

Feature Overview

MAXQDA 24

Data Types (Import & Analysis)	2
Data Management & Usability	4
Transcription	5
Qualitative Data Analysis	6
Mixed Methods Analysis	8
Visualization	9
Teamwork	11
Report & Publish	12
User Community, Languages, and Support	14
Quantitative Text Analysis	15
Statistical Data Analysis	16
AI Assist	17

Support, Distribution:

VERBI Software – Consult – Sozialforschung GmbH

All rights reserved, especially the right of duplication, redistribution, and translation. No part of this document may be reproduced in any form (via photocopy, microfilm, etc.) or reworked without express written consent.

© VERBI Software – Consult – Sozialforschung. GmbH, Berlin 2023.

Data Types (Import & Analysis)

	MAXQDA	MAXQDA Analytics Pro
<p>Text and PDF Documents</p> <p>Import and edit text documents (.docx, .odt, .rtf, .txt). Import PDF files in their original format. Rotate PDF pages. Import comments and text highlights from Word and PDF.</p>	●	●
<p>Transcripts</p> <p>Import transcripts that were created with other software programs (manually or by automatic text recognition).</p>	●	●
<p>Focus Groups</p> <p>Import focus group transcripts or other multi-speaker texts with automatic speaker detection and many speaker-based analysis tools.</p>	●	●
<p>Audio and Video</p> <p>Import media files from common file formats. Analyze media files directly. Transcribe media. MAXQDA's 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>	●	●
<p>Surveys from Excel</p> <p>Import survey data from Excel with automatic precoding of open-ended answers and assignment of statistical information. Import SPSS data sets (.sav).</p>	●	●
<p>Surveys from SurveyMonkey</p> <p>Import survey data directly from SurveyMonkey account with automatic precoding of open-ended answers and assignment of statistical information.</p>	●	●
<p>Spreadsheets</p> <p>Import Excel spreadsheets (.xlsx). Table view includes common table functionality: sort alphabetically, hide columns, edit or enter text into cells.</p>	●	●
<p>Webpages</p> <p>Import webpages as text, image, or PDF documents using the free Google Chrome Extension "MAXQDA Web Collector" or by entering their link; import multiple pages using Excel list.</p>	●	●

	MAXQDA	MAXQDA Analytics Pro
YouTube Import video comments and video transcripts directly from YouTube. Autocode video comments with number of replies.	●	●
Images Import photos and images (.png, .jpg, .gif, .tif). Images can be rotated and zoomed.	●	●
Literature Data and Bibliographical Data Import text and PDF articles, as well as meta information about articles, textbooks, etc. from bibliographical software packages Endnote, Mendeley, Citavi, and Zotero.	●	●
Prestructured Text Documents Import text data from one document, that is automatically coded and split into multiple cases.	●	●
Create Data in MAXQDA Create new texts, tables, notes, summaries, paraphrases, and more directly in MAXQDA.	●	●
REFI-QDA Projects Import projects from other programs such as NVivo that were exported to the REFI-QDA format.	●	●

Data Management & Usability

























	MAXQDA	MAXQDA Analytics Pro
<p>Organize Documents</p> <p>Group documents in user defined folders. Create additional groups of documents with documents sets that documents are linked into.</p>	●	●
<p>Organize Codes</p> <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>	●	●
<p>Automatic Project Backup</p> <p>Automatically backup projects in a user-defined time interval.</p>	●	●
<p>Spellchecking</p> <p>Check for spelling errors within documents and memos (English UK, English US, German, italian, Spanish).</p>	●	●
<p>External Files</p> <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>	●	●
<p>Drag & Drop</p> <p>Easy to use drag & drop functionality for coding, code & document organization, memo positions, adding elements to dialogue windows, and more.</p>	●	●
<p>Screen Layout Flexibility</p> <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>	●	●
<p>Line and Paragraph Numbering</p> <p>Switch between line and paragraph numbering in text documents.</p>	●	●
<p>Interface Themes</p> <p>Switch between a light and a dark interface theme. Dark mode offers light text on a dark background, which is easier to read for low-vision users.</p>	●	●

Transcription

	MAXQDA	MAXQDA Analytics Pro
<p>Transcribe Audio and Video</p> <p>Speed control, rewind control, automatic time stamps that link audio and video to written transcript. Automatically insert speaker abbreviations. Define text snippets. Automatic speaker labels for focus group transcripts.</p>	●	●
<p>Foot Pedal Support</p> <p>Increase transcription speed by using foot pedals. Supported foot pedals include Science I and Science II pedals.</p>	●	●
<p>Import Transcripts with Time Stamps</p> <p>Time stamp recognition when importing transcripts from another software that uses a supported time stamp format.</p>	●	●

