

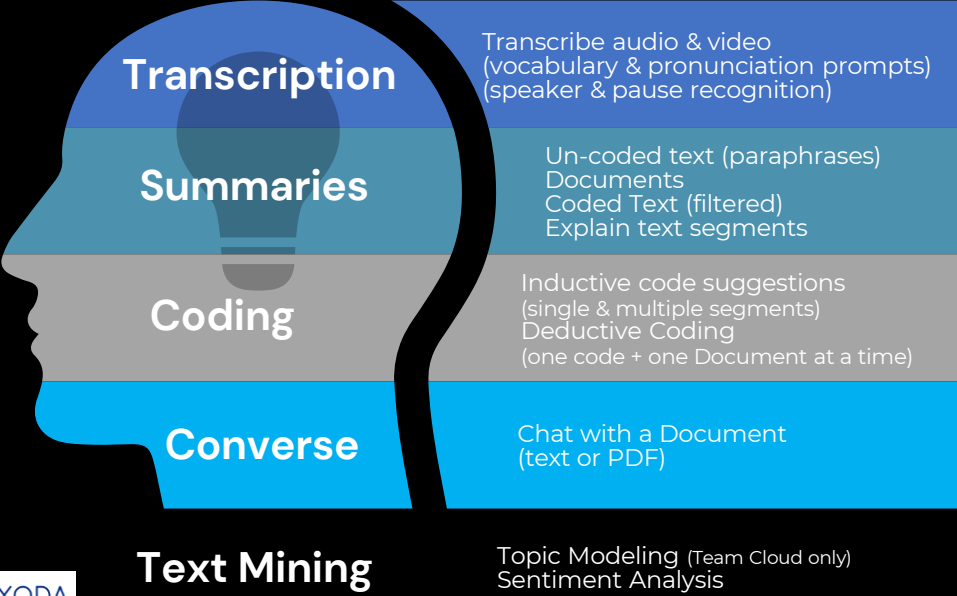
MAXQDA

<https://www.maxqda.com/products/ai-assist>

- One of the original pioneer CAQDAS-packages
- Current version = 24
- 2 editions – MAXQDA & MAXQDA Analytics Pro
 - <https://www.maxqda.com/products>
- AI Assist optional add-on
- [Blogpost](#) on AI Assist
- Dr Stefan Radiker demo [01:13:06](#) The What, Why and How of MAXQDA,



AI features in MAXQDA



Data privacy and security



crucial to understand how this works before using real participant data

ensure MAXQDA's standards and protocols meet your ethics needs (IRB etc.)

<https://www.maxqda.com/faq>

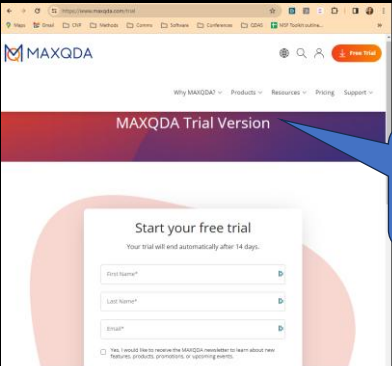
<https://www.maxqda.com/terms-and-conditions#add-ons>

Multi-level registration

GDPR



MAXQDA set-up



The Trial provides access to AI Assist (daily limit)

Do I need a MAXQDA Account to access AI Assist?

Yes, you need to [create a free MAXQDA Account](#) to activate and access AI Assist.

How do I add AI Assist to MAXQDA?

There are three ways to enable the AI Assist add-on:

1. Select the add-on while purchasing or upgrading to a MAXQDA 24 license
2. Extend existing licenses within the [Subscription Manager](#) (for organisationally managed licenses)
3. Extend existing licenses using the [AI Assist upgrade website](#) (for personally managed licenses)

For more questions, please check out the [detailed FAQ](#).

Welcome to your MAXQDA Account

Welcome to your MAXQDA account dashboard! Here, you can interact with your TeamCloud license settings, view your TeamCloud activity, and automatically transcribe media files with MAXQDA Transcription.

TeamCloud Transcription AI Assist

Create a new MAXQDA account

Email

First name

Last name





MAXQDA
Analytics Pro



MQIC - MAXQDA
International Conference

Network, discuss, and learn together
within an interactive environment.

[Read more >](#)

My Projects | **Team Projects**

User: Christina X



New



Open



Examples

Recently Opened Projects



Complex Design...by CODING.m24

C:\Users\christa\Documents\MAXQDA24



It review codes import.m24

C:\Users\christa\Documents\MAXQDA24



Literature Review...tight 2020.m24

C:\Users\christa\Documents\MAXQDA24



Work Life Balance.m24

C:\Users\christa\Documents\MAXQDA24\Examples\I

News

NEW

Research Session

Join us for a Research Session "Building Urban Resilience to Climate Change in the Gulf of Mexico" with MAXQDA Grants Winner on 25 January 2024 at 4 p.m. CET.

