ChatGPT meets MAXQDA: The AI Assist

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AI? What for?

Goals of this workshop

o Understanding the basic functions of AI Assist

o Exploring how the AI Assist can be integrated into a research project

What is the AI Assist?

o AI Assist integrates GPT-3.5 into MAXQDA2022

o Large language model generates text based on training data and a prompt

o AI Assist uses a deterministic model (limited creativity, less hallucination)

o Currently in Beta!

YouTube
https://www.youtube.com › watch ⋮
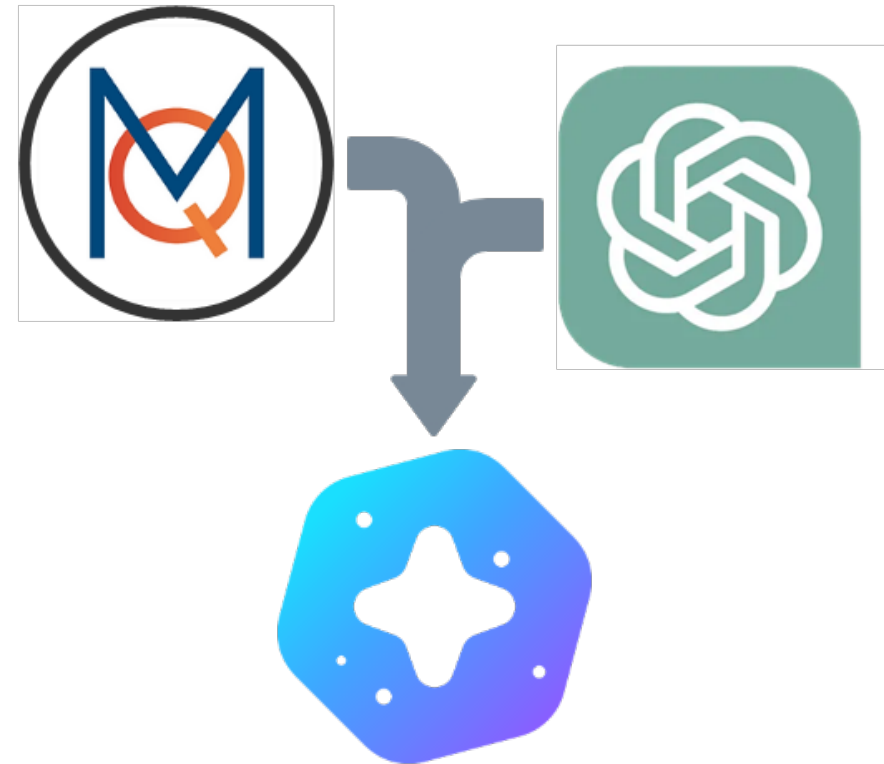
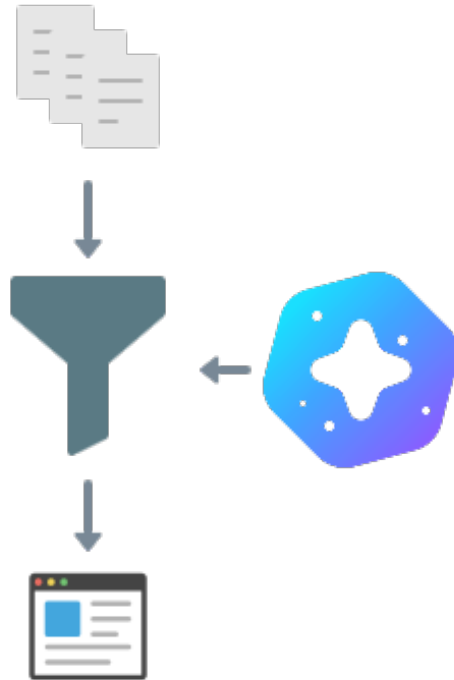**How to activate AI Assist in MAXQDA 2022 - YouTube**
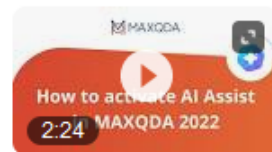
In this video tutorial, we'll show you how to activate the **AI Assist** beta test in **MAXQDA**. Further information on **AI Assist** can be found ...

YouTube · MAXQDA Official Channel · 26.04.2023
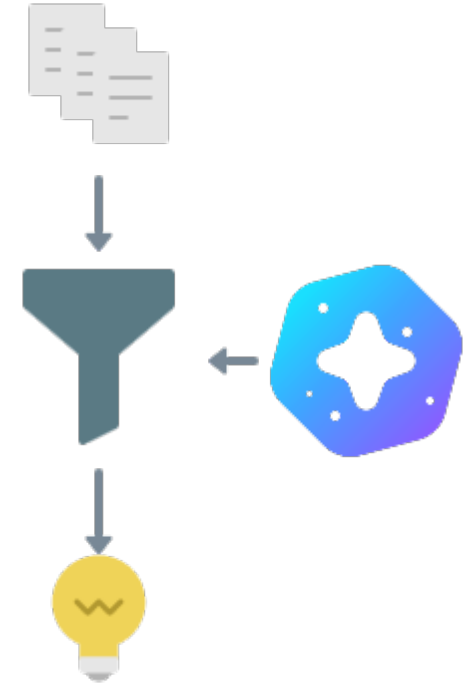
Functions of the AI Assist

