment and assign the code to the whole image as below:**



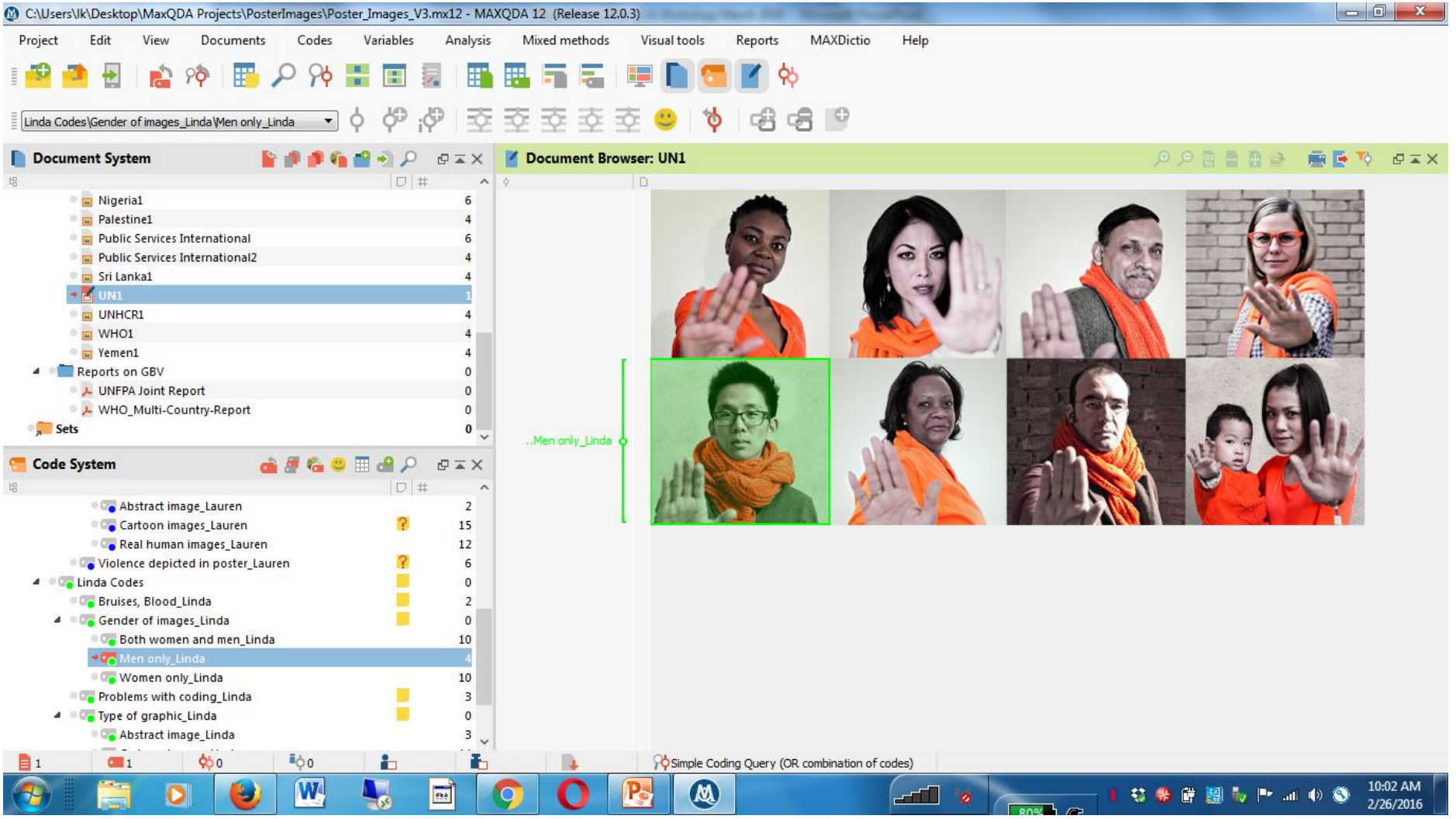
# Using Image Files in MAXQDA

**If you treat the entire image as a segment and assign the code to the whole image the entire image will appear in the Retrieved Segment Window:**



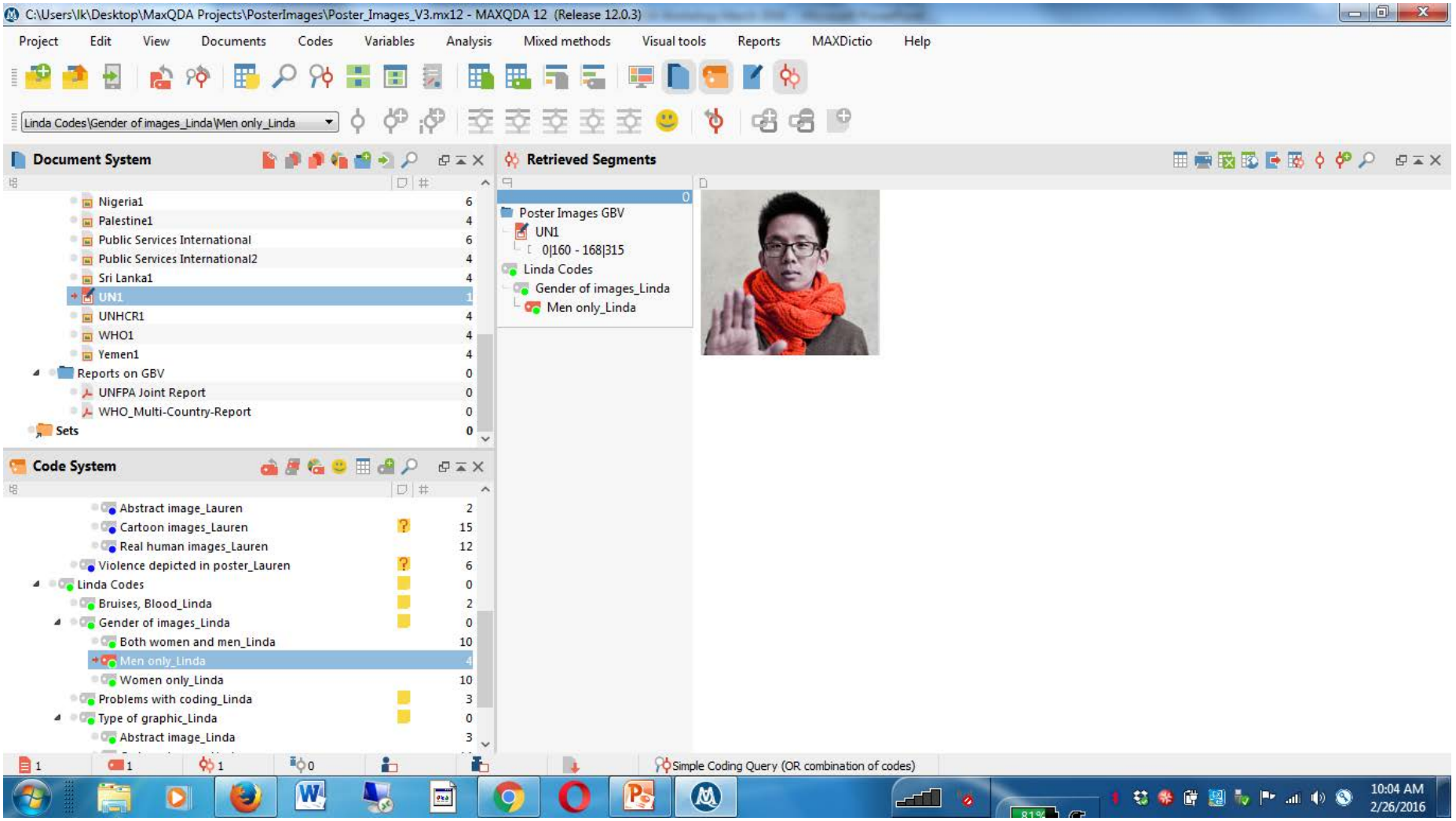
# Using Image Files in MAXQDA

**If you assign a code to just a portion of the image as below:**



# Using Image Files in MAXQDA

**If you assign a code to just a portion of the image, only that portion will appear in the Retrieved Segments window.**



# Using Image Files in MAXQDA

We will examine this MAXQDA project containing images in more detail tomorrow.

# Importing Excel Files into MAXQDA

In the final example of the day we will import an Excel file that includes some sample responses from a study collected by SESRI.

- A major improvement in version 12 of MAXQDA is how easy it now is to import Excel files into MAXQDA

# Importing Excel Files into MAXQDA

- Many of us conduct surveys that include a mix of *closed-ended questions* (such as those that require a yes/no response) and *open-ended questions* (allowing the respondent to answer in their own words a sometimes lengthy response).

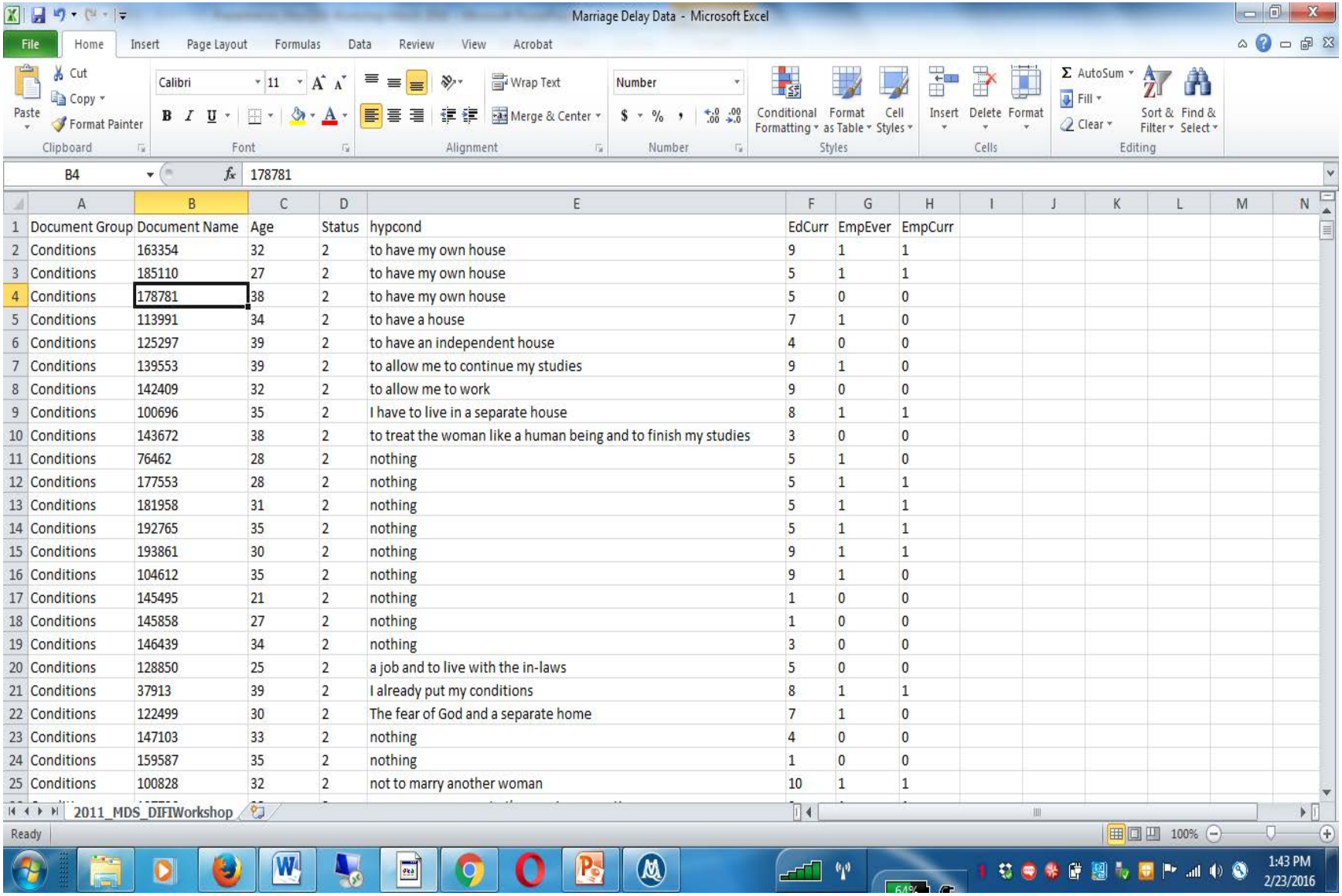
- This combination of responses can be imported into MAXQDA from an Excel sheet so that the open-ended response – or responses – can be coded using MAXQDA's features.

# Importing Excel Files into MAXQDA

Our example includes some of the responses to a Marriage Delay study of women conducted by SESRI several years ago.

- The sample Excel file (next screen) includes a series of responses from the survey, including an open-ended response to a question about hypothetical conditions the women would like to have added to a marriage agreement.

# Example of Excel File to Import into MAXQDA



Marriage Delay Data - Microsoft Excel

| | A | B | C | D | E | F | G | H |
|---|---|---|---|---|---|---|---|---|
| 1 | Document Group | Document Name | Age | Status | hypcond | EdCurr | EmpEver | EmpCurr |
| 2 | Conditions | 163354 | 32 | 2 | to have my own house | 9 | 1 | 1 |
| 3 | Conditions | 185110 | 27 | 2 | to have my own house | 5 | 1 | 1 |
| 4 | Conditions | 178781 | 38 | 2 | to have my own house | 5 | 0 | 0 |
| 5 | Conditions | 113991 | 34 | 2 | to have a house | 7 | 1 | 0 |
| 6 | Conditions | 125297 | 39 | 2 | to have an independent house | 4 | 0 | 0 |
| 7 | Conditions | 139553 | 39 | 2 | to allow me to continue my studies | 9 | 1 | 0 |
| 8 | Conditions | 142409 | 32 | 2 | to allow me to work | 9 | 0 | 0 |
| 9 | Conditions | 100696 | 35 | 2 | I have to live in a separate house | 8 | 1 | 1 |
| 10 | Conditions | 143672 | 38 | 2 | to treat the woman like a human being and to finish my studies | 3 | 0 | 0 |
| 11 | Conditions | 76462 | 28 | 2 | nothing | 5 | 1 | 0 |
| 12 | Conditions | 177553 | 28 | 2 | nothing | 5 | 1 | 1 |
| 13 | Conditions | 181958 | 31 | 2 | nothing | 5 | 1 | 1 |
| 14 | Conditions | 192765 | 35 | 2 | nothing | 5 | 1 | 1 |
| 15 | Conditions | 193861 | 30 | 2 | nothing | 9 | 1 | 1 |
| 16 | Conditions | 104612 | 35 | 2 | nothing | 9 | 1 | 0 |
| 17 | Conditions | 145495 | 21 | 2 | nothing | 1 | 0 | 0 |
| 18 | Conditions | 145858 | 27 | 2 | nothing | 1 | 0 | 0 |
| 19 | Conditions | 146439 | 34 | 2 | nothing | 3 | 0 | 0 |
| 20 | Conditions | 128850 | 25 | 2 | a job and to live with the in-laws | 5 | 0 | 0 |
| 21 | Conditions | 37913 | 39 | 2 | I already put my conditions | 8 | 1 | 1 |
| 22 | Conditions | 122499 | 30 | 2 | The fear of God and a separate home | 7 | 1 | 0 |
| 23 | Conditions | 147103 | 33 | 2 | nothing | 4 | 0 | 0 |
| 24 | Conditions | 159587 | 35 | 2 | nothing | 1 | 0 | 0 |
| 25 | Conditions | 100828 | 32 | 2 | not to marry another woman | 10 | 1 | 1 |

# Importing Excel Files into MAXQDA

- Each row in the Excel file should represent a single case in your study (a respondent, a newspaper article, etc.).

- When the file is imported into MAXQDA, each row will become a separate document in your project's document system.

# Formatting Data in Excel Files to Use in MAXQDA

- Two columns are required by MAXQDA:

  *The first column* will include the Document Group for the cases (labeled in our example "Document Group.")

  *The second column* will include the unique ID of the case (labeled in our example "Document Name."

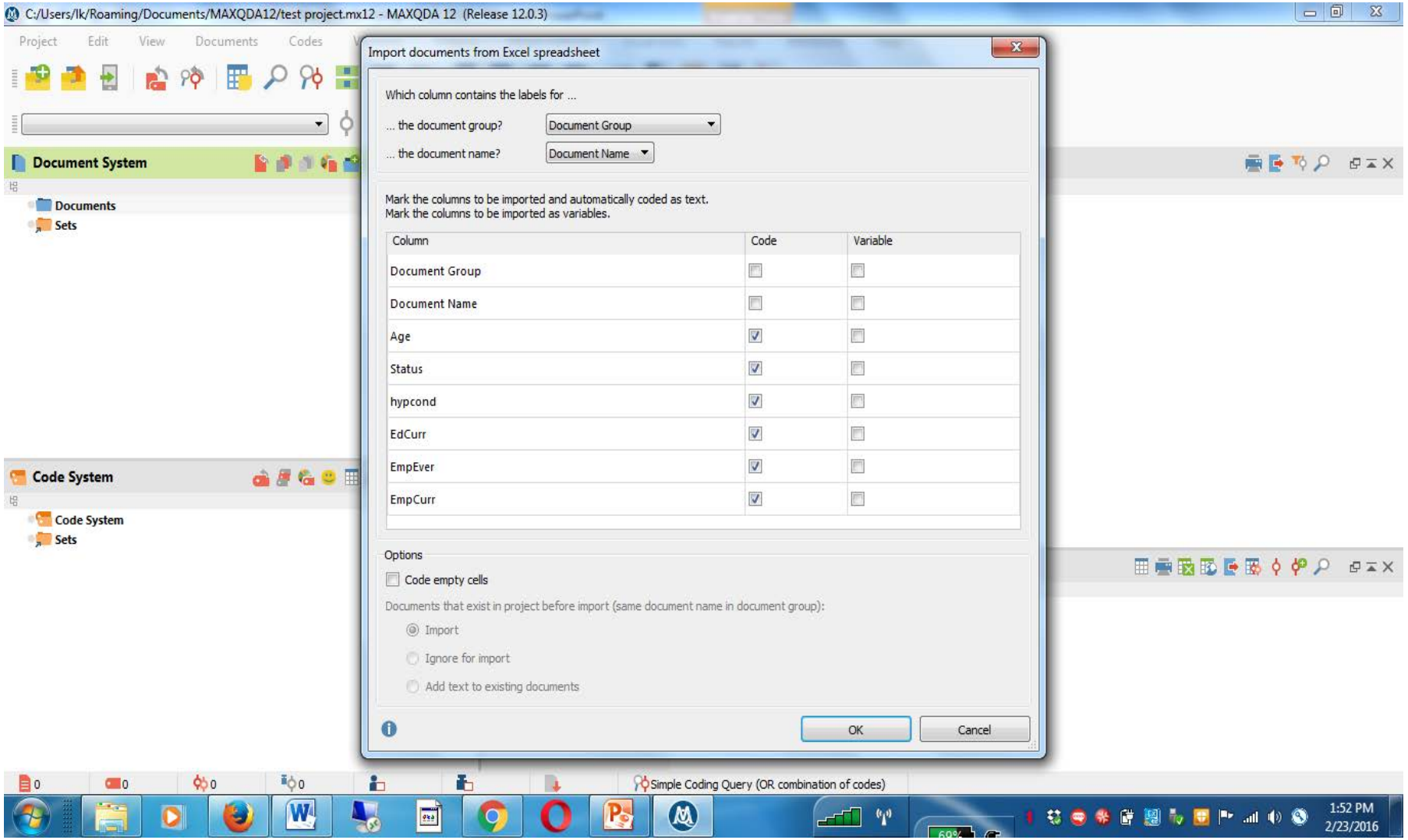
- Every other column may have a standard heading to describe the variable in the column.

