

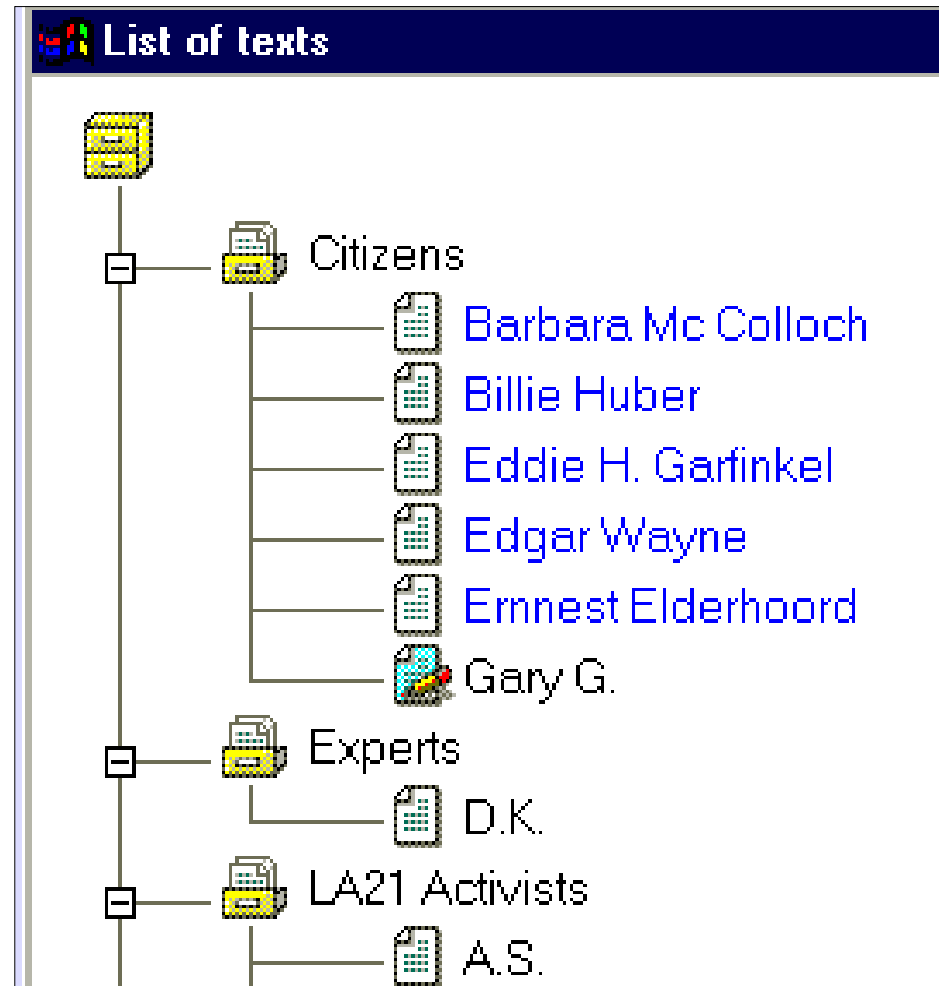
# winMAX 1998 for Windows 95/NT



Software for qualitative data analysis, content analysis, text  
and document analysis

## Importing texts and assigning texts to text groups

winMAX lets you import as many texts (in ASCII or ANSI-format) as you want. You can create different text groups and assign your texts to these groups. All your texts are listed in the „List of texts“. Unlike as in NUDIST or ALTAS.ti winMAX can format a text for you. You choose the number of characters per line and winMAX will insert its own “soft” line breaks. Whenever you copy later on coded segments to the Windows clipboard you will get your “old text” without line breaks. This makes it much easier to insert citations into your research report since it is not necessary to remove line breaks.



## *Lexical search in your texts and coded segments*

WinMAX searches for words or strings in your texts, and brings the result to the screen or as a “keyword in context”-list to your printer. Automatic coding of hits is possible. The size of the context to be coded can be determined

Search for word / string

family  
father  
mother  
brother  
sister

OR  
 AND

String  
 Exact

**Results:**  
 Direct  
 List  
 File

**Search in:**  
 Texts  
 Cod.seg  
 Uppercase/lowercase

**Context:**  
 Paragra  
 Lines (+/-):  
2

Search Close Cancel

# Coding text segments

Mark a text passage and attach a code from your code system. Display the hierarchical codes system just beside your text.

