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## Data Types (Import & Analysis)










	Standard	Plus	Analytics Pro
<h3>Text and PDF documents</h3> <p>Import and edit text documents (.docx, .odt, .rtf, txt). Import PDF files in their original format.</p>			
<h3>Transcripts</h3> <p>Import transcripts that were created with other software programs (manually or by automatic text recognition).</p>			
<h3>Focus groups</h3> <p>Import focus group transcripts or other multi-speaker texts with automatic speaker detection &amp; speaker based analysis tools.</p>			
<h3>Audio and Video</h3> <p>Import media files from common file formats. Analyze media files directly. Transcribe media. MAXQDA Media player displays waveform, allows analysis down to 10th of a second.</p> <p>Audio Windows: MP3, WAV, WMA, AAC, M4A Audio Mac: MP3, WAV, AAC, CAF, M4A Video Windows/Mac: MP4, MOV, MPG, AVI, M4V, 3GP, 3GGP Video Windows only: WMV</p>			
<h3>Surveys from Excel</h3> <p>Import survey data from excel with automatic precoding of open-ended answers and assignment of statistical information. Import SPSS data sets (.sav).</p>			
<h3>Surveys from SurveyMonkey</h3> <p>Import survey data directly from SurveyMonkey account with automatic precoding of open-ended answers and assignment of statistical information.</p>			
<h3>Spreadsheets</h3> <p>Import Excel spreadsheets (.xlsx). Table view includes common table functionality: sort alphabetically, hide columns, edit or enter text into cells.</p>			
<h3>Webpages</h3> <p>Import webpages as text, image or PDF documents using the free Google Chrome Addon "MAXQDA Web Collector".</p>			

	Standard	Plus	Analytics Pro
<h3>Social media: Twitter and YouTube</h3> <p><i>Twitter:</i> Import tweets directly from twitter. Detailed search for tweets, authors, #hashtags languages, locations, etc. Automatically code tweets with #hashtags and @authors. Filter and statistically analyze tweets in new interactive table.</p> <p><i>YouTube:</i> Import video comments and video transcripts directly from YouTube. Autocode video comments with number of replies.</p>			
<h3>Images</h3> <p>Import photos and images (png, jpg, gif, tif). Images can be rotated and zoomed.</p>			
<h3>Literature data and bibliographical data</h3> <p>Import text and PDF articles, as well as meta information about articles, textbooks, etc. from bibliographical software packages Endnote, Mendeley, Citavi, and Zotero.</p>			
<h3>Prestructured text documents</h3> <p>Import text data from one document, that is automatically coded and split into multiple cases.</p>			
<h3>Create data in MAXQDA</h3> <p>Create new texts, tables, notes, summaries, and more directly in MAXQDA.</p>			
<h3>REFI-QDA Projects</h3> <p>Import projects from other programs like Nvivo that were exported to the REFI-QDA format.</p>			

























# Data Management & Usability

	Standard	Plus	Analytics Pro
<h2>Organize documents</h2> <p>Group documents in user defined folders. Create additional groups of documents with documents sets that documents are linked into.</p>			
<h2>Organize codes</h2> <p>Group codes in hierarchical order with up to 10 levels. Create un-hierarchical groups of codes with code sets that codes are linked into. Organize code system in map view.</p>			
<h2>Automatic project backup</h2> <p>Automatically backup projects in a user-defined time interval.</p>			
<h2>Spell checking</h2> <p>Find &amp; correct spelling errors in text documents and memos.</p>			
<h2>External files</h2> <p>Large files are included in a project as linked external documents. Bundle all external documents in one zip folder to move to a different computer.</p>			
<h2>Drag &amp; drop</h2> <p>Easy to use drag &amp; drop functionality for coding, code &amp; document organization, memo positions, adding elements to dialogue windows, and more.</p>			
<h2>Screen layout flexibility</h2> <p>Adjustable screen layout, optimized views for exploration, transcription, coding, literature reviews. Open multiple documents in tabs or in a second window for side-by-side comparison.</p>			
<h2>Line and paragraph numbering</h2> <p>Switch between line and paragraph numbering in text documents.</p>			

# Transcription




























	Standard	Plus	Analytics Pro
<b>Transcribe audio and video</b> Speed control, rewind control, automatic timestamps that link media to transcription. Keyboard shortcuts to insert text segment. Automatic speaker labels for focus group transcripts.			
<b>Foot pedal support</b> Increase transcription speed by using foot pedals. Supported foot pedals include Science I and Science II pedals.			
<b>Import transcripts with time stamps</b> Time stamp recognition when importing finished transcriptions from another software that uses a supported time stamp format.			

