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ResearchTalk, Inc. is pleased to welcome you to our MAXqda Qualitative Software Work Session Weekend, being held December 2 – 4, 2005 at our office in Long Island, NY. We look forward to working with you. This letter provides details and information on the session.

Session Location:

ResearchTalk, Inc.
1650 Sycamore Avenue, Suite 53
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Fax: (631) 218-8873
Email: information@researchtalk.com

Session Schedule:

Day One – Friday, December 2, 2005
2:00pm – 7:00pm (1-hour break for dinner and short breaks as needed)

Day Two – Saturday, December 3, 2005
9:00am – 6:00pm (1-hour break for lunch and short breaks as needed)
*Note: A substantial portion of this day will be spent in ‘data engagement’ sessions where participants work independently. Session facilitators will not be available during these periods.

Day Three – Sunday, December 4, 2005
9:00am – 2:00pm (1-hour break for lunch and breaks needed)

Session Components and Description:

Our contract relationship for this event includes the 3-day Work Session and 12 hours of Distance Consultation to be used after the session dates. Descriptions of these components follow.

3-Day Work Session – Integrating MAXqda into Qualitative Analysis Projects

Session Description:

This session is organized to meet practical goals. Participants will learn the main principles behind the organization of MAXqda and how to integrate these

features into their qualitative work, with an opportunity to ‘learn by doing’ through our active analysis approach. The goal is to leave participants confident in their ability to use the program after the session. One to two ResearchTalk facilitators will coordinate the session in order to provide more direct and personal feedback to participants.

The three-day format will allow intense interaction with the software. Classroom exercises and homework assignments will be integrated throughout the three days. Topic coverage for the full session includes the following:

- MAXqda 5.0 Overview and Getting Started
 - Project Management
 - Data Preparation
- Qualitative Process and MAXqda
 - Initial Document Review
 - Memo Writing
 - Early Coding
 - Inductive and Deductive Coding Strategies
- Coding and Memo Writing
 - Codebook Organization
 - Codes and Memo Writing
- Codebook Evolution
 - Changing codes (names and definitions)
 - Combining codes
 - Grouping codes
 - Preparing a code list for efficient use of MAXqda features (text retrieval and code-matrix browser)
- Analysis Evaluation and Evolution
 - On-screen code adjustment and review
 - Text retrieval options
 - Code-Matrix Browser

Distance Consultation – 12 hours

The final component of the contract is 12 hours of Distance Consultation, to be used after the in-person work session. Distance Consultation includes answering email questions (a ResearchTalk representative will respond within 2 business days of receipt) and pre-scheduled phone consultation sessions with a ResearchTalk consultant. The 12 hours may be used in increments of 15 minutes or more over a 6-month period. Details of the distance arrangement follow.

Important Terms of Distance Consultation Arrangement:

1. Our Distance Consultation packages are arranged with a ResearchTalk qualitative consultant. Please note that company president Ray Maietta is not available for Distance Consultation.
2. It is the client's responsibility to call her or his consultant. Our Distance Consultation Arrangement is not an on-demand service. Appointments must be made in advance with your consultant.
3. Distance consultation is intended for one-on-one consultation. If you wish to have more than one person on a phone call at a time, please contact our main office to discuss options.
4. Material review time is chargeable. If you send extensive information you may want to either indicate that you are OK with a lot of time spent in review or point to highlighted sections where we should draw our attention.
5. Your contract allows for interaction with your consultant and her or his review of your material for the specified amount of time we agreed to and is valid for 6 months from the initial start date. Note: Any unused time after the 6-month package expires will be lost.

We limit interaction with your consultant to coverage of the content and substance of your work. Please forward all questions and comments about administrative and financial issues of this arrangement to our office at information@researchtalk.com or (631) 218-8875.

Pre-session Interaction:

Participants wishing to use their own data must provide project information to ResearchTalk prior to the session (see next section). Participants not using their own data can choose to use data from a ResearchTalk sample project about issues of Life Satisfaction or data provided by Case Western. We will send a brief list of items to send as project summary. For each participant that sends project information, we will provide any necessary preparation suggestions and other information about the data.

Session Data:

We would like to give you an opportunity to use your own data at the session. If you'd like to use your own data, please send us the following information. If your data is not received by the date listed, we will have two sample datasets available for you to use.

NOTE: In order to allow enough time to design the session around your research project and prepare data, project information **MUST** be received by November 18, 2005.

Please send the following information to information@researchtalk.com. The total length of this discussion should not exceed one page.

1. A short, concise summary or description of the project. Please include only a discussion of the following:
 - a) Major research questions or issues
 - b) The type of data collection methods
 - c) The volume of data (How many pieces of data and how long each piece is)
 - d) Time table or deadlines
2. A sample interview guide or field note or report outline-plan and-or data collection strategy details.
3. A sample of a completed data piece (interview, report, field note, focus group, etc.)
4. A rough description of what you plan to do with qualitative software. Please briefly describe your analysis approach and include an initial code list if appropriate.

*If we will work together on your approach or your plans are in development or purely inductive, that is fine. Just provide some very general details, directions, points of curiosity, potential, etc.

 - a. If you are already using software please describe your experience. Discuss pros and cons. List questions.
 - b. If you are using software, we need to see your project before the session. Please include with the material you send.

Please note: an implicit part of our service is confidential treatment of your data. We promise to review your data for the purposes of this service only. We are happy to sign official confidentiality agreements. If you would like us to sign an official confidentiality agreement, please draft and send those agreements PRIOR to sending your data.

Computer Use and Software:

Participants are asked to bring a laptop with them to the session. If you are using your own data, it should be saved on your laptop.

Case Western Reserve University has purchased a copy of MAXqda for each participant. Software will either be made available prior to the session, or at the session. If you will receive software at the session, please plan to arrive between 1:00pm and 1:30pm on December 2, 2005 to allow time to install the software on your computer. Your laptop MUST have a CD drive to install the software.

Meals:

ResearchTalk will provide the following meals for session participants:

Day One – Friday, December 2, 2005

Snacks

Dinner

Day Two – Saturday, December 3, 2005

Breakfast

Snacks

Lunch

Day Three – Sunday, December 4, 2005

Breakfast

Snacks

Lunch

NOTE: If you have special dietary concerns, please let us know by November 14, 2005.

We look forward to meeting you and working with you throughout the weekend. If you have any questions prior to the session, please contact us by phone or email.

Looking forward,

Raymond C. Maietta, Ph.D.; President
ResearchTalk, Inc.