# Importing Excel Files into MAXQDA

- First start a new project and save it as “Excel_Project”.

- Under the “Documents” tab, select the third option, “Import documents from Excel spreadsheet.” When you select the file a popup screen will appear (next slide) that prompts you to select the column for the Document Group and the Document Name.

# Importing Excel Files into MAXQDA

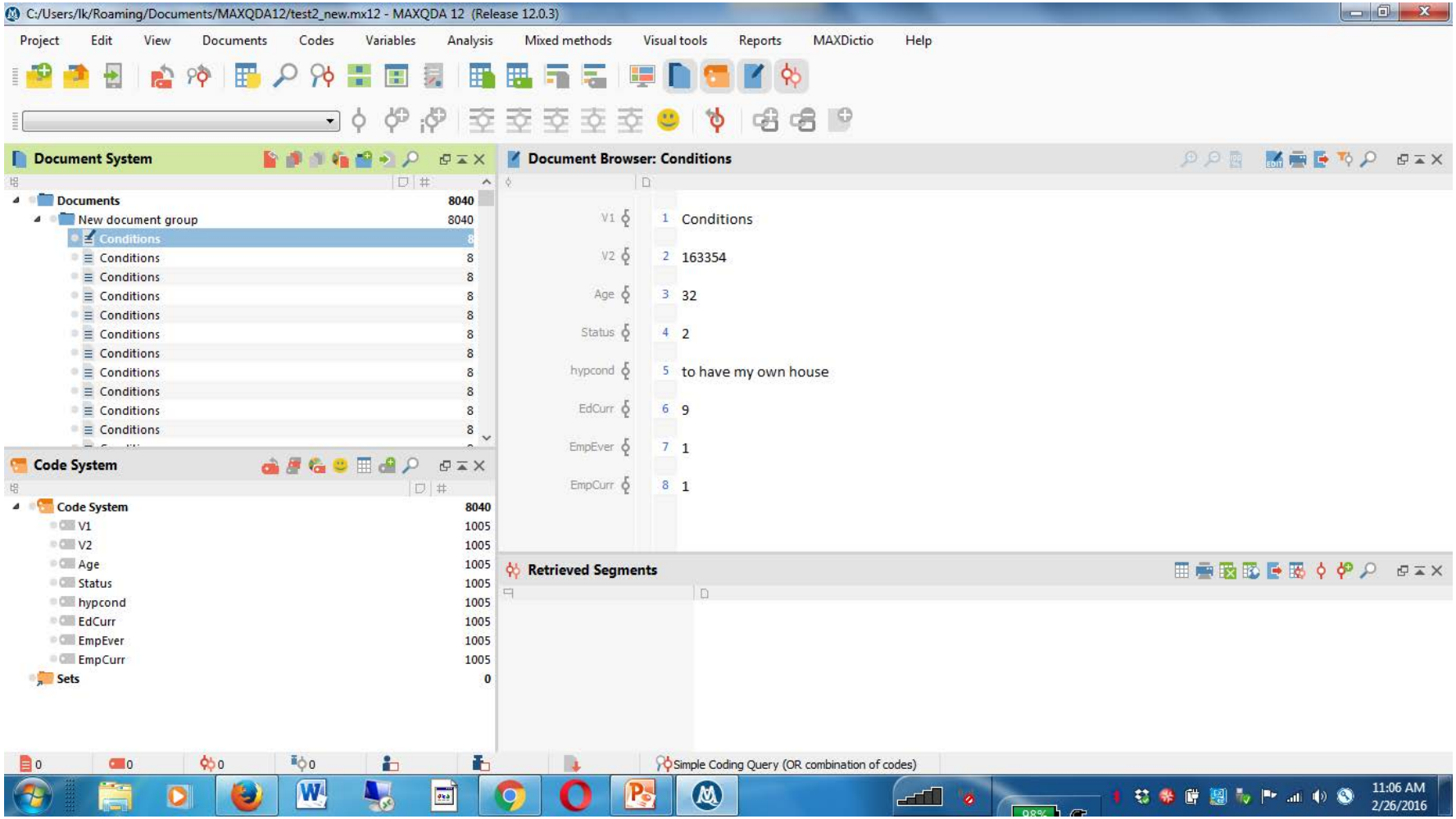


# Importing Excel Files into MAXQDA

- All of the remaining variables (or columns) in your Excel file will be listed in the popup window and you will need to check either “code” or “variable” for each column.

- Code: MAXQDA assigns a preliminary code (the same for each value) in each column (see next screen).

# Importing Excel Files into MAXQDA: Code Selected for Import

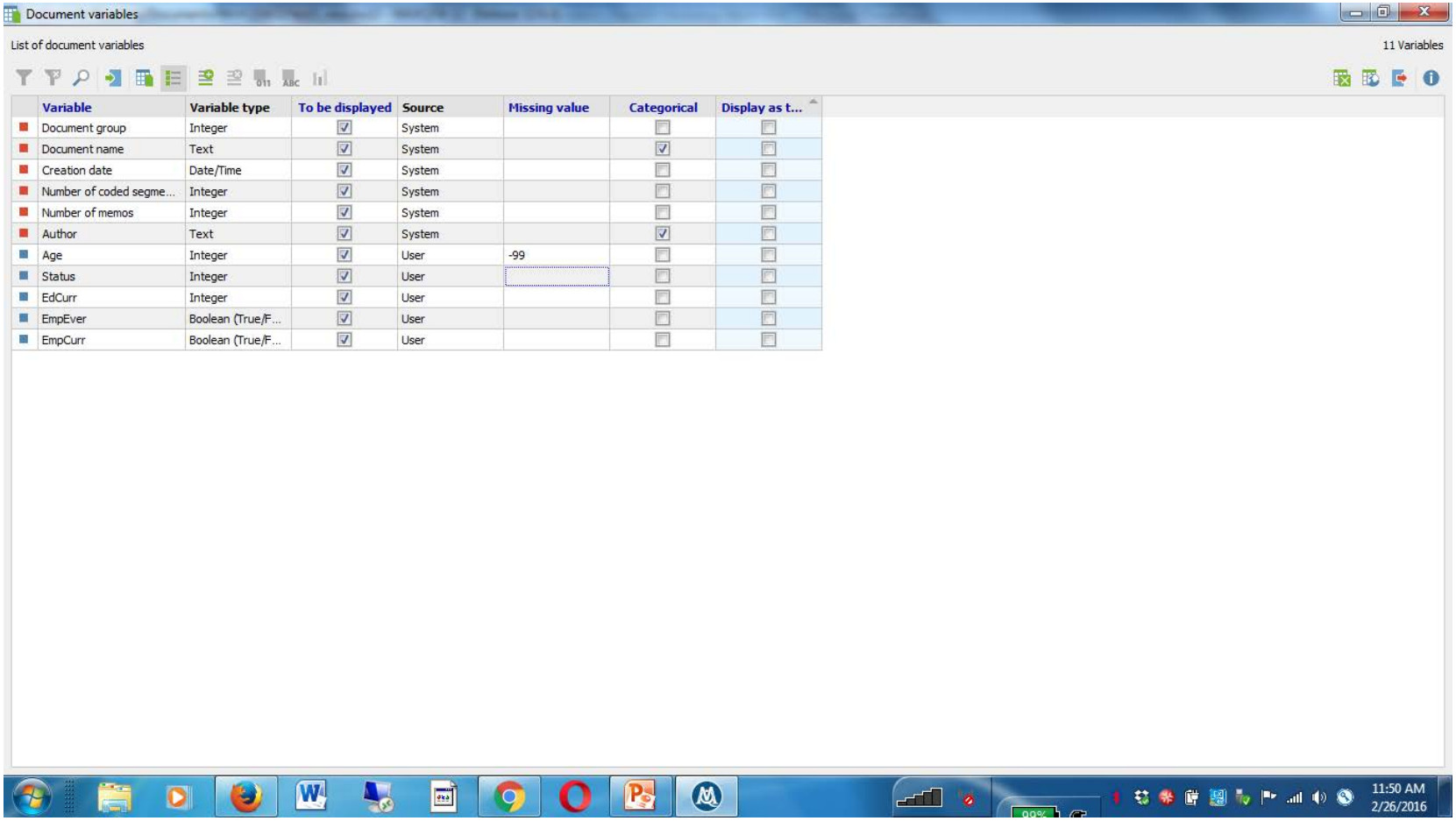


# Importing Excel Files into MAXQDA

- In our example we want to select “Variable” for most of the other variables in the file, and we only want to code the column labeled “hypcond” (with the hypothetical conditions for the marriage contract.)

- Variable: These become part of the variables associated with the document (see next page). We will use them in some mixed methods analyses tomorrow.

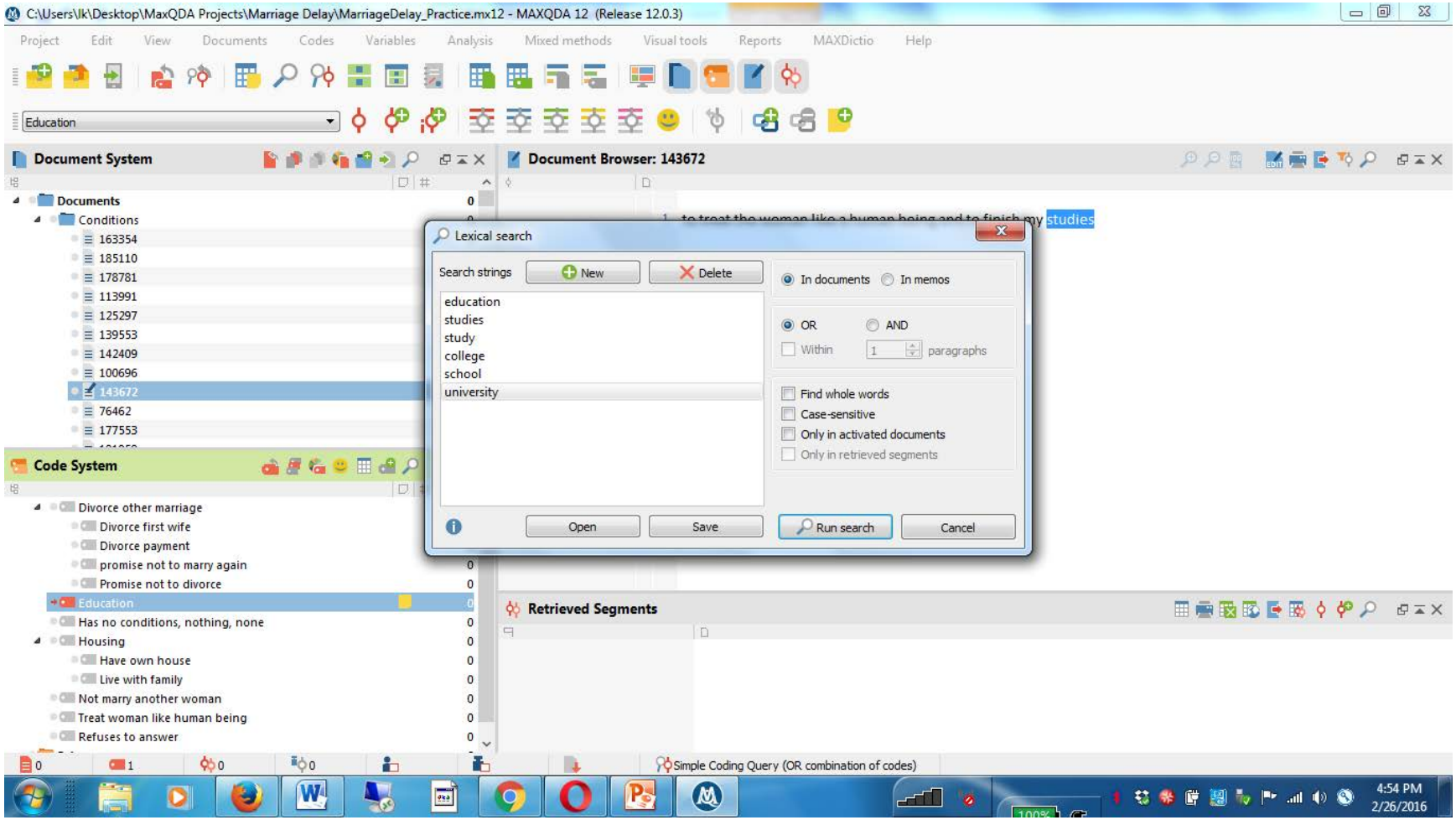
# Importing Excel Files into MAXQDA: Variable Selected for Import



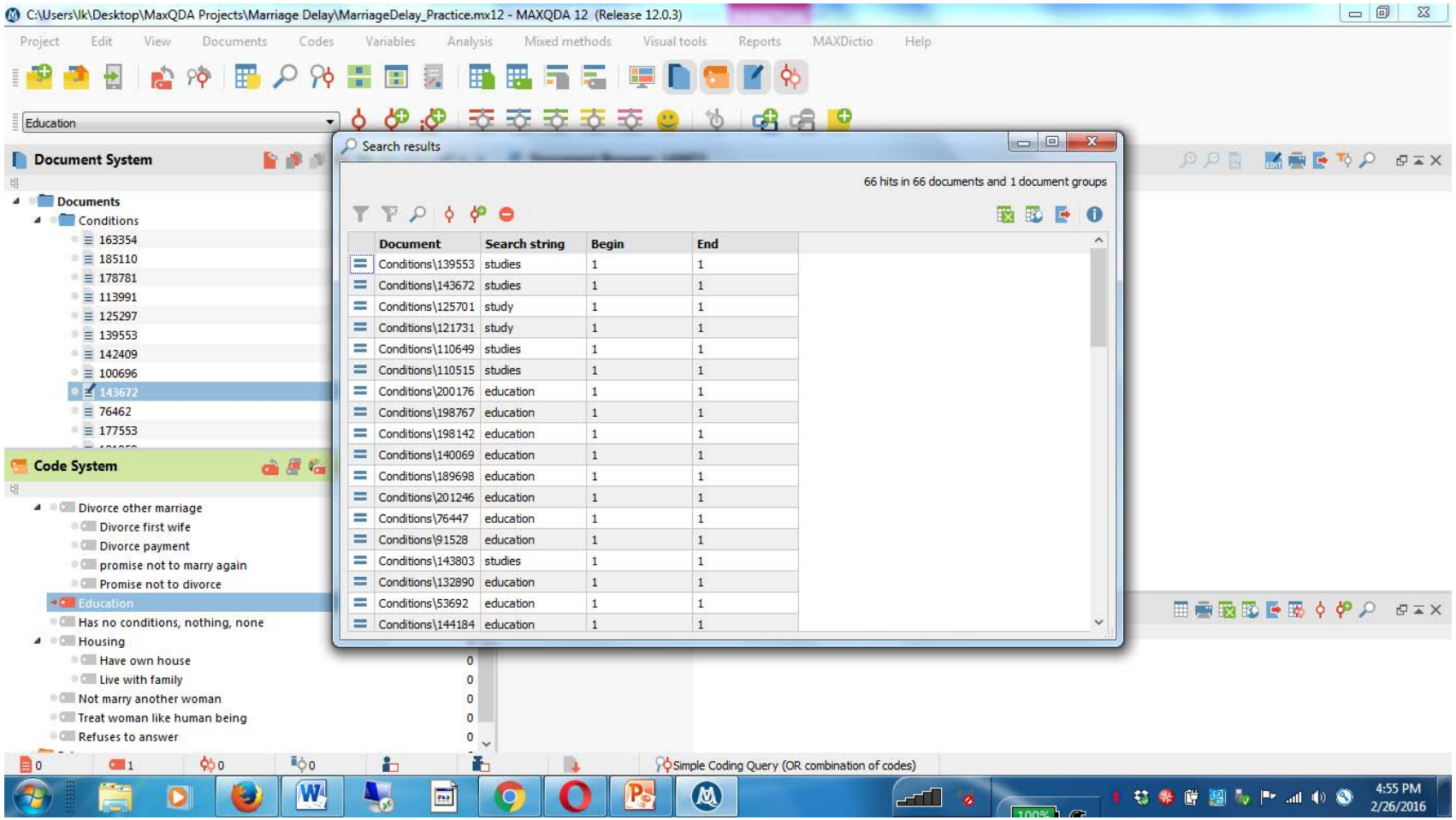
# Using Lexical Search to Code

- Lexical Search (under Analysis tab or use icon ) allows us to search for words or phrases in documents and then assign codes to them.
- We will start by trying to search for various responses that relate to the code of "Education"
- We enter a series of words that relate to the code (next slide)

