Content

Analysis

Content Analysis

- 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

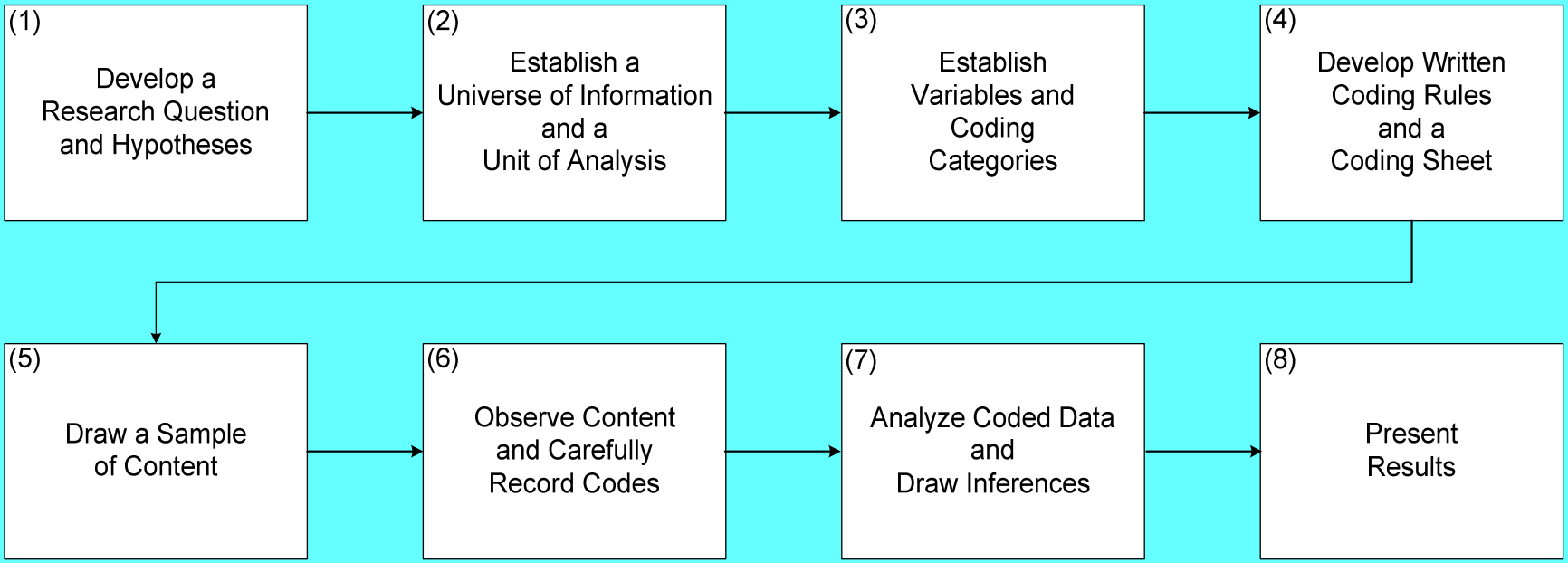
Information is converted to numerical data through a process of **coding**. The researcher establishes predetermined **coding categories** and **rules**, then applies these by systematically assigning **numerical codes** to concepts in a portion of written, spoken or visual text.

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