

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

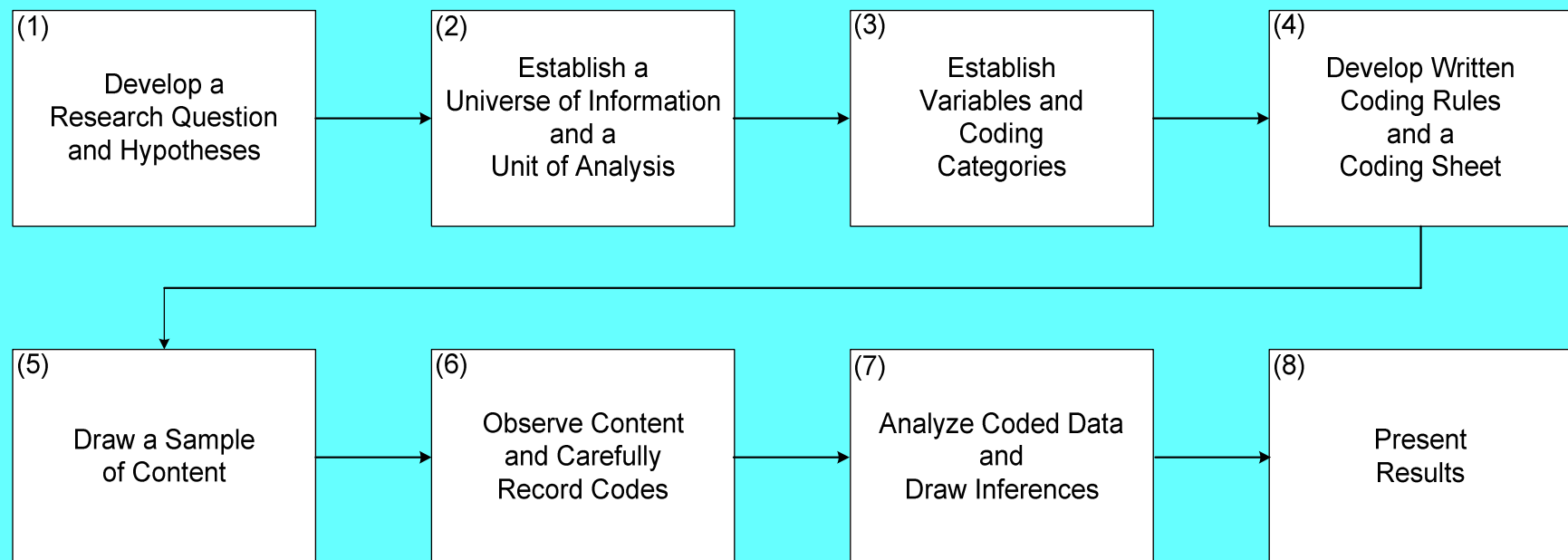
Information is converted to numerical data through a process of coding. The researcher establishes predetermined coding categories and rules, then applies these by systematically assigning numerical codes to concepts in a portion of written, spoken or visual text.

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



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