The screenshot displays a software interface with two main windows. The left window, titled "List of codes", shows a hierarchical tree structure of codes. The right window, titled "Text : Gary G.", shows a text passage with line numbers 11 through 35. A yellow box highlights the code "Neighbourhood.history" in the right window, which is positioned over line 23 of the text.

**List of codes**

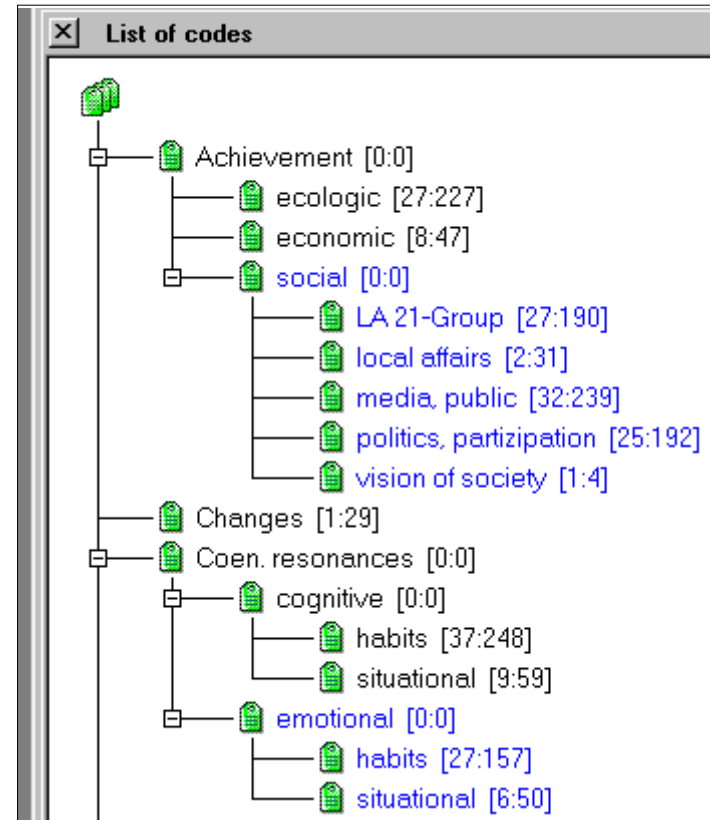
- Achievement [0:0]
  - ecologic [27:227]
  - economic [8:47]
  - social [0:0]
    - LA 21-Group [27:190]
    - local affairs [2:31]
    - media, public [32:239]
    - politics, partizipation [25:192]
    - vision of society [1:4]
- Changes [1:29]
- Coen. resonances [0:0]
  - cognitive [0:0]
    - habits [37:248]
    - situational [9:59]
  - emotional [0:0]
    - habits [27:157]
    - situational [6:50]
- Criteria of succes [0:0]
  - ecological [3:16]
  - economic [0:0]
  - social [0:47]

**Text : Gary G.**

11: You can always earn a crust, if you want to work hard, but  
12: sometimes you got to move about a bit to get it. Umm My  
13: family's always been around here I suppose. I went to school  
14: round her so all my mates are local. Yeah, my mates are  
15: important to me. Don't know about anything else really. I'm not  
16: going to live with my mum for ever so I'll being moving out soon  
17: I hope. ....silence ...  
18: I think I'd like to settle around her, but only if I got to live  
19: in a nice house. I suppose I'd better get on earn some money  
20: first. Trouble is when I've got some I spend it. But I don't  
21: really think I could live anywhere else anyway.  
22:  
23: **Neighbourhood.history**  
24: I think the politics stink. There's a lot fiddling on the housing  
25: lists. The whole lot of them are corrupt. Thats what me and my  
26: mates think anyway. I've got a married mate with a baby. He's  
27: been waiting ages for a flat. What do they think they're playing  
28: at? Something's not right somewhere. And what about rates of  
29: pay now?  
30: You'd think unions were something that never existed. You just  
31: get treated like shit and you have to take it because they can  
32: get another 5 people like you and pay them even less. Sweat  
33: shop thats what it is. You talk about employment conditions?  
34: There aren't any mate. Thats what.  
35:

## Creating a hierarchical code system

WinMAX allows you to create a hierarchical system of codes with up to ten hierarchy levels. Hundreds of codes can be managed easily. The display of the code system in winMAX works like the Windows Explorer. To get an overview on the code system the display of subcodes can be omitted.