# Using Lexical Search to Code

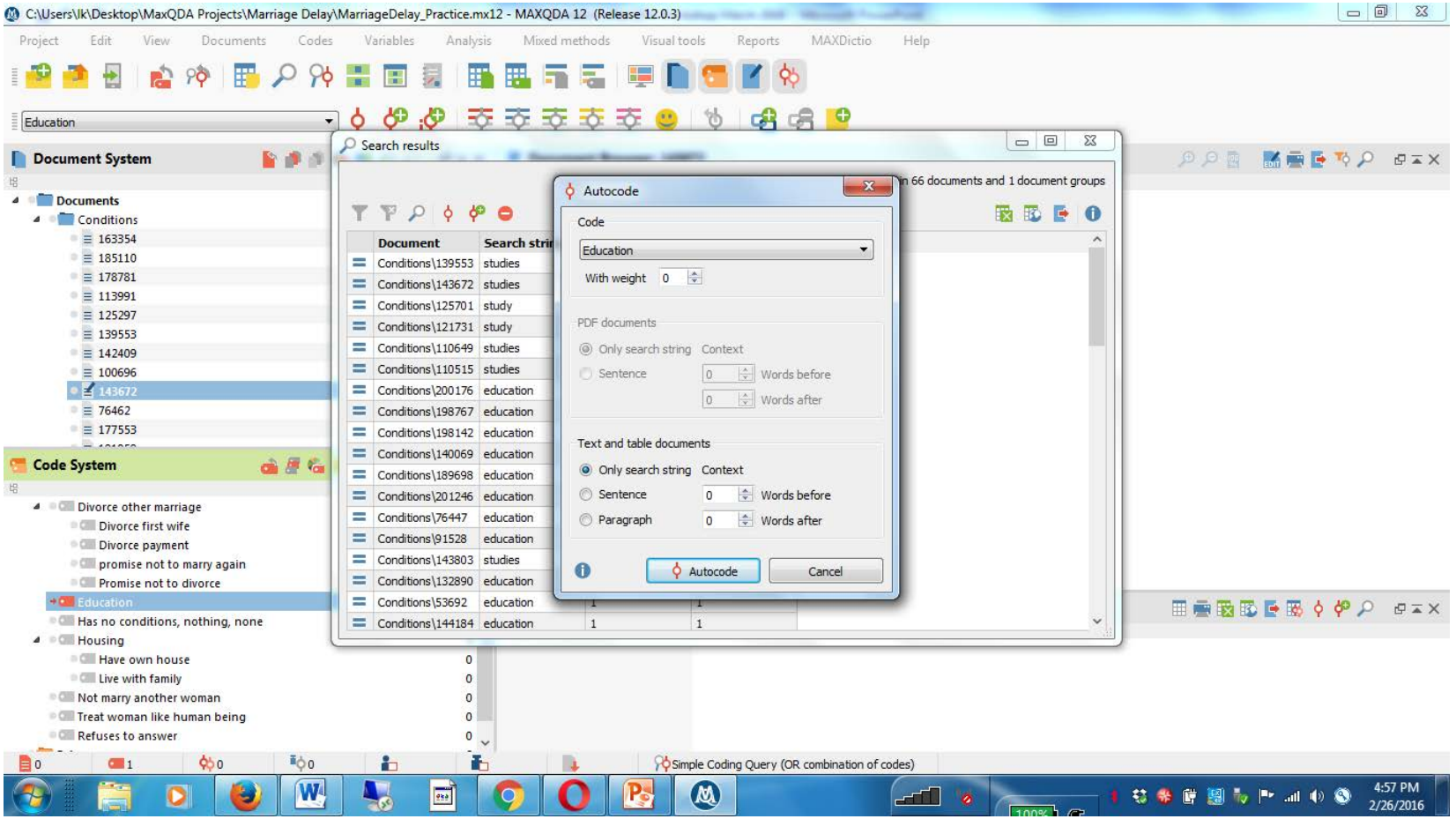


# Using Lexical Search to Code

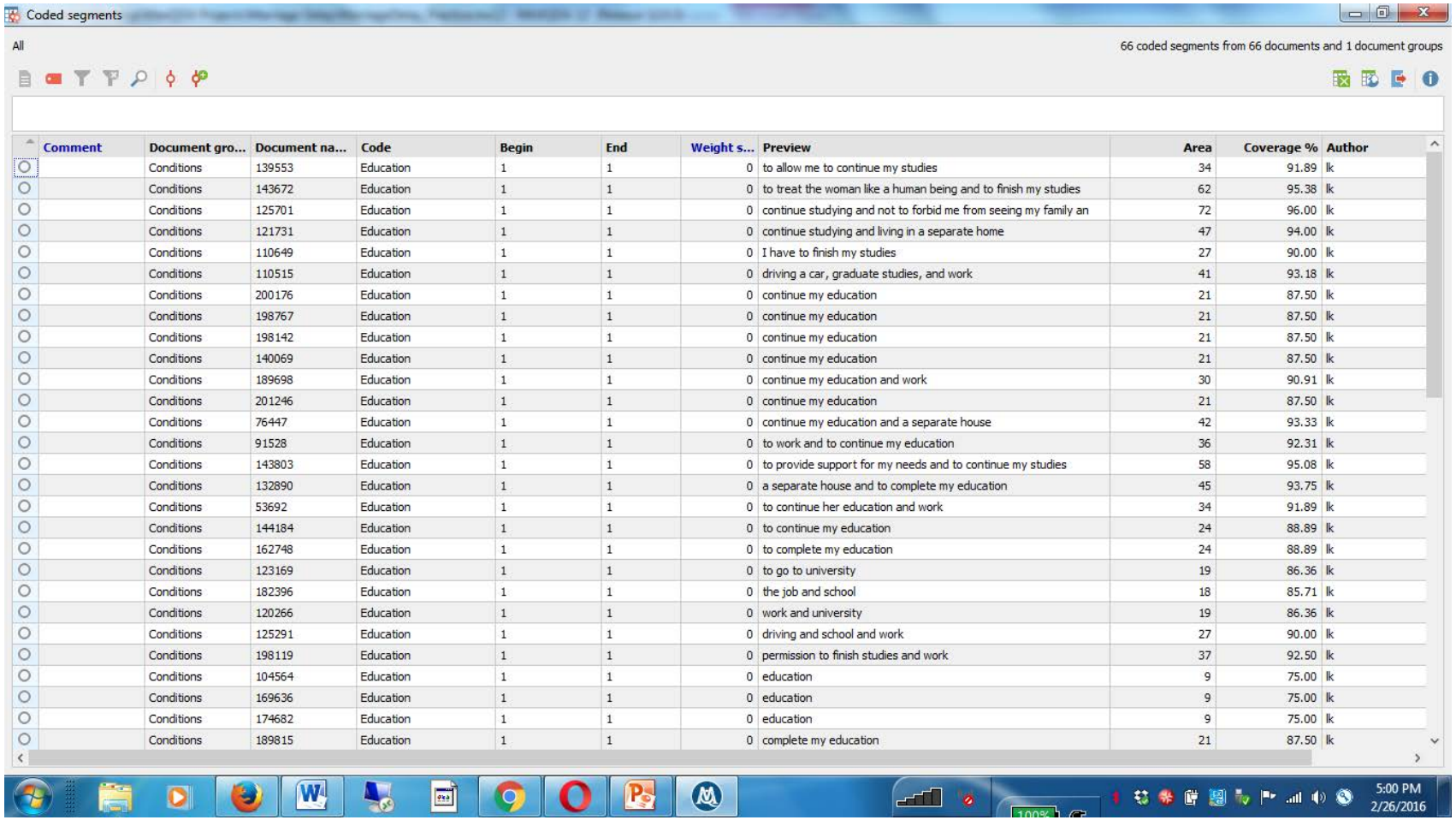


# Using Lexical Search to Code

By clicking on the “autocode” icon, the following popup occurs:



# Using Lexical Search to Code: Overview of Coded Segments




| Comment | Document gro... | Document na... | Code | Begin | End | Weight s... | Preview | Area | Coverage % | Author |
|---|---|---|---|---|---|---|---|---|---|---|
| | Conditions | 139553 | Education | 1 | 1 | 0 | to allow me to continue my studies | 34 | 91.89 | lk |
| | Conditions | 143672 | Education | 1 | 1 | 0 | to treat the woman like a human being and to finish my studies | 62 | 95.38 | lk |
| | Conditions | 125701 | Education | 1 | 1 | 0 | continue studying and not to forbid me from seeing my family an | 72 | 96.00 | lk |
| | Conditions | 121731 | Education | 1 | 1 | 0 | continue studying and living in a separate home | 47 | 94.00 | lk |
| | Conditions | 110649 | Education | 1 | 1 | 0 | I have to finish my studies | 27 | 90.00 | lk |
| | Conditions | 110515 | Education | 1 | 1 | 0 | driving a car, graduate studies, and work | 41 | 93.18 | lk |
| | Conditions | 200176 | Education | 1 | 1 | 0 | continue my education | 21 | 87.50 | lk |
| | Conditions | 198767 | Education | 1 | 1 | 0 | continue my education | 21 | 87.50 | lk |
| | Conditions | 198142 | Education | 1 | 1 | 0 | continue my education | 21 | 87.50 | lk |
| | Conditions | 140069 | Education | 1 | 1 | 0 | continue my education | 21 | 87.50 | lk |
| | Conditions | 189698 | Education | 1 | 1 | 0 | continue my education and work | 30 | 90.91 | lk |
| | Conditions | 201246 | Education | 1 | 1 | 0 | continue my education | 21 | 87.50 | lk |
| | Conditions | 76447 | Education | 1 | 1 | 0 | continue my education and a separate house | 42 | 93.33 | lk |
| | Conditions | 91528 | Education | 1 | 1 | 0 | to work and to continue my education | 36 | 92.31 | lk |
| | Conditions | 143803 | Education | 1 | 1 | 0 | to provide support for my needs and to continue my studies | 58 | 95.08 | lk |
| | Conditions | 132890 | Education | 1 | 1 | 0 | a separate house and to complete my education | 45 | 93.75 | lk |
| | Conditions | 53692 | Education | 1 | 1 | 0 | to continue her education and work | 34 | 91.89 | lk |
| | Conditions | 144184 | Education | 1 | 1 | 0 | to continue my education | 24 | 88.89 | lk |
| | Conditions | 162748 | Education | 1 | 1 | 0 | to complete my education | 24 | 88.89 | lk |
| | Conditions | 123169 | Education | 1 | 1 | 0 | to go to university | 19 | 86.36 | lk |
| | Conditions | 182396 | Education | 1 | 1 | 0 | the job and school | 18 | 85.71 | lk |
| | Conditions | 120266 | Education | 1 | 1 | 0 | work and university | 19 | 86.36 | lk |
| | Conditions | 125291 | Education | 1 | 1 | 0 | driving and school and work | 27 | 90.00 | lk |
| | Conditions | 198119 | Education | 1 | 1 | 0 | permission to finish studies and work | 37 | 92.50 | lk |
| | Conditions | 104564 | Education | 1 | 1 | 0 | education | 9 | 75.00 | lk |
| | Conditions | 169636 | Education | 1 | 1 | 0 | education | 9 | 75.00 | lk |
| | Conditions | 174682 | Education | 1 | 1 | 0 | education | 9 | 75.00 | lk |
| | Conditions | 189815 | Education | 1 | 1 | 0 | complete my education | 21 | 87.50 | lk |

# Exercise

- Code the remaining segments using the Lexical search function.
- Check the “Overview of Coded segments” after each new assignment to make sure there are no problem codes.
- Open new documents not assigned a code (0 in the document system on the right) for new terms to search for.

# Workshop Outline -- Tuesday

| | |
|---|---|
| 8:00-10:00 | Teamwork with MAXQDA |
| 10:00-10:15 | Break |
| 10:15-12:15 | Analysis Methods and output from MAXQDA |
| 12:15-12:30 | Break |
| 12:30-2:00 | Analysis Methods and output continued |

# 8:00-10:00 Teamwork with MAXQDA

# Teamwork

- Many qualitative researchers conduct their studies alone, with no help from other researchers or staff.

- But some larger qualitative projects involve multiple researchers, and at times teams of coders. MAXQDA offers a number of ways to do *teamwork*. We will explore a few of these issues this morning.

# Teamwork

**Teamwork can be done in many different ways in MAXQDA. The first way to do teamwork:**

- **Example 1**: Duplicate copies of the same documents are made for all coders.
  - For example, if we wanted two coders – Dave and Linda -- to code the same internet article about health, we would create two copies of the article, one named Linda_NewsArticle and the second Dave_NewsArticle. Dave and Linda would each use the same set of codes and we would then compare their results with various visual tools.

# Teamwork

**Teamwork can be done in many different ways in MAXQDA. The second way to do teamwork.**

- **Example 2**: Separate sets of codes are made for each coder (signified with their name).
  - In this case Dave and Linda would code the same document, but they would each have their own set of codes within the coding system.

# Teamwork Example 1: Duplicate Versions of Same Document

- In this example we look at teamwork using duplicate sets of documents, with the coders using the same sets of codes.

- First, we will look at duplicate copies of an article from January 29, 2015 from the Peninsula coded by two people:

  Montana: Montana_Peninsula-01-29-15

  Linda: Linda_Peninsula-01-29-15

- Activate each of the two documents and activate all of the sub-codes under “Health Problems Mentioned”

# Teamwork Example 1: Duplicate Versions of Same Document

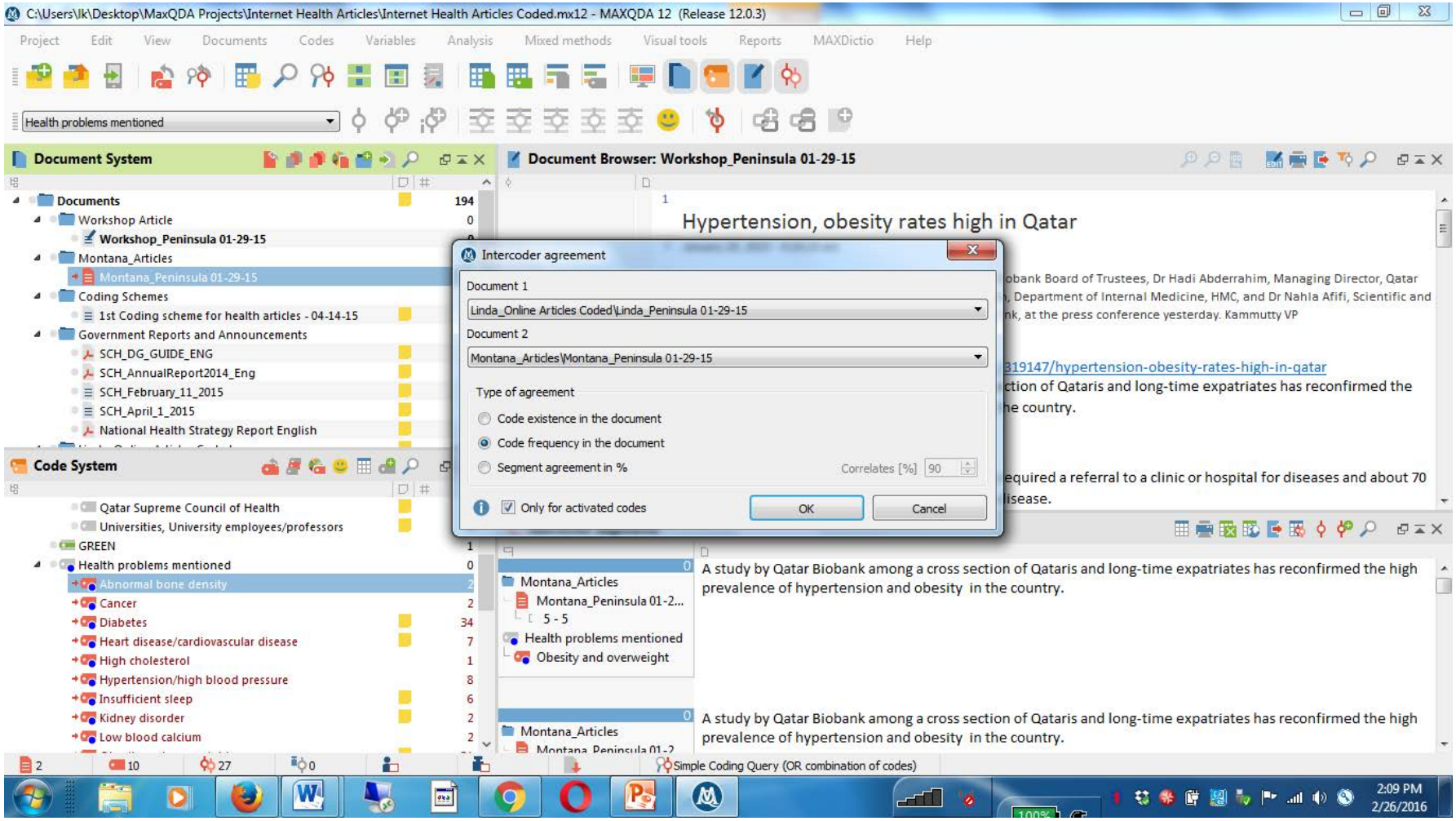
- Under the Analysis Tab, click on “Intercoder Agreement” (the sixth selection) and in the popup window pick the two documents you want to compare (see next slide).

- You can select between:
  - Code existence in document (% agreement at top)
  - Code frequency in document (% agreement at top)
  - Segment agreement in % (this can produce kappa)

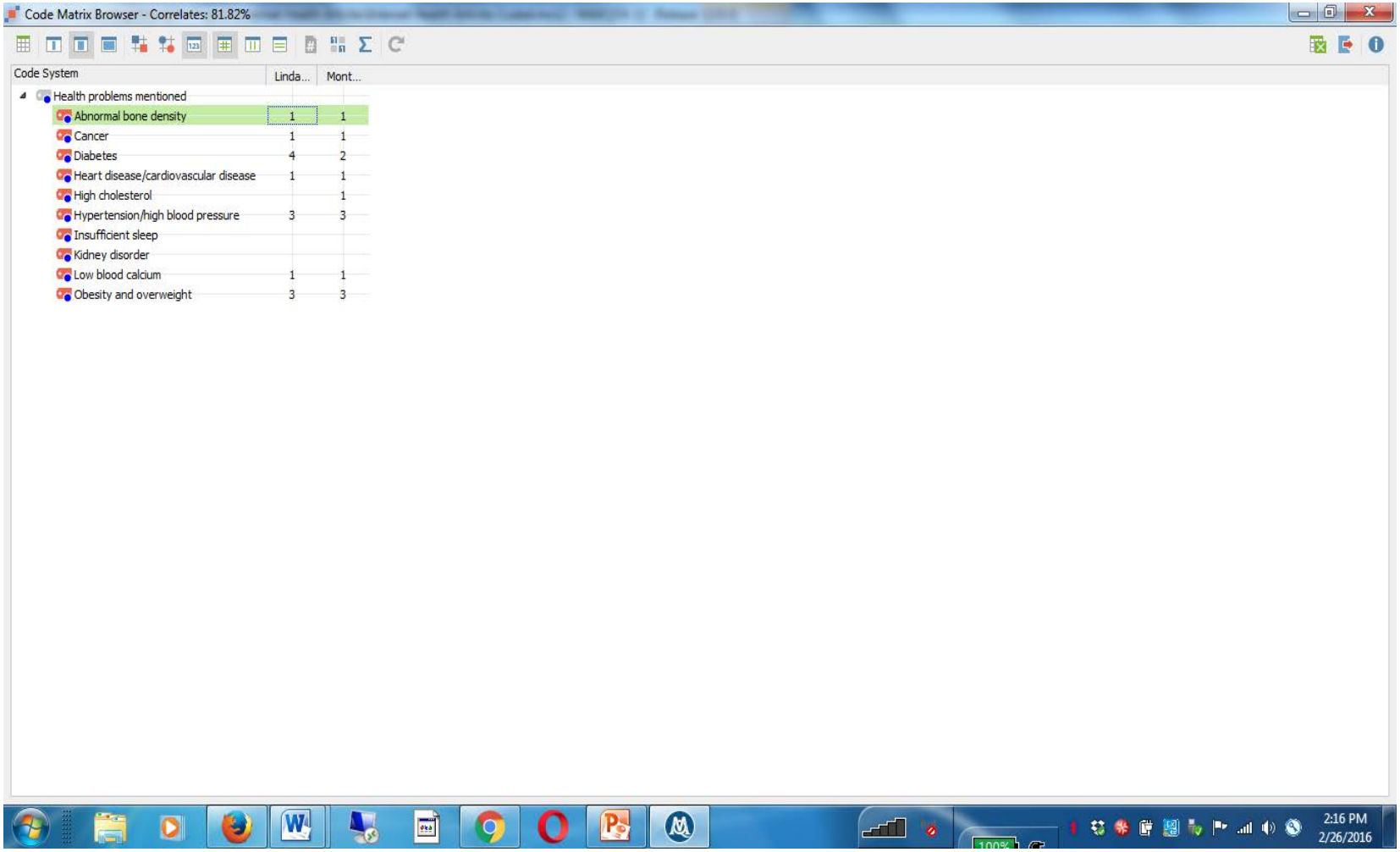
- This will produce a code matrix browser.

