

## Qualitative Data Analysis for MAC & Windows: VERBI Software releases MAXQDA 12

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Pressemitteilung von: *VERBI Software GmbH*

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German software company VERBI Software releases its newest product: MAXQDA 12

VERBI Software has launched the new version of its flagship software package, MAXQDA 12. MAXQDA 12 is used by researchers of multiple disciplines to analyze unstructured data like newspaper articles or interviews. The newest version is universally available for Windows and Mac OS X and has been translated in 14 languages.

MAXQDA 12 introduces new features for researchers of the digital age, including the ability to search and analyze Twitter tweets. Market researchers will welcome a new feature that automatically recognizes different speakers in focus groups transcripts.

The new features of MAXQDA 12:

- Identical Software for Windows and Mac OS X
- Updated User Interface - optimized for retina/high-resolution
- Focus Group Analysis - automatic speaker detection
- Twitter Import
- Second Document Browser
- Creative Coding - code system structure on a mind map
- Similarity Analysis for Documents
- Enhanced Summaries
- Enhanced Document Portrait
- Enhanced Import of Survey Data - with support for multiple waves

More information about the more than 50 new features can be found at: [www.maxqda.com](http://www.maxqda.com)

Together with the release of MAXQDA 12 VERBI Software introduced a new website ([www.maxqda.com](http://www.maxqda.com)), including free teaching resources such as online and video tutorials for MAXQDA users.

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## **Portrait**

MAXQDA is a professional software for qualitative and mixed methods data analysis for Windows and Mac, which is used by thousands of people world wide.

Released in 1989 it has a long history of providing researchers with powerful, innovative and easy to use analytical tools that help make a research project successful.

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