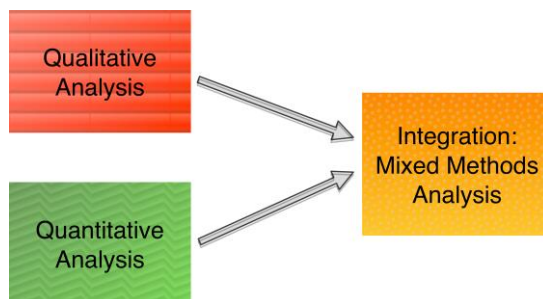


New Functions in MAXQDA 12: Featuring Mixed Methods

March 3, 2016, Berlin
18th CAQD, MAXQDA User Conference

Prof. Dr. Udo Kuckartz
Dr. Stefan Rädiker

Mixed Methods Research Requires More Skills

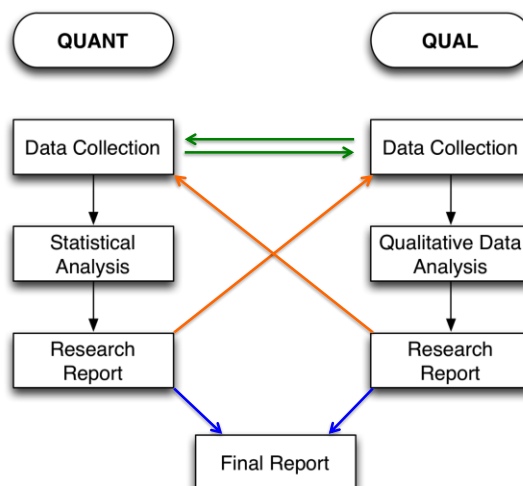


Motives for Choosing a Mixed Methods Approach?

Purposes of Mixed Methods Research (Greene, Caracelli & Graham 1989)

- ||||| *Triangulation* - convergent finding – enhancing the validity
- ||||| *Complementarity* - additional coverage (mixed methods gives a more complete view, the “full picture”, a better understanding (e.g. statistical correlations often are not understood)
- ||||| *Development* (e.g. a follow up, a new instrument)
- ||||| *Initiation* – a new perspective, inconsistencies are re-considered, a new approach with a new design
- ||||| *Expansion* – extending the scope of research

When Integration Takes Place?



Joint Displays – New Features for Integrative Analysis in Mixed Methods Research

What means „Joint Display“ („Integrative Display“)

“A joint display is a figure or table in which the researcher arrays both quantitative and qualitative data so that the two sources of data can be directly compared. In effect, the display merges the two forms of data.” John Creswell

Extended definition:

- |||| Not only a display of data, but also a display of results
- |||| Not only comparison QUAL-QUAN but also for QUAL (or QUAN) data of different groups based on QUAN data (or QUAL data)
- |||| Not only comparison but also additional coverage

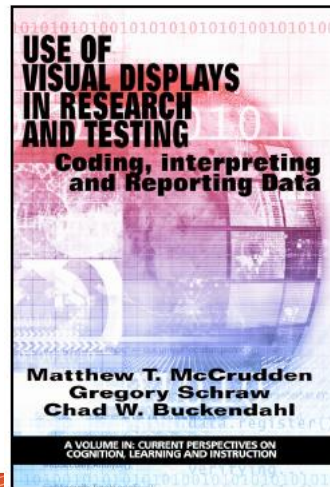
Joint Displays can be used for two reasons:

- |||| For the analysis (as a diagnostic tool)
- |||| For the presentation of results (e.g. for poster sessions or as figures in a publication)