## Writing memos

Write your memos and attach them to text lines or codes. A little yellow symbol in front of a text line indicates that a memo has been attached there.

## Visualisation of coded segments and memos

In winMAX you always can see what you have done: codings and memos are displayed as well as the code system. Subcategories are displayed with their full „pathname“.

**MEMO - Entry**

Title : Self reflection

Author : John Date : 26 3 1998

Code :

Neighbourhood

Memo text :

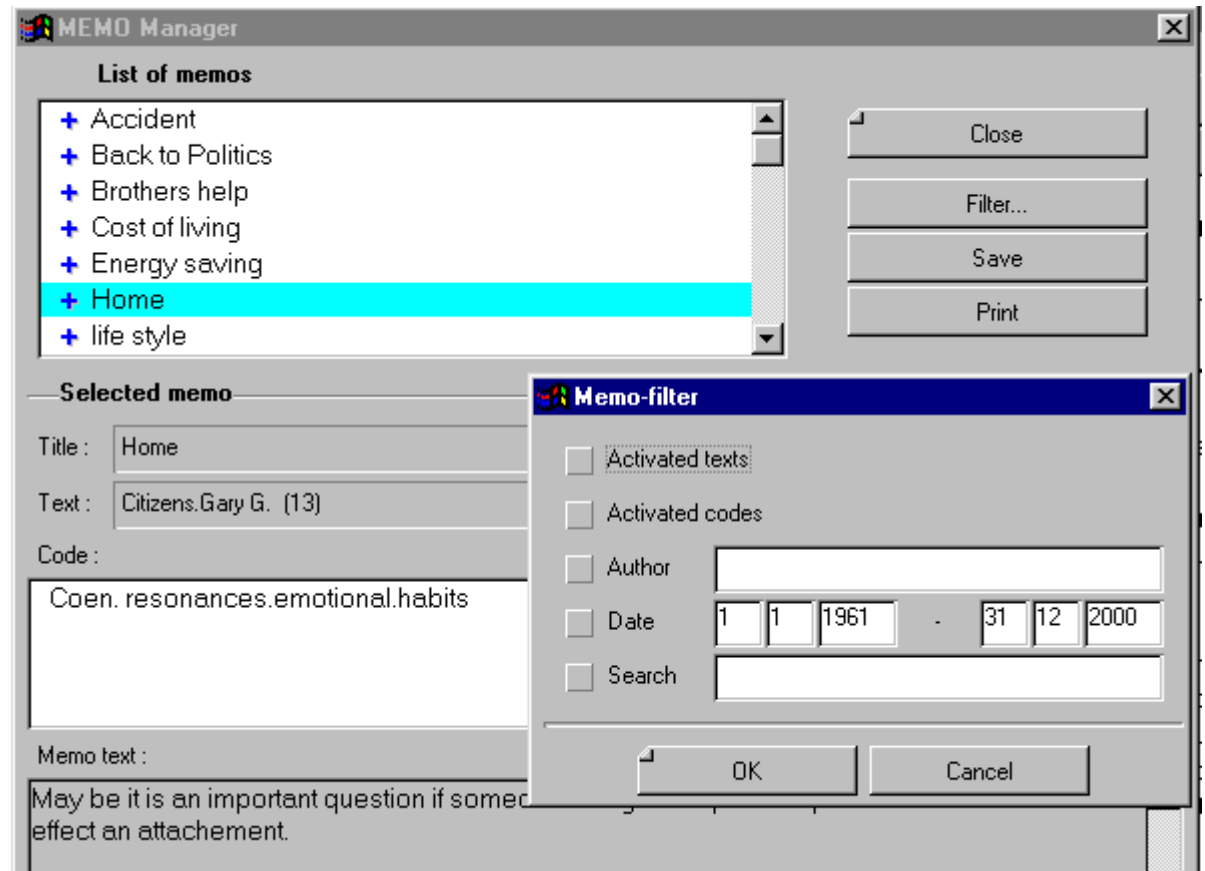
There were times during the interviews where I felt that the interview itself provided an opportunity for self-reflection of the life experience - another unexpected dimension to the process.