Qualitative Data Analysis





















	MAXQDA	MAXQDA Analytics Pro
<p>Coding</p> <p>Wide variety of coding options: drag & drop to code in all data types, 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>	●	●
<p>Code Organization</p> <p>Rearrange the code system and merge codes via drag & drop. Group codes in code sets. Several options for the display of code frequencies in the code system.</p>	●	●
<p>Code Comparison</p> <p>Compare coded segments of two or more codes in an interactive environment.</p>	●	●
<p>Memos</p> <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>	●	●
<p>Text Search</p> <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>	●	●
<p>Explore Word or Code Occurrences</p> <p>Create interactive dashboards to explorer word or code occurrences. The dashboards visualize where in the data a word or code was used, which other words or codes are often applied nearby, and offers multiple interactive links to the original material.</p>	●	●
<p>Coded Data Search</p> <p>Interactive display of coded data for multiple user defined search criteria, 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>	●	●
<p>Classification with Variables</p> <p>Create and interrogate groups of cases or focus group speakers using demographical or other standardized data.</p>	●	●
<p>Linking</p> <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>	●	●

	MAXQDA	MAXQDA Analytics Pro
Logbook Journalize important steps of your research project and analysis in a logbook.		
Focus Group Analysis 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 speaker. Speaker-based analysis also available in several visualization and mixed methods tools.		
Paraphrase Paraphrase text, image, audio, and video segments. View paraphrases in interactive workspace to compare paraphrases for multiple cases or to build up a category system.		
Summaries Summarize coded data into your own words. Display and present summaries for cases or groups in interactive workspace. Attach a case or topic summary to a code or document memo.		
Creative Coding Visually arrange and structure codes and themes on a blank canvas and transform the finalized structure into the MAXQDA Codes window.		
Automatic Coding Automatically code results of a text search or coded data search with new codes.		
Compare Groups and Cases Display coded segments or code frequencies in synoptic table overviews.		
Code Patterns 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).		
Code Coverage Display the amount of data that has been coded with selected codes.		
Categorize Survey Data Categorize and code responses to open-ended questions in interactive workspace. Use text search to autocode responses.		
Import and Export Code Systems Import a code system with code definitions from an Excel spreadsheet or from another QDA software program (REFI Codebook). Transport a code system from one MAXQDA project to another.		
Sentiment Analysis Discover the sentiment of tweets, survey responses, or coded segments. Autocode data with their sentiment score.		

Mixed Methods Analysis

	MAXQDA	MAXQDA Analytics Pro
<p>Mixed Methods Data Compatibility</p> <p>Import and export survey data from Excel or SPSS. Automatic detection of standardized data and open-ended responses. Standardized data is transformed into variables, open-ended responses are coded automatically with question text.</p>	●	●
<p>Segment Matrix</p> <p>Joint display to compare content of coded segments across user-defined groups in an interactive table view.</p>	●	●
<p>Crosstabs</p> <p>Joint display to compare code frequencies and percentages across user-defined groups. Interactive result view to access underlying qualitative data.</p>	●	●
<p>Quantitizing</p> <p>Transform code frequencies into document variables, that indicate how often the code occurs in cases.</p>	●	●
<p>Typology Table</p> <p>Joint display to compare statistical information (frequency, mean, and standard deviation) for groups based on qualitative coding work.</p>	●	●
<p>Side-by-side Display</p> <p>Joint display to view and compare results of a qualitative and a quantitative study side by side in an interactive table.</p>	●	●
<p>QUAL Themes for QUAN Groups</p> <p>Joint display to compare coded segments for groups. Groups are formed by standardized information.</p>	●	●
<p>Statistic for QUAL Groups</p> <p>Joint display to compare statistics (frequencies, mean, deviation) for groups. Groups are formed by assigned qualitative codes to cases.</p>	●	●
<p>Similarity Analysis</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 frequencies, and standardized information.</p>	●	●