Summarizing content

o Interviews

o Focus groups

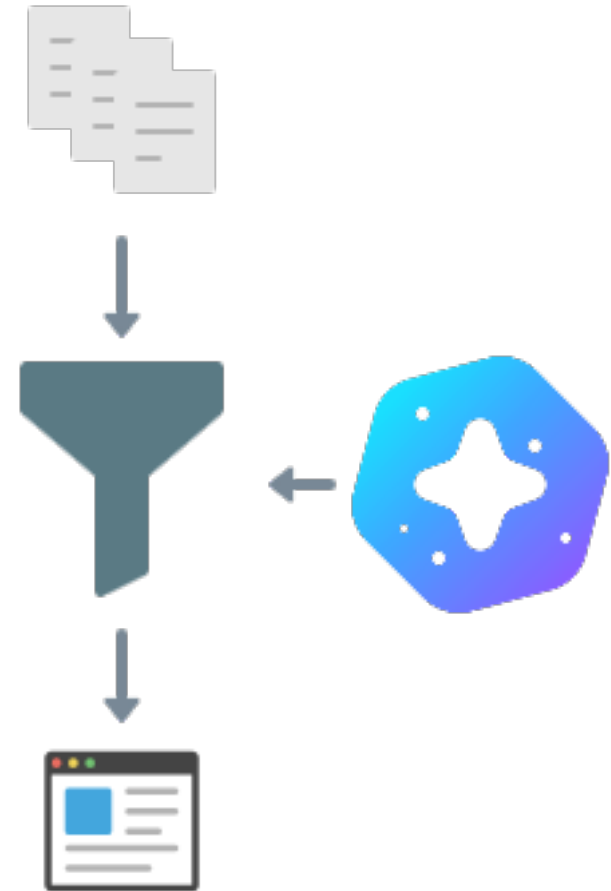o Literature

o Any text documents

Gathering ideas

o Codes
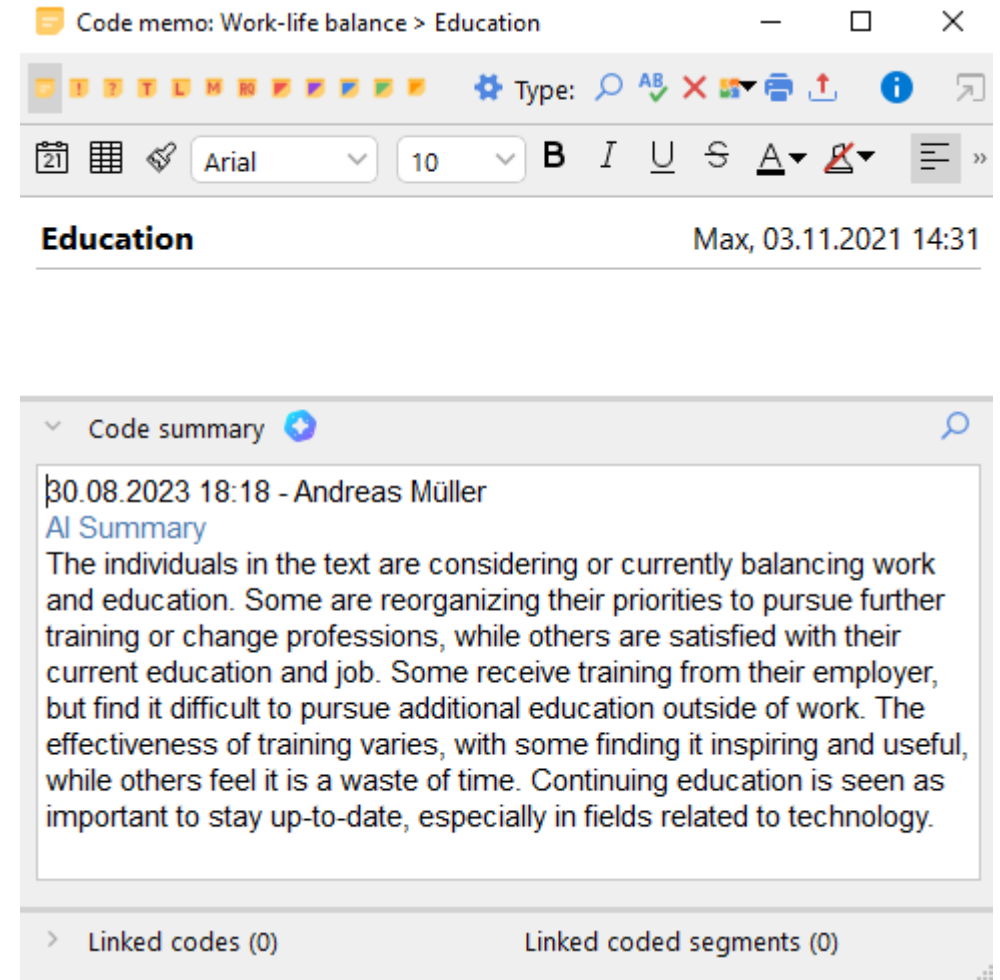
o Categories

o Topics

o Keywords

Functions: Summarizing

o AI Assist can summarize the content of
  - o your codes
  - o your code summaries
  - o your coded segments
  - o your in-document memos