15.01.2024

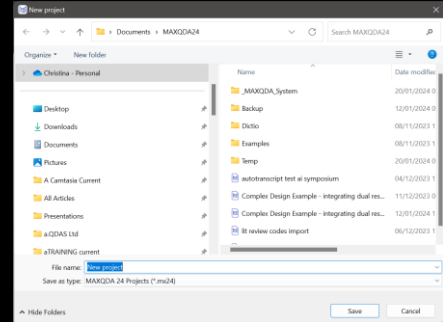
Literature Review Guide

The Literature Review Guide is a short introduction to working with literature data and creating literature reviews with MAXQDA.

08.01.2024

Helpful Links

- [Video Tutorials >](#)
- [Find a trainer >](#)
- [All resources >](#)
- [MAXQDA Press >](#)
- [Guides & literature >](#)
- [Contact >](#)
- [Newsletter >](#)
- [Jobs at VERBI >](#)



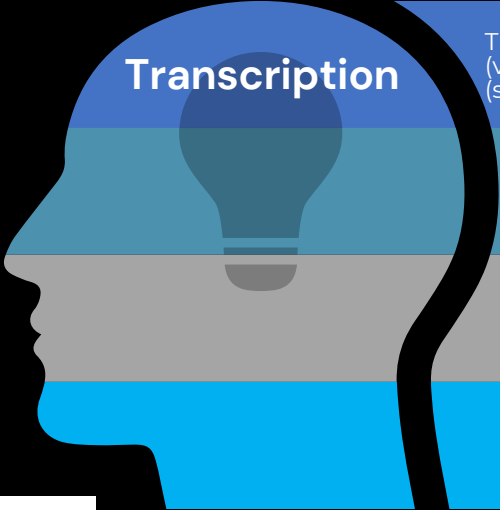
53

- Transcripts imported as Documents
- Documents Organised using Variables and/or Sets (short-cut groupings)
- Import Variables from Excel
- Working with speakers within Focus-Group transcripts enabled through special import process


54

Gen-AI features in MAXQDA

Transcription



Transcribe audio & video
(vocabulary & pronunciation prompts)
(speaker & pause recognition)




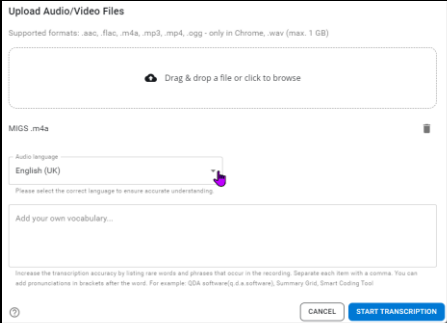

55

Generating & working with auto-generated transcripts in MAXQDA

<https://www.maxqda.com/automatic-transcription>
<https://teamcloud.maxqda.com/login/>

- Requires the AI Assist add-on
- Start from within a MAXQDA project, or from the website separately
- Recognises numerous audio languages/dialects
- Add custom glossary
- Transcribed to a high degree of accuracy
- Automatic speaker detection & timestamps
- Formatted specifically for MAXQDA





56

Gen-AI features in MAXQDA

Transcription

Summaries

Transcribe audio & video
(vocabulary & pronunciation prompts)
(speaker & pause recognition)

Un-coded text (paraphrases)
Documents
Coded Text (filtered)
Explain text segments

57

Summarizing & Paraphrasing segments using AI Assist in MAXQDA

FACILITATOR: So, then, what's the difference between taking meals to the elderly because it's part of your job, and

Marie: It's doing it without being paid because when you're being paid, you can't tell what your motivation is, but when you're doing something for a personal reason. You are helping other people out of the kindness of your heart, not for some

Jin: I also see it as something that can be beyond helping people. So, you can volunteer because you are concerned about the elderly, but because you have a personal feeling about it. It's not just about helping people, it's about their life, not just people.

Annie: Yes. I kinda see it the same way. I think it's more about the person who is helping them. It's not just about the person who is being helped.

Jin: That's interesting. I actually was thinking about it. I think it's more about the person who is helping them. It's not just about the person who is being helped.

Dan: Whoa! Well, that's all too heavy. I think most people I know sort of pitch in and help out. It's not just about the person who is being helped, it's about the person who is helping them.

FACILITATOR: Okay, great. We have heard from Marie, Annie, and Jin. What do you think about this? It's good to hear from you.

Marie: I still think it comes down to the person who is helping them. It's not just about the person who is being helped, it's about the person who is helping them.

CODE

With New Code Alt+W

In Vivo Alt+I

With Activated Codes

Insert Memo for Selection Alt+Shift+M

AI Assist

Paraphrase Selection

Explore in Word Explorer

Search for Selected Text

List Assigned Codes

Insert as New Document

Summarize Text Selection

Paraphrase Text Selection

Explain Text Selection

Suggest New Codes for Text Selection

AI Assist

AI Assist will summarize the selected text segment for you and add the summary to an in-document memo.

