Qualitative & Mixed Methods Analysis Tool Evaluation

IMMR

2026 Scoring Methodology

*Evaluation conducted by the **Institute for Mixed Methods Research (www.immrglobal.org)***

Overview

Research has shown that data analysis tool adoption is largely predicated on the level of support resources available at key points in the user journey, as well as ease of adoption from a technical perspective — for example, cloud-based design allows easy access and collaboration (Salmona, et al., 2022). The methodology below provides a systematic approach to evaluating and comparing qualitative and mixed methods tools based on their feature sets, which includes the combined assessment of the methodological sophistication of the features and support expertise throughout the customer lifecycle.

Axis Definitions

Axis	Description	Scale Range
X-Axis — Qualitative & Mixed Methods Features	Measures the breadth and depth of features specifically designed for qualitative research and mixed methods integration.	Limited (Left) ← → Extensive (Right)
Y-Axis — Methodological Expertise	Assesses the level of methodological sophistication of the tool and the level of expertise provided by support and training teams.	Low (Bottom) ← → High (Top)

Scoring Criteria

X-Axis: Qualitative & Mixed Methods Features (0–10 scale)

Score	Category	Criteria
0–3	Limited	Basic text analysis only • Minimal coding capabilities • No mixed methods integration • Limited data import options
4–6	Moderate	Standard coding and categorization • Some quantitative integration • Basic visualization tools • Multiple data format support
7–10	Extensive	Advanced coding schemes • Full mixed methods integration • Sophisticated visualization • Team collaboration features • Quantitative-qualitative linking

Y-Axis: Methodological Expertise (0–10 scale)

| Score	Category	Criteria
0–3	Low	Limited methodological approaches supported • Minimal training resources • Generic customer support
4–6	Moderate	Standard methodological approaches • Basic training materials available • General support team • Some methodological guidance via blogs or support center
7–10	High	Advanced methodological frameworks • Expert-led training programs • PhD support staff • Comprehensive methodological resources • Specialized workshops, certification, and project-based consultation

Tool Positioning Map
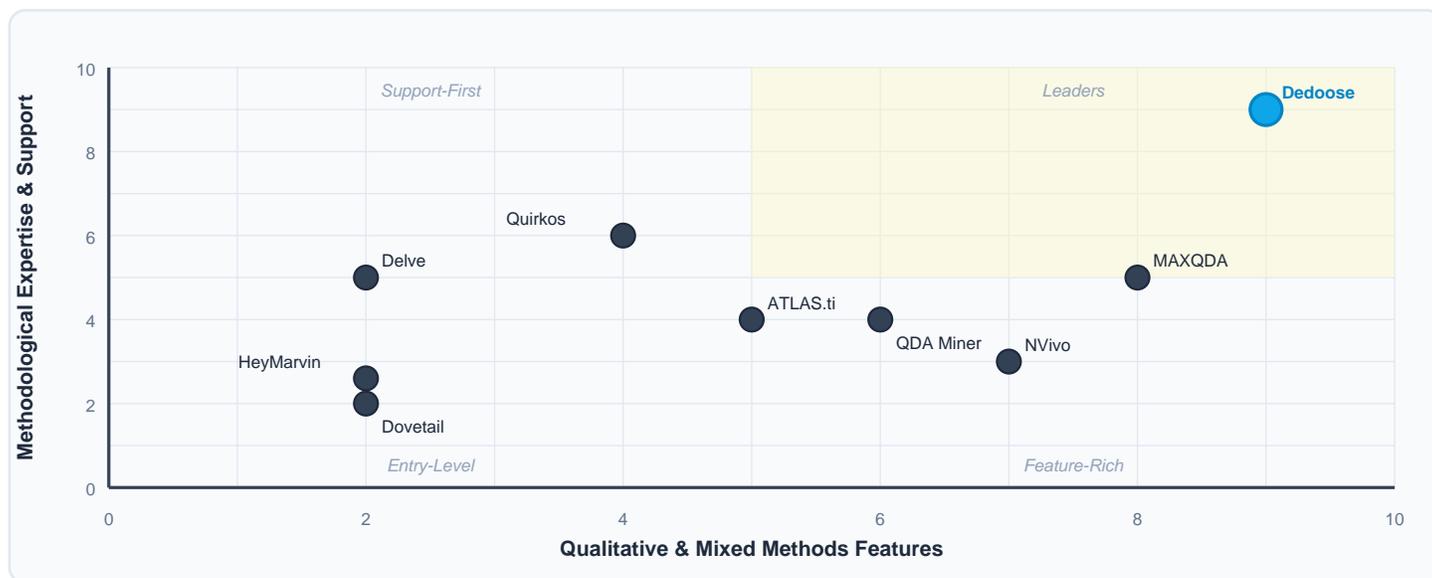
Figure 1 — Tool positioning based on qualitative/mixed-methods feature breadth (X-axis) and methodological expertise & support quality (Y-axis). Blue dot = Dedoose.

Software Placement Rationale

Tool	Features	Expertise	Justification
Dedoose	**9**	**9**	Extensive qualitative and quantitative features (ANOVA, t-tests, chi-square, correlations); self-service Learning Center, free webinars, PhD support, and project-based consultation available in premium tier.
MAXQDA	8	5	Strong mixed methods capabilities (ANOVA, t-tests, correlations) in premium tier; good support resources and webinar-based training.
QDA Miner	6	4	Solid qualitative and mixed methods features (chi-square, Pearson correlation); standard support and training resources.
NVivo	7	3	Extensive qualitative features but minimal quantitative capabilities; known for poor support resources and response times.
ATLAS.ti	5	4	Solid qualitative features only, no mixed methods features; decent support with paid training programs available.
Quirkos	4	6	Limited to qualitative text coding; excellent blog and support resources compensate for limited features.
Delve	2	5	Basic qualitative text coding only; high-quality blog and support materials for beginners.
Dovetail	2	2	Entry-level qualitative features; minimal methodological sophistication and limited support resources for researchers.
HeyMarvin	2	2	Entry-level qualitative features; minimal methodological sophistication and limited support resources for researchers.

About this evaluation: Scores reflect the combined assessment of feature breadth, methodological sophistication, and quality of support expertise. Evaluations were conducted by the Institute for Mixed Methods Research team in 2026.

References:
Salmona, M., Kaczynski, D., & Lieber, E. (2022). Improving research practices through user insights of qualitative and mixed methods data analysis technology. Mid-Western Educational Researcher, 34(3), 3.