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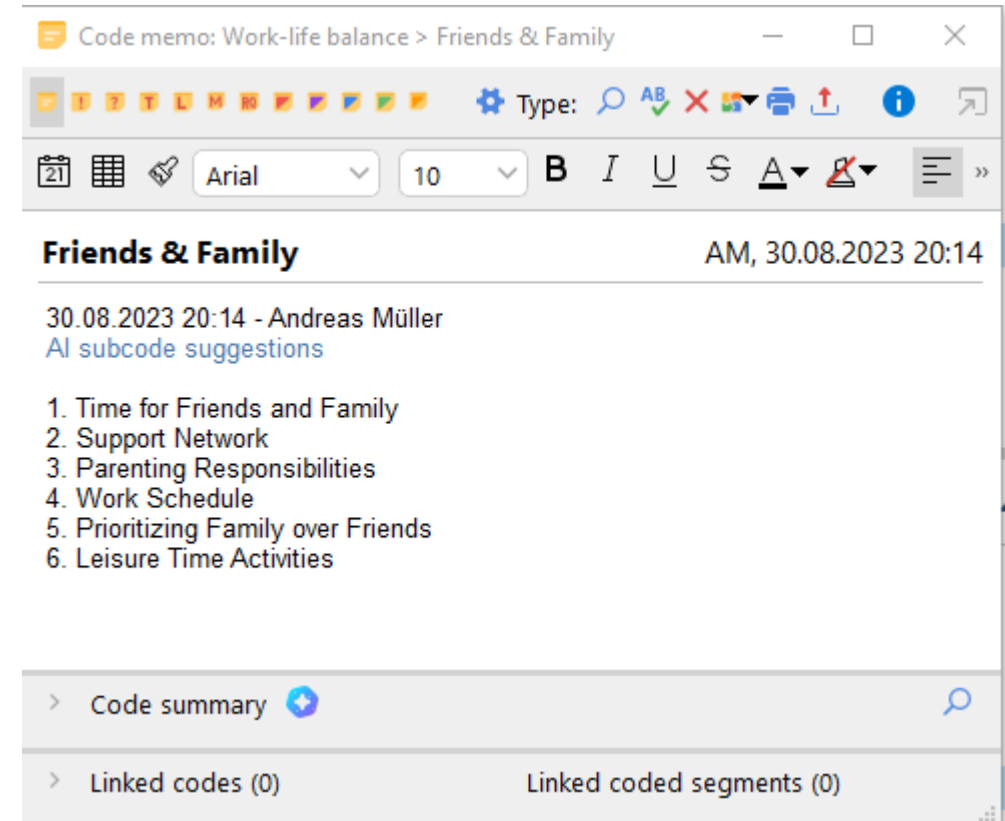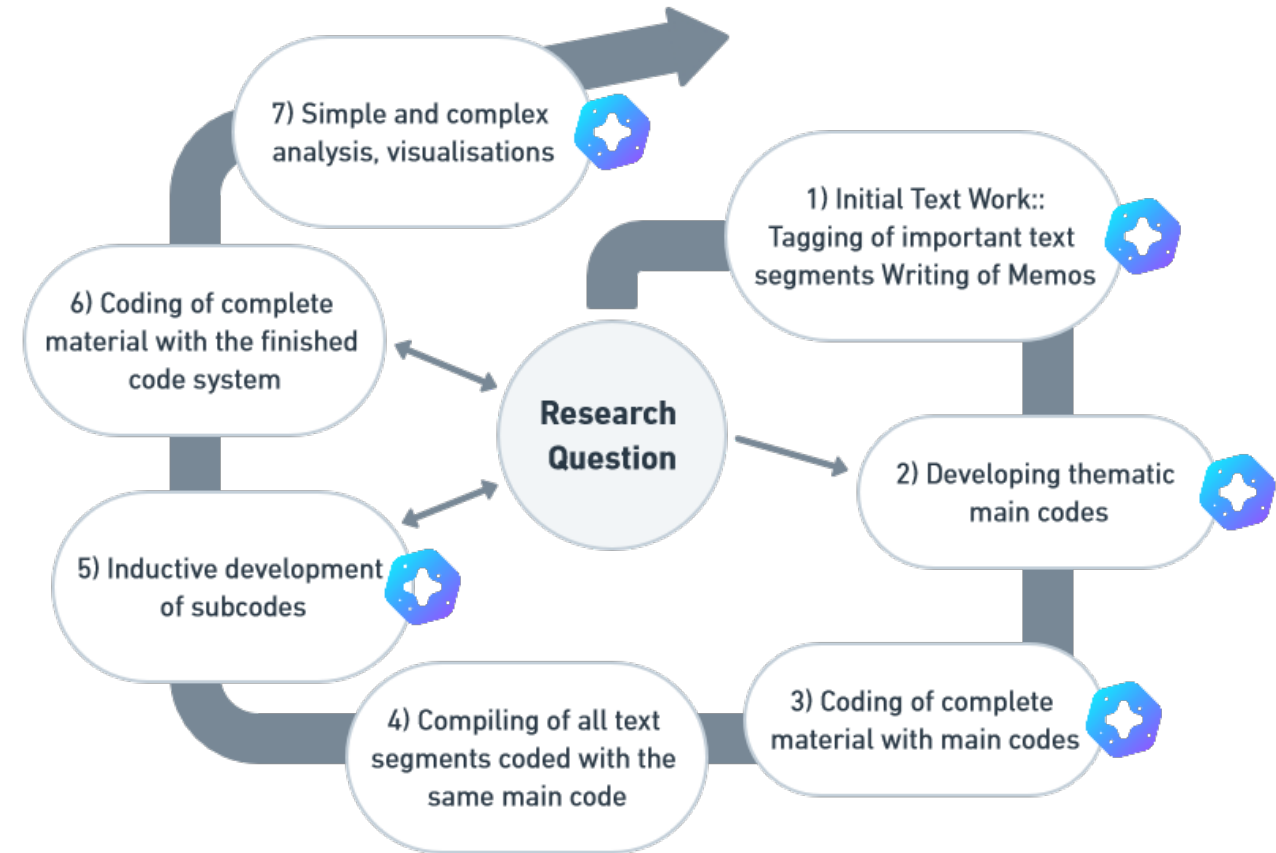 - o your coded segments
  - o **your in-document memos**