Summary language English

Summary length Standard

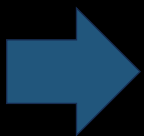
☐ Text in bullet points

☐ I hereby confirm that I have read and understood the [privacy policy](#).

OK Cancel

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Summarizing & Paraphrasing segments using AI Assist in MAXQDA



5 **FACILITATOR:** So, then, what's the difference between taking meals to the elderly because it's part of your job, and you're paid, and doing it without being paid? I mean . . .

6 **Marie:** It's doing it without being paid because when you're being paid, you can't tell what your motivation is, but when you volunteer, you know you're motivated. You know you are doing something for a personal reason. You are helping other people out of the kindness of your heart, not for something in your wallet.

7 **Jin:** I also see it as something that can be beyond helping people. So, you can volunteer because you are concerned about nature, not because you want to make sure our children have resources, but because you have a respect for the earth. So, you respect life, not just people.

8 **Annie:** Yes, I kinda see it the same way, uh, to sort of step outside of your self. You know, to kind of leave yourself behind, become as detached as you can from your own wants and needs.

9 **Jin:** That's interesting. I actually was thinking of it as more like seeing yourself in everything, or seeing everything in you, like a universal connection where everything is sacred – other people, the land, the water, the planet – but I guess you could also think of it as a detachment, too. So, that's interesting.

10 **Dan:** Whoa! Well, that's all too heavy for me. I just think of volunteering as something people do, on special holidays, say, for people who are homeless and need some support. And I think most people I know sort of pitch in here and there. And it's a practical way to help here and now. Someone needs a meal, and you give it to them. It doesn't matter if you feel connected to them or disconnected. You just know that helping out is the right thing to do. You do it because it's right.

11 **FACILITATOR:** Okay, great. We have a lot of different ideas around the table, which is what we want to hear, so please don't feel as though we must come to a definition of what volunteering is, but it's good to hear what it means to each of you.

Memo 1
20/01/2024 12:36 - Christina Silver
AI Summary
The group discusses their motivations for volunteering. Marie believes that volunteering allows for a personal motivation and the opportunity to help others out of kindness. Jin sees volunteering as a way to show respect for all life, not just people. Annie sees it as a way to detach from oneself and step outside of personal wants and needs. Dan sees volunteering as a practical way to help those in need, regardless of personal connection. Overall, the group agrees that volunteering is a way to do the right thing and help others.

Alt: Volunteering is motivated by personal reasons, not money. It can be about helping people or respecting nature. It involves detachment or universal connection. It's a practical way to help others, regardless of personal feelings.



Explaining text segments using AI Assist in MAXQDA (150 characters maximum)

0
0
0

5 **FACILITATOR:** So, then, what's the difference between taking meals to the elderly because it's part of your job, and you're paid, and doing it without being paid? I mean . . .

In-document memo: Focus Groups > Volunteers 02 Focus Group ai (Pos. 7)

AI Explanation 'respect for the earth' Christina, 20/01/2024 12:41

20/01/2024 12:41 - Christina Silver
AI Explanation 'respect for the earth'
Respect for the earth refers to the recognition and appreciation of the natural world and the need to protect and preserve it. It involves understanding the interconnectedness of all living things and the importance of maintaining a healthy and sustainable environment for future generations. This includes practicing responsible and sustainable behaviors such as reducing waste, conserving resources, and supporting initiatives that promote environmental protection and conservation.

Respect for the earth also encompasses the belief that humans have a responsibility to be good stewards of the planet and to minimize their negative impact on the environment. This can involve making conscious choices to support eco-friendly practices, advocating for policies that prioritize environmental protection, and actively participating in efforts to address environmental issues such as pollution, deforestation, and climate change. Ultimately, respect for the earth involves recognizing the intrinsic value of the natural world and taking actions to ensure its health and vitality for the benefit of all living beings.

> Linked codes (0) Linked coded segments (0)

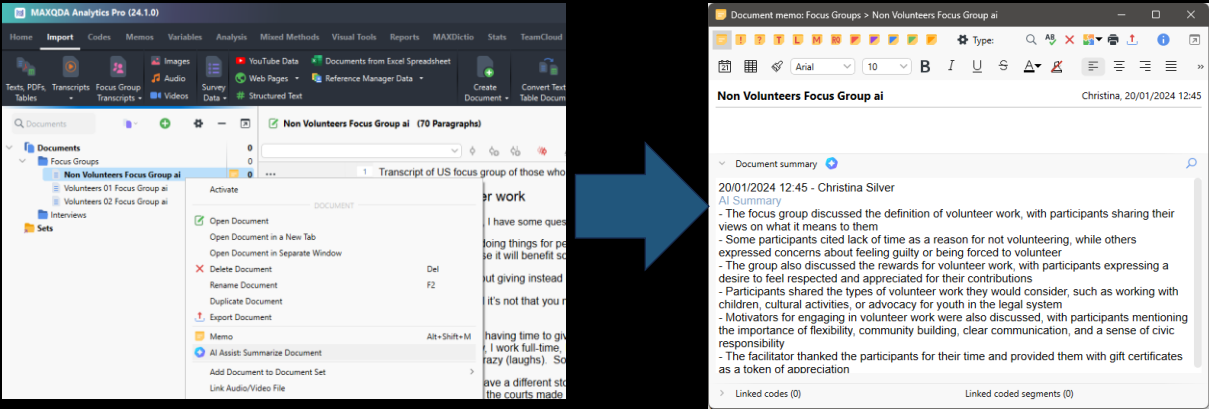
CODE

With New Code Alt+W
In Vivo Alt+I
With Activated Codes

Insert Memo for Selection Alt+Shift+M
AI Assist
Paraphrase Selection
Explore in Word Explorer
Search for Selected Text

