Content Analysis
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Content Analysis is used to collect **quantitative data** for statistical analysis.

Content Analysis **quantifies** elements of written, spoken or visual text, including words, photos, videos, symbols, or other representations.

Content Analysis has existed for nearly a century, but has not been widely used in the social sciences.
Content Analysis

Information is converted to numerical data through a process of coding. The researcher establishes predetermined coding categories and rules, then applies these by systematically assigning numerical codes to concepts in a portion of written, spoken or visual text.
Appropriate Research Questions for Content Analysis

Content Analysis is appropriate for research questions that:

- Look for underlying themes or assumptions in text
- Involve historical or remote texts
- Require a researcher to study large quantities of text
Steps in Conducting a Content Analysis

1. Develop a Research Question and Hypotheses
2. Establish a Universe of Information and a Unit of Analysis
3. Establish Variables and Coding Categories
4. Develop Written Coding Rules and a Coding Sheet
5. Draw a Sample of Content
6. Observe Content and Carefully Record Codes
7. Analyze Coded Data and Draw Inferences
8. Present Results
Content Analysis: Sampling

What is the population (or “universe of information”) in content analysis?

What is the sampling element/case (or “unit of analysis”) in content analysis?
Content Analysis:
What Can Researchers Code?

(1) Frequency
(2) Direction
(3) Intensity
(4) Space
Content Analysis:
How Can Researchers Code?

(1) Manifest Coding

(2) Latent Coding