# Qualitative Data Analysis

	Standard	Plus	Analytics Pro
<h2>Coding</h2> <p>Wide variety of coding options: drag &amp; drop to code in all data formats, create code names from coded text segments (In-vivo coding and "open coding" mode), highlight coding (marker functionality) and emoticode (code with symbols). Assign keyboard shortcuts and code favorites for frequently used codes. Assign weight scores and add comments to coded segments.</p>			
<h2>Code Organization</h2> <p>Rearrange the code system and merge codes via drag &amp; drop. Group codes in codesets. Several options for the display of code frequencies in the code system.</p>			
<h2>Memos</h2> <p>Write memos and attach them to documents, codes or data segments or write free memos. Pick from 12 different memo symbols and create your own memo labels. Display memos in a sidebar next to the data. Special memo workspace to search, filter, and edit memos. Link memo content to parts of the data. Export memos or transform memos into documents.</p>			
<h2>Text Search</h2> <p>Search for multiple search strings across documents or memos. Search for word combinations that can be connected with AND/OR/NOT search operators. Search with "regular expressions".</p>			
<h2>Coded Data Search</h2> <p>Interactive display of coded data for multiple user defined search criterias, e.g. demographic data, code color, code weights. Complex coding query for coded segments. Search options include overlapping, if inside, only one code, and more.</p>			
<h2>Classification with Variables</h2> <p>Create and interrogate groups of cases or focus group speakers using demographical or other standardized data.</p>			
<h2>Linking</h2> <p>Link text, image, video or memo segments within a project to each other. Link to external sources like files, webpages, or geographical locations in Google Earth™ / Maps™.</p>			
<h2>Logbook</h2> <p>Journalize important steps of your research project and analysis in a logbook.</p>			































	Standard	Plus	Analytics Pro
<h3>Focus Group Analysis</h3> <p>Automatic speaker detection for import of transcript with multiple speakers. Analyze focus group transcripts as a whole document or interrogate by speaker. Add demographic data or other standardized information for each of the speakers. Speaker based analysis also available in several visualization and mixed methods tools.</p>			
<h3>Paraphrase</h3> <p>Paraphrase text and image segments and display paraphrases right next to the original data. View paraphrases in an interactive table to compare paraphrases for multiple cases or to build up a category system.</p>			
<h3>Summaries</h3> <p>Summarize coded data into your own words. Display and present summaries for cases or groups in interactive tables.</p>			
<h3>Creative Coding</h3> <p>Visually arrange and structure codes and themes on a blank canvas and transform the finalized structure into the MAXQDA Code System.</p>			
<h3>Automatic Coding</h3> <p>Automatically code results of a text search or coded data search with new codes.</p>			
<h3>Compare Groups and Cases</h3> <p>Display coded segments or code frequencies in synoptic table overviews.</p>			
<h3>Code Configurations</h3> <p>Display code combinations in a table view to analyze co-occurrences of categories, aspects, dimensions, etc (for any number of codes, or for subcodes of up to 6 codes).</p>			
<h3>Code Coverage</h3> <p>Display the amount of data that has been coded with selected codes.</p>			
<h3>Categorize Survey Data</h3> <p>Categorize and code answers of open ended questions in interactive display.</p>			
<h3>Import and Export Code Systems</h3> <p>Import a code system with code definitions from a spreadsheet or from another QDA software program (REFI Codebook). Transport a code system from one MAXQDA project to another.</p>			
















# Mixed Methods Analysis

	Standard	Plus	Analytics Pro
<p><b>Mixed Methods Data Compatibility</b></p> <p>Import and export survey data from Microsoft Excel or SPSS. Automatic detection of standardized data and open-ended comments. Standardized data is transformed into variables, open-ended comments can be coded automatically with question text.</p>			
<p><b>Interactive Quote Matrix</b></p> <p>Joint display to compare content of coded segments across user-defined groups in an interactive table view.</p>			
<p><b>Crosstabs</b></p> <p>Joint display to compare code frequencies and percentages across user-defined groups. Interactive result view.</p>			
<p><b>Quantizing</b></p> <p>Transform code frequencies of activated codes into document variables, that indicate how often the code occurs in cases.</p>			
<p><b>Typology Table</b></p> <p>Joint Display to compare statistical information (frequency, mean, and standard deviation) for groups based on coding work.</p>			
<p><b>Side-by-side Display</b></p> <p>View results of a qualitative and a quantitative study side by side.</p>			
<p><b>QUAL Themes for QUAN Groups</b></p> <p>Compare coded segments for groups. Groups based on standardised information.</p>			
<p><b>Statistic for QUAL Groups</b></p> <p>Compare statistics (frequencies, mean, deviation) for groups. Groups based on assigned codes.</p>			
<p><b>Similarity Analysis</b></p> <p>Compare and explore data differences and similarities by looking at both qualitative and quantitative information and analyzing which documents are the most similar based on codes, code frequency and standardised information.</p>			