Copy to clipboard Replace

Delete memo OK Cancel

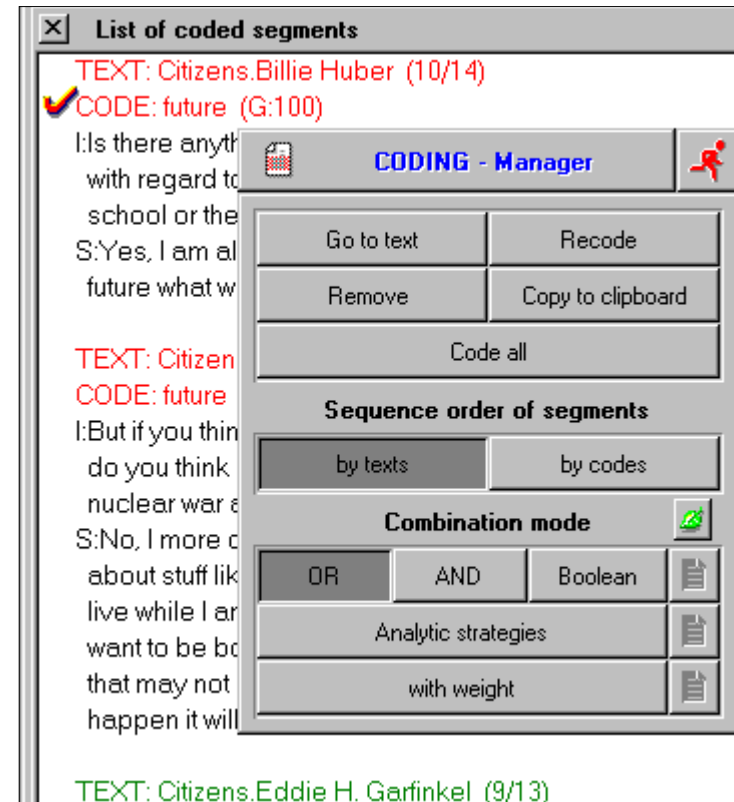
## Managing your memos

In winMAX memos are more than simple text files. Memos have a title, the creation date and author are mentioned and you can attach codes to memos. The Memo-Manager lets you work with your memos and select memos according to five different criteria.



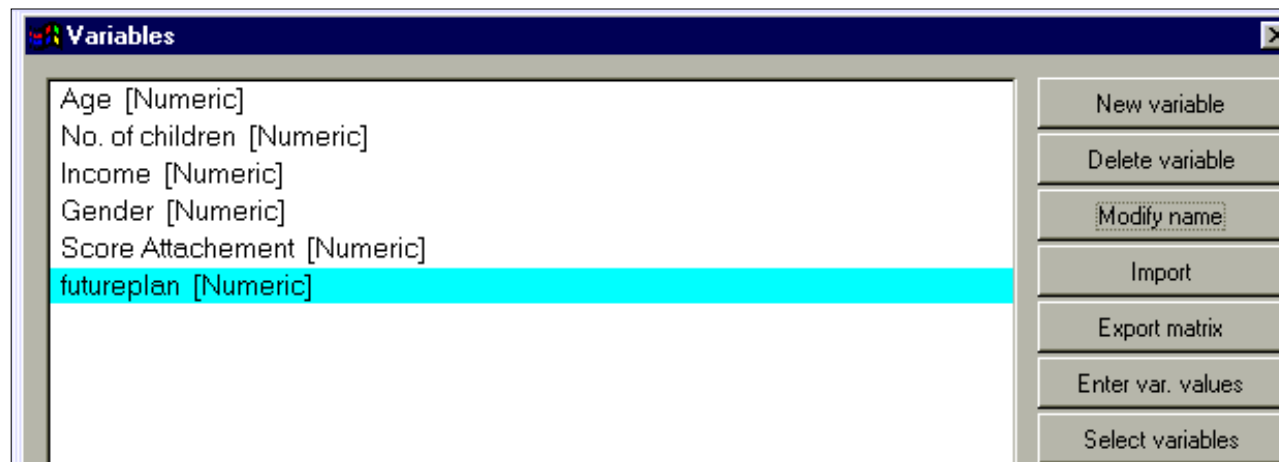
## Retrieving coded segments

Text retrieval in winMAX is easy: The segments of the activated codes for all activated texts will be listed in the window LIST OF CODED SEGMENTS. The text segments themselves are collected and listed (not only a list of hits). You can determine the sequence order of segments with the help of the Coding Manager



## ***Working with case-variables***

winMAX offers the option to work with case-variables. These variables are managed parallel to the texts. They can be used in selective retrievals and can be also exported to a statistical program like SPSS.