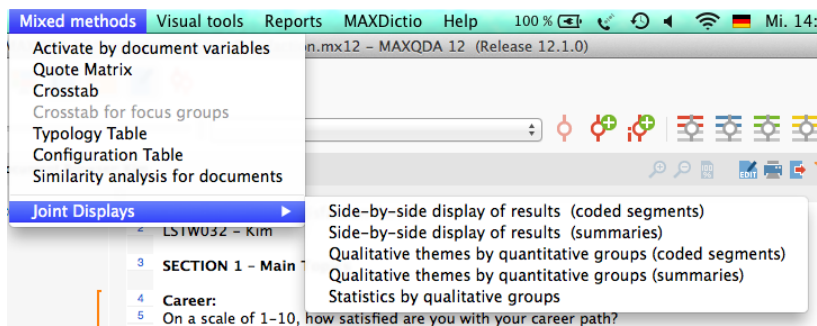
11 Types of Joint Displays

- 1 Comparing Results Display
- 2 Side-by-Side Display
- 3 Statistics by Themes Display
- 4 Geocoding-by-Themes Display
- 5 Participant Selection Display
- 6 Interview Question Display
- 7 Instrument Development Display
- 8 Generalizing Themes Display
- 9 Adding Qualitative Data into an Experiment Display
- 10 Adding a Theoretical Lens Display
- 11 Linking Stages Display

Guetterman, Creswell & Kuckartz 2015:
Using Joint Displays and MAXQDA Software
To Represent the Results of Mixed Methods



The Mixed Methods Menu in MAXQDA



JD #1: Side-by-side Display of Results (Coded Segments)

Side-by-side display of results (coded segments)

	Qualitative study	Quantitative study
Side-by-side display of results (coded segments)		
Themes	Qualitative findings (QUAN_ebs_416_sum_en)	Quantitative findings (QUAL_wellbeing_final_en)
consumption	<p>EUROPEANS BELIEVE THAT SORTING WASTE, REDUCING THEIR OWN ENERGY CONSUMPTION AND USING PUBLIC TRANSPORT SHOULD BE TOP PRIORITIES FOR CITIZENS IN TERMS OF PROTECTING THE ENVIRONMENT . 3: 846 - 3: 1030 (0)</p> <p>Separation of waste for recycling (72%, +6pp compared to 2011), cutting down energy consumption (52%, -1pp), and cutting down water consumption (37%, -5pp) were the three most common activities. Roughly a third of respondents also chose a more environmentally-friendly way of travelling (35%, +5pp); chose local products (35%, +6pp); or reduced waste (33%, -4pp). 11: 373 - 11: 744 (0)</p> <p>by avoiding over-packaged products and buying products with a longer life" has replaced "Reduced the consumption of disposable items (plastic bags, certain kinds of packaging, etc.)" and "Cut down your water consumption" has replaced "Cut down your water consumption (e.g. 11: 1032 - 11: 1309 (0)</p>	<p>Non-essential consumption is also a reflection of material status. Higher income gives people higher material status expressed in the ownership of more expensive cars and clothes and increased access to luxury foods and entertainment. 34: 1580 - 34: 1819 (0)</p> <p>A difference attributable to the primary focus variable is how respondents in Italy view consumption. For the higher social scale 34: 1830 - 34: 1960 (0)</p> <p>Individuals' personal financial situation was discussed in the previous section under a number of different sub-headings such as income, basic needs and non-basic consumption. Other terms discussed Best overall term to describe the factor 53: 334 - 53: 580 (0)</p>

☐ Include comments of coded segments OK Cancel

JD #2 Side-by-side Display of Results (Summaries)

Side-by-side display of results (summaries)

Themes	Qualitative findings (QUAL_wellbeing_final_en)	Quantitative findings (QUAN_ebs_416_sum_en)
consumption	<p>Non-essential consumption is also a reflection of material status. Higher income gives people higher material status expressed in the ownership of more expensive cars and clothes and increased access to luxury foods and entertainment.</p> <p>Interesting: Quite different view in Italy. Relation to basic needs is a crucial point</p>	<p>Separation of waste for recycling (72%, +6pp compared to 2011), cutting down energy consumption (52%, -1pp), and cutting down water consumption (37%, -5pp) were the three most common activities. Roughly a third of respondents also chose a more environmentally-friendly way of travelling (35%, +5pp); chose local products (35%, +6pp); or reduced waste (33%, -4pp).</p>

JD #3 Qualitative Themes by Quantitative Groups (Coded Segments)