# Teamwork Example 1:
# Duplicate Versions of Same Document

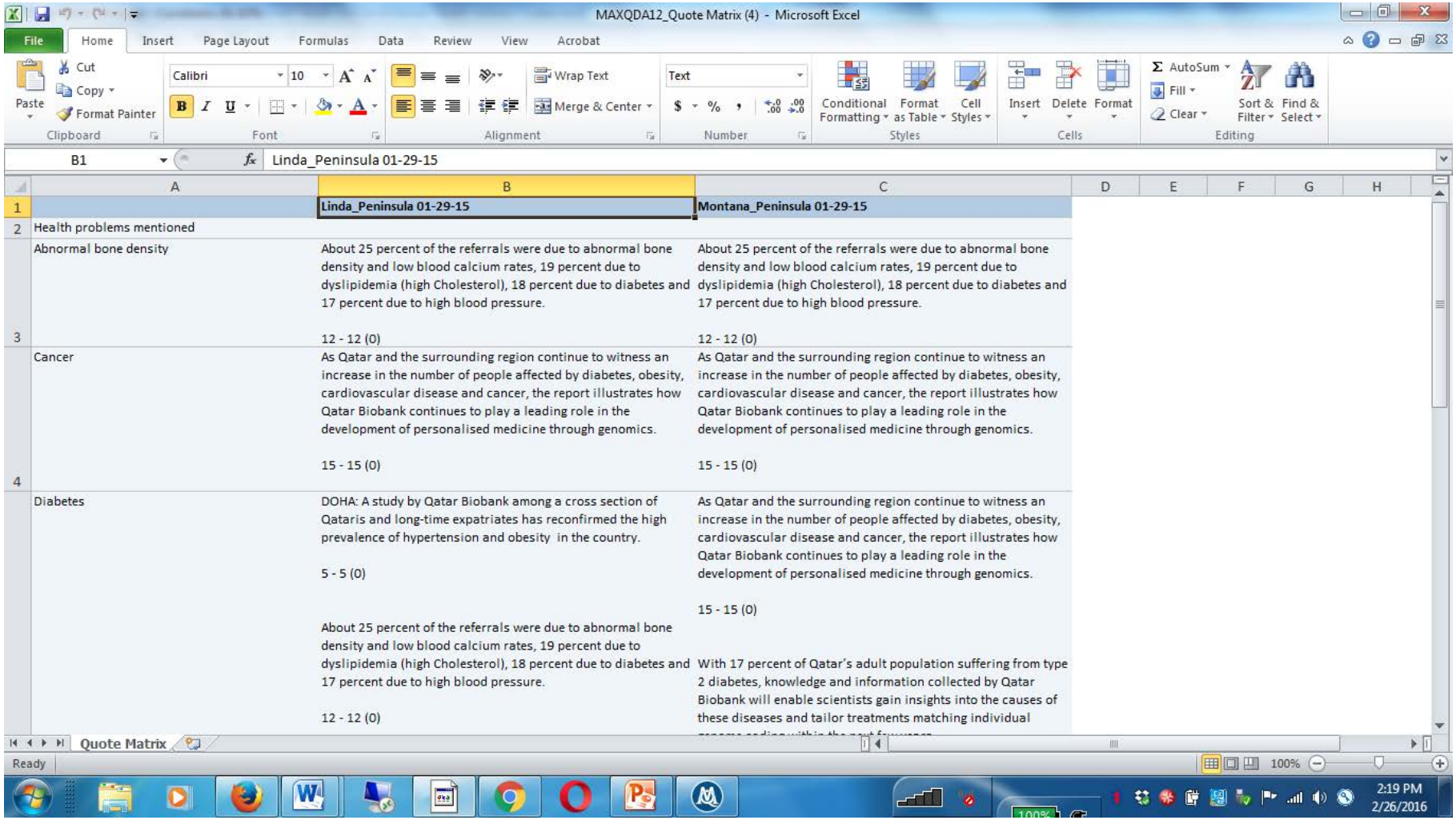
## Analysis Tab, Intercoder Agreement:



# Teamwork Example 1: Duplicate Versions of Same Document-Code Matrix Browser (Code frequency selected)



# Teamwork Example 1: Duplicate Versions of Same Document-Quote Matrix Table




| | A | B | C |
|---|---|---|---|
| 1 | | Linda_Peninsula 01-29-15 | Montana_Peninsula 01-29-15 |
| 2 | Health problems mentioned | | |
| 3 | Abnormal bone density | About 25 percent of the referrals were due to abnormal bone density and low blood calcium rates, 19 percent due to dyslipidemia (high Cholesterol), 18 percent due to diabetes and 17 percent due to high blood pressure.<br><br>12 - 12 (0) | About 25 percent of the referrals were due to abnormal bone density and low blood calcium rates, 19 percent due to dyslipidemia (high Cholesterol), 18 percent due to diabetes and 17 percent due to high blood pressure.<br><br>12 - 12 (0) |
| 4 | Cancer | As Qatar and the surrounding region continue to witness an increase in the number of people affected by diabetes, obesity, cardiovascular disease and cancer, the report illustrates how Qatar Biobank continues to play a leading role in the development of personalised medicine through genomics.<br><br>15 - 15 (0) | As Qatar and the surrounding region continue to witness an increase in the number of people affected by diabetes, obesity, cardiovascular disease and cancer, the report illustrates how Qatar Biobank continues to play a leading role in the development of personalised medicine through genomics.<br><br>15 - 15 (0) |
| | Diabetes | DOHA: A study by Qatar Biobank among a cross section of Qataris and long-time expatriates has reconfirmed the high prevalence of hypertension and obesity in the country.<br><br>5 - 5 (0)<br><br>About 25 percent of the referrals were due to abnormal bone density and low blood calcium rates, 19 percent due to dyslipidemia (high Cholesterol), 18 percent due to diabetes and 17 percent due to high blood pressure.<br><br>12 - 12 (0) | As Qatar and the surrounding region continue to witness an increase in the number of people affected by diabetes, obesity, cardiovascular disease and cancer, the report illustrates how Qatar Biobank continues to play a leading role in the development of personalised medicine through genomics.<br><br>15 - 15 (0)<br><br>With 17 percent of Qatar's adult population suffering from type 2 diabetes, knowledge and information collected by Qatar Biobank will enable scientists gain insights into the causes of these diseases and tailor treatments matching individual |

# Teamwork Example 2: Using Graphic Images

- International posters about Gender Based Violence (GBV)

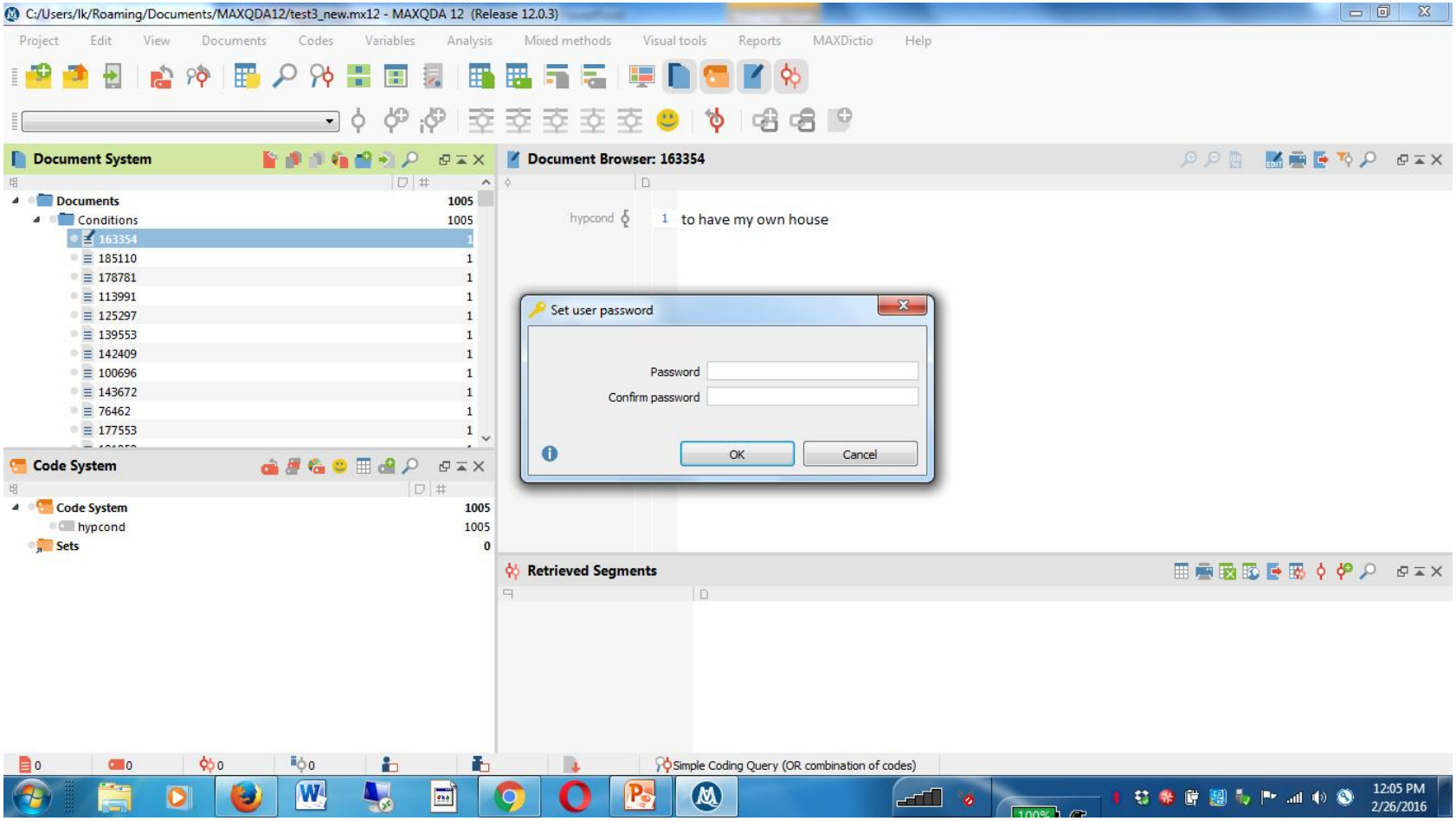
- In this example we look at teamwork using the same images, but unique sets of codes for each researcher. (Linda and Lauren)

# Teamwork:
# Setting User Management Permissions

If multiple users are going to work directly from the same project file, you may want to set up User Management Permissions that define what each user can do in the file.

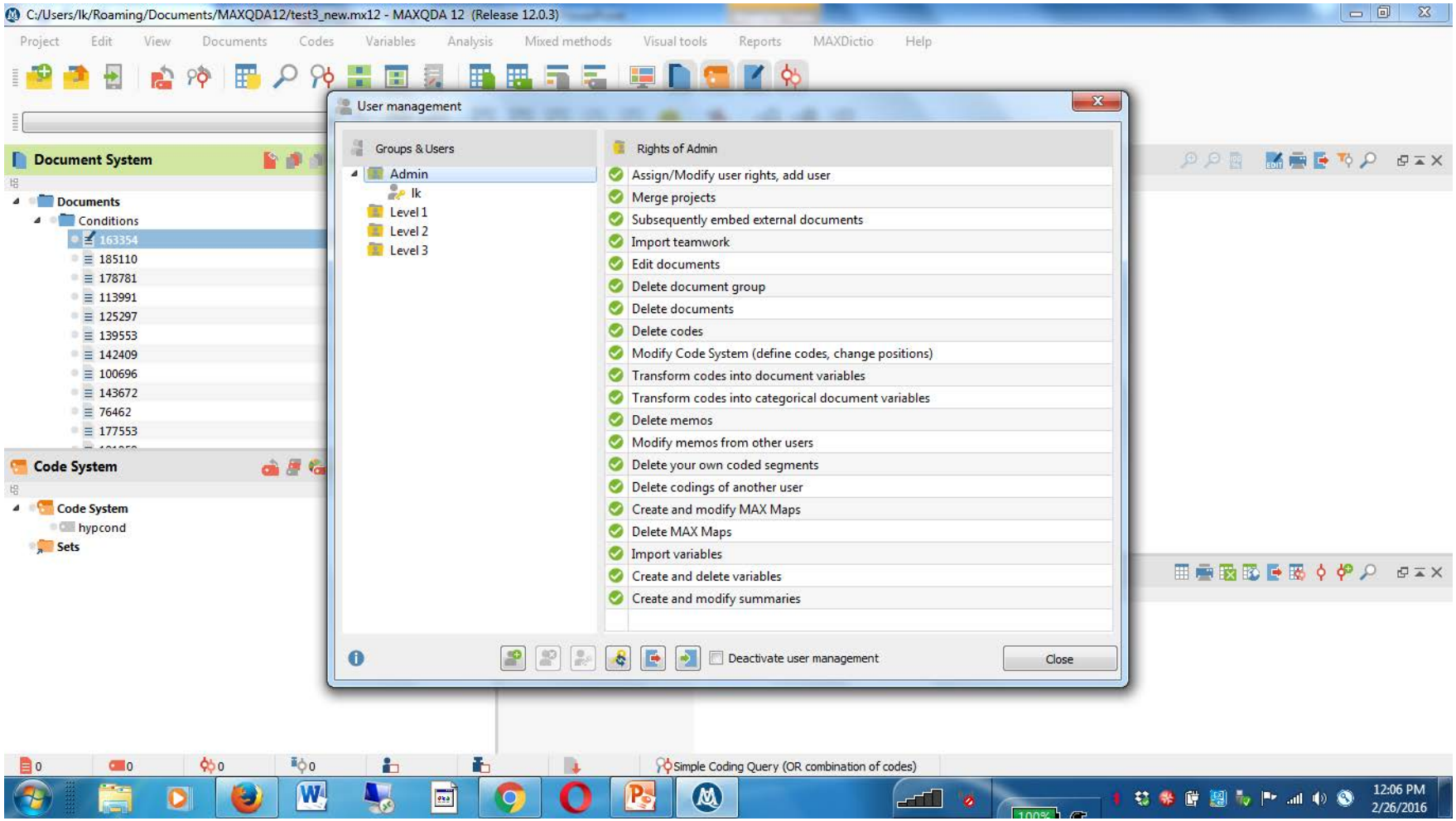
# Teamwork:
# Setting User Management Permissions

Under the “Project” tab click on the next to the bottom selection “Activate User Management”. You will be prompted to create a password.



# Teamwork: Setting User Management Permissions

The next screen sets you as the Administrator with full privileges. You may then add another user and limit their access to the Project File, or give them the same access.

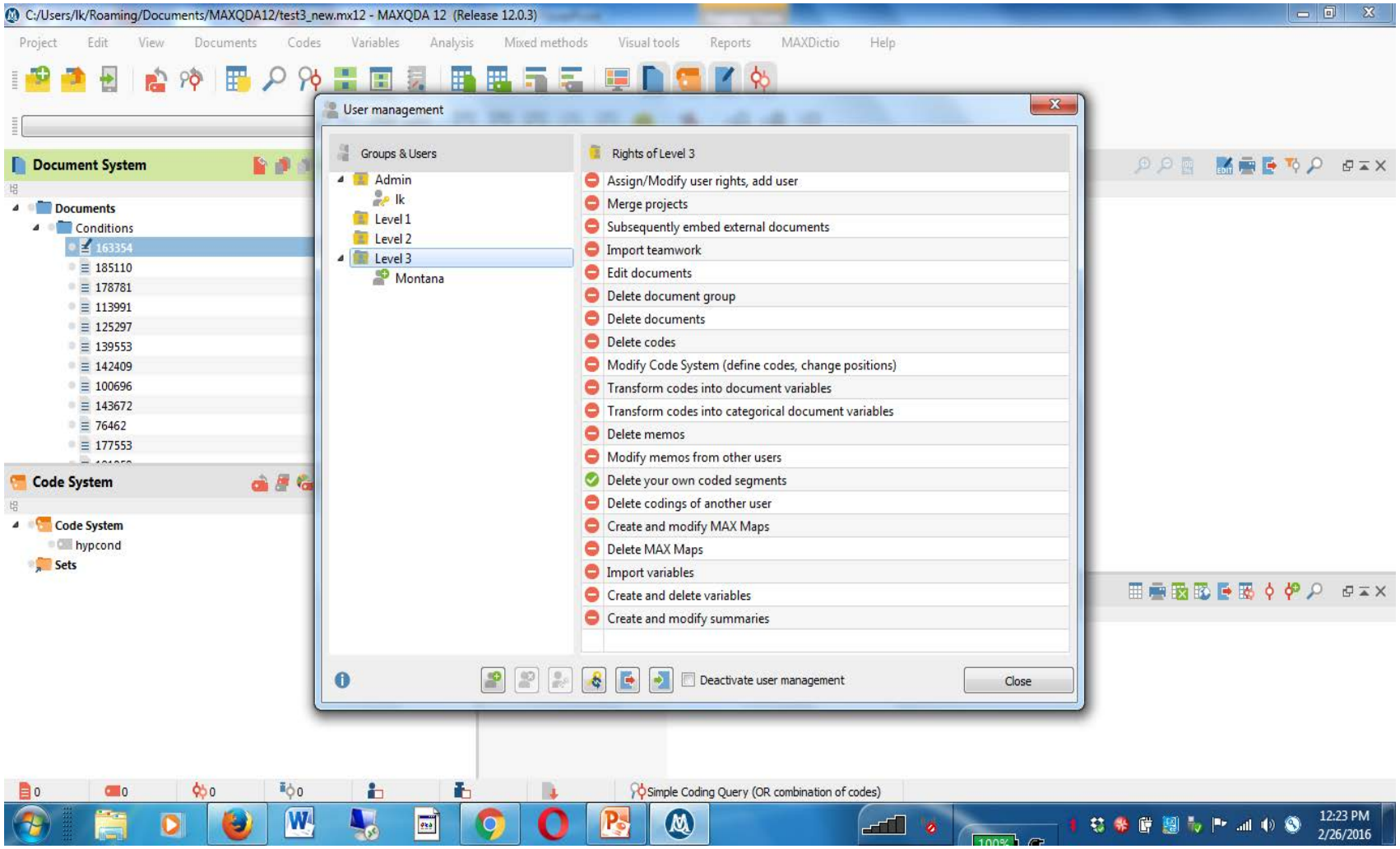


# Teamwork:
# Setting User Management Permissions

By default MAXQDA has three user levels that have various permissions.