Visualization

	MAXQDA	MAXQDA Analytics Pro
<p>Code Visualization</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>Memo Visualization</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>Interactivity</p> <p>Visualizations are interactively connected to project data. Double-click on visualization elements to view source data.</p>		
<p>Concept Maps (MAXMaps)</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, geo references) 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>Model Templates for Concept Maps (MAXMaps)</p> <p>Use templates to automate the creation of concept maps for visual analysis and presentation of cases, code relationships, summaries, code hierarchies, and more.</p>		
<p>Document Comparison Chart</p> <p>Visually compare code assignments and code patterns of multiple text and table documents in a line-by-line chart.</p>		
<p>Profile Comparison Chart</p> <p>Visually compare code assignments and variable values for documents, document groups, or focus group participants on a line chart.</p>		
<p>Code Frequency (Code Matrix Browser)</p> <p>Visualize the number of segments coded with each code by document, document group, or focus group participant.</p>		
<p>Code Co-Occurrence (Code Relations Browser)</p> <p>Visualize co-occurring assignments of codes in the data.</p>		
<p>Code Timeline (Codeline)</p> <p>Visualize sequence of code assignments within a single document by paragraph (text document), page (PDF document), row (tables) or minute/second (media file).</p>		

	MAXQDA	MAXQDA Analytics Pro
Document Portrait Visualize code occurrence in single documents and sort by sequence, color, and frequency.	●	●
Word Cloud Create word cloud display of most frequently used words in documents or document groups. Interactively exclude words by adding them to a stop list.	●	●
Word Trends Visually compare word occurrences across the sections of a document or across multiple documents. Interactively search for words. Interactively exclude words by adding them to a stop list.	●	●
Code Trends Visually compare how code frequencies change throughout the span of one document – or across multiple documents at once. Interactively search for codes or add codes via drag-and-drop.	●	●
Category Trends Create categories of words in MAXDictio and visually compare the categories' frequencies across the sections of a document or across multiple documents.	●	●
Code Cloud Create word cloud display of the names of most frequently used codes.	●	●
Document Map Visually cluster cases (documents or focus group speakers) on a map to analyze similarities regarding the assignment of codes and variables in the documents.	●	●
Code Map Visually cluster codes on a map to analyze similarities regarding the co-occurrence of codes.	●	●
Charts & Diagrams Create bar and pie charts for code frequencies or variable values. Adjust design (fonts, colors, etc.) and save it for reusage.	●	●

Teamwork

	MAXQDA	MAXQDA Analytics Pro
<p>Connect to MAXQDA TeamCloud</p> <p>Connect MAXQDA to your MAXQDA account to collaborate on a project file with colleagues. Additional TeamCloud license needed to start & manage team projects. This feature is available for singler user, network, and portable licenses.</p>	●	●
<p>Merge Projects</p> <p>Merge several projects into one project file.</p>	●	●
<p>Transfer Project Elements</p> <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>	●	●
<p>Intercoder Agreement</p> <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 & Prediger, 1981).</p>	●	●
<p>User Roles</p> <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

	MAXQDA	MAXQDA Analytics Pro
<p>Questions – Themes – Theories</p> <p>Gather important visualizations, notes, quotes, codes, and other analytics results in an interactive workspace. Organize these results by topic in worksheets and add conclusions and insights as you go. Export worksheets as Word documents.</p>	●	●
<p>Smart Publisher</p> <p>Create professional and customizable Word document reports of coded data that are ready-for-print.</p>	●	●
<p>Table Overviews</p> <p>Export table overview for coded segments, memos, codes, links, paraphrases, and summaries.</p>	●	●
<p>Codebook</p> <p>Export code system together with code definitions to present category system in reports to Word.</p>	●	●
<p>Adjacency Matrix</p> <p>Export code relationships from the Code Relations Browser as adjacency matrix for import in network analysis tools such as Gephi.</p>	●	●
<p>Document Profiles</p> <p>Export table overview for documents that includes the document memo, selected variables, and frequencies of selected codes.</p>	●	●
<p>Project Information Export</p> <p>Display project data overview containing the project memo and automatically updated list of standardized project information on the amount of data.</p>	●	●
<p>MAXQDA Reader Compatibility</p> <p>Created projects can be opened and viewed with the free MAXQDA Reader software.</p>	●	●
<p>Export Options</p> <p>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.</p>	●	●
<p>Anonymize Projects</p> <p>Export a copy of a project, in which passages with selected codes are automatically anonymized.</p>	●	●

	MAXQDA	MAXQDA Analytics Pro
Data Archiving 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.	●	●
REFI-QDA Project Export projects to the universal REFI exchange format.	●	●

User Community, Languages, and Support

	MAXQDA	MAXQDA Analytics Pro
<p>Online Material</p> <p>Full online manual in English and German. Video tutorials for many features. Getting Started Guide for new users.</p>	●	●
<p>Context Sensitive Help</p> <p>Help button in every dialogue window jumps directly to corresponding chapter in online manual.</p>	●	●
<p>Worldwide Trainer Network</p> <p>Global network of professional MAXQDA trainers with detailed profiles on MAXQDA webpage that can be contacted for workshops and consulting.</p>	●	●
<p>Free Support</p> <p>Free online support for all users of the current and preceding version.</p>	●	●
<p>User Forum</p> <p>Active user community discussing technical questions and best-practices in MAXQDA user forum.</p>	●	●
<p>Interface Language</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.</p>	●	●
<p>Data Language</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