Functions: Gathering Ideas

○ Gather ideas for subcodes

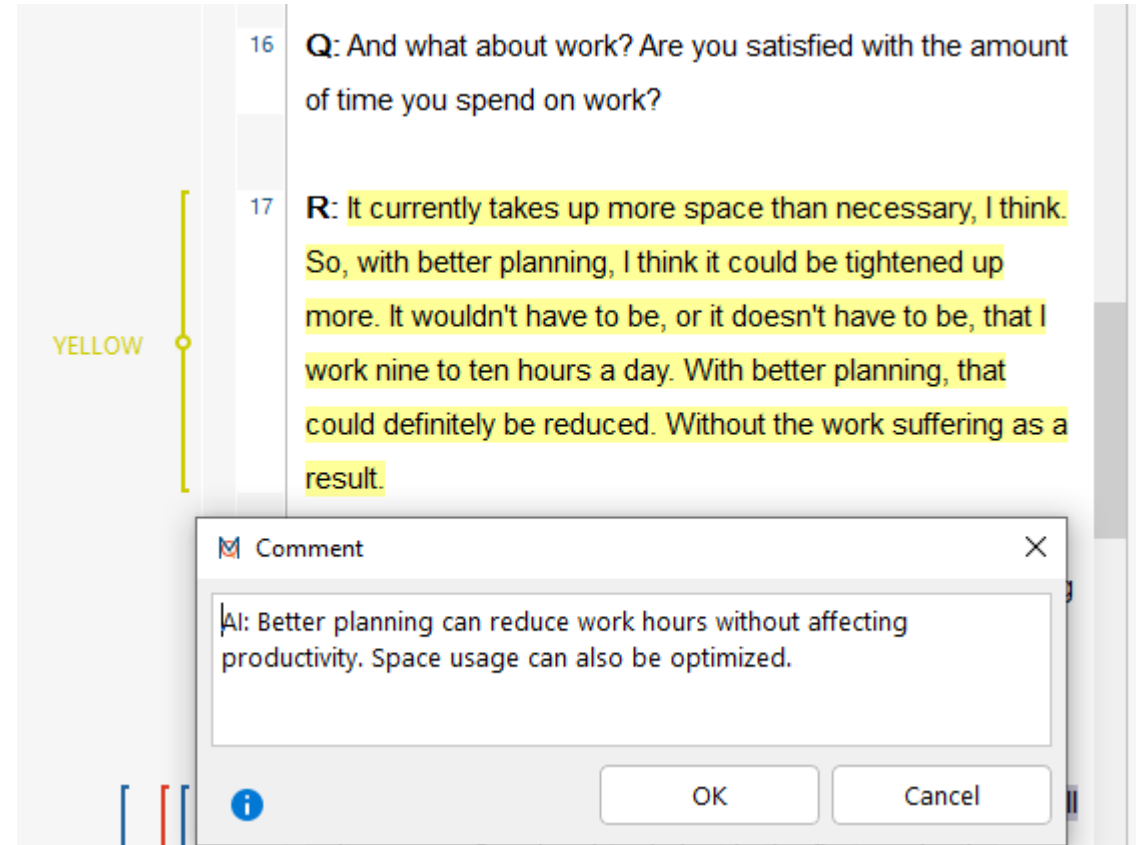○ optional: "with examples for each subcode"

AI in the research process: An integrated workflow

1. Colour code your data
2. Suggest subcodes based on colour code
3. Apply these codes to the data
4. Create segment comments based on main codes
5. Create Codes via Smart Coding
6. Summarize and quality check your codes with AI Summary

7) Simple and complex analysis, visualisations

1) Initial Text Work:: Tagging of important text segments Writing of Memos

6) Coding of complete material with the finished code system

Research Question

2) Developing thematic main codes

5) Inductive development of subcodes

4) Compiling of all text segments coded with the same main code

3) Coding of complete material with main codes

Inhaltlich strukturierende qualitative Inhaltsanalyse (Kuckartz 2016)

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Optimizing AI Assist usage

o Rather large than small segments

o Meaningful speaker codes

o Comparing groups by activating documents

o Meaningful Code Names

16 **Q**: And what about work? Are you satisfied with the amount of time you spend on work?