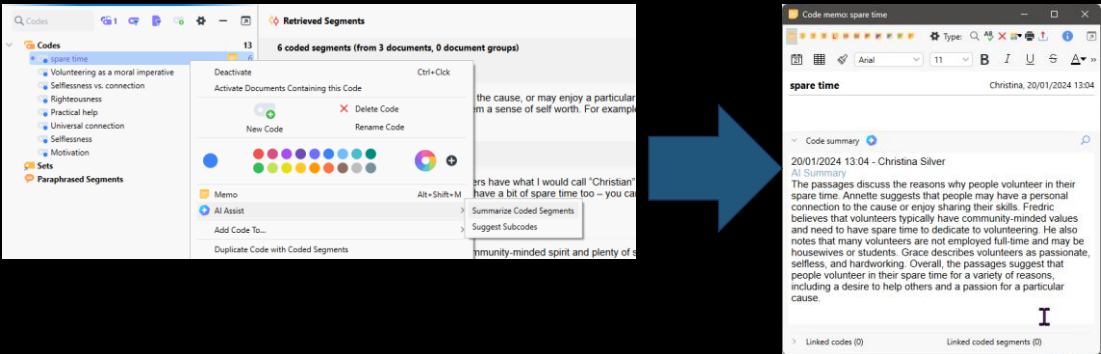
Summarize Text Selection
Paraphrase Text Selection
Explain Text Selection
Suggest New Codes for Text Selection

Summarizing Documents using AI Assist in MAXQDA



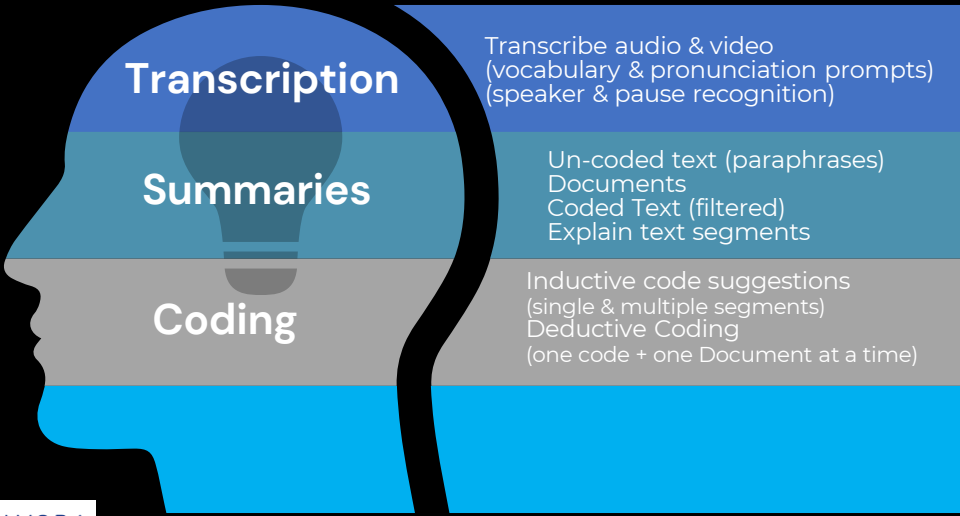
61

Summarising coded-segments using AI Assist in MAXQDA



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Gen-AI features in MAXQDA



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AI-generated code suggestions in MAXQDA from a text segment

Marie: It's doing it without being paid because when you're being paid, you can't tell what your motivation is, but when you volunteer, you know you're motivated. You know you are doing something for a personal reason. You are helping other people out of the kindness of your heart, not for something in your wallet.

Jin: I also see it as something that can be beyond helping people, nature, not because you want to make sure our children have a good life, not just people.

Annie: Yes. I kinda see it the same way, uh, to sort of step out and become as detached as you can from your own wants and needs.

Jin: That's interesting. I actually was thinking of it as more like a universal connection where everything is sacred – other people think of it as a detachment, too. So, that's interesting.

Dan: Whoa! Well, that's all too heavy for me. I just think of volunteer people who are homeless and need some support. And I think of a practical way to help, here and now. Someone needs a meal, to them or disconnected. You just know that helping out is the best way.

AI Assist: Suggest New Codes

AI Assist has generated a list of code suggestions. Please choose any codes that you want to apply to the text. The detailed explanations will be added in the accompanying code memo.

