IPSA Online Summer School on Research Methods, Antalya 2023

"Quantitative and Computer-Assisted Approaches in Content Analysis"

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Course Topics: Text analysis and content analysis techniques are powerful research methods for extracting and interpreting the meaning of documents such as news articles, speeches, social media postings, or videos sequences. Two approaches, quantitative content analysis and computer-based (or dictionary-based) text analysis, are introduced, examined, and then applied in course projects. Theoretical foundations, issues of validity, reliability, and subjec-tivity, as well as data analysis and presentation strategies will be covered, and the ap-proaches will be contrasted regarding their potential to answer a wide range of research questions. The benefits of using free and commercial content analysis software will be also examined. The course is introductory; however, a very basic knowledge of quantitative re-search methodology is beneficial. Participants are encouraged to bring their own laptop com-puters for our practice sessions (preferably with Microsoft Windows as operating system, as most tools are available for this computer platform), and are invited to present and discuss their own content analysis projects.

Schedule:

Morning sessions are primarily for lectures, the afternoon sessions are for discussions, introduction to software, and practical applications. Assigned readings should be done *before* the respective session.

Date, Time		Topics	Assigned Reading
Day 1	Morning Session	Course Introduction: Backgrounds | Interests | Course Schedule | Readings Quantitative Content Analysis: History | Definitions | Purposes | Steps | Units and Unit Definitions | Codebook, Categories, Codes and Levels	t.b.a.
	Afternoon Session	Practice Session 1: Material Retrieval | Research Questions | Codebook Development	
Day 2	Morning Session	Quantitative Content Analysis: Validity | Reliability and Reliability Calculation | Sampling Strategies and Sample Size | Coder Training	t.b.a.
	Afternoon Session	Practice Session 2: Codebook Revision | Pretesting | First Coding | Intercoder Reliability Calculation	
Day 3	Morning Session	Quantitative Content Analysis: Data Analysis Preparations | Data Analysis Strategies | Data Presentation and Interpretation	t.b.a.
	Afternoon Session	Practice Session 2: Coding | Data File Preparation	
Day 4	Morning Session	Computer-Assisted Content Analysis: Introduction | Prerequisites | Approaches | Limitations | Examples	t.b.a.
	Afternoon Session	Practice Session 4: Preparation | Word Clouds | Dictionary Creation | KWIC Analyses | Dictionary Choices and Applications | Data File Preparation	
Day 5	Morning Session	Both Approaches: Writing Content Analysis Methodology | Data Analysis: Common Approaches Course Reflection, Evaluation, and Good-Bye	t.b.a.
	Afternoon Session	Practice Session 5: Data Analyses Techniques | Data Presentation	

General Reading Recommendation:

Krippendorff, K. (2018). Content analysis: An introduction to its methodology (4th ed.). Thousand Oaks, CA: Sage.

Neuendorf, K. A. (2016). The content analysis guidebook (2nd ed.). Thousand Oaks, CA: Sage.

Krippendorff, K., & Bock, M. A. (2008). The content analysis reader. Thousand Oaks, CA: Sage.