17 **R**: It currently takes up more space than necessary, I think. So, with better planning, I think it could be tightened up more. It wouldn't have to be, or it doesn't have to be, that I work nine to ten hours a day. With better planning, that could definitely be reduced. Without the work suffering as a result.
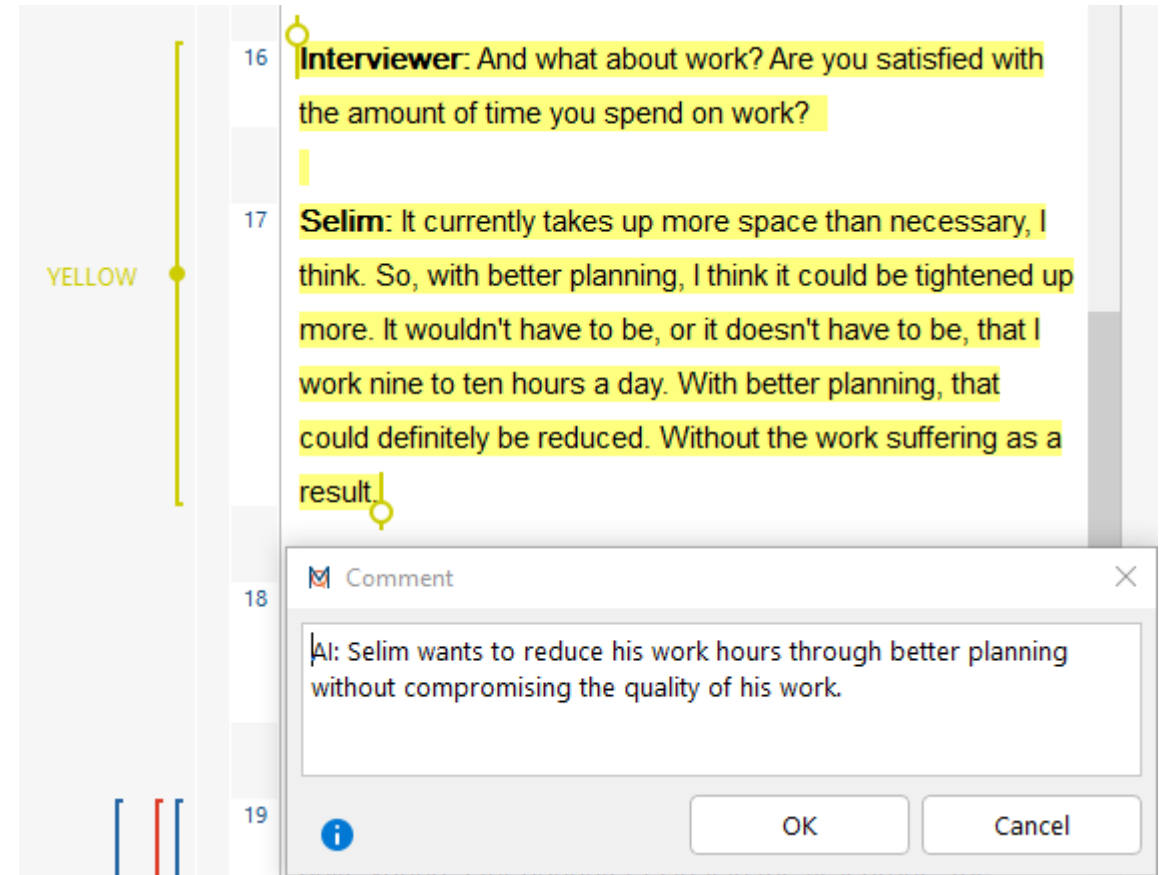
YELLOW

Comment ✕

AI: Better planning can reduce work hours without affecting productivity. Space usage can also be optimized.