- For example, a person entered in Level 3 may only delete their own codes (see next slide).
- You may change any of these permissions.

# Teamwork: Setting User Management Permissions Level 3 Default



# 10:15-12:15 Analysis Methods with MAXQDA and Output Produced from MAXQDA

# Use of MAXQDA for Analysis

- Some researchers only use MAXQDA as a method to code text data. They then export the codes assigned in MAXQDA and make use of the codes in a statistical package such as Stata, SPSS, or SAS.

- Other researchers use MAXQDA both for the coding of text data and for analysis of the codes in a variety of methods.

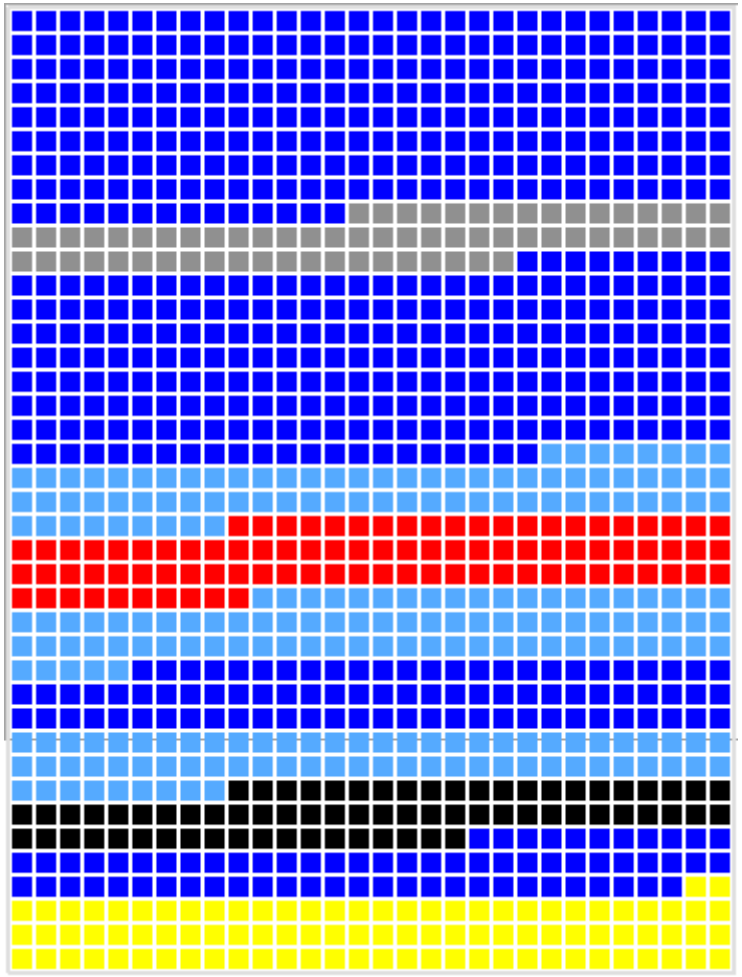
- There are a large number of analysis and reporting tools within MAXQDA, and today we will look at some of these tools

# Basic Analysis Methods: Visual Tools

First, we will look at various Visual Tools to examine coded segments or documents including:

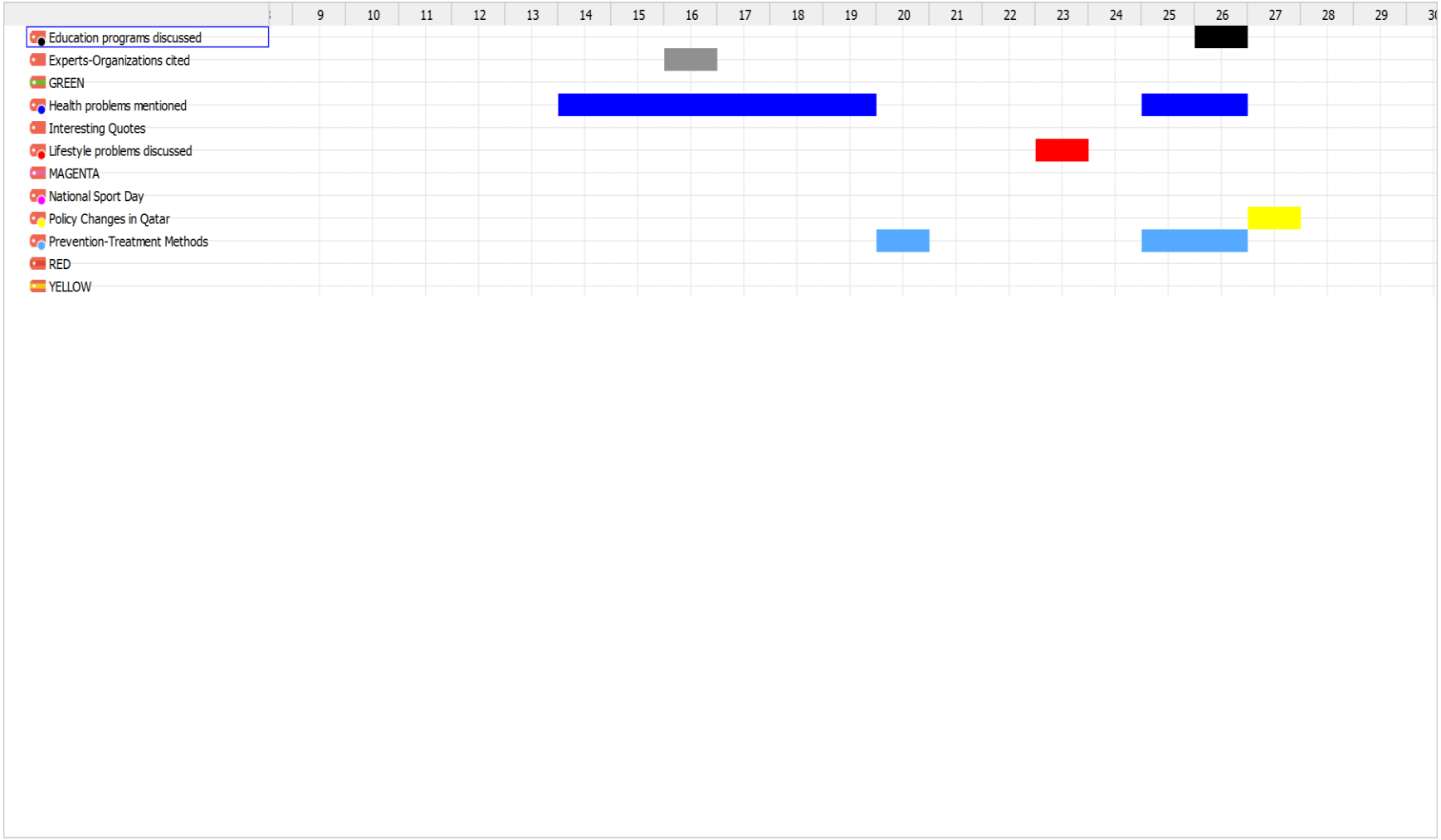
- Document portrait
- Document comparison chart
- Codeline
- Code matrix browser
- Code relations browser
- Quote matrix