Code	Explanation
Thematic codes	
<input type="checkbox"/> Motivation	Different motivations for volunteering: personal reasons, kindness, respect for nature.
<input type="checkbox"/> Selflessness	Stepping outside oneself and detaching from personal wants and needs.
<input type="checkbox"/> Universal connection	Seeing oneself in everything and recognizing the sacredness of all things.
<input type="checkbox"/> Practical help	Volunteering as a practical way to provide immediate support to those in need.
<input type="checkbox"/> Righteousness	Doing volunteer work because it is the morally right thing to do.
Thematic codes (alternative)	
<input type="checkbox"/> Motivation vs. payment	Distinguishing between volunteering and paid work based on motivation.
<input type="checkbox"/> Personal vs. universal	Different perspectives on volunteering: personal reasons vs. a universal connection.
<input type="checkbox"/> Selflessness vs. connection	Contrasting views on volunteering: detachment vs. seeing oneself in everything.
<input type="checkbox"/> Practical vs. moral	Different approaches to volunteering: practical help vs. doing what is morally right.
Interpretative codes	
<input type="checkbox"/> Motivation and volunteering	Exploring the relationship between motivation and the act of volunteering.
<input type="checkbox"/> Perspectives on volunteering	Examining different perspectives on the purpose and meaning of volunteering.
<input type="checkbox"/> Selflessness and connection	Investigating the interplay between selflessness and a sense of universal connection in volunteering.
<input type="checkbox"/> Volunteering as practical help	Understanding the practical aspect of volunteering as a means of providing immediate assistance.
<input type="checkbox"/> Volunteering as a moral imperative	Considering the moral obligation and righteousness associated with volunteering.

OK Cancel

64

AI-generated code suggestions in MAXQDA

The screenshot displays a qualitative data analysis software interface. On the left, a list of codes is shown, with 'Volunteering as a moral imperative' selected. A red dashed line connects this code to a cluster of other codes in the central workspace. The central workspace contains a diagram with a red dashed line and a cluster of codes. On the right, a transcript of an interview is visible, showing a conversation about volunteering and moral imperatives. The transcript includes a code memo for 'Volunteering as a moral imperative' and a list of codes.

Codes List:

- Volunteering as a moral imperative
- Selflessness vs. connection
- Righteousness
- Practical help
- Universal connection
- Selflessness
- Motivation
- Sets
- Paraphrased Segments

Central Workspace Diagram:

- Volunteering as a moral imperative
- Selflessness vs. connection
- Righteousness
- Practical help
- Universal connection
- Selflessness
- Motivation

Transcript:

Marie: It's doing things like taking meals to the elderly or other people who need help. Things that you aren't paid for.

FACILITATOR: So, then, what's the difference between taking meals to the elderly because it's part of your job, and you're paid, and doing it without being paid? I mean...

Marie: It's doing it without being paid because when you're being paid, you can't tell what your motivation is, but when you volunteer, you know you're motivated. You know you are doing something for a personal reason. You are helping other people out of the kindness of your heart, not for something in your wallet.

Jin: I also see it as something that can be beyond helping people. So, you can volunteer because you are concerned about nature, not because you want to make sure our children have resources, but because you have a respect for the earth. So, you respect life, not just people.

Annie: Yes. I kinda see it the same way, uh, to sort of step outside of your self. You know, to kind of leave yourself behind, become as detached as you can from your own wants and needs.

Jin: That's interesting. I actually was thinking of it as more like seeing yourself in everything, or seeing everything in you, like a universal connection where everything is sacred - other people, the land, the water, the planet - but I guess you could also think of it as a detachment, too. So, that's interesting.

Dan: Whoa! Well, that's all too heavy for me. I just think of volunteering as something people do, on special holidays, say, for people who are homeless and need some support. And I think most people I know, not if I wish in here and there. And it's a practical way to help, here and now. Someone needs a hand connected to them or disconnected. You just because it's right.

Code memo: Volunteering as a moral imperative

Idea around the table, which is what we want to define of what volunteering is, but it's good to

Volunteering as a moral imperative Christina, 20/01/2024 12:58

20/01/2024 12:58 - Christina Silver

AI code suggestion "Volunteering as a moral imperative": Explanation

Considering the moral obligation and righteousness associated with volunteering.

> Code summary

> Linked codes (0)

Linked coded segments (0)

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AI-generated code suggestions in MAXQDA from a code (sub-code suggestions)

The screenshot shows the 'Code memo: spare time' application. The left sidebar has a search bar and a tree view with 'Codes' (13) and 'Paragraphs Segments'. The main area displays 'Retrieved Segments' (6 coded segments from 3 documents, 0 document groups). A context menu is open over a code segment, showing options like 'Deactivate', 'Activate Documents Containing this Code', 'New Code', 'Delete Code', 'Rename Code', 'Memo', 'AI Assist', 'Add Code To...', 'Duplicate Code with Coded Segments', 'Summarize Coded Segments', and 'Suggest Subcodes'. A large blue arrow points from the 'Suggest Subcodes' option to the right-hand pane.

