Expanding Traditional Methods for Analyzing Qualitative Data

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Outline

Part 1
Expanding traditional methods. How MAXQDA coped with the challenges of method development – recent developments

Part 2
Expanding methods in the future – general trends in qualitative methods and the consequences for the further development of MAXQDA
MAXQDA 12: Mission Statement

• We are fascinated by the new digital technologies and the opportunities they offer (particularly for field research).

• We want to use these new technologies for supporting the analysis, for expanding traditional methods.

• Our focus is still on understanding (“The operation called verstehen”). We don’t want to get lost in new technologies.

• MAXQDA supports the process of understanding. It helps you to understand what is in your data. This is a process of interpretation as well as a process of constant comparison of data and also a process of taking numbers into account.

• In this context, we have developed a special emphasis for mixed methods approaches.
Expanding Traditional Methods in MAXQDA 12

1. /Data expanded

2. /Analysis expanded

3. /Analytical levels expanded

4. /Paradigms expanded

5. /Algorithmic analysis expanded
• New types of data like data from Facebook, online survey software (Survey Monkey et al.), Twitter

• MAXQDA 12: special import and analysis tools, e.g. import data from Twitter via API, automatic import of tweets, automatic coding of hashtags
Check this box to start searching for tweets
• New ways of setting up your coding frame: the Creative Coding procedure allows you to sort and organize your codes in a visual way.
New ways of setting up your coding frame: the Creative Coding procedure allows you to sort and organize your codes in a visual way.
• There is a big gap between the level of coded segments and the categories. A new third level of analysis in between is the Summary Grid. Here you may write thematic summaries for your individual cases.

• Based on the summaries you may create Summary Tables, e.g. for case comparisons.

• Summary Tables may also contain variables.
/Analytical Level Expanded

March 2, 2017
Developer Keynote – Prof. Dr. Udo Kuckartz & Dr. Stefan Rädiker
• Mixed methods approaches become more and more popular. The crucial point is not only the mixed methods design but the integration of the two types of data. We can differentiate between integration of data and integration of results (meta-inferences).

• Joint displays bring together data from both studies (Qual and Quant) into a single display.

• In MAXQDA 12.1 we have already integrated five types of joint displays.
### Merged and Connected Joint Display

<table>
<thead>
<tr>
<th>Merged and Connected Joint Display</th>
<th>Description</th>
<th>Type of Design</th>
<th>Constructing the Joint Displays Using MAXQDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Side-by-Side Displays</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1a) Sequential</td>
<td>Quantitative and qualitative data arrayed by questions</td>
<td>Convergent, embedded</td>
<td>Coding -&gt; Text Retrieval -&gt; Summary Grid and Summary Tables</td>
</tr>
<tr>
<td>1b) Table</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2) Categories by Themes Display</td>
<td>Joint Display Arraying <em>Categorical Data by Themes</em></td>
<td>Convergent embedded (same sample necessary)</td>
<td>Crosstabs Configuration Table</td>
</tr>
<tr>
<td>3) Typology Development Display:</td>
<td>A display relating qualitative themes to quantitative ratings for transforming qualitative data into quantitative scores.</td>
<td>Convergent or embedded designs</td>
<td>Transform Codes into Categorical Variables -&gt; Crosstabs and Diagrams</td>
</tr>
<tr>
<td>Attributes by Typology Merged Data Analysis</td>
<td></td>
<td></td>
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<tr>
<td>4) Planning Display for selecting the Qualitative Sample</td>
<td>A display that links quantitative results and demographic characteristics to participants purposefully selected for the follow-up sample</td>
<td>Sequential, explanatory</td>
<td>Typology Table</td>
</tr>
</tbody>
</table>

*MQIC 2017* MAXQDA International Conference
The new version of MAXDictio (now in MAXQDA 12.3) allows new automatic analysis for textual data.

- New features like Go-list, lemmatization and the Category Matrix Browser allow the word-based analysis and the comparison of document groups and sets.

- Dictionary based automatic coding is now completely integrated with the variables of MAXQDA.

- The new Interactive word tree allows new ways to explore the use of words and phrases.
Part 2

Expanding methods in the future – general trends in qualitative research and consequences for the further development of MAXQDA
General trends in qualitative research
Trends in Qualitative Research

Data

- More types of data
- More social media data
- More data
- More geographical data
- More video data
Trends in Qualitative Research

Analysis

• Increasing number of approaches

• Need for approaches to analyze large samples

• Need for approaches to analyze social media data

• More mixed methods

• Segmentation of research process
Trends in Qualitative Research

Researchers

• More teamwork

• Citizen research

• Lack of orientation for ethical issues

• Universities and colleges cannot teach all methods
Consequences for development of MAXQDA
Consequences for MAXQDA Development

Data

• Expand import options for different data types

• Expand performance for loads of data

• Expand „filter“ functions for data management
Consequences for MAXQDA Development

Analysis

• Expand mixed methods functions for data integration

• Expand reports for easier presentation

• Expand focus on quality criteria

• Expand visual tools

• Expand support for video
Consequences for MAXQDA Development

Researchers

• Intuitive core functions

• Publications focusing the use of MAXQDA

• Easy start for beginners

• Teamwork functionalities
MAXQDA treats research not as using algorithmic rules, but as a process of understanding.
Thank you for your attention.