

MAXQDA: Basic Functions

In this workshop the participants learn how to use the basic functions and features of the QDA software MAXQDA 10, enabling them to effectively integrate the software into their research workflows. In this basic workshop, participants will learn how to import, modify and export data in MAXQDA. They practice how to handle and annotate textual data – such as transcribed interviews, focus group discussions, newspaper articles or weblogs – in this powerful state-of-the-art research tool.

This practice-oriented introduction goes beyond practicing the main features and functions of MAXQDA. The workshop enables the participants to competently decide whether or not – and to what extent – to use MAXQDA. By working with example texts from the workshop conductor's own interview research on the use of QDA software, the participants discuss different styles of integrating software in methodological workflows, and they gain insights into the potentials and pitfalls of working with the software.

Throughout the workshop, participants gain insights into the general logic of QDA software and into its academic reception. This meta-knowledge, combined with a strong focus on using the software, provides workshop participants with the skills to competently test other QDA software packages – after all, there is no “best” software, only software that best fits one's needs.

Each participant should have access to PCs/Macs running Windows XP or higher. MAXQDA and the other leading software packages do not natively run under MAC OS. A fully functional 30 day trial of MAXQDA can be downloaded on <http://maxqda.com>.

9.00-9.15 (15 min)	<i>Introduction</i>
9.15-10.00 (45 min)	<i>Input: History and Discourse</i> <ul style="list-style-type: none"> • Hopes, fears and misconceptions connected to the use of QDA software • Software use and the communication of academic professionalization • Software and methodology: The distinction between method, function, and option • Commercial software vs. freeware
10.00 – 10.15	Break
10.15 – 11.30 (75 min)	<i>Basic Data Organization:</i> Importing & organizing texts; preparing data for import; text modification in MAXQDA; exporting data
11.30 – 12.30	Lunch Break
12.30 – 14.00 (90 min)	<i>Structuring & Annotating Data:</i> “Coding”: Structuring, organizing and segmenting data; code organization & code management; auto coding functions; memos
14.00 – 14.15	Break
14.15 – 15.15 (60 min)	<i>Search & Find:</i> Basic & advanced text retrievals; export of retrieved data
15.15 – 15.30	Break
15.30 – 16:30 (60 min)	<i>Advanced Data Organization:</i> Creating text variables in MAXQDA, activation of texts by variables
16.30 – 17.30 (60 min)	<i>Q&A, project consulting, workshop evaluation</i>