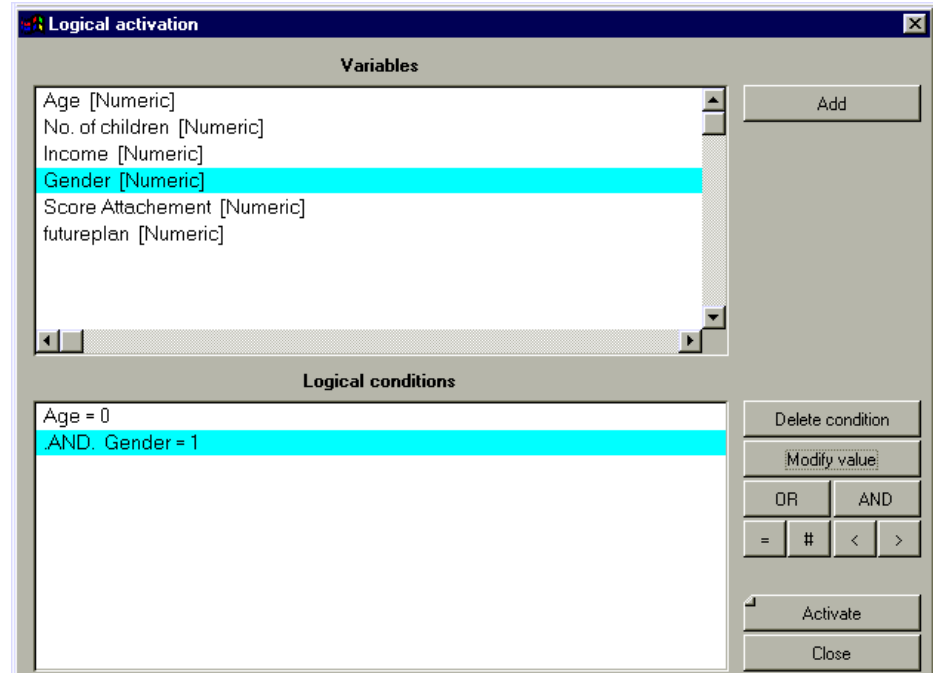


## ***Using case variables in retrieval***

The case variables may be used as selection criteria to activate texts for text retrieval of coded segments or for lexical search.

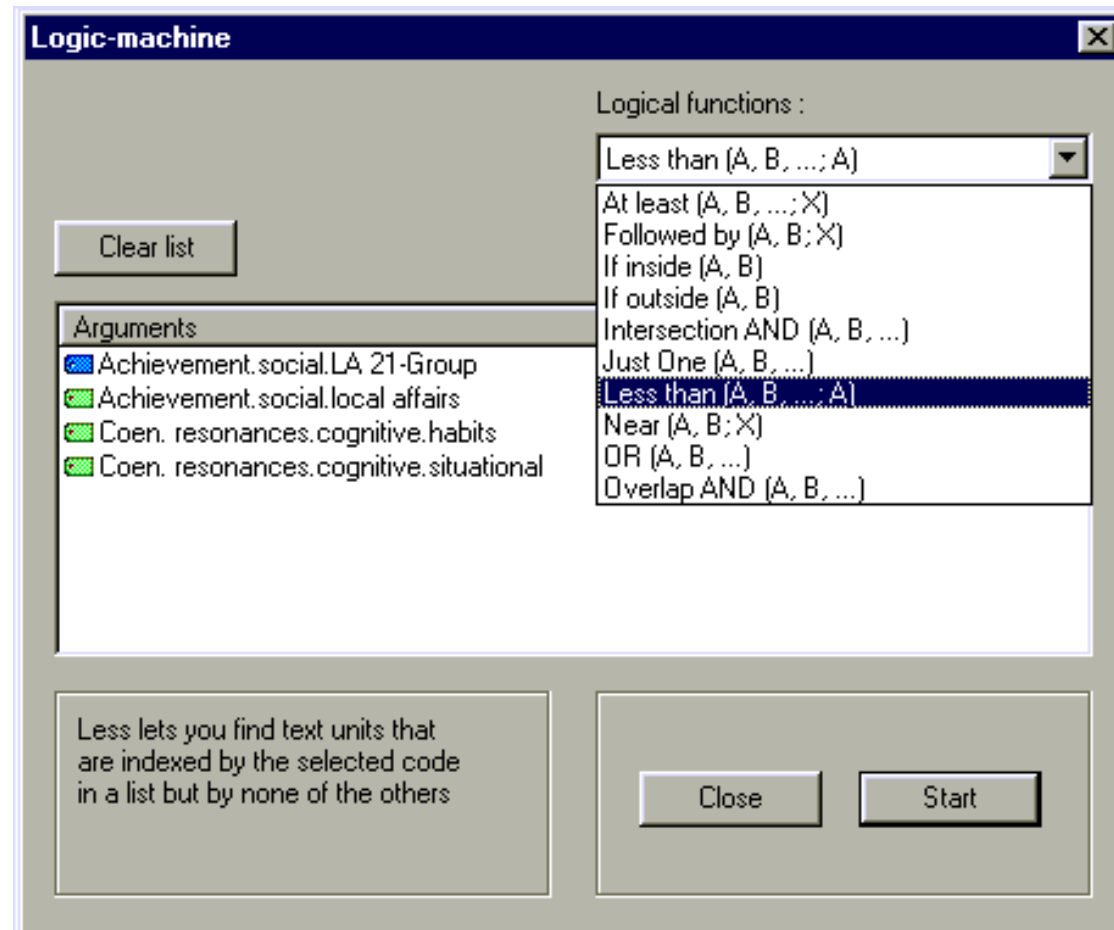
## ***Exporting and importing data to/from SPSS***