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AI Coding (one document/code at a time)

Start with a defined code – more specific the better. Codes one document and one code at a time

Different sized segments are AI coded – accompanied by an explanation for the coding rationale in a comment

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Gen-AI features in MAXQDA

Transcription

Summaries

Coding

Chatting

Transcribe audio & video
(vocabulary & pronunciation prompts)
(speaker & pause recognition)

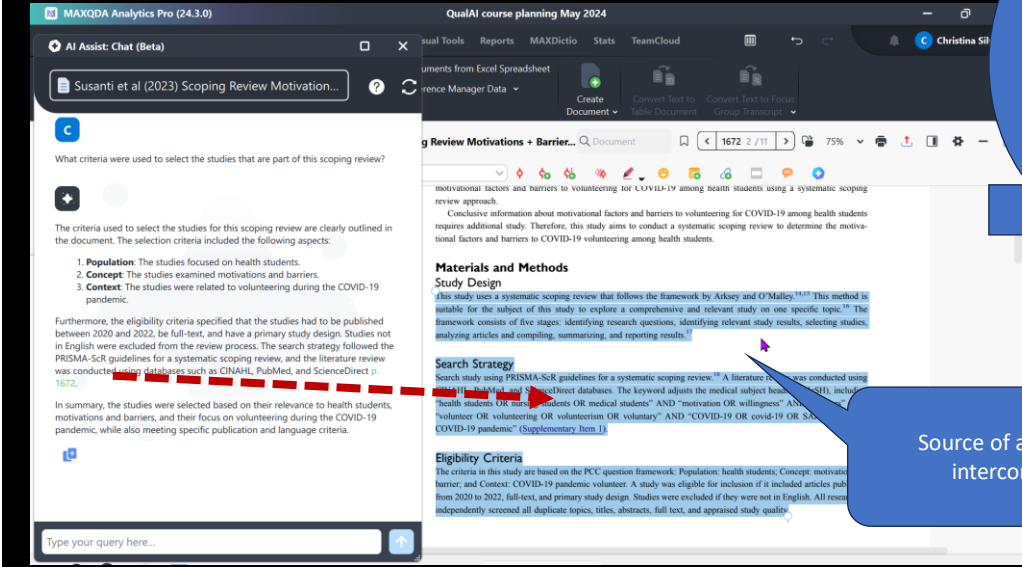
Un-coded text (paraphrases)
Documents
Coded Text (filtered)
Explain text segments

Inductive code suggestions
(single & multiple segments)
Deductive Coding
(one code + one Document at a time)

Chat with a document
Chat with Coded-Segments

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Chatting with a Document

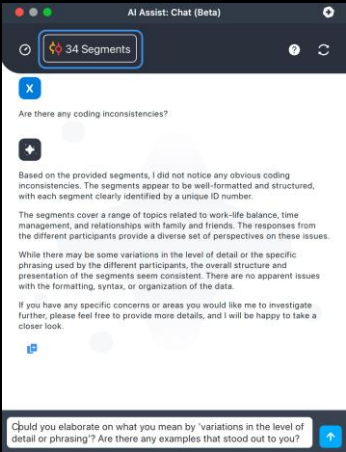


Currently only possible one document at a time with maximum character limit of 45000

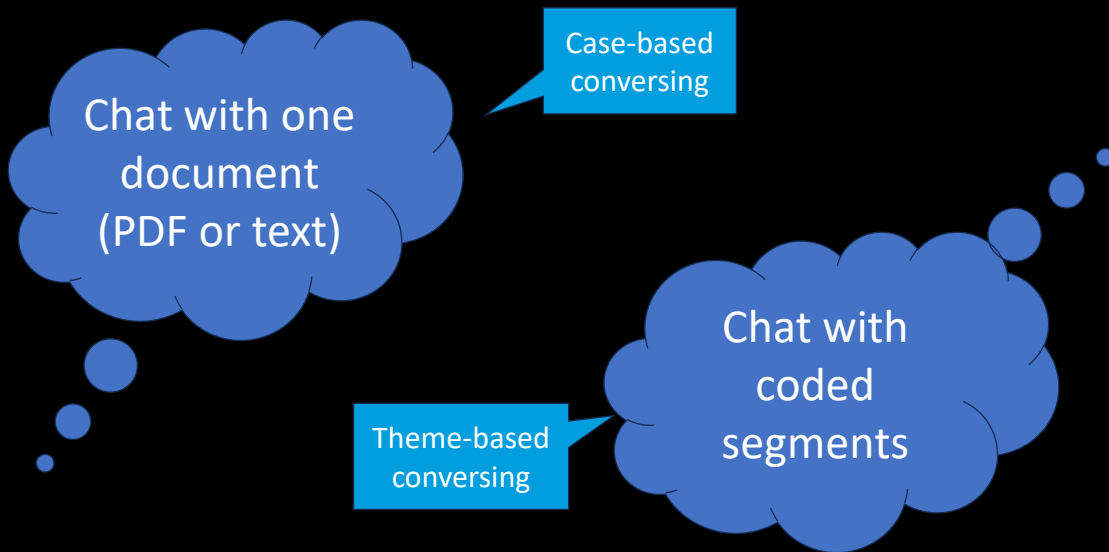
Source of answers are interconnected

Chatting with Coded Segments

- Chat with This Code's Segments
- AI Coding (Beta)
- Suggest Subcodes
- Summarize Coded Segments