# Visual Tools:
# Document Portrait

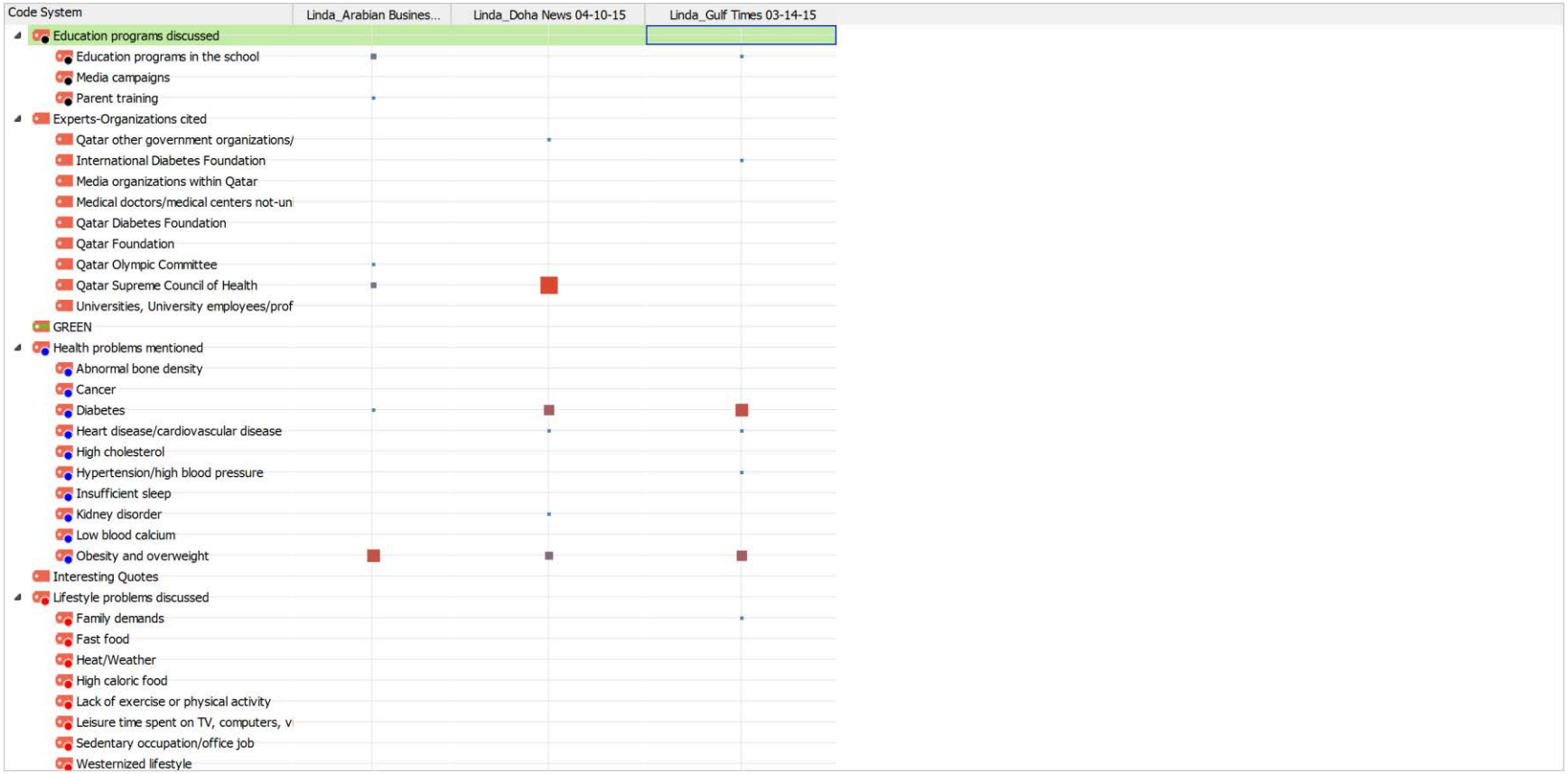


# Visual Tools:
# Document Comparison Chart

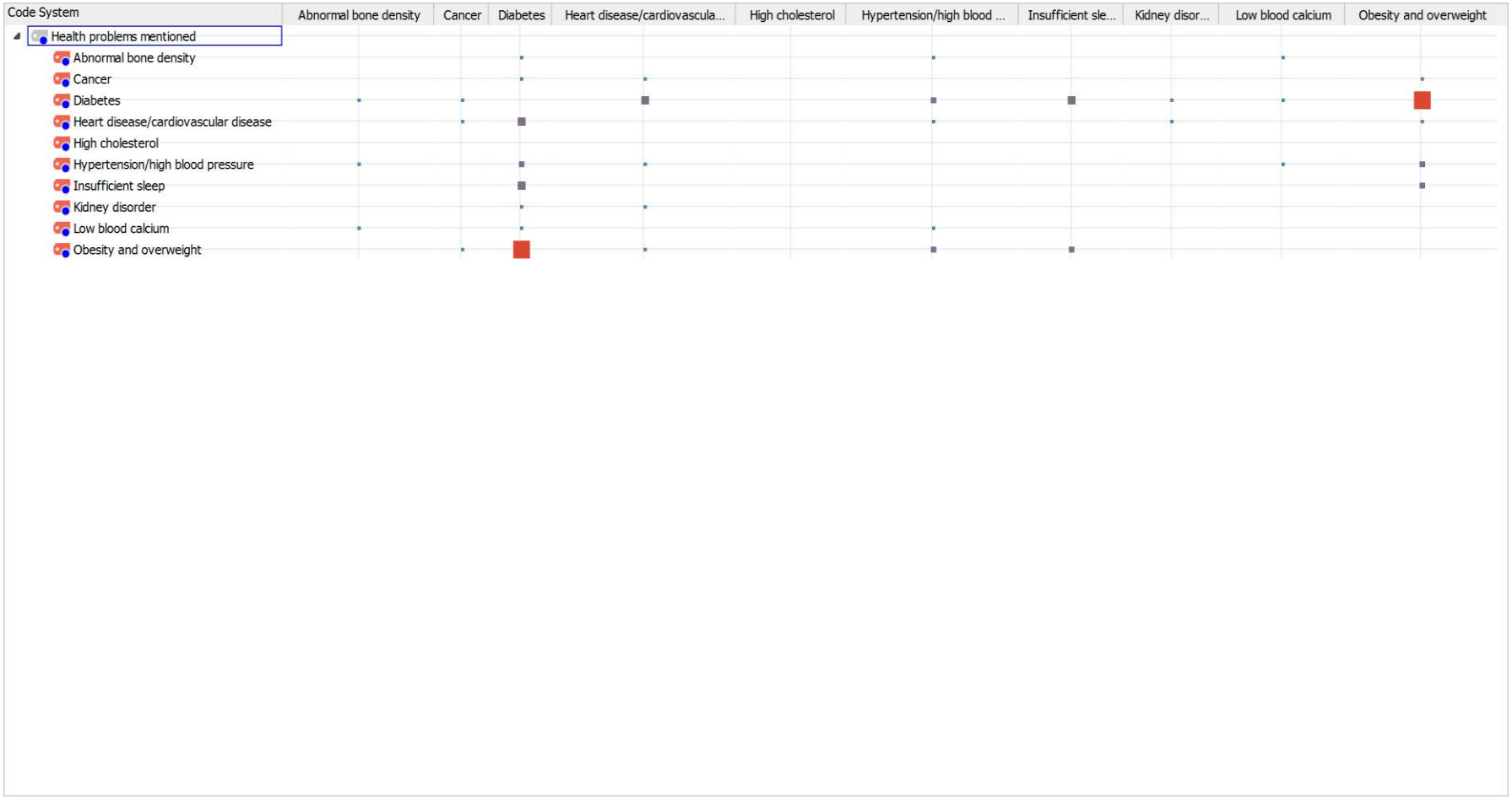
# Visual Tools: Codeline



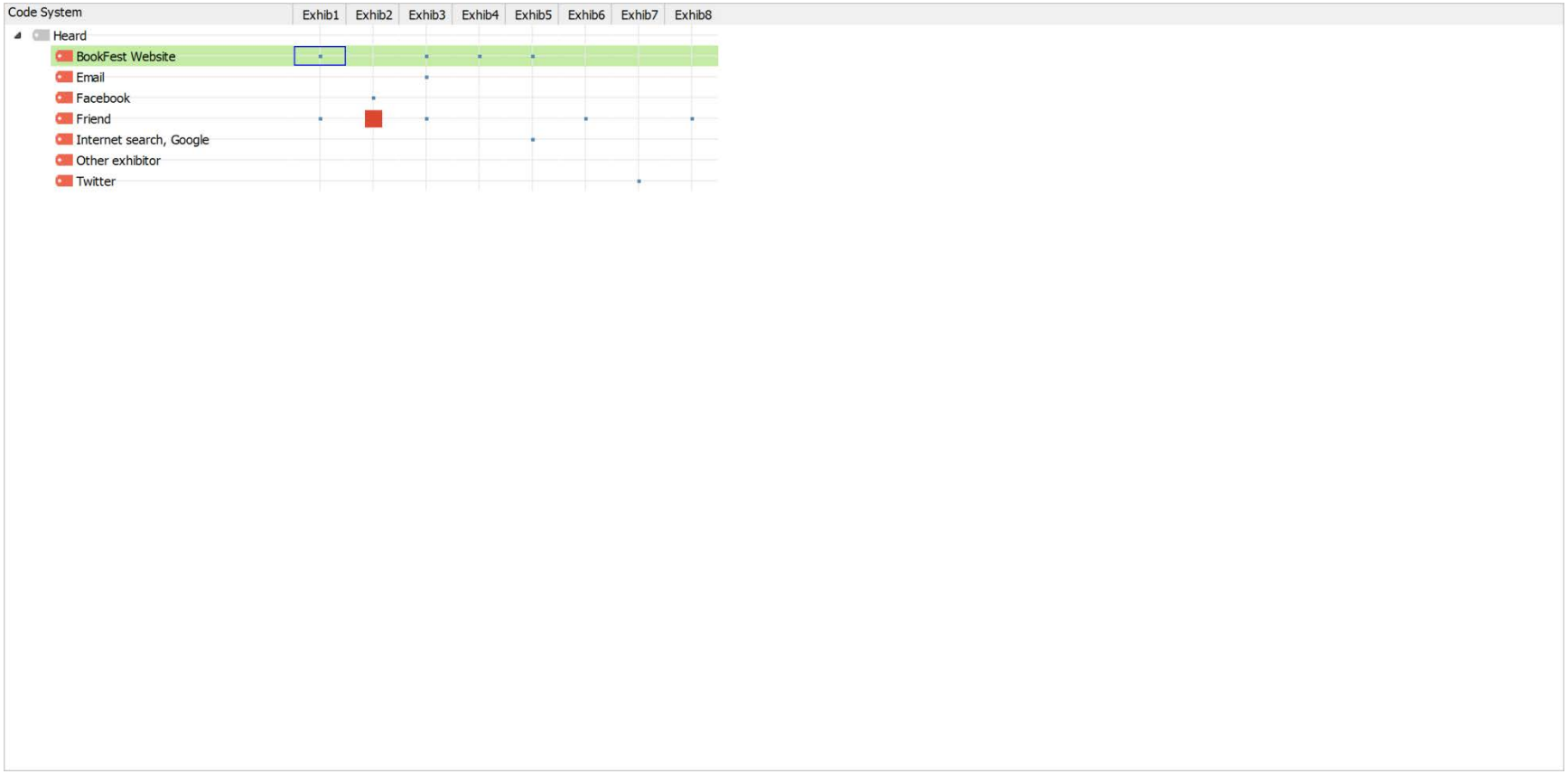
# Visual Tools:
# Code Matrix Browser



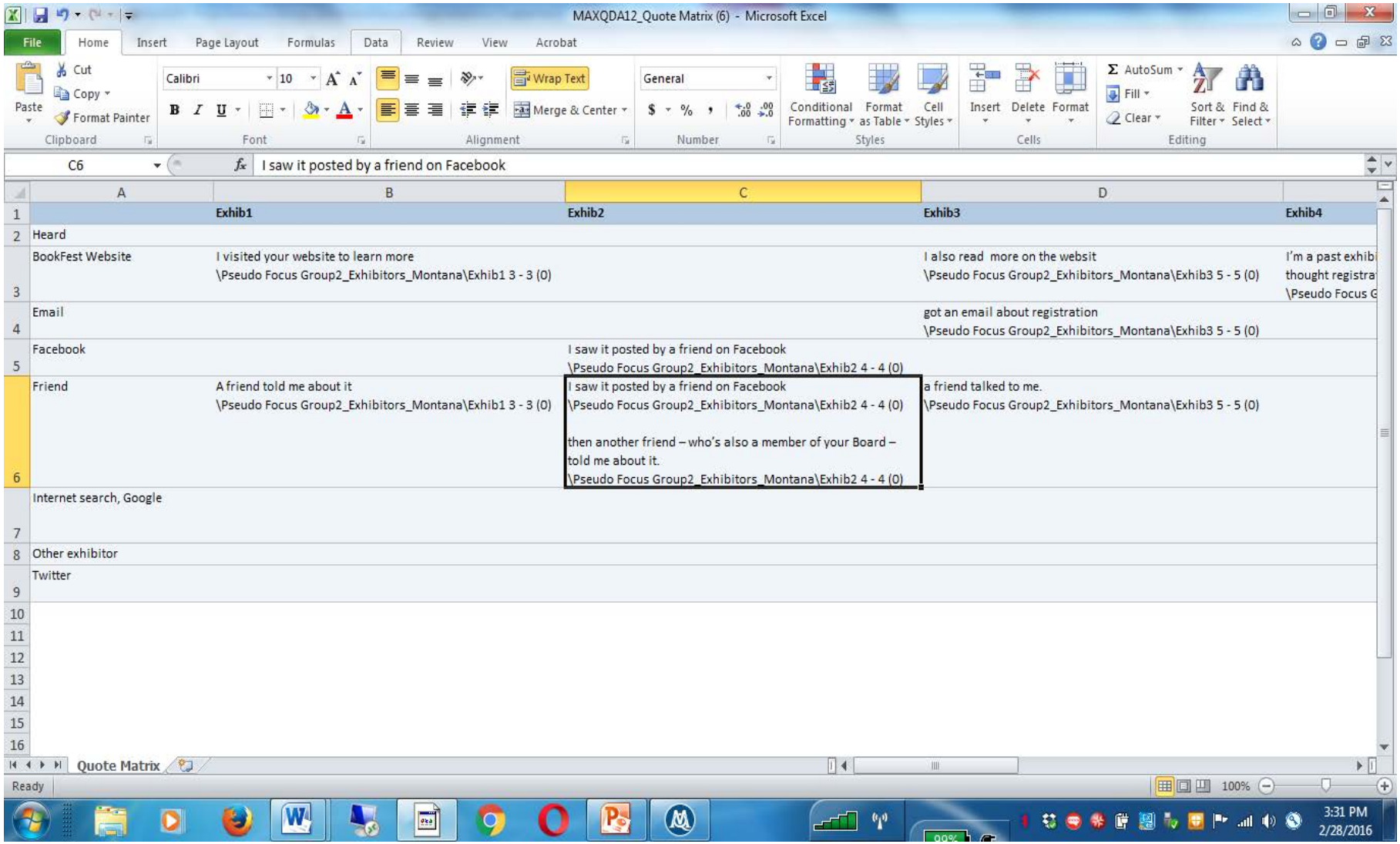
# Visual Tools:
# Code Relations Browser



# Visual Tools:
# Code Relations Browser Focus Group



# Visual Tools:
# Quote Matrix (Focus Group)



MAXQDA12_Quote Matrix (6) - Microsoft Excel

C6: I saw it posted by a friend on Facebook

| | A | B | C | D | |
|---|---|---|---|---|---|
| 1 | | **Exhib1** | **Exhib2** | **Exhib3** | **Exhib4** |
| 2 | Heard | | | | |
| 3 | BookFest Website | I visited your website to learn more<br>\Pseudo Focus Group2_Exhibitors_Montana\Exhib1 3 - 3 (0) | | I also read more on the websit<br>\Pseudo Focus Group2_Exhibitors_Montana\Exhib3 5 - 5 (0) | I'm a past exhib<br>thought registra<br>\Pseudo Focus G |
| 4 | Email | | | got an email about registration<br>\Pseudo Focus Group2_Exhibitors_Montana\Exhib3 5 - 5 (0) | |
| 5 | Facebook | | I saw it posted by a friend on Facebook<br>\Pseudo Focus Group2_Exhibitors_Montana\Exhib2 4 - 4 (0) | | |
| 6 | Friend | A friend told me about it<br>\Pseudo Focus Group2_Exhibitors_Montana\Exhib1 3 - 3 (0) | I saw it posted by a friend on Facebook<br>\Pseudo Focus Group2_Exhibitors_Montana\Exhib2 4 - 4 (0)<br><br>then another friend – who's also a member of your Board – told me about it.<br>\Pseudo Focus Group2_Exhibitors_Montana\Exhib2 4 - 4 (0) | a friend talked to me.<br>\Pseudo Focus Group2_Exhibitors_Montana\Exhib3 5 - 5 (0) | |
| 7 | Internet search, Google | | | | |
| 8 | Other exhibitor | | | | |
| 9 | Twitter | | | | |
| 10 | | | | | |
| 11 | | | | | |
| 12 | | | | | |
| 13 | | | | | |
| 14 | | | | | |
| 15 | | | | | |
| 16 | | | | | |

Quote Matrix

Ready

3:31 PM
2/28/2016

# Exercise Using Visual Tools

- Open the Poster_Images_V3 Project file
- Activate the first 10 images
- Activate all of the subcodes under “Linda” for the gender of characters in the image and for the type of image (abstract, cartoon, human)
- Create a code matrix browser and compare the codes across the ten images. How do the documents differ across these 2 types of codes?
- Create a code relations browser – are there certain codes that seem to go together?

# 12:30-2:00 Analysis Methods with MAXQDA and Output Produced from MAXQDA (Continued)

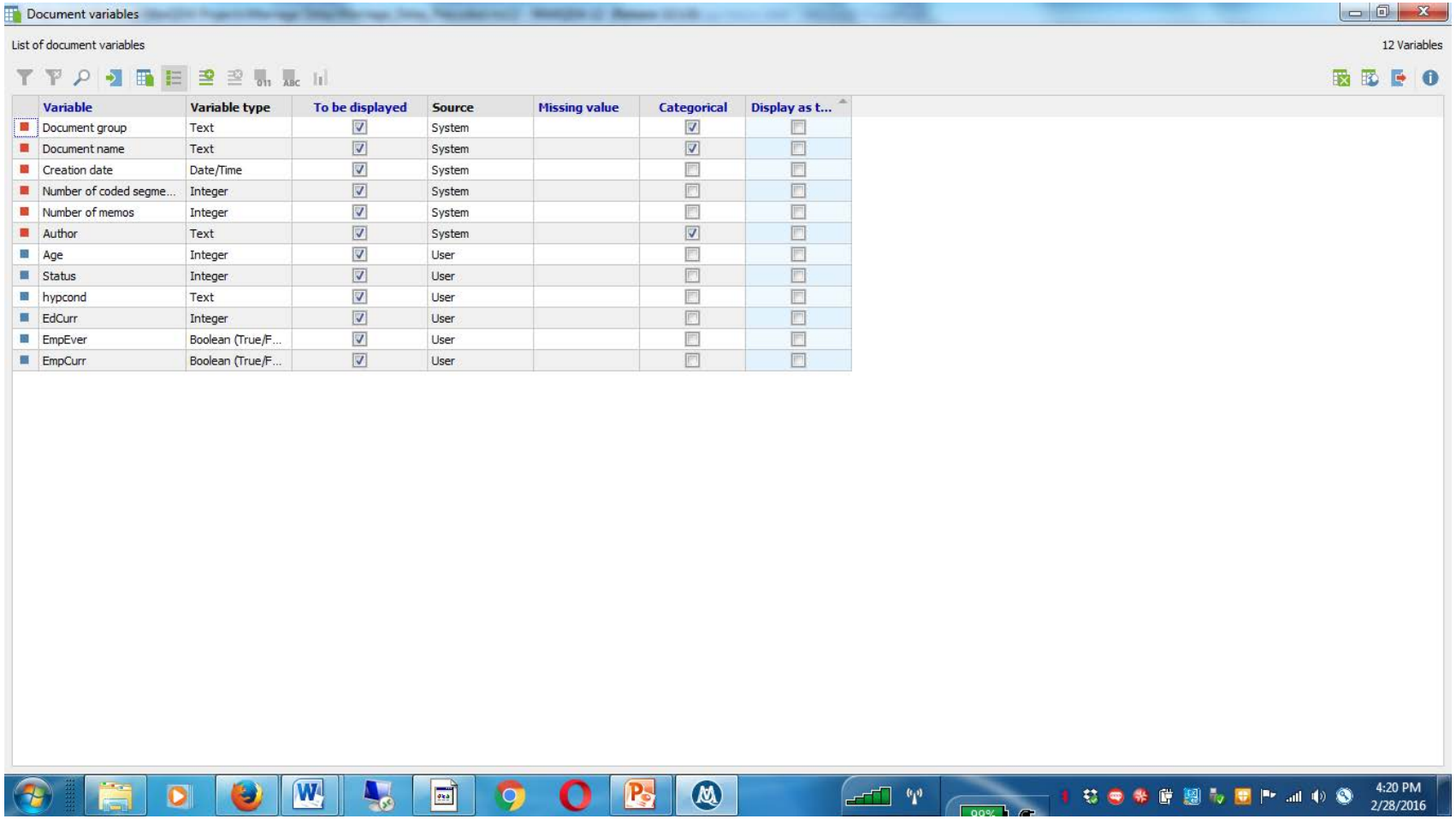
# Analysis Methods with MAXQDA and Output Produced from MAXQDA (Continued)

- In this final session we will look at additional MAXQDA reporting tools and output.

- First we will look at the idea of adding “Variables” to a project file and document.

- In the Marriage Delay Excel file we looked at yesterday there were existing “Variables” including each respondent’s age.

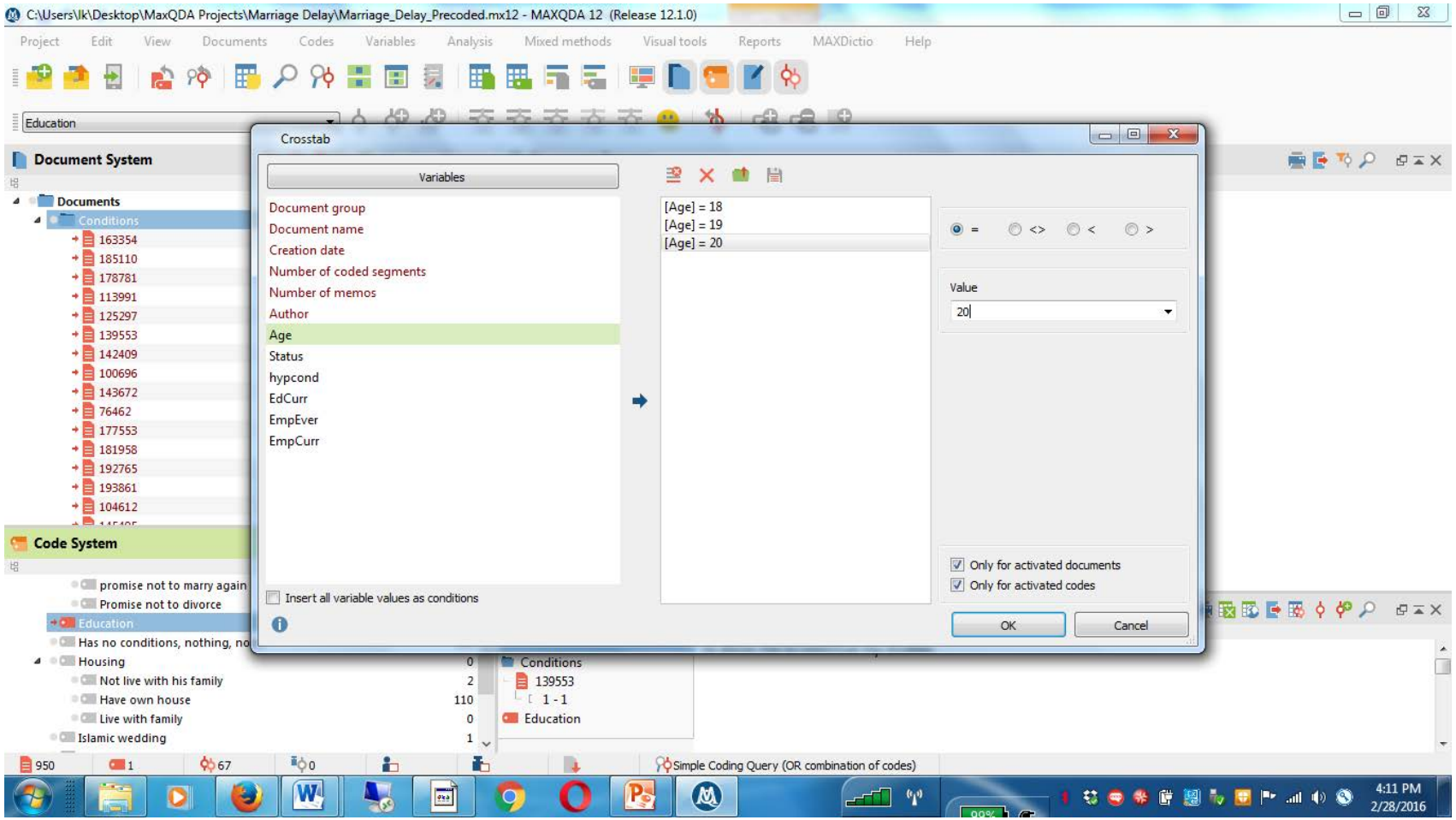
# Document Variables



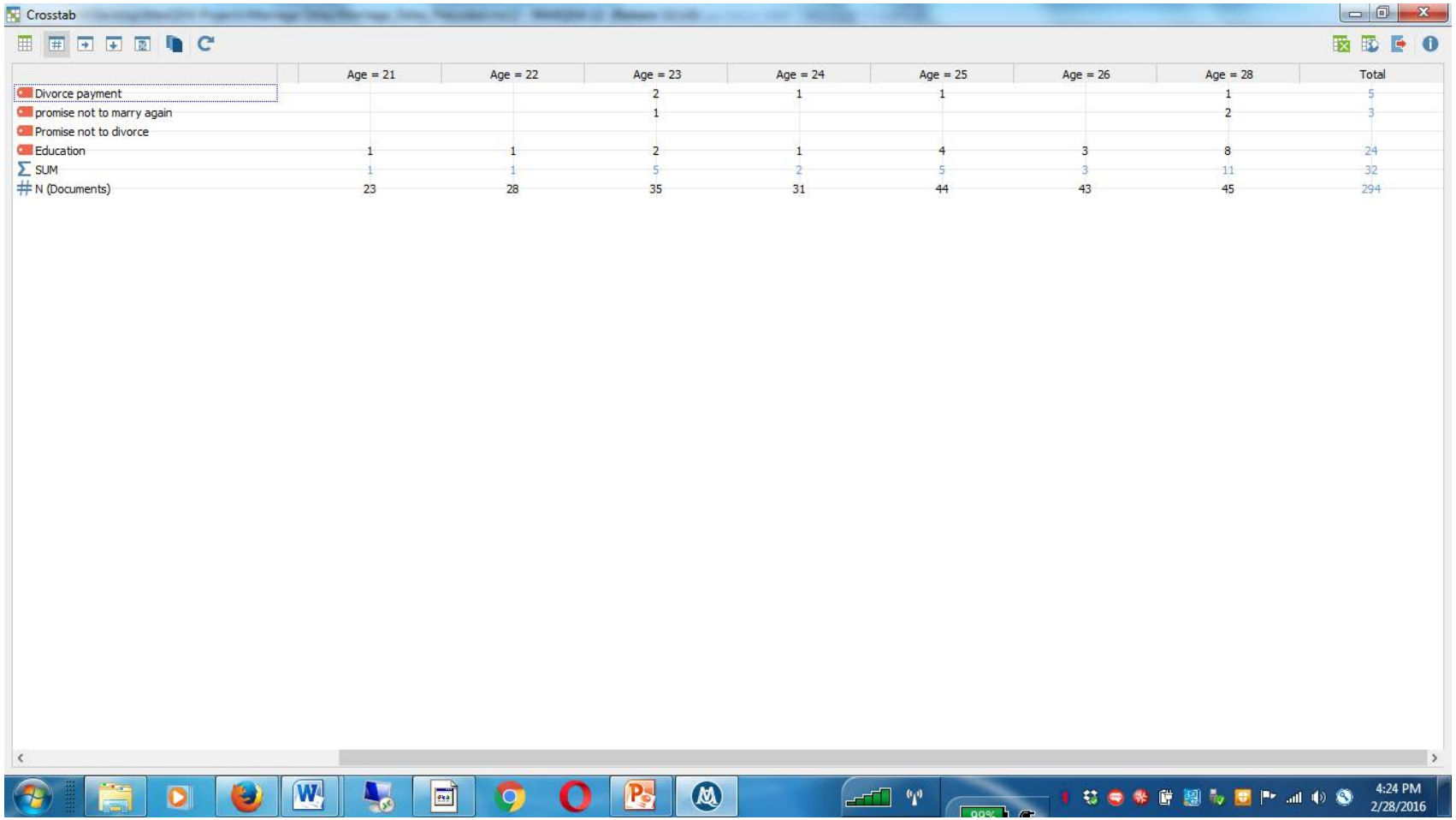
# Document Variables

The document variables can be used in a variety of analyses within MAXQDA including basic crosstabs of activated codes.