# Visualization


























	Standard	Plus	Analytics Pro
<p><b>Code visualization</b></p> <p>Display or hide unlimited amount of coding stripes next to documents, highlight coded segments inside documents with code colors. Choose from millions of user defined code colors.</p>			
<p><b>Memo visualization</b></p> <p>Visualize memo types with memo type icons. Memos visually displayed in text margin, code system, document system. View memo preview at mouse over.</p>			
<p><b>Interactivity</b></p> <p>Visualizations are interactively connected to project data. Double click on any visualization element to view source data.</p>			
<p><b>Concept-Maps (MAXMaps)</b></p> <p>Visualize data and findings in map view e.g. in the context of grounded theory research. Add project data (documents, codes, memos, coded segments, paraphrases, summaries) as well as external data (images, links, georeferences) to a map. Add text fields and freely arrange, group, or link elements with labeled arrows. Elements stay connected to original source data.</p>			
<p><b>Model Templates for Concept-Maps (MAXMaps)</b></p> <p>Use templates for the automated creation of concept maps for visual analysis and presentation of cases, code relationships, summaries, code hierarchies, and more.</p>			
<p><b>Document Comparison Chart</b></p> <p>Visually compare code patterns of multiple text documents by paragraph.</p>			
<p><b>Code Frequency (Code Matrix Browser)</b></p> <p>Visualize the number of segments coded with each code by document, document group, or focus group participant.</p>			
<p><b>Code Co-Occurrence (Code Relations Browser)</b></p> <p>Visualize the simultaneous occurrence of codes in the data material.</p>			
<p><b>Code Timeline (Codeline)</b></p> <p>Visualize code occurrence within a single document by paragraph (text document), page (PDF document), or minute/second (media file).</p>			
<p><b>Document Portrait</b></p> <p>Visual and sort code occurrence in single documents by color and frequency.</p>			

	Standard	Plus	Analytics Pro
<h3>Word Cloud</h3> <p>Create word cloud display of most frequently used words in documents or document groups. Limit display by adding words to stop list.</p>			
<h3>Code Cloud</h3> <p>Create word cloud display of most frequent code names.</p>			
<h3>Document Map</h3> <p>Visually cluster cases (documents) on a map to analyze similarities with regard to the assignment of codes and variables in the documents.</p>			
<h3>Code Map</h3> <p>Visually cluster codes on a map to analyze similarities with regard to the simultaneous occurrence of codes.</p>			
<h3>Charts &amp; Diagrams</h3> <p>Create bar and pie charts for code frequencies or variable values. Edit chart elements and colors.</p>			






















# Teamwork

	Standard	Plus	Analytics Pro
<h2>Merge Projects</h2> <p>Merge several projects into one project file</p>			
<h2>Transfer Project Elements</h2> <p>Transfer specific project elements from one project file to another, e.g. transfer codes you applied to documents to the same documents in a team members project file.</p>			
<h2>Intercoder Agreement</h2> <p>Review how different team members coded the same data. Check intercoder agreement based on code occurrence, code frequency, or code position. Calculate kappa coefficient (Brennan &amp; Prediger, 1981).</p>			
<h2>User Roles</h2> <p>Assign user roles and permissions to team members (e.g. admin, project manager, coding assistant) to protect your data from unwanted changes. Password protected login for project files.</p>			



