Qualitative themes by quantitative groups (coded segments)

Qualitative themes by quantitative groups (coded segments) - Gender

	Female 18 Documents	Male 12 Documents
Emotion	<p>Sadness:</p> <p>In 1992, my Mom had breast cancer and I was so scared that during all of her surgeries and chemo that something was going to happen. I loved me Mom very much, but we weren't too close. I realized that while she was in the hospital I couldn't tell her the things that I wanted to tell her anymore because she wasn't right there to tell. I was so sad the whole time that I saw her suffer through cancer. She got so weak and hurt everywhere. I couldn't do anything about it and it hurt me badly to see her like that. I was like this for a while, but by the grace of God, my Mom recovered and now is living a healthy life with the experience in the past.</p> <p>New York\Grace: 23 - 24 (0)</p> <p>Happiness:</p> <p>The only true thing that makes me happy is Jesus Christ. I became a Christian in 1994, but I didn't really follow through with the teachings until last year (1997) when I realized God's Love for me and the Plan</p>	<p>When I think of happiness I think of my movie screening and the joy I got out of it. The movie was year old and it was an experimental piece. It was really my first real <u>full length</u> movie. It was a comedy and in 1998 senior year one of my friends thought it would be a good idea to show it to all the people in the school play after rehearsal. I didn't want him to do so but he did and I was there. <u>everyone</u> laughed and laughed, I got many compliments for it. I was shocked at the reaction because I knew that it was very below par in my head and that I could do better. I was riding on the high of being rewarded for my work for a while. It drove me to do more and learn more.</p> <p>New York\George: 38 - 38 (0)</p> <p>In 1997 my grandmother died. She was so loving and sweet. She loved my brother and I and always asked for us. She pretty much raised us when we were kids. I woke up to the sound of my mom crying she hung up the phone and informed my of the bad news, I couldn't help but join her in her woe.</p> <p>New York\George: 40 - 40 (0)</p>

☐ Only for activated documents ☐ Include comments of coded segments

JD #4 Qualitative Themes by Quantitative Groups (Summaries)

- Similar to Joint Display #3 but instead of the coded segments the summaries are displayed

JD #5 Statistics by Qualitative Groups

Statistics by qualitative groups

Groups

life satisfaction

very happy pretty good medium Please select

	very happy (N=15)	pretty good (N=12)	medium (N=3)
Gender: Female, Number (%)	9 (60.0)	6 (50.0)	3 (100.0)
Age: 20 - 25, Number (%)	3 (20.0)	3 (25.0)	0
Life Satisfaction Index: High, Number (%)	6 (40.0)	3 (25.0)	3 (100.0)
N (Documents)	15 (50.0%)	12 (40.0%)	3 (10.0%)

☐ Only for activated documents

OK Cancel

More New Functions of MAXQDA 12:
Supporting Mixed Methods and Qualitative Data Analysis

Supporting Integration: Survey Import

Mark the columns to be imported and automatically coded as text.
Mark the columns to be imported as variables.

Column	Code	Variable
Perception: Success	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Perception: Happiness	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Life Satisfaction Index	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Agreement: Destiny can be influenced	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Gender	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Age	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Document Browser: Respondent 1