Conversational AI features in MAXQDA



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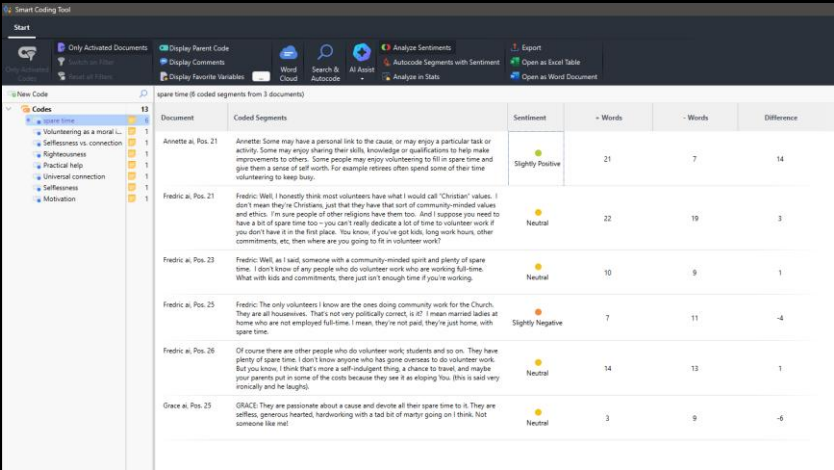
Other AI features in MAXQDA (Text Mining rather than Gen-AI)

- Sentiment Analysis
- Topic Modeling

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Sentiment analysis in MAXQDA

- Tweets - Open-ended survey responses
- Coded-segments (via Smart Coding tool)



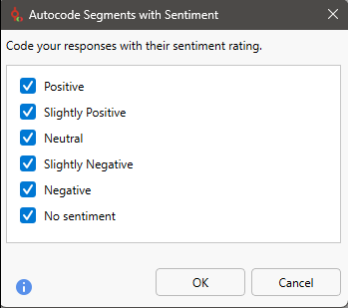
The screenshot shows the 'Smart Coding Tool' window in MAXQDA. The 'Start' tab is active, displaying a list of codes on the left and a table of coded segments on the right. The table includes columns for 'Document', 'Coded Segments', 'Sentiment', '+ Words', '- Words', and 'Difference'. The data is as follows:

Document	Coded Segments	Sentiment	+ Words	- Words	Difference
Annette al. Pos. 21	Annette: Some may have a personal link to the cause, or may enjoy a particular task or activity. Some may enjoy sharing their skills, knowledge or qualifications to help make improvements to others. Some people may enjoy volunteering to fill in spare time and give them a sense of self-worth. For example retirees often spend some of their time volunteering to keep busy.	Slightly Positive	21	7	14
Fredric al. Pos. 21	Fredric: Well, I honestly think most volunteers have what I would call "Christian" values. I don't mean they're Christians, just that they have that sort of community-minded values and ethics. I'm sure people of other religions have them too. (And I suppose you need to have a bit of spare time too - you can't really dedicate a lot of time to volunteer work if you don't have it in the first place. You know, if you've got kids, long work hours, other commitments, etc, then where are you going to fit in volunteer work?)	Neutral	22	19	3
Fredric al. Pos. 23	Fredric: Well, as I said, someone with a community-minded spirit and plenty of spare time. I don't know of any people who do volunteer work who are working full-time. What with kids and commitments, there just isn't enough time if you're working.	Neutral	10	9	1
Fredric al. Pos. 25	Fredric: The only volunteers I know are the ones doing community work for the Church. They are all housewives. That's not very politically correct, is it? I mean married ladies at home who are not employed full-time. I mean, they're not paid, they're just home, with spare time.	Slightly Negative	7	11	-4
Fredric al. Pos. 26	Of course there are other people who do volunteer work, students and so on. They have plenty of spare time. I don't know anyone who has gone overseas to do volunteer work. But you know, I think that's more a self-indulgent thing, a chance to travel, and maybe your parents put in some of the costs because they see it as enjoying You. (This is said very ironically and he laughs)	Neutral	14	13	1
Grace al. Pos. 25	GRACE: They are passionate about a cause and devote all their spare time to it. They are selfless, generous hearted, hardworking with a tad bit of martyr going on I think. Not someone like me!	Neutral	3	9	-6



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Autocode sentiment



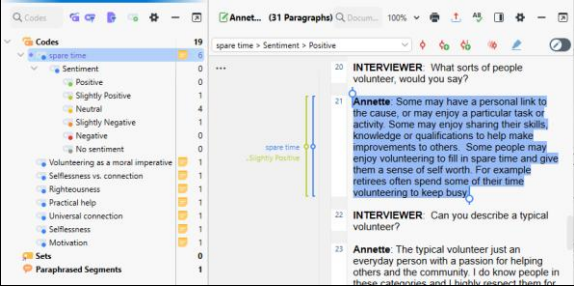
The dialog box is titled 'Autocode Segments with Sentiment'. It contains a section 'Code your responses with their sentiment rating.' with the following options:

- ☒ Positive
- ☒ Slightly Positive
- ☒ Neutral
- ☒ Slightly Negative
- ☒ Negative
- ☒ No sentiment

Buttons for 'OK' and 'Cancel' are at the bottom right.