# Report & Publish

	Standard	Plus	Analytics Pro
<b>Smart Publisher</b> Create professional and customizable Word document reports of coded data that are ready-for-print.			
<b>Table Overviews</b> Export table overview for coded segments, memos, codes, links, paraphrases and summaries.			
<b>Codebook</b> Export code system together with code definitions to present category system in reports to Word.			
<b>Project Information Export</b> Display project data overview containing the project memo and automatically updated list of standardized project information.			
<b>MAXQDA Reader Compatibility</b> Created projects can be opened and viewed with the free MAXQDA Reader software.			
<b>Export Options</b> Export data, tables, analyses, graphics, etc. in various formats: DOCX for Word, XLSX for Excel, PNG/SVG images etc. Save coded video or audio segments as individual video or audio clips.			
<b>Anonymize projects</b> Export a copy of a project, in which passages with selected codes are automatically anonymized.			
<b>Data Archiving</b> Archive original data sources (optionally supplemented by statistical data, memos, code system, media files) in an easy-to-understand folder structure or as a compressed ZIP file.			
<b>REFI-QDA Projectt</b> Export projects to the universal REFI exchange format.			
















# User Community, Language Support and Support

	Standard	Plus	Analytics Pro
<p><b>Online Material</b></p> <p>Full online manual in English and German. Video tutorials for many features. Getting Started Guide for new users.</p>			
<p><b>Context Sensitive Help</b></p> <p>Help button in every dialogue window jumps directly to corresponding chapter in online help.</p>			
<p><b>Worldwide Trainer Network</b></p> <p>Global network of professional MAXQDA trainers with detailed profiles on MAXQDA webpage that can be contacted for workshops and consulting.</p>			
<p><b>Free support</b></p> <p>Free online support for all users of the current and preceding version.</p>			
<p><b>User Forum</b></p> <p>Active user community discussing technical questions and best-practices in MAXQDA user forum.</p>			
<p><b>Interface language</b></p> <p>User interface in more than 10 languages: English, German, Spanish, French, Japanese, Italian, Chinese simplified, Chinese traditional, Portuguese-PT, Portuguese-BR, Russian, Turkish, Polish, Czech</p>			
<p><b>Data language</b></p> <p>Analyze data in any language (unicode support), including symbol based languages, for example Chinese, Japanese, or Korean. Supports left-to-right and right-to-left languages.</p>			

# Quantitative Text Analysis

	Standard	Plus	Analytics Pro
<h2>Word &amp; Word Combination Frequency</h2> <p>List frequencies of words and combinations of up to five words for selected texts or text segments. Interactive display of results. Use stop and go lists to exclude or include words.</p>			
<h2>Interactive Word Tree</h2> <p>Visualize word frequencies and word combinations in interactive, tree-like structure.</p>			
<h2>Keyword-In-Context</h2> <p>Interactive display of search words including their surrounding context.</p>			
<h2>Dictionary based analysis</h2> <p>Create and edit dictionaries and queries. Automatically code dictionary entries. Analyze frequencies of dictionary entries differentiated by texts or text groups.</p>			
<h2>Category Matrix Browser</h2> <p>Visualize frequencies of dictionary word categories in a matrix display by document, document group or set.</p>			
<h2>Lemmatization</h2> <p>Lemmatization of text search results; different forms of a word (feel, feels, feeling) can be grouped together. Available for these languages: Bulgarian, Catalan, Czech, English, Estonian, French, German, Hungarian, Italian, Polish, Portuguese, Spanish, Swedish, Ukrainian.</p>			

# Statistical Data Analysis

	Standard	Plus	Analytics Pro
<p><b>Statistical Analysis of MAXQDA data</b></p> <p>Transfer document variables (e.g. demographic data) and results of coding work to "Stats" module for statistical analysis. Define variable labels, value labels and missing values. Use results of statistical analysis to group MAXQDA project data for further qualitative analysis.</p>			
<p><b>Statistical Analysis of external data sets</b></p> <p>Open and analyze external data sets from SPSS or Excel. Define variable labels, value labels and missing values. Save data as SPSS files.</p>			
<p><b>Statistical Procedures</b></p> <p>Full range of descriptive and inferential statistics. Calculate frequency tables, mean, median, standard deviation, mean error, confidence intervals, etc. Analyze crosstabs: chi-square and Cramer's V. Correlation: Pearson's r, Spearman's rho. Analysis of variance and reliability analysis for scales.</p>			
<p><b>Interactive Result Display</b></p> <p>Merge and delete table rows and columns with automatic recalculation. Sort and rearrange result views. Unlimited undo for changes.</p>			
<p><b>Transform &amp; Recode</b></p> <p>Calculate new variables. Recode variables into same or new variables. Recode multiple variables at once.</p>			
<p><b>Export &amp; Report</b></p> <p>Display results in organized output viewer. Copy results to clipboard for use in reporting programs like Word. Export to SPSS or other statistical packages.</p>	