

5 Building Blocks of Analysis

Identifying themes

Building and applying codebooks

Describing themes

Making comparisons

Building and testing models



Comparisons

ID	Sex	Description	Diag.	Concern	Total	Worst	Dur.
32	F	Tired, aching, running nose, stuffed nose, sneezing, coughing, difficulty sleeping, uncomfortableness, sore throat--lots of Kleenex	Cold	Yes	3	7	14
47	F	It was February and I came down with a cold. Just a sore throat, achy body, and a cough. Felt like sleeping all the time and didn't feel like eating anything unless it was salty. It took a week or a week and a half to get over.	Cold	No	1	2	10
18	M	Headache--throbbing in temples--moved around head. Cough--hacking--sometimes--phlegm. Congestion--in sinuses and rib cage. Labored breathing--reduction of 20-10 airflow, tight chest. Fatigue--strong desire to sleep and nap. --did not do activities running and going to gym for day to day and a half --felt weak and did not have desire to do much --could not concentrate--bad headache and a little stressed.	Cold	No	4	4	3.5
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17	F	The last time I had the flu I was VERY ill. It began at my head and arms and swept down my body in a big ache. All my muscles were sore, I felt like I was dying. I think I had fever blisters in my mouth, I had a sore throat, but did not lose my appetite nor was I sick to my stomach. I just remember being laid out on our sofa for 3 days, every muscle in my body aching like I'd been beat up or through severe athletic training. The whole episode lasted around 7 days.	Flu	Yes	7	9	7
15	M	The last time I had a cold/flu was in Feb 98. I laid in bed for 2 days with a headache, a stomach ache, fever, body pain. I had spells of dizziness and nausea. I pretty much slept for most of 48 hr. I was still tired and worn out for a couple of days beyond the initial illness.	Flu	No	5	4	3
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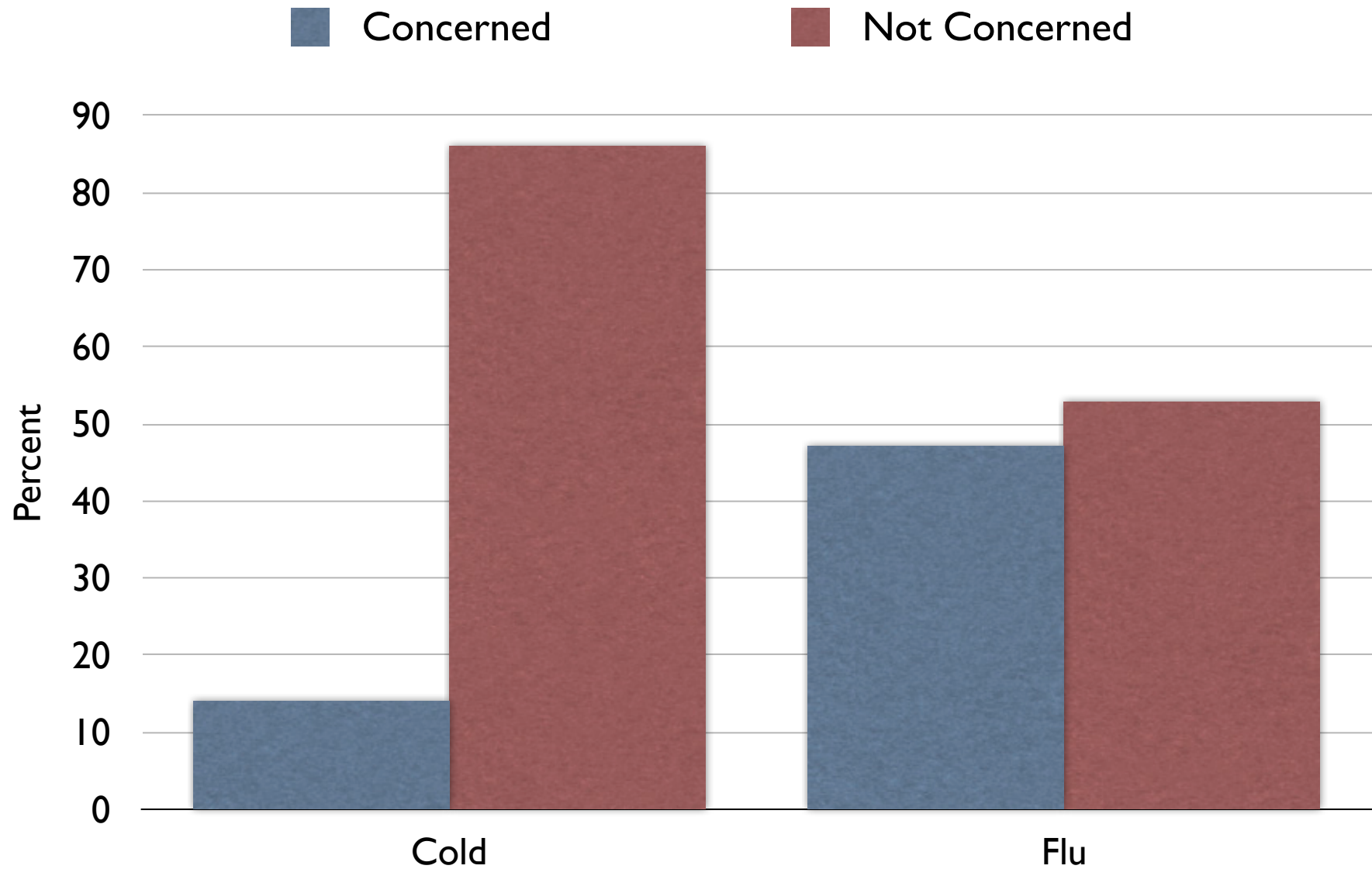
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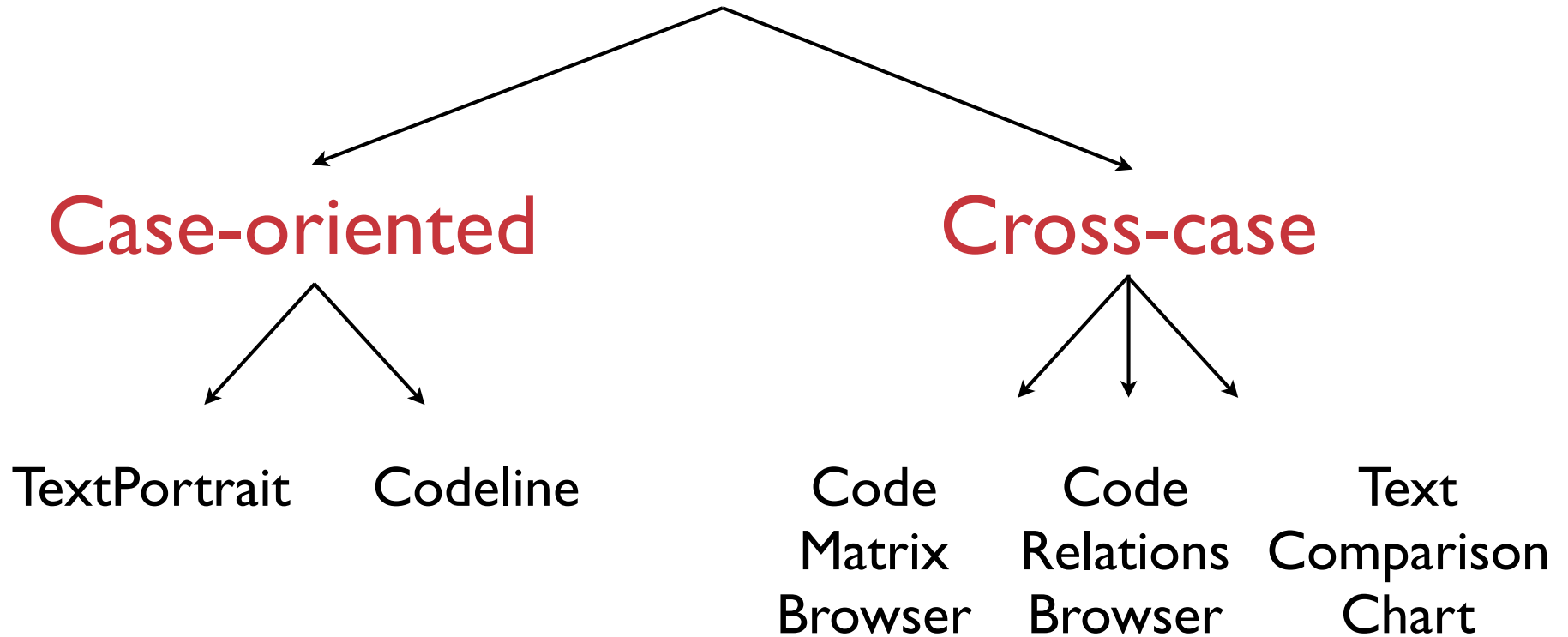
Comparison of two nominal dimensions (N=60)

