

proposal for a two-day Maxqda workshop

The workshop starts by introducing the fundamental paradigms of qualitative research and software aided analysis. An overview into the diversity of methods used in qualitative research is presented with a focus on the grounded theory methodology. Subsequently the participants are introduced to the Maxqda software and its application in content analysis.

The participants are offered interactive short presentations, joint and individual exercises to get to know and apply themselves working techniques of qualitative data analysis in Maxqda. During the workshop typical questions are addressed that arise in the course of a research project such as how to transcribe audio material, importing varying data formats like videos. Exercises focusing on the practice of coding and related issues are the core component of the workshop giving the participants ample opportunities to apply their theoretical and methodological knowledge in practice. During the workshop participants are encouraged to discuss questions and problems concerning the use of Maxqda in their projects.

The aim of the workshop is to enable all participants to conduct their analysis using Maxqda. The participants will have gained extensive knowledge based of their own data, if present, and the analytical process, so that they are able to carry out the evaluation independently themselves. They are able to achieve results and to present them in an appealing manner. Ideally at the end of the workshop participants can hit the ground running with their research projects as they possess the knowledge and necessary project files to continue their analysis straightaway.

first day

9:00–9:30	welcoming address and introduction determine the individual experiences of the participants with regard to qualitative methodology and its applications; very short presentation of the individual projects
9:30– 10:30	paradigms of qualitative analysis and Maxqda preparation and management of data: phonetic transcription; presentation of the structure of Maxqda; introduction to qualitative content analysis
10:30 – 10:45	break
10:45 – 12:00	coding and memos und Memos applying open, selective and axial coding; using memos; simple text retrieval
12:15 – 13:15	lunch break
13:15 – 14:30	working with codes and building a code system split, merge, and differentiate codes to make them meaningful; color coding as a visual approach to analysis;
14:30 – 14:45	break
14:45 – 15:30	text retrieval and automatic coding when and how to use automated lexical coding; using the code–matrix browser to visualize your results
15:30 – 15:45	break
15:45 – 17:00	mixed methods functions Creating and interpreting cross tabulations and typology tables; how to export your statistical data (e.g. to SPSS)

second day

- 9:00 – 10:30 **revision and exercises**
import source material; code documents; write memos, use variables;
- 10:30 – 10:45 break
- 10:45 – 12:00 **advanced visualization techniques**
MAX Maps; document portrayal; code–relations–browser; document comparison chart
- 12:15 – 13:15 lunch break
- 13:15 – 14:30 **using Maxqda in a cooperative research project**
merge projects; exchange codings and code systems; conduct reliability tests;
- 14:30 – 14:45 break
- 14:45 – 15:30 **statistical evaluation with**
possibilities and limits of quantitative content analysis; vocabulary analysis;
keyword–in–context analysis; dictionary based analysis
- 15:30 – 15:45 break
- 15:45 – 17:00 **project discussion**
Where do we go from here? Addressing challenges and questions about Maxqda in your research project