	MAXQDA	MAXQDA Analytics Pro
<p>Frequencies of Words & Word Combinations</p> <p>List frequencies of words and phrases of up to five words for selected texts or text segments. Interactive display of results. Use stop and go word lists to exclude or include words.</p>	●	●
<p>Word Tree</p> <p>Visualize word frequencies and word combinations in interactive, tree-like structure.</p>	●	●
<p>Keyword-in-context</p> <p>Interactive display of search words including their surrounding context.</p>	●	●
<p>Dictionary-based Analysis</p> <p>Create, import, and edit dictionaries. Analyze frequencies of dictionary items differentiated by texts or text groups. Automatically code items of the dictionary in the data, e.g., in responses of open-ended questions and tweets.</p>	●	●
<p>Category Matrix Browser</p> <p>Visualize frequencies of dictionary word categories by documents or document groups in a matrix display.</p>	●	●
<p>Word Matrix Browser</p> <p>Visualize frequencies of search words by documents or document groups in a matrix display.</p>	●	●
<p>Base Form (Lemmatize)</p> <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

	MAXQDA	MAXQDA Analytics Pro
<p>Statistical Analysis of MAXQDA Data</p> <p>Transfer document variables (e.g., demographic data) and code frequencies to MAXQDA's 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>	<input type="radio"/>	<input checked="" type="radio"/>
<p>Statistical Analysis of External Data Sets</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>	<input type="radio"/>	<input checked="" type="radio"/>
<p>Statistical Procedures</p> <p>Full range of descriptive and inferential statistics.</p> <ul style="list-style-type: none"> • Calculate frequency tables, mean, median, standard deviation, mean error, confidence intervals, etc. • Analyze crosstabs: chi-square, Phi, contingency coefficient C, Cramer's V. • Correlation: Pearson's r, Spearman's ρ. • Analyze multiple responses and matrix questions: crosstabs and grouped bar charts. • Compare groups: t-Test for independent samples (Shapiro-Wilk, Cohen's d, Hedges' g). Mann-whitney U-test for independent samples. • Cluster analysis: typology table and line chart. • Analysis of variance: Levene test for homogeneity of variances, Scheffe post-hoc test, Cohen's d, Hedges' g for pairwise distances. • Reliability analysis for scales: Cronbach's Alpha. 	<input type="radio"/>	<input checked="" type="radio"/>
<p>Interactive Result Tables</p> <p>Merge and delete table rows and columns with automatic recalculation. Sort and rearrange result views. Use selected cases from table outputs as filters in the Data-Editor or for in-depth analysis of sub-samples. Unlimited undo for changes.</p>	<input type="radio"/>	<input checked="" type="radio"/>
<p>Visualize Results</p> <p>Create horizontal and vertical bar charts, pie charts, box plots, and histograms. Interactive scatterplot: identify and filter outliers and special cases for in-depth analysis.</p>	<input type="radio"/>	<input type="radio"/>
<p>Transform & Recode</p> <p>Calculate new variables. Recode variables and/or code frequencies into same or new variables. Recode multiple variables at once.</p>	<input type="radio"/>	<input checked="" type="radio"/>
<p>Export & Report</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>	<input type="radio"/>	<input checked="" type="radio"/>

AI Assist

	MAXQDA	MAXQDA Analytics Pro
<p>AI Assist: Your virtual research assistant</p> <p>The new optional add-on is available for subscription users and student license holders. A free MAXQDA account is required to use AI Assist.</p>	●	●
<p>Summarize selected text passages</p> <p>Create automatic summaries of a selected text passages or coded segments.</p>	●	●
<p>Summarize all codings of a code</p> <p>Create automatic summaries for the coded segments of a topic.</p>	●	●
<p>Suggest codes or subcodes</p> <p>Have text or coded segments analyzed and potential subcodes suggested to you.</p>	●	●
<p>Paraphrase selected text passages</p> <p>Create automatic paraphrases of a selected text passages.</p>	●	●
<p>MAXQDA Transcription</p> <p>Automatically transcribe your media to text using AI with MAXQDA Transcription. MAXQDA Transcription is available right from your MAXQDA Account.</p>	●	●