Glossary for Application of MAXQDA in Qualitative Research Data Analysis

Analytic Memoing. Writing reflective commentaries on data to serve as a basis for further, in-depth analysis and theory building. Often involves interpreting data and summarizing results. These memos are frequently used to theorize about codes and the coding process, such as in grounded theory. Sometimes they are separate from process memos or can be incorporated with process memos.

***a priori* codes.** Codes that are based on established theory or a previously developed coding scheme. These codes are created first in a codebook or coding scheme, and then applied to the text. This is usually based on a deductive approach to a research problem.

CAQDAS (Computer Assisted Qualitative Data Analysis). Software that facilitates qualitative (and sometimes quantitative) approaches to analyzing qualitative data.

Code System. In MAXQDA, it is the set of codes that are being used in a project. The codes are arranged in a list within the "Code System" window. Codes can be hierarchical so that the system contains a main top-level code and up to ten levels of subcodes. When subcodes are used, the set of codes and subcodes appear as a tree structure in the "Code System" window.

Codebook. A document that provides a system for organizing a set of previously determined codes and provides the rules for applying them. Usually this takes the form of a list of codes, and the codes often accompany their definitions as well as examples from the text that is being evaluated; it is sometimes called a coding frame. In quantitative content analysis, the codes also accompany a rating scale so that the qualitative text can be recorded numerically and later statistically analyzed.

Coding Scheme. The codes used in the project that are applied to text segments or visual data. The coding scheme can be hierarchical, with top-level codes and subcodes. It is often made explicit and documented through the use of a codebook or code system.

Coding. The process of attaching keywords or tags to text segments or visual data in order to make sense of the data. In qualitative analysis it aids later purposes including pattern detection, theory building, categorization, and other analytic processes; coded segments for a single code can be pulled out and the text analyzed further. In quantitative analysis of text (quantitative content analysis), coded segments of text are counted or rated on scales and later statistically analyzed.

Coding Stripes. Stripes, or vertical lines, in the margin of the text associated with a code. In MAXQDA the coding stripes are to the left of the text.

Confirmatory Analysis. This is a deductive approach to analysis that often relies on looking for concrete answers to specific questions. In other words, this type of analysis is conducted when there is already a theory in place. In quantitative research, it relies on the use of probability models to test hypotheses, which are determined in advance.

Content Analysis. Counting frequencies, sequence, or locations of words and phrases. Quantitative content analysis is usually done in teams so that the reliability of the coding can be assessed.

Data Display. Placing selected data in a condensed, organized format, such as a matrix or network, for inspection.

Document Browser. This is the main work window in MAXQDA. Researchers can code and write memos from this window.

Document System. A window in MAXQDA called the "Document System" window keeps all the documents for a project together. Documents can be listed within the main project folder, or organized into groups. The document system hierarchy has an upper level for the project, a middle level for the group, and a lower level for the individual document. Documents can be activated at different levels.

Emoticode. A code that takes the form of an icon rather than a keyword, tag, or other form of text. MAXQDA uses emoticons (i.e., icons of faces expressing different emotions) and symbols, such as hearts and stars. This type of code may be easier to see in a long list of text codes.

Exploratory Analysis. This uses an inductive approach to analysis, which starts from the data to generate questions and hypotheses. It can promote deeper understandings of the data.

Focus group. A group that is brought together to discuss a particular topic or product. Focus group sessions are led by a moderator. This type of research is used when researchers are interested in dynamics that can be created in a group setting, such as the chaining that occurs from respondent to respondent as ideas are stimulated or the decrease in isolation and increase in disclosure that can occur for some topics when others are present.

Grounded Codes. These are codes that emerge through reviewing and coding the text in a series of iterative steps. Unlike *a priori* codes, these codes are not created before reviewing the text, but emerge after a researcher has begun to evaluate a text.

Intercoder Agreement. Also called intercoder reliability. The degree to which different coders working on a project agree on a code. MAXQDA can assess intercoder agreement.

***In-Vivo* Codes.** Codes created directly from language used in text; often this means that codes are created from participants' own words. Most CAQDAS packages will allow users to highlight a portion of text and quickly convert it into a code, which can be applied later to other text. *In-vivo codes* should only be used when the language in the text is interesting or nicely summarizes a theme and not as a shortcut for creating codes with the software.

Logbook. A form of documentation that serves as a research journal. It is often organized so that each entry is listed in chronological order with a date attached to it.

Mapping/Networking. Creating diagrams that depict findings or theories.

Memos. Documentation on any part of a project. There is no limit on the length of memos; memos can be lengthy field notes or brief observations. See also analytic and process memos.

Open-ended Survey Questions. A question on a survey where respondents provide their own answers rather than choosing from preset response options.

Project file. In MAXQDA this is the basic file used to store and organize all of your documents, codes, journals, and memos related to one research project. The project file can even be used to store literature and written reports.

Process Memos. A research diary, where the everyday process and progress of the research is recorded, along with the researcher's thoughts and introspections about the process. In CAQDAS, this can be one long memo with chronological entries, or multiple memos about different aspects of the research. These memos can take into account relevant literature, the original research proposal, research tasks, the daily use of software, reflections on tools or software, and changes or refinements to the methods. MAXQDA has a logbook and Overview of Memos to facilitate process memos, but there are many ways to take and organize memos in MAXQDA and other CAQDAS packages.

Query. Searching text to find out more based on codes or keywords.

Retrieved Segments. A collection of previously-coded segments in the form of a list. In MAXQDA, a text document must be activated in order to return the retrieved segments. The "Retrieved Segments" window shows the segment of text that was coded on the right and information about the segment on the left, including the name of the text, the paragraph it was drawn from, and the code and memos assigned to the segment.

Unicode. A standard used by software companies to encode and process text characters. It allows text in any language to be stored, searched, and interchanged across systems and platforms without corruption. Unicode works by assigning a number to every letter and

character in every language so there is no redundancy or competing characters, and the standard is overseen by a consortium of organizations and companies in the computer industry.