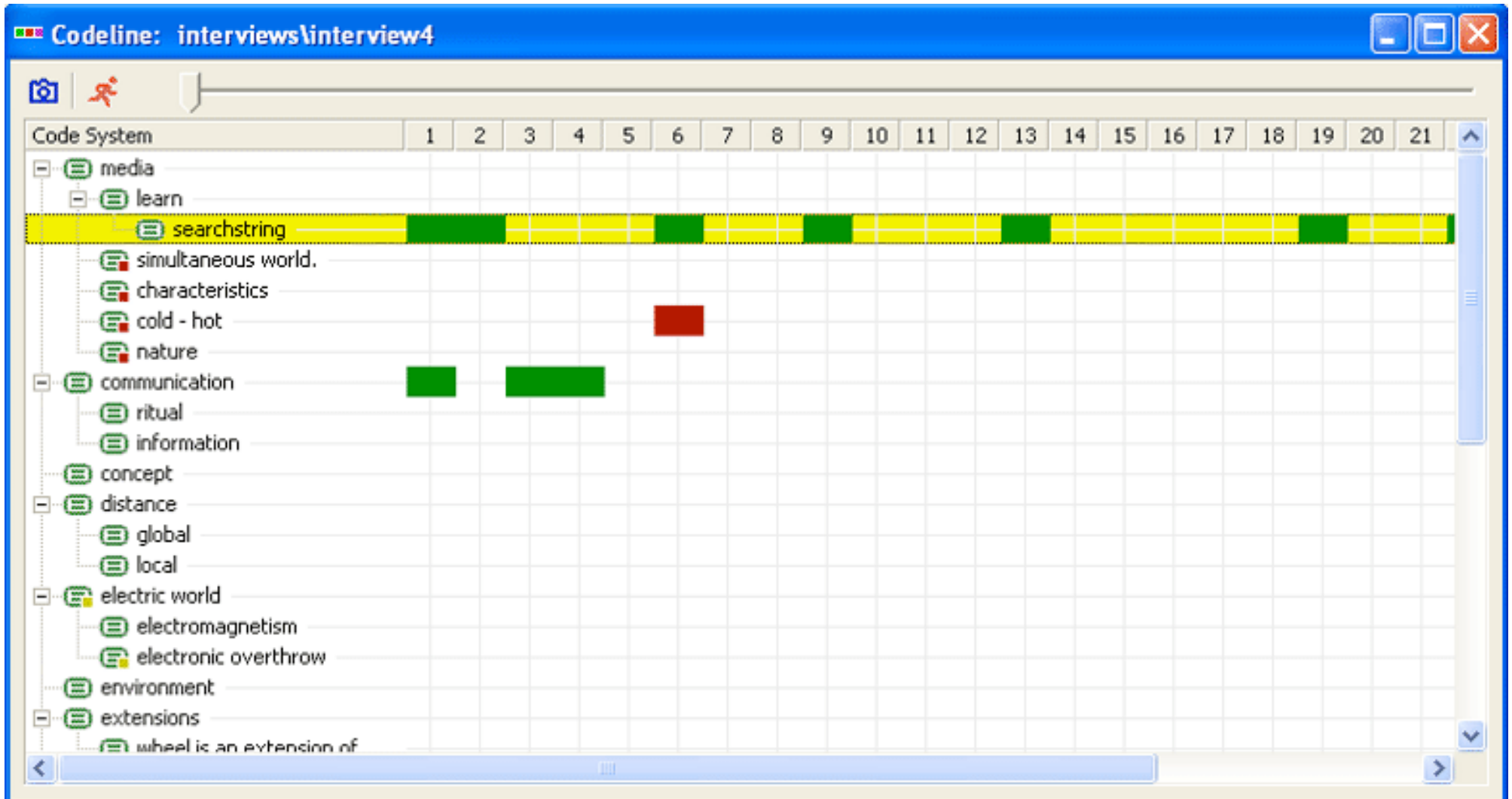
	Concern				
Diagnosis	Yes		No		Total
	Freq.	%	Freq.	%	Freq.
Cold	6	14.0	37	86.0	43
Flu	8	47.1	9	52.9	17
Total	14	23.3	46	76.7	60