Perception: Success

Perception: Happiness

1 There really progress th fact that I o

2 When I thir The movie full length it would be

Select Qualitative Data

Select Quantitative Data

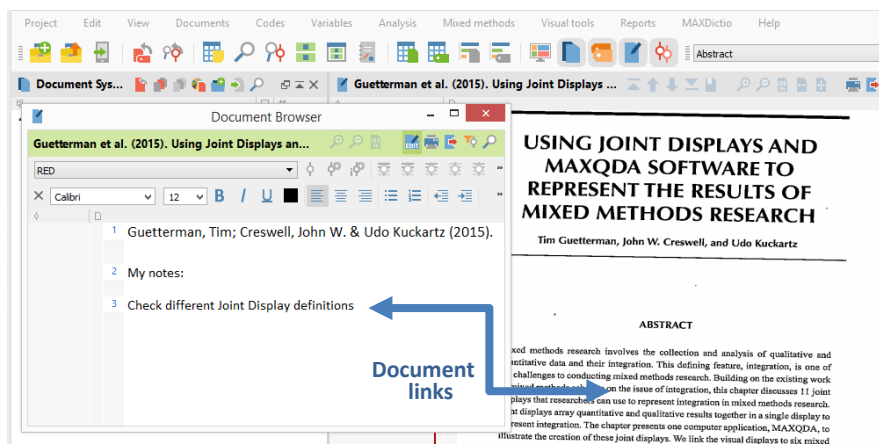
Supporting Integration: Summary Tables

- Work with qualitative and quantitative data in a table
- Transform qualitative findings into quantitative document variables

Summary Table			
	1: Documents and variables	2: Perception: Success	3: Self-efficacy
1	Survey\Respondent 1 Gender: male Age: 39 Agreement: 1	Success grows continuously and is related to extension of knowledge	high Hide column Edit Select fields
2	Survey\Respondent 2 Gender: male Age: 25 Agreement: 5	Success goes permanently up and down, no fortune at all	low (Reset sorting Transform into a document variable
3	Survey\Respondent 3 Gender: female Age: 20 Agreement: 2	Success is a question of "definition"	high (proactive)

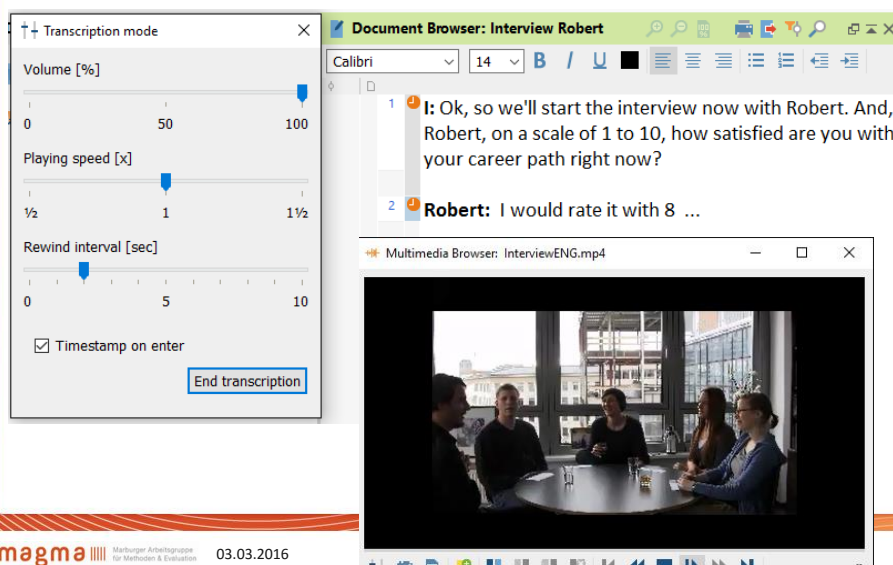
Supporting Qualitative Analysis: Second Document Browser

- Perform literature reviews
- Display two reports with qualitative and quantitative results at once