ⓘ   OK   Cancel

M MAXQDA | by VERBI

Optimizing AI Assist usage

o **Rather large than small segments**

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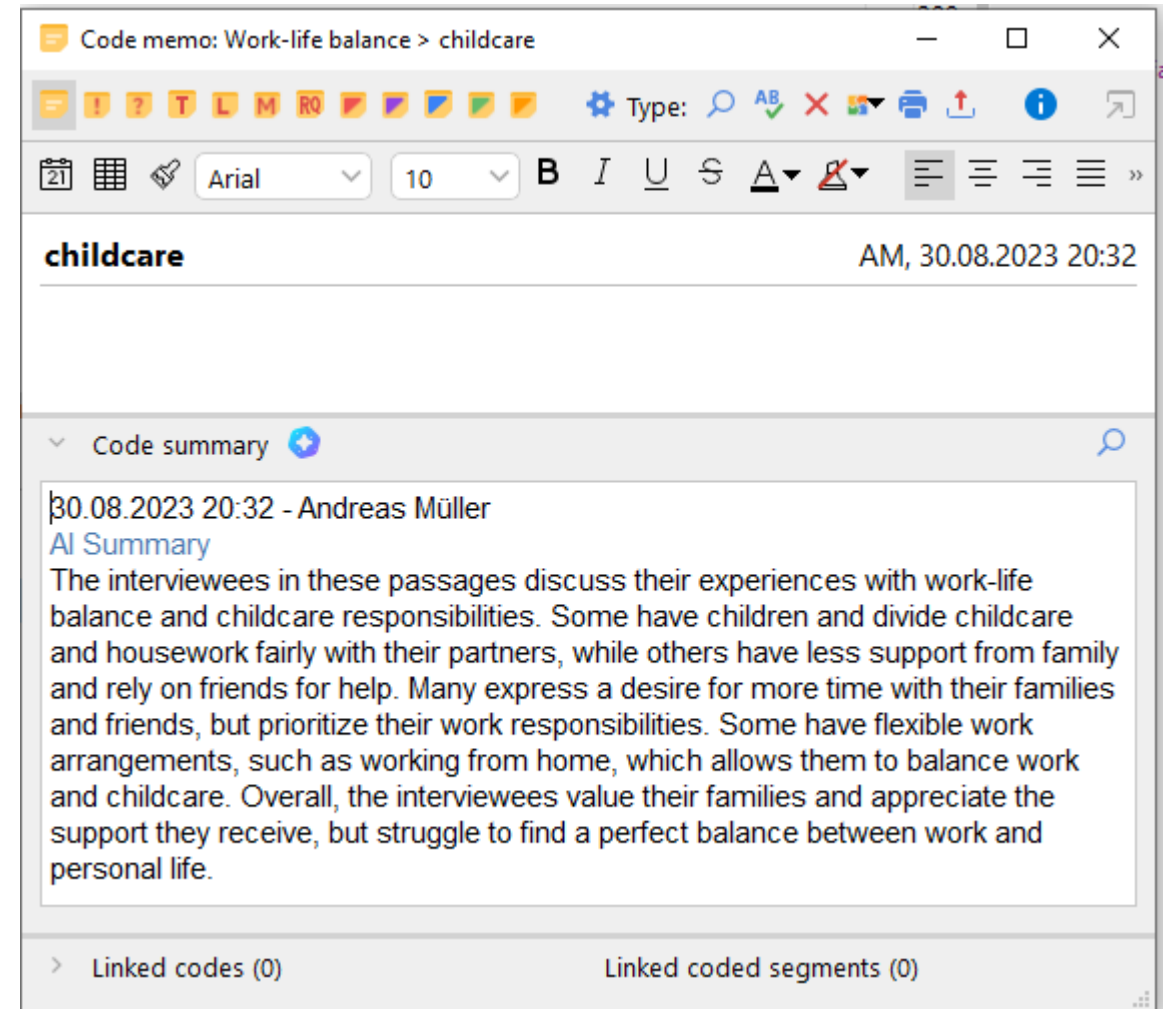
o Meaningful Code Names

Optimizing AI Assist usage

o Rather large than small segments

o **Meaningful speaker codes**

o Meaningful Code Names

o Comparing groups by activating documents

16 **Interviewer**: And what about work? Are you satisfied with the amount of time you spend on work?

YELLOW

17 **Selim**: It currently takes up more space than necessary, I think. So, with better planning, I think it could be tightened up more. It wouldn't have to be, or it doesn't have to be, that I work nine to ten hours a day. With better planning, that could definitely be reduced. Without the work suffering as a result.

Comment ✕

AI: Selim wants to reduce his work hours through better planning without compromising the quality of his work.