Association between concern and diagnosis

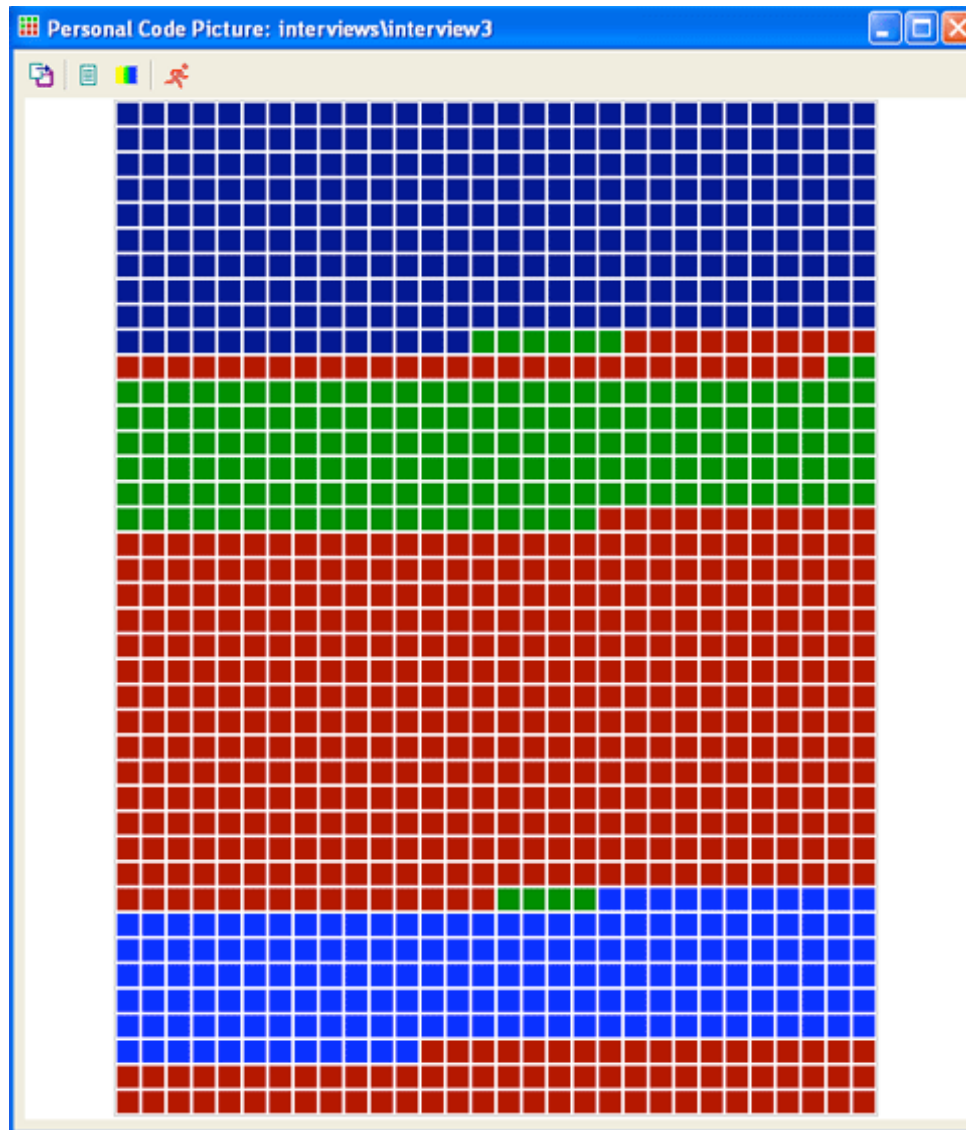


Visual Tools for Making Comparisons in MAXQDA

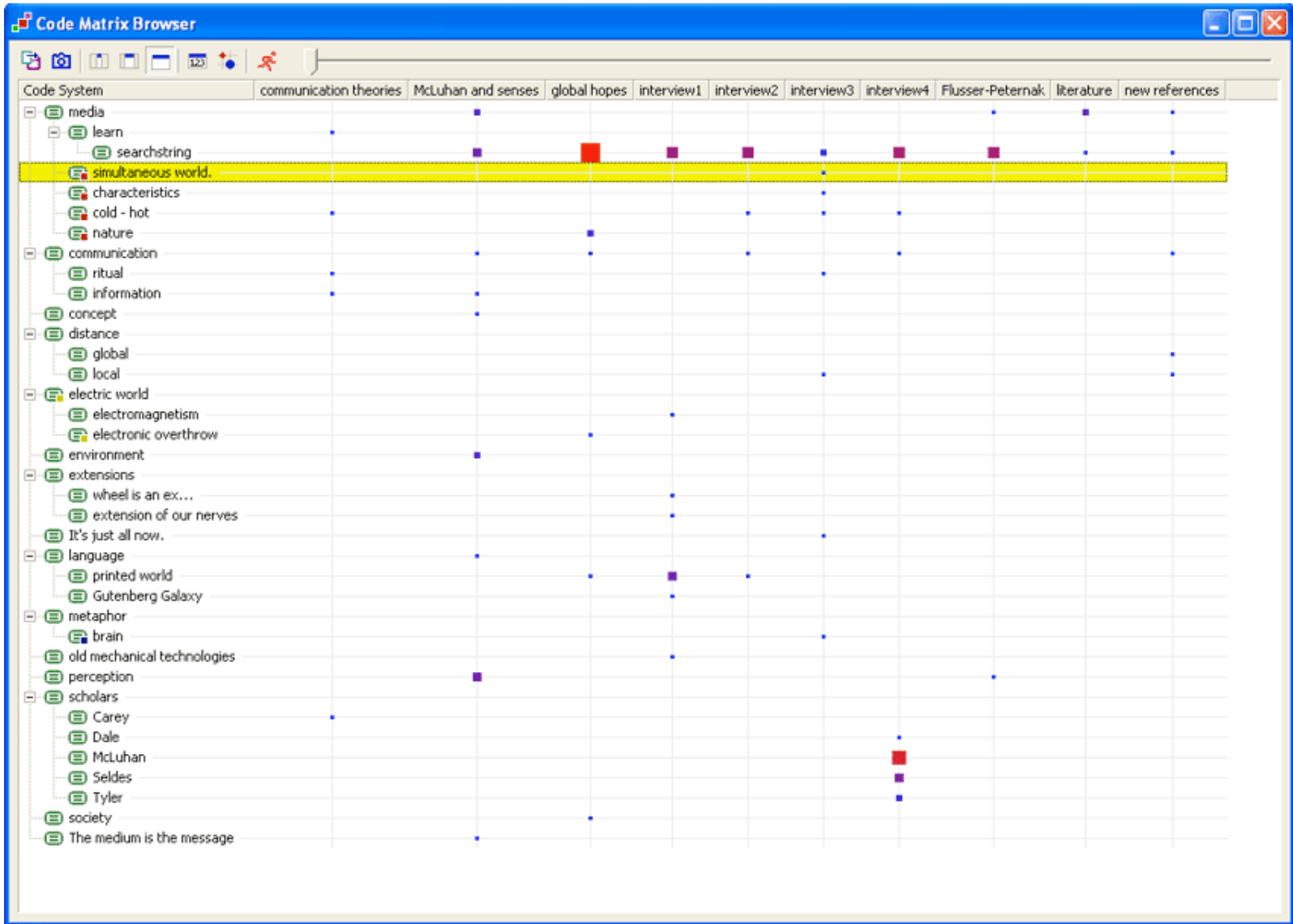




Codeline



TextPortrait

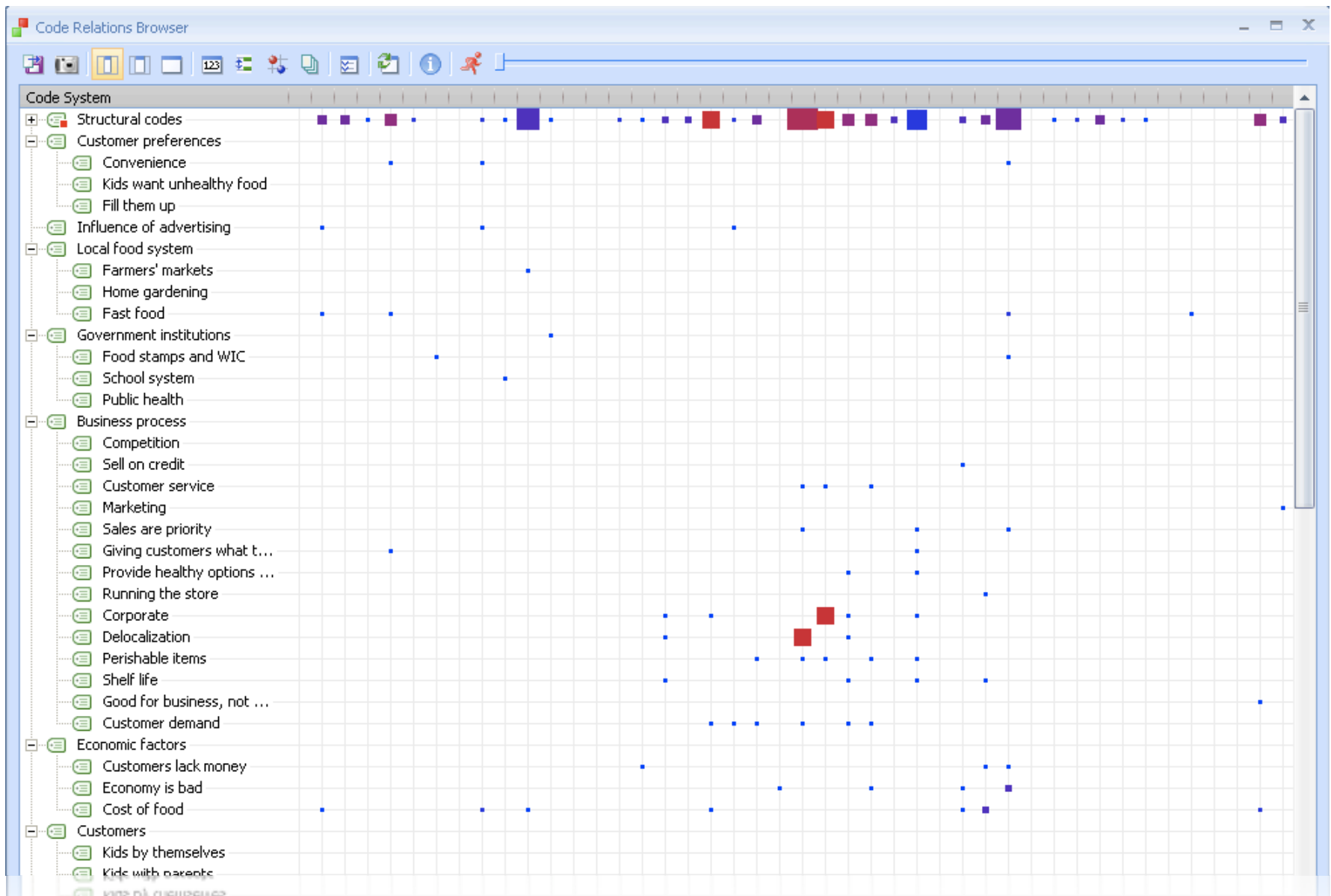


Code Matrix Browser

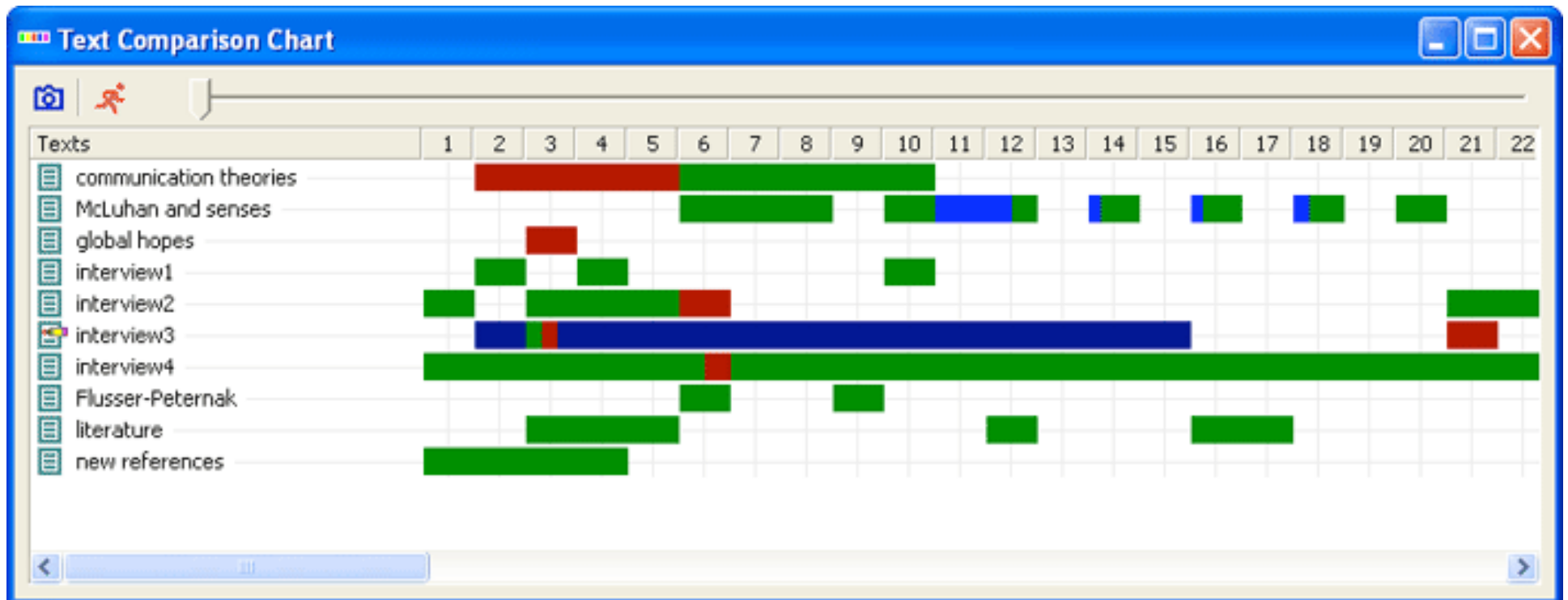
Code Matrix Browser

Code System	communication theories	McLuhan and senses	global hopes	interview1	interview2	interview3	interview4	Flusser-Peternak	literature	new references
media		5						2	6	3
learn	1									
simultaneous world.						1				
characteristics						1				
cold - hot	1				1	2	1			
nature			4							
communication		2	3		3		3			1
ritual	1					1				
information	1	2								
concept		1								
distance										
global										3
local						1				1
electric world										
electromagnetism				1						
electronic overthrow			1							
environment		5				1				
extensions										
wheel is an extension of				1						
extension of our nerves				1						
It's just all now.						1				
language		1								
printed world			1	7	3					
Gutenberg Galaxy				1						
metaphor										
brain						1				
old mechanical technologies				1						
perception		7						1		
scholars										
society			3							
The medium is the message		1								

Code Matrix Browser



Code Relations Browser



Text Comparison Chart