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