ⓘ   OK   Cancel

18

19

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Optimizing AI Assist usage

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o Meaningful speaker codes

o **Meaningful Code Names**

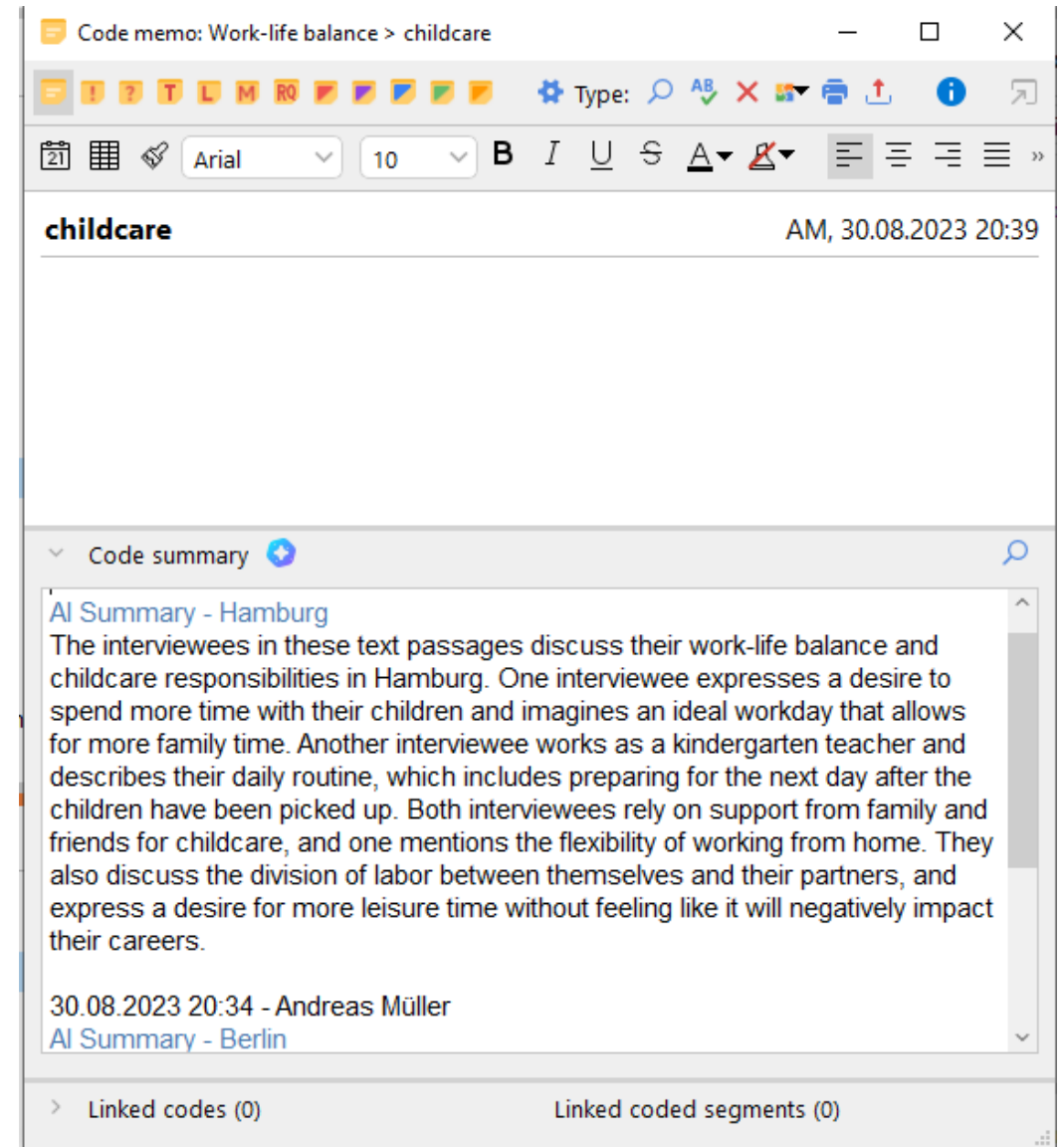o Comparing groups by activating documents

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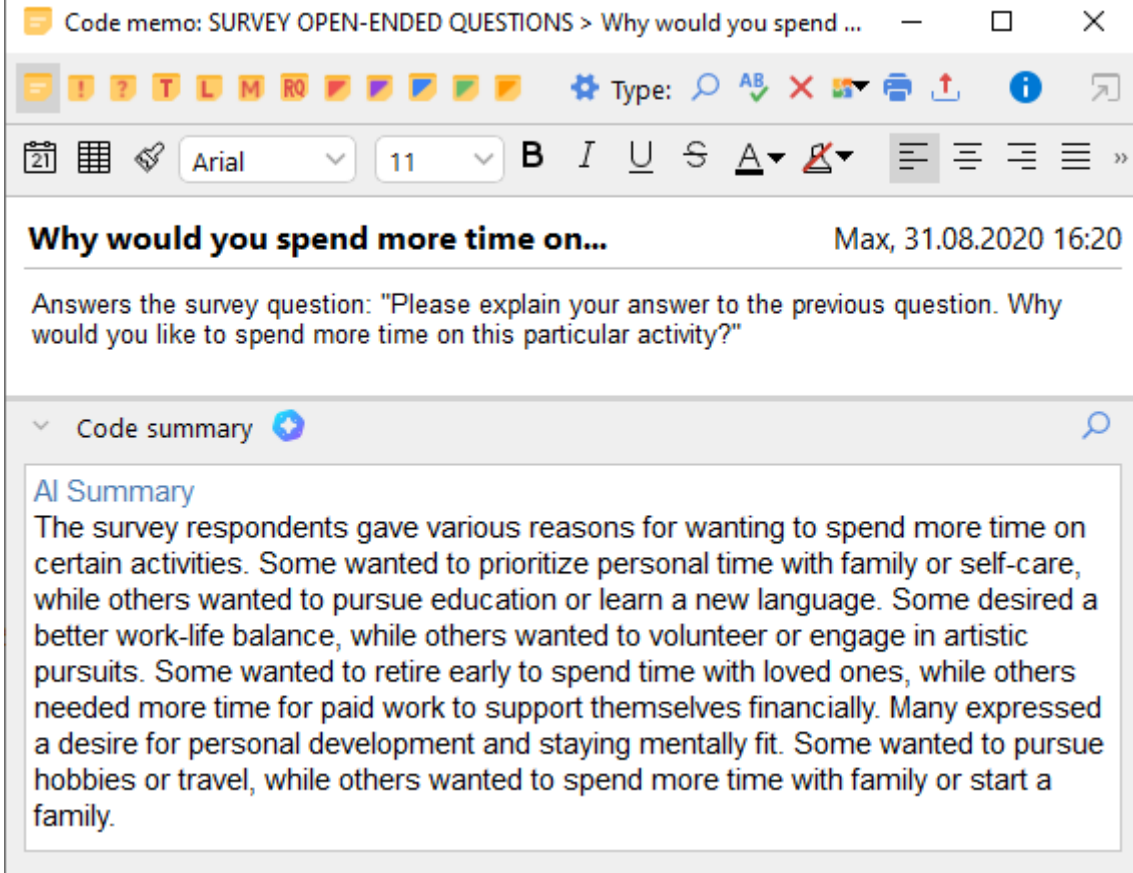o **Comparing groups by activating documents**

