Using MAXQDA for Qualitative Research Training Course

Professional Development Training Course Outline

Category	Monitoring and Evaluation	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

MAXQDA is a leading qualitative data analysis (QDA) software designed to empower researchers, analysts, and professionals to systematically organize, code, and interpret complex qualitative data. In today's data-driven research environment, leveraging advanced tools like MAXQDA allows for robust thematic analysis, content analysis, and mixed-methods research, enhancing the reliability, validity, and impact of research findings. Using MAXQDA for Qualitative Research Training Course equips participants with practical skills to manage textual, audio, video, and survey data efficiently, transforming raw information into actionable insights.

This comprehensive course combines hands-on exercises, real-life case studies, and interactive demonstrations to ensure participants master MAXQDA's full suite of tools. Participants will learn to streamline qualitative workflows, conduct rigorous coding, visualize data patterns, and generate evidence-based reports. By the end of the course, learners will confidently handle qualitative datasets, identify emerging trends, and produce high-quality research outputs that support strategic decision-making and academic excellence.

Programme Curriculum

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Course Duration

5 days

Course Objectives

By the end of this training, participants will be able to:

1. Understand the fundamentals of qualitative research and MAXQDA functionality.
2. Import, organize, and manage diverse qualitative data types.
3. Apply advanced coding strategies for thematic and content analysis.
4. Conduct mixed-methods research using integrated MAXQDA tools.
5. Utilize memos, annotations, and summaries to document analytical insights.
6. Create and manage codebooks for consistent and transparent research.
7. Perform data visualization using charts, maps, and word clouds.
8. Conduct in-depth analysis of interviews, focus groups, and open-ended surveys.
9. Apply qualitative comparative analysis (QCA) for complex datasets.
10. Generate exportable, publication-ready reports and visual outputs.
11. Integrate MAXQDA with other research software for enhanced analysis.
12. Use case studies to interpret qualitative findings in real-world contexts.
13. Enhance research efficiency, rigor, and reproducibility in qualitative studies.

Target Audience

- Academic researchers and postgraduate students
- Market researchers and consumer insight analysts
- Social scientists and policy analysts
- Nonprofit and NGO research teams
- Human resources and organizational development professionals
- Public health and social program evaluators
- Consultants conducting qualitative assessments
- Data analysts transitioning into qualitative research

Course Modules

Module 1: Introduction to MAXQDA

- Overview of qualitative research principles
- MAXQDA interface and navigation
- Understanding project types and data structures
- File import and management techniques
- Case study: Organizing field interview data

Module 2: Data Preparation and Management

- Importing text, audio, video, and survey data
- Creating and managing document groups
- Assigning document attributes and metadata
- Data cleaning and validation
- Case study: Preparing NGO survey data for coding

Module 3: Coding Strategies in MAXQDA

- Manual coding techniques
- Auto-coding and keyword searches
- Hierarchical code systems and code groups
- Using colors and code symbols for clarity
- Case study: Thematic analysis of focus group discussions

Module 4: Advanced Analysis Techniques

- Mixed-methods analysis integration
- Pattern and frequency analysis
- Qualitative comparative analysis (QCA)
- Cross-tabulation and data filtering
- Case study: Combining qualitative and quantitative survey data

Module 5: Memos, Annotations, and Notes

- Writing analytical memos
- Linking memos to codes and segments
- Using annotations for context and interpretation
- Summarizing key findings effectively
- Case study: Documenting emerging themes in health research

Module 6: Visualization and Reporting

- Creating charts, word clouds, and code matrices
- Visualizing co-occurrences and network maps
- Exporting graphics for publications
- Customizing reports for stakeholders
- Case study: Visualizing program evaluation outcomes

Module 7: Case Study Analysis

- Conducting cross-case comparisons
- Identifying trends and insights across datasets
- Developing evidence-based conclusions
- Applying findings to decision-making
- Case study: Comparative analysis of urban vs. rural survey data

Module 8: Research Workflow and Best Practices

- Organizing projects for reproducibility
- Managing large-scale qualitative datasets

- Collaborative coding and teamwork
- Ethical considerations in qualitative research
- Case study: Multi-researcher coding for NGO evaluation

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com