You can create database files of your case variables or of your codings and transfer them to a program for statistical analysis (SPSS).



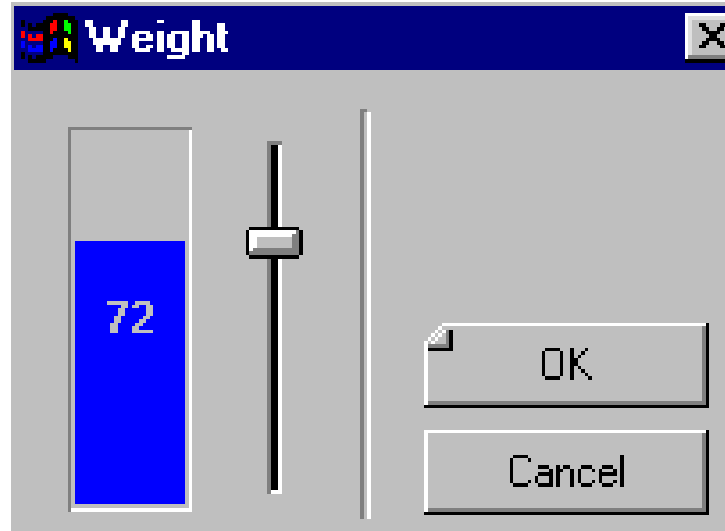
## Using complex strategies for text retrieval

The Analytic Strategies tool offers ten different ways for powerful text analysis, for example boolean and proximity operators. The Case Variables and Weight Variables features are fully integrated.



## ***Automatic coding of results***

The results of complex retrievals and the hits of lexical searches can be coded automatically.



## ***Attaching scores to coded segments***

winMAX allows to attach weight variables to coded segments, for instance to indicate the relevance of a particular coded segment.

## ***Team work***

No other program supports teamwork like winMAX. Code a text, define codes and subcodes, write memos and export the whole stuff to a winMAX exchange file. Wherever this file will be imported, all codes and subcodes will be created automatically and the text will appear exactly as it was on your PC.

## ***Text Preprocessor***

The Preprocessor offers the opportunity to work with pre-structured text. This is particular useful for open-ended questions in questionnaires. Entering this structure already while transcribing the texts saves you a lot of work and time.

## ***Writing winMAX archive files and sending them around the world***

winMAX writes your whole project, i.e. all primary texts, codes, codings, memos and variables into one archive file. Send the archive file via Internet to your colleagues! WinMAX will rebuild the whole project. Archive files can also be merged.

# At least the best: everything is under control

The screen display is straightforward and uncluttered. Icons are readily understood, even intuitive. It is difficult to get lost because all operations are based on no more than a four windows display and the windows in which one is not working can be closed.