# Crosstabs in MAXQDA



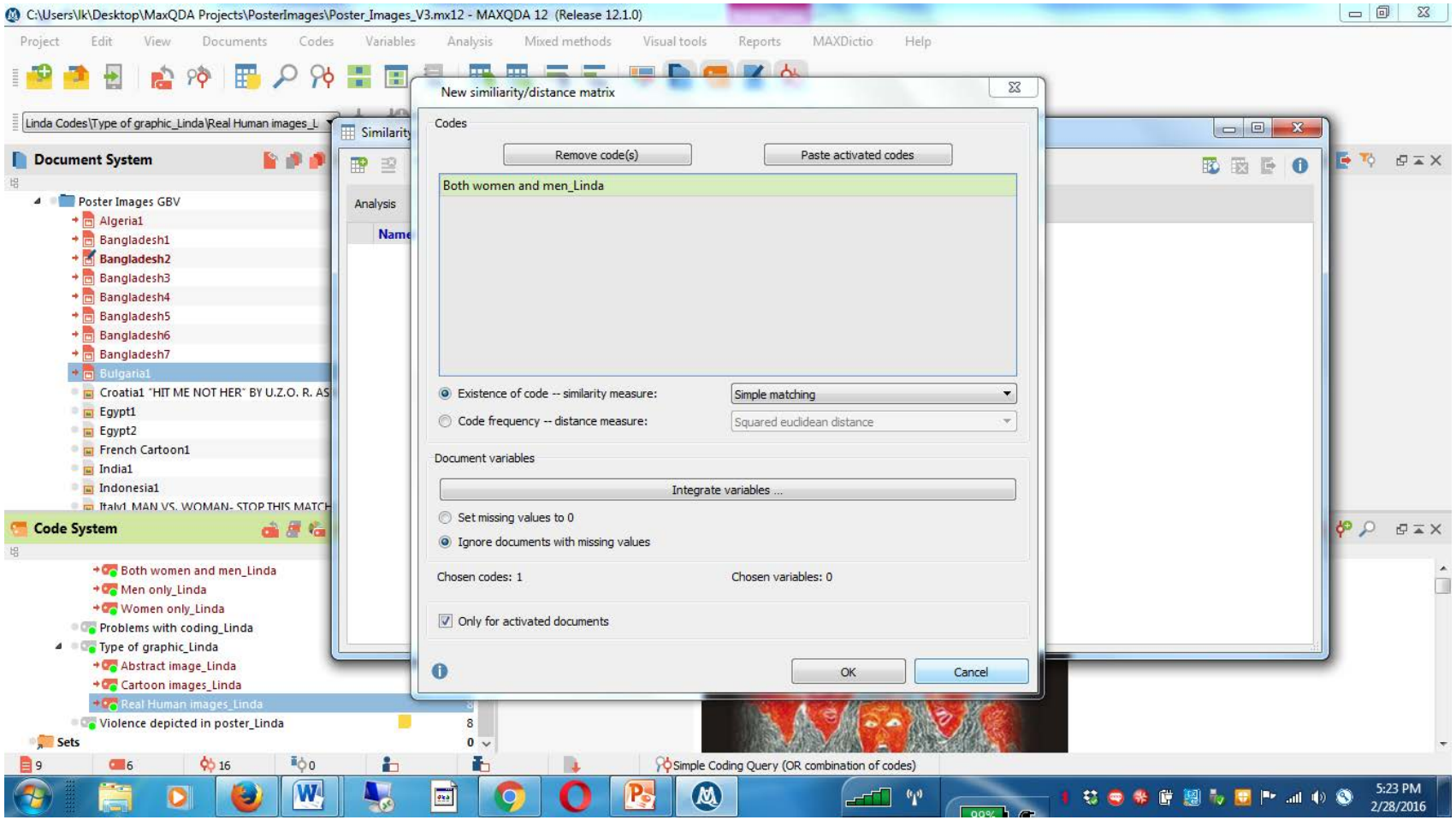
# Crosstabs in MAXQDA




| | Age = 21 | Age = 22 | Age = 23 | Age = 24 | Age = 25 | Age = 26 | Age = 28 | Total |
|---|---|---|---|---|---|---|---|---|
| Divorce payment | | | 2 | 1 | 1 | | 1 | 5 |
| promise not to marry again | | | 1 | | | | 2 | 3 |
| Promise not to divorce | | | | | | | | |
| Education | 1 | 1 | 2 | 1 | 4 | 3 | 8 | 24 |
| Σ SUM | 1 | 1 | 5 | 2 | 5 | 3 | 11 | 32 |
| # N (Documents) | 23 | 28 | 35 | 31 | 44 | 43 | 45 | 294 |

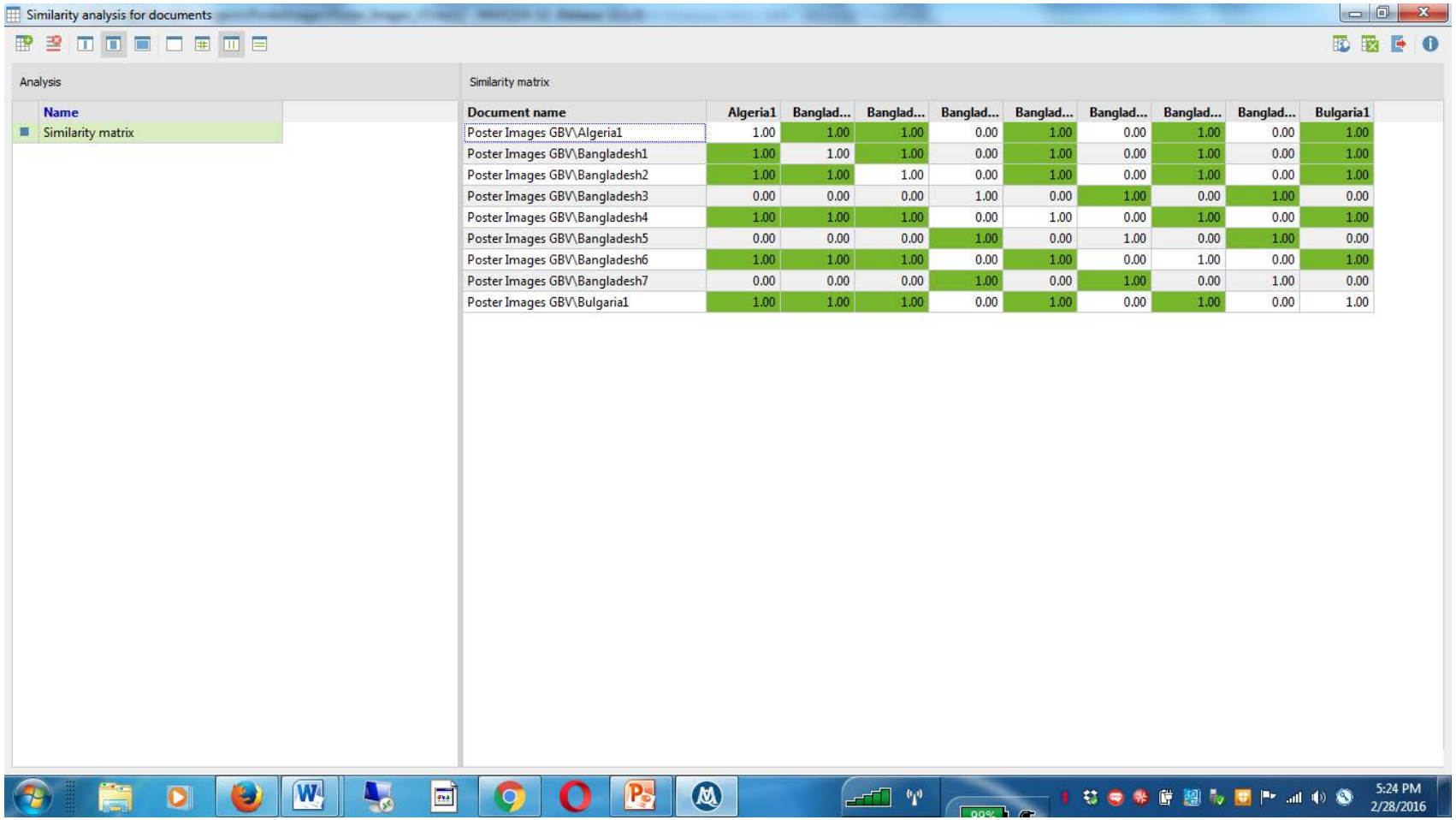
# Similarity Analysis

**Only one code selected for similarity**



# Similarity Analysis

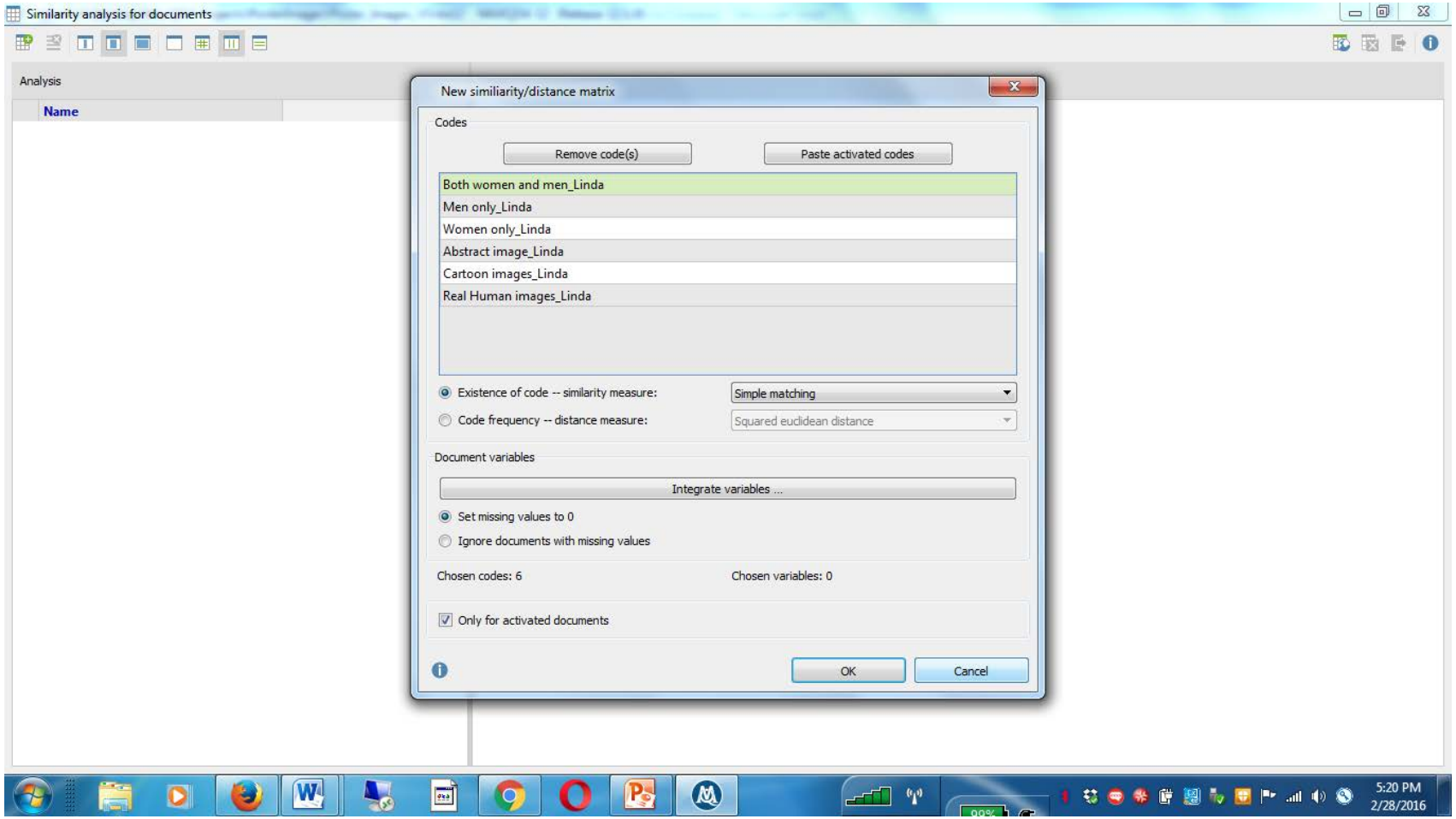
**Only one code selected for similarity: The values can only be 0 (no match) or 1 (both have code)**




| Document name | Algeria1 | Banglad... | Banglad... | Banglad... | Banglad... | Banglad... | Banglad... | Banglad... | Bulgaria1 |
|---|---|---|---|---|---|---|---|---|---|
| Poster Images GBV\Algeria1 | 1.00 | 1.00 | 1.00 | 0.00 | 1.00 | 0.00 | 1.00 | 0.00 | 1.00 |
| Poster Images GBV\Bangladesh1 | 1.00 | 1.00 | 1.00 | 0.00 | 1.00 | 0.00 | 1.00 | 0.00 | 1.00 |
| Poster Images GBV\Bangladesh2 | 1.00 | 1.00 | 1.00 | 0.00 | 1.00 | 0.00 | 1.00 | 0.00 | 1.00 |
| Poster Images GBV\Bangladesh3 | 0.00 | 0.00 | 0.00 | 1.00 | 0.00 | 1.00 | 0.00 | 1.00 | 0.00 |
| Poster Images GBV\Bangladesh4 | 1.00 | 1.00 | 1.00 | 0.00 | 1.00 | 0.00 | 1.00 | 0.00 | 1.00 |
| Poster Images GBV\Bangladesh5 | 0.00 | 0.00 | 0.00 | 1.00 | 0.00 | 1.00 | 0.00 | 1.00 | 0.00 |
| Poster Images GBV\Bangladesh6 | 1.00 | 1.00 | 1.00 | 0.00 | 1.00 | 0.00 | 1.00 | 0.00 | 1.00 |
| Poster Images GBV\Bangladesh7 | 0.00 | 0.00 | 0.00 | 1.00 | 0.00 | 1.00 | 0.00 | 1.00 | 0.00 |
| Poster Images GBV\Bulgaria1 | 1.00 | 1.00 | 1.00 | 0.00 | 1.00 | 0.00 | 1.00 | 0.00 | 1.00 |

