ICS Pre-Conference Workshop
Introduction to Qualitative Data Analysis with MAXQDA

Date and Time:
September 5th, 2018 from 2pm – 5pm

Participants:
Max. 15 participants

Description:
This two to three hour workshop will give participants an introduction to qualitative research with MAXQDA. They will learn what type of data they can analyze with MAXQDA and gain an understanding of the basic options of coding and retrieving data, and searching for words or word combinations with the lexical search. Participants will also learn about the visualization options to check data for code patterns and relationships.

MAXQDA is a professional software for qualitative and mixed methods data analysis. It can be used to analyze e.g. interviews, literature, surveys, websites, social media, focus groups, audio/video, or tables.

Topics:
- Introduction: What is qualitative data? What is MAXQDA?
- Getting to know the Software: interface and main menus
- Creating and applying codes
- Retrieving segments
- Memos
- Lexical search
- Visualizing

Preparation:
Please bring your own computers, with the latest version of MAXQDA already installed. The free 14-day trial version is sufficient. It can be downloaded at www.maxqda.com/trial.

Literature:
For computer-assisted qualitative data analysis and qualitative text analysis:
Kuckartz, Udo (2014). Qualitative Text Analysis. London: Sage Publications

Trainer:
Ráchel Surányi has been using MAXQDA for her research project for five years. She is a PhD student in the Social Science department at the Eötvös Loránd University in Budapest and participates in different research projects (including qualitative methods). Her research interests are focussed on migration and integration.