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Analyzing Qualitative Data with MAXQDA

Text, Audio, and Video

- Shows how to analyze qualitative and mixed method data with MAXQDA
- Provides a compact presentation of the central functions of MAXQDA
- Features numerous field-tested tips and tricks
- Serves as a text for teaching, introductory reading, self-study, and as a reference book

This book presents strategies for analyzing qualitative and mixed methods data with MAXQDA software, and provides guidance on implementing a variety of research methods and approaches, e.g. grounded theory, discourse analysis and qualitative content analysis, using the software. In addition, it explains specific topics, such as transcription, building a coding frame, visualization, analysis of videos, concept maps, group comparisons and the creation of literature reviews. The book is intended for masters and PhD students as well as researchers and practitioners dealing with qualitative data in various disciplines, including the educational and social sciences, psychology, public health, business or economics.

1st ed. 2019, XIII, 290 p. 180 illus., 177 illus. in color.

Printed book

Hardcover

79,99 € | £69.99 | \$99.99

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