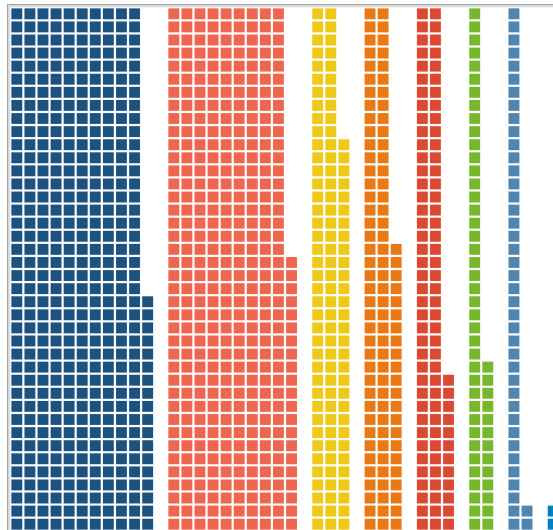


Supporting Qualitative Analysis: Transcription Mode

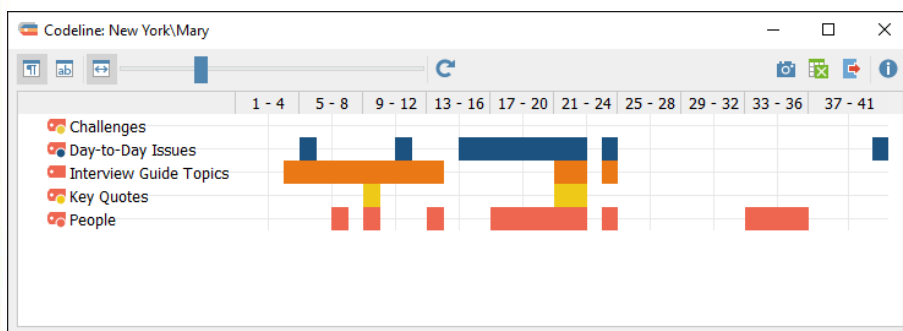
- Transcribe audio and video records



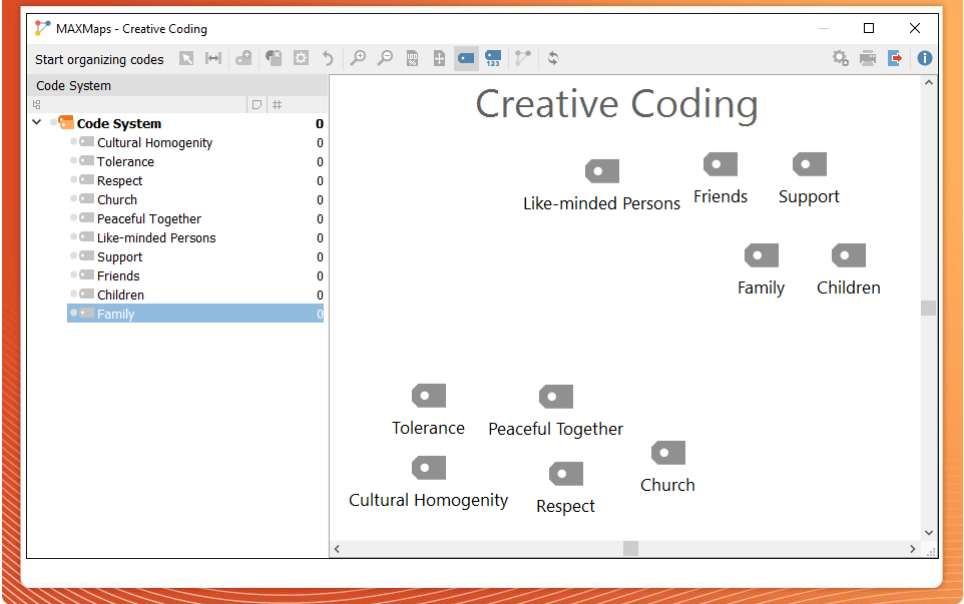
Supporting QA: Enhanced Document Portrait and Codeline