Two advanced use cases: **Focus Groups** & Surveys

o Summarize the contribution per focus group participant

Two advanced use cases: Focus Groups & **Surveys**

o Summarize the open questions of a survey

o Be careful about trusting quasi-quantifications ("many", "some" etc.)

Do's & Don'ts

- **Do:**
  - Use AI Assist for a 2nd opinion
  - Explore the general content of well-known data
  - Ask for consent of participants

- **Potential:**
  - Solid, descriptive summary of manifest contents
  - Analyse a flexible mix of source languages

- **Don't:**
  - Blindly trust and re-use AI summaries
  - Use AI on data that you are not familiar with
  - Use highly sensitive data

- **Limitations**
  - Limited by the amount of processable data
  - Question of relevancy relies with the researcher

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Conclusion

o AI Assist is an "Assistant" – It is never a good idea to expect an assistant to do all your work

ANALYSIS

human role — AI role

judging relevancy
identifying new & abstract patterns
being accountable for the results

reducing manifest contents
reproducing established patterns

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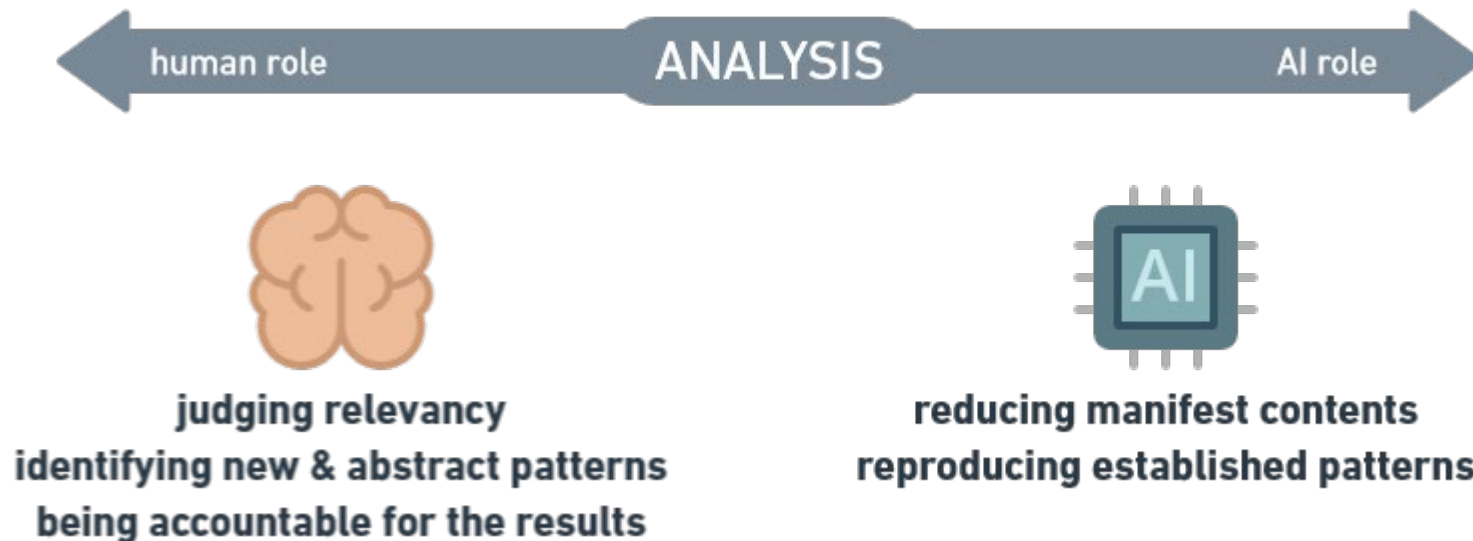
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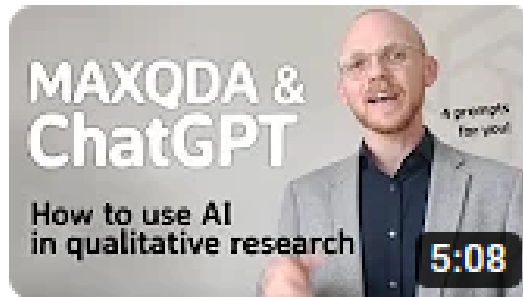
ChatGPT & MAXQDA:
Qualitative Data analysis with AI

MuellerMixedMethods
10.794 Aufrufe · vor 4 Monaten

MAXQDA & ChatGPT
How to use AI in qualitative research
5:08

MAXQDA

Questions or comments?

✉ **andreas@muellermixedmethods.com**

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