

## IPSA Online Summer School on Research Methods, Antalya 2025

### “Quantitative and Computer-Assisted Approaches in Content Analysis”

**Instructor:** Prof. Dr. Matthias R. Hastall; TU Dortmund University, Germany

**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 subjectivity, as well as data analysis and presentation strategies will be covered, and the approaches 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 computers 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	<u>Course Introduction:</u> Backgrounds   Interests   Course Schedule   Readings	
	<u>Quantitative Content Analysis:</u> History   Definitions   Purposes   Steps   Units and Unit Definitions   Codebook, Categories, Codes and Levels	t.b.a.
	Practice Session 1: Material Retrieval   Research Questions   Codebook Development	
Day 2	<u>Quantitative Content Analysis:</u> Validity   Reliability and Reliability Calculation   Sampling Strategies and Sample Size   Coder Training	t.b.a.
	Practice Session 2: Codebook Revision   Pretesting   First Coding   Intercoder Reliability Calculation	
Day 3	<u>Quantitative Content Analysis:</u> Data Analysis Preparations   Data Analysis Strategies   Data Presentation and Interpretation	t.b.a.
	Practice Session 2: Coding   Data File Preparation	
Day 4	<u>Computer-Assisted Content Analysis:</u> Introduction   Prerequisites   Approaches   Limitations   Examples	t.b.a.
	Practice Session 4: Preparation   Word Clouds   Dictionary Creation   KWIC Analyses   Dictionary Choices and Applications   Data File Preparation	
Day