Analyze Sentiments

Autocode Segments with Sentiment



The screenshot shows the MAXQDA interface with a segment selected. The 'Codes' list on the left shows the following sentiment ratings:

Code	Count
Spare time	19
Sentiment	5
Positive	0
Slightly Positive	1
Neutral	4
Slightly Negative	1
Negative	0
No sentiment	0
Volunteering as a moral imperative	1
Selflessness vs. connection	1
Righteousness	1
Practical help	1
Universal connection	1
Selflessness	1
Motivation	1
Sets	0
Paraphrased Segments	1

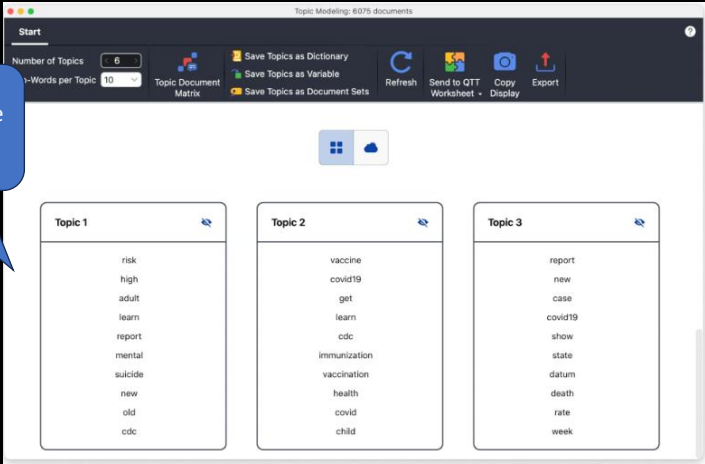
The main text area shows a segment from 'Annette' (Pos. 21) with a sentiment rating of 'Slightly Positive'.

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Topic modeling in MAXQDA

<https://www.maxqda.com/help-mx24/maxdictio/topic-modeling>

Only enabled with the Team Cloud add-on



Integrating AI-generated analysis with other work in MAXQDA

- Sequencing of the use of AI tools
- AI Assist as assistant
- Identifying what has been generated using AI



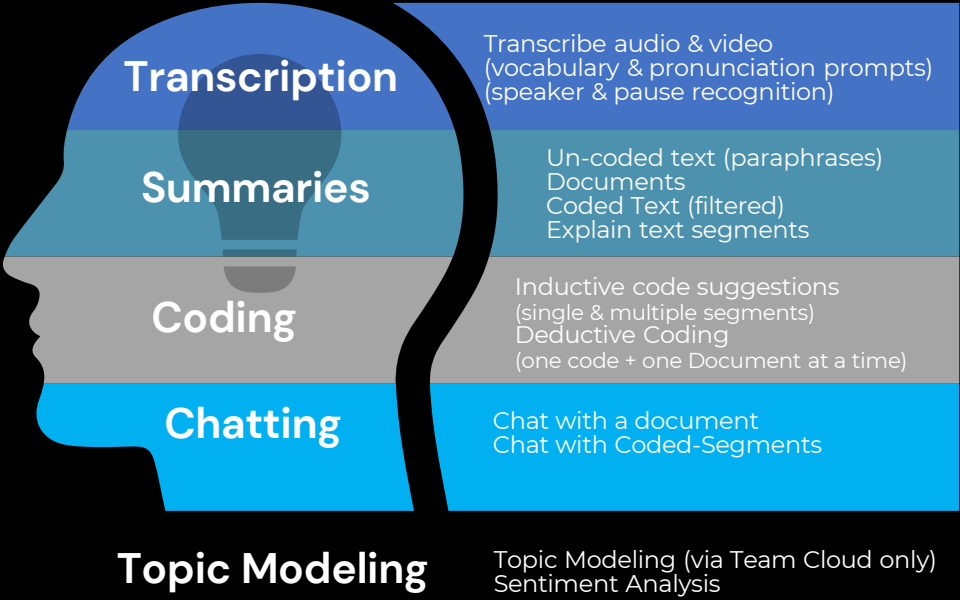
Exporting AI-generated findings

- Exporting happens in same way as findings from any other form of analysis
- Copy/paste
- Creation of reports
- Visual exports – maps/models/charts



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Summary of AI features in MAXQDA



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