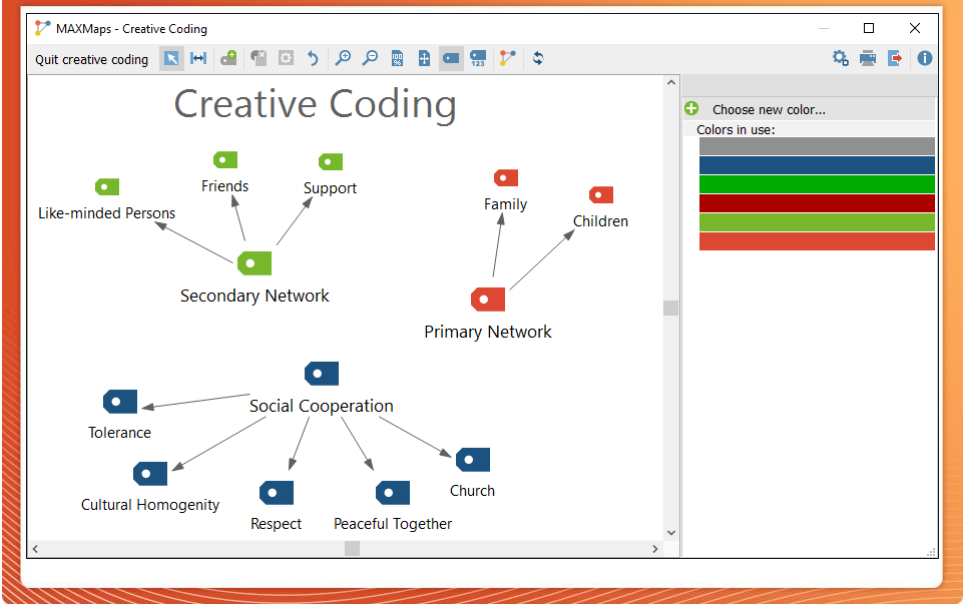
Supporting QA: Enhanced Document Portrait and Codeline



Supporting QA: Building Coding Frames with Creative Coding



Supporting QA: Building Coding Frames with Creative Coding



Supporting QA: Analyzing Focus Group Data

The screenshot shows the Magma software interface. On the left, there are two panels: 'Documents' and 'Code System'. Both panels show a tree view with 'Focus Group Transcript No.1' and 'Code System' respectively. The 'Documents' panel shows a list of participants: Moderator (18), Lucas (11), Miles (3), Lisa (3), Casey (7), and Parker (3). The 'Code System' panel shows the same list. The main window displays 'Focus Group Transcript No.1' with a list of three items:

- 1 Focus Group Transcript # 1
- 2 Moderator: Well good morning to everyone – thank everyone for being here. We’ve been chatting and I’ve already outlined what we were hoping for this discussion in your packs. We know you come from a variety of employment backgrounds and we are hoping to guide the discussion and get your opinions about along various topics connected to the various current financial crises and general economic downturn. To start with though we just want to find out what things are prominent – most occupying your minds.
- 3 We need to ensure that we’ve covered the important things during discussion. So perhaps if we could go round the room – you say what matters – roughly in the context of what this discussion is all about. Just to assist the transcriber eventually, if you could

At the bottom, there is a status bar with 'Simple Coding Query (OR combination of'.

Supporting QA: Analyzing Focus Group Data

The screenshot shows the Magma software interface. The top panel is 'Code Matrix Browser' and the bottom panel is 'Crosstab for focus groups'.

Code Matrix Browser

Code System	Mode...	Lucas	Miles	Lisa	Casey	Parker
Financial Issues						
Health Issues						
Insecurity						
Stress						

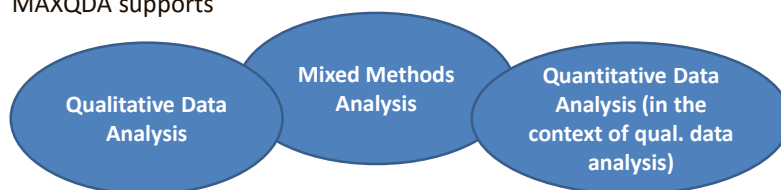
Crosstab for focus groups

	Age Group = 20-29	Age Group = 30-39	Total
Financial Issues	25,0%	100,0%	50,0%
Health Issues	50,0%	50,0%	50,0%
Insecurity	25,0%	50,0%	33,3%
Stress	25,0%	50,0%	33,3%
SUM	125,0%	250,0%	166,7%
# N (participants)	100,0%	100,0%	100,0%

Conclusion and Perspectives

Conclusion and Perspectives

- |||| MAXQDA supports



- |||| Joint Displays indicate a growing use of systematic methods.
- |||| It is not enough to work in teams that cover knowledge of qualitative and quantitative methods.
- |||| Special skills are necessary for conducting Mixed Methods analysis:
 - Skills for qualitative methods and skills for quantitative methods
 - Skills for mixed methods and skills for appropriate software