

## Extended Intro to Qualitative Data Analysis with MAXQDA & OpenCode

In this 2-day workshop the participants learn how to use the commercial program MAXQDA and the freeware OpenCode. Using freeware programs for qualitative data analysis is an attractive option for researchers who wish to still do some analysis “on paper”, or for researchers who collaborate with other researchers who do not have access to expensive software. Working with a rather simple software shows the limits and structures every software provides. Therefore, using OpenCode is also a powerful exercise for researchers who yet do not know what kind of (professional) software they would like to use.

The workshop features a complete introduction into OpenCode, as well as an extended introduction of basic and advanced functions in MAXQDA 10. The workshop enables researchers to effectively integrate either software package into their research workflows. Participants will learn how to import, modify and export data in MAXQDA and OpenCode. They practice how to handle and annotate textual data – such as transcribed interviews, focus group discussions, newspaper articles or weblogs in both packages. Additionally, the participants will learn how to effectively import large amounts of data into MAXQDA via pre-structured documents and spreadsheets. They will learn how to code, link and annotate audio and video files in MAXQDA, and how to use *geo links* (eg. from Google Earth) in their projects.

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>. OpenCode can be downloaded on the developer’s website: <http://www.phmed.umu.se/english/divisions/epidemiology/research/open-code/>.