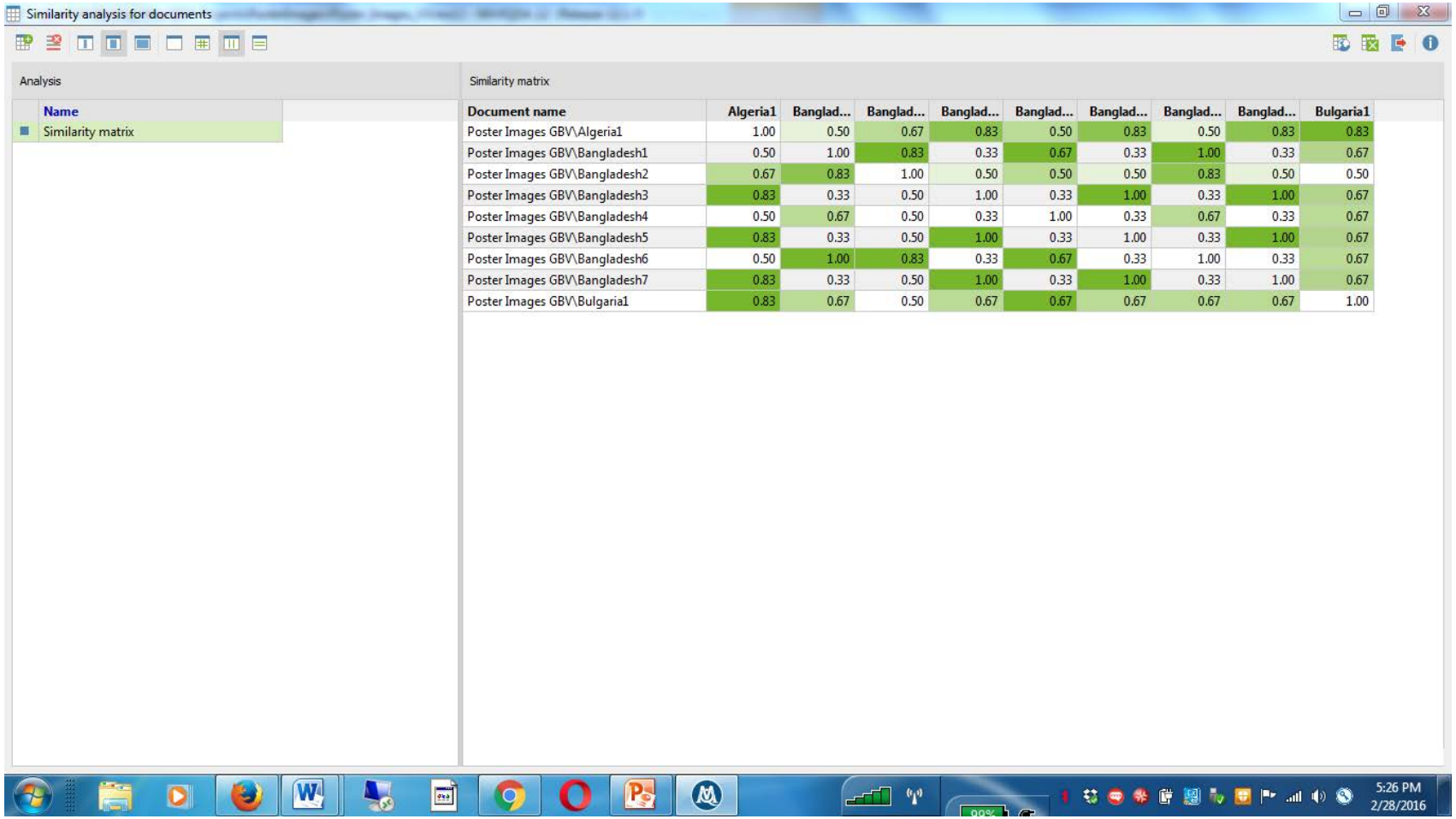
# Similarity Analysis

**Multiple codes selected**



# Similarity Analysis

**Multiple codes selected**

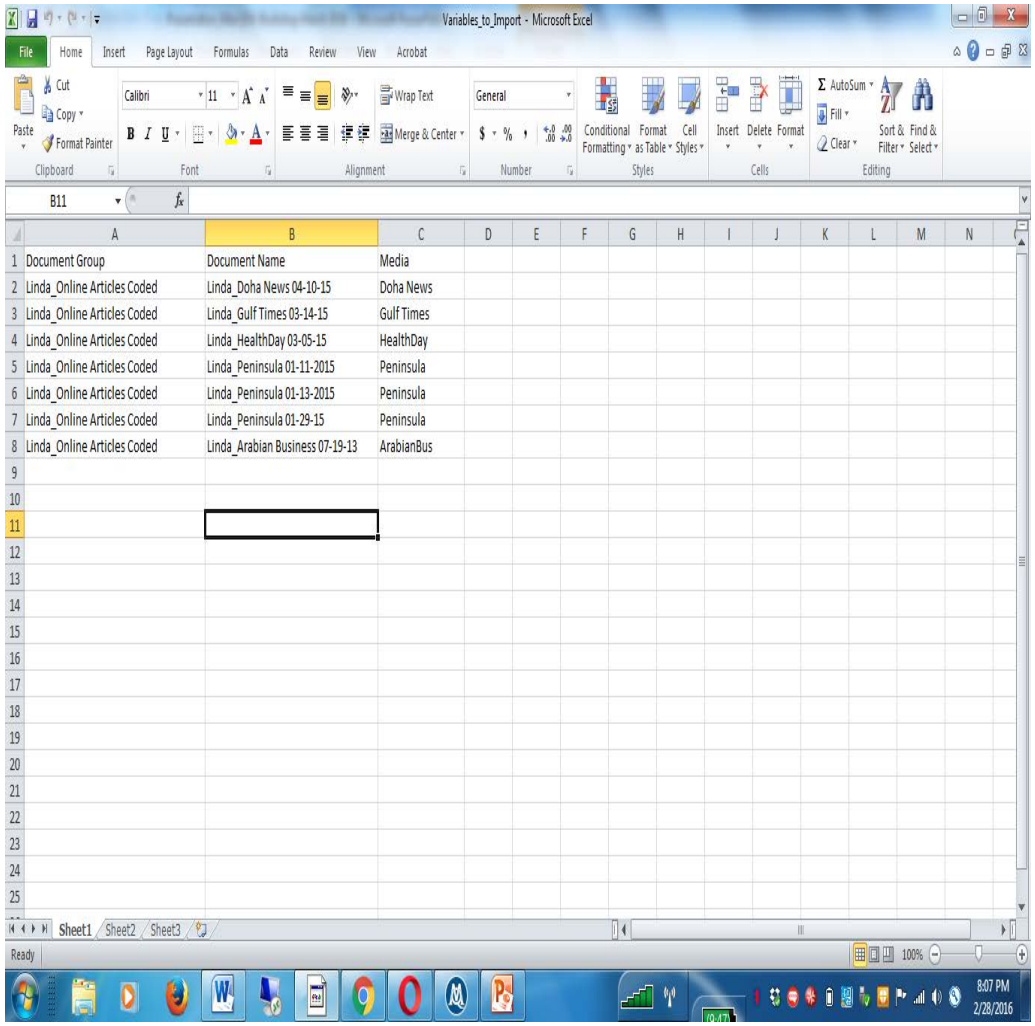



| Document name | Algeria1 | Banglad... | Banglad... | Banglad... | Banglad... | Banglad... | Banglad... | Banglad... | Bulgaria1 |
|---|---|---|---|---|---|---|---|---|---|
| Poster Images GBV\Algeria1 | 1.00 | 0.50 | 0.67 | 0.83 | 0.50 | 0.83 | 0.50 | 0.83 | 0.83 |
| Poster Images GBV\Bangladesh1 | 0.50 | 1.00 | 0.83 | 0.33 | 0.67 | 0.33 | 1.00 | 0.33 | 0.67 |
| Poster Images GBV\Bangladesh2 | 0.67 | 0.83 | 1.00 | 0.50 | 0.50 | 0.50 | 0.83 | 0.50 | 0.50 |
| Poster Images GBV\Bangladesh3 | 0.83 | 0.33 | 0.50 | 1.00 | 0.33 | 1.00 | 0.33 | 1.00 | 0.67 |
| Poster Images GBV\Bangladesh4 | 0.50 | 0.67 | 0.50 | 0.33 | 1.00 | 0.33 | 0.67 | 0.33 | 0.67 |
| Poster Images GBV\Bangladesh5 | 0.83 | 0.33 | 0.50 | 1.00 | 0.33 | 1.00 | 0.33 | 1.00 | 0.67 |
| Poster Images GBV\Bangladesh6 | 0.50 | 1.00 | 0.83 | 0.33 | 0.67 | 0.33 | 1.00 | 0.33 | 0.67 |
| Poster Images GBV\Bangladesh7 | 0.83 | 0.33 | 0.50 | 1.00 | 0.33 | 1.00 | 0.33 | 1.00 | 0.67 |
| Poster Images GBV\Bulgaria1 | 0.83 | 0.67 | 0.50 | 0.67 | 0.67 | 0.67 | 0.67 | 0.67 | 1.00 |

# Adding Document Variables to Project File

- You can add document variables to documents after a project has been created.
- For example, in the internet health articles file we have worked with, we might want to add the source of each article as a variable.
- The variables need to be added in Excel in the format shown on the following screen.

# Adding Document Variables to Project File: Excel Format

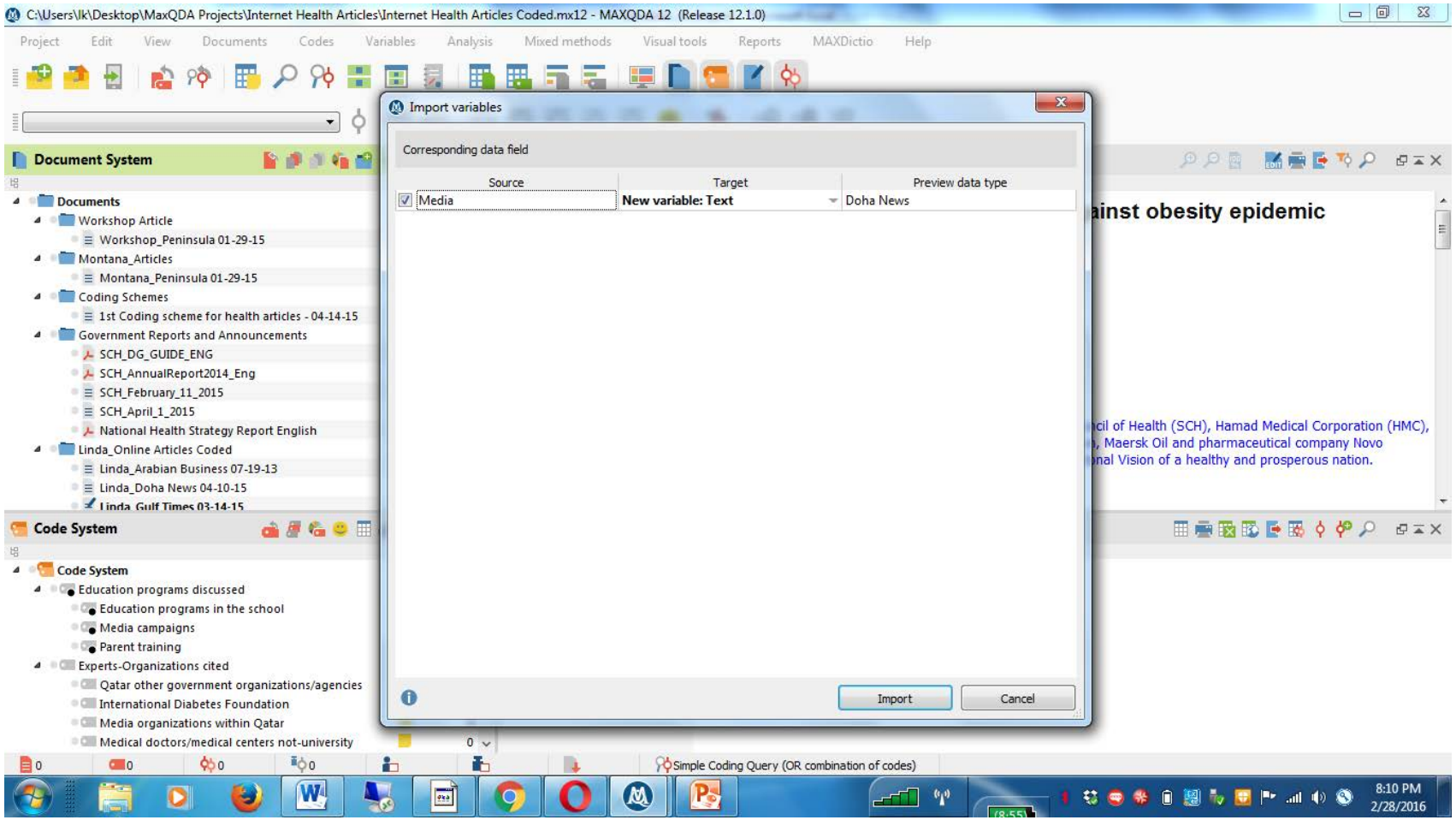



| | A | B | C |
|---|---|---|---|
| 1 | Document Group | Document Name | Media |
| 2 | Linda_Online Articles Coded | Linda_Doha News 04-10-15 | Doha News |
| 3 | Linda_Online Articles Coded | Linda_Gulf Times 03-14-15 | Gulf Times |
| 4 | Linda_Online Articles Coded | Linda_HealthDay 03-05-15 | HealthDay |
| 5 | Linda_Online Articles Coded | Linda_Peninsula 01-11-2015 | Peninsula |
| 6 | Linda_Online Articles Coded | Linda_Peninsula 01-13-2015 | Peninsula |
| 7 | Linda_Online Articles Coded | Linda_Peninsula 01-29-15 | Peninsula |
| 8 | Linda_Online Articles Coded | Linda_Arabian Business 07-19-13 | ArabianBus |

# Adding Document Variables to Project File: Excel Format

Click on the Variables Tab, and click on “Import Data” (the third selection) in the “Document Variables” Section.

# Adding Document Variables to Project File: Excel Format



# Adding Document Variables to Project File: Excel Format

| Document group | Document name | Creation date | Number of coded segments | Number of memos | Author | Media |
|---|---|---|---|---|---|---|
| Linda_Online Articles Coded | Linda_Arabian Business 07-19-13 | 3/16/2015 11:32 AM | 16 | 0 | lkimmel | ArabianBus |
| Linda_Online Articles Coded | Linda_Doha News 04-10-15 | 4/10/2015 3:38 PM | 27 | 0 | linda Kimmel | Doha News |
| Linda_Online Articles Coded | Linda_Gulf Times 03-14-15 | 3/16/2015 11:32 AM | 19 | 0 | lkimmel | Gulf Times |
| Linda_Online Articles Coded | Linda_HealthDay 03-05-15 | 3/16/2015 11:32 AM | 18 | 0 | lkimmel | HealthDay |
| Linda_Online Articles Coded | Linda_Peninsula 01-11-2015 | 4/17/2015 4:33 PM | 22 | 0 | Sonja | Peninsula |
| Linda_Online Articles Coded | Linda_Peninsula 01-13-2015 | 4/17/2015 4:35 PM | 9 | 0 | Sonja | Peninsula |
| Linda_Online Articles Coded | Linda_Peninsula 01-29-15 | 4/17/2015 4:35 PM | 14 | 1 | Sonja | Peninsula |
| Government Reports and Annou... | SCH_DG_GUIDE_ENG | 4/14/2015 4:50 PM | 0 | 1 | linda Kimmel | |
| Coding Schemes | 1st Coding scheme for health arti... | 4/17/2015 10:54 AM | 0 | 1 | linda Kimmel | |
| Online Articles to Code_Arabic | cvd and garlic | 2/9/2016 10:11 AM | 0 | 0 | lkimmel | |
| Montana_Articles | Montana_Peninsula 01-29-15 | 4/17/2015 4:35 PM | 13 | 1 | Sonja | |
| Workshop Article | Workshop_Peninsula 01-29-15 | 2/26/2016 1:47 PM | 0 | 0 | lk | |
| Government Reports and Annou... | SCH_AnnualReport2014_Eng | 4/10/2015 4:05 PM | 0 | 1 | linda Kimmel | |
| Online Articles to Code_Arabic | رواد دوليون في مجال التغذية يزورون... | 2/9/2016 10:11 AM | 9 | 1 | lkimmel | |
| Government Reports and Annou... | SCH_February_11_2015 | 4/10/2015 3:55 PM | 0 | 1 | linda Kimmel | |
| Government Reports and Annou... | SCH_April_1_2015 | 4/10/2015 3:48 PM | 0 | 1 | linda Kimmel | |
| Linda_Online Articles Coded | Linda_MiddleEastOnline 02-10-20... | 3/16/2015 11:32 AM | 28 | 0 | lkimmel | |
| Government Reports and Annou... | National Health Strategy Report ... | 4/10/2015 3:44 PM | 0 | 1 | linda Kimmel | |
| Linda_Online Articles Coded | Linda_Weill Cornell Medical Colleg... | 3/16/2015 11:32 AM | 19 | 0 | lkimmel | |

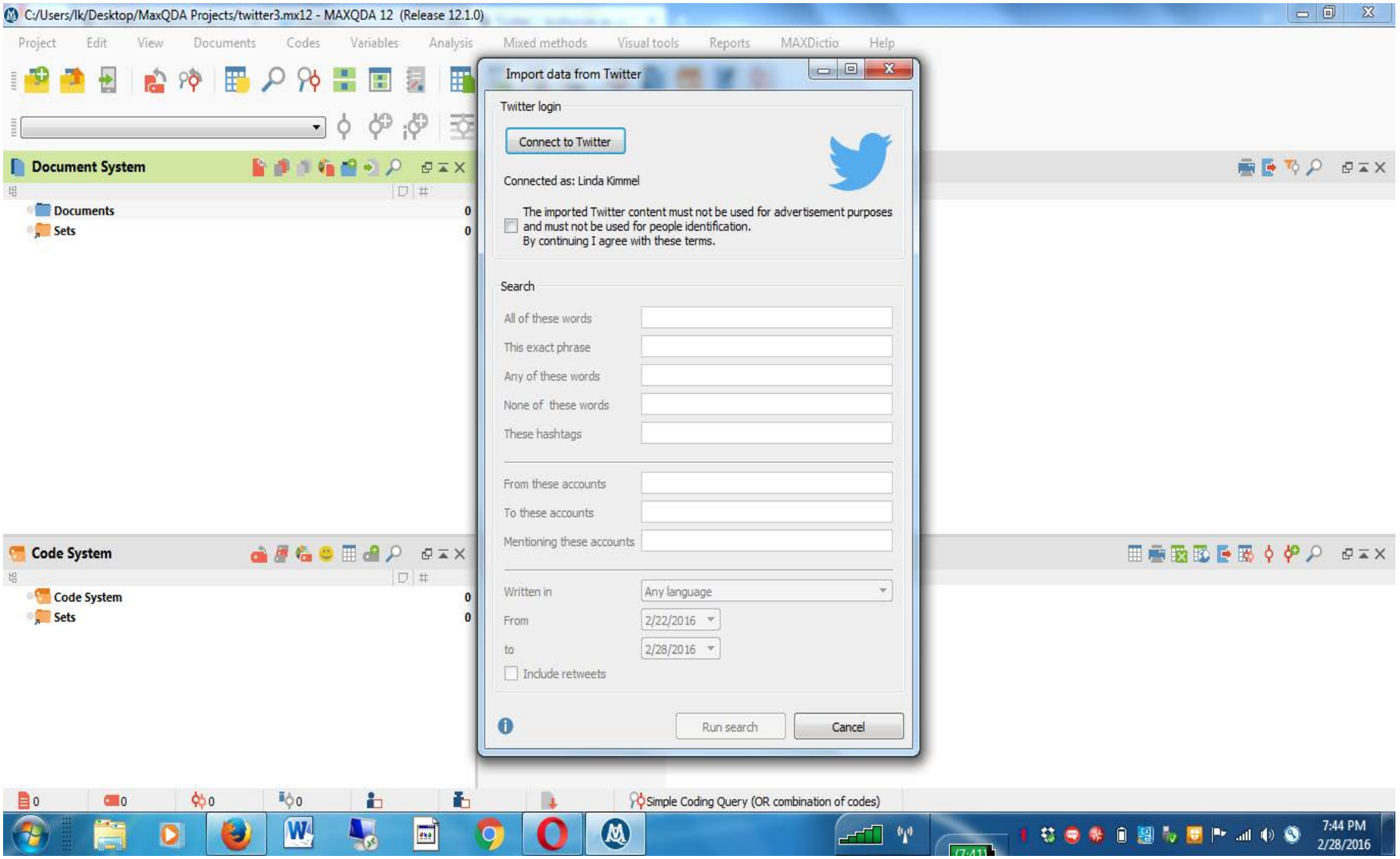
# Importing Twitter Data

- **I WILL ONLY ADDRESS THIS IF THERE IS TIME**

# Importing Twitter Data

- You can directly import data from twitter into MAXQDA, provided you have a twitter account.
- Under the “Documents” tab, click on “Import Data from Twitter.”
- The following popup screen will appear.

# Importing Twitter Data



# Concluding Remarks

- There are a lot of resources available on CAQDAS. We encourage you to explore some of the resources to learn more about CAQDAS.
- Consider the types of projects you are involved with or are planning to do, and decided whether CAQDAS makes sense for you.
  - A single open-ended response in a large-scale survey of over 2,000 respondents? CAQDAS is probably not the most efficient method.
  - Focus group transcripts or other types of text documents? CAQDAS may be extremely useful.
- If you decide to go with MAXQDA, recognize that it is extremely flexible and can be used in a variety of ways to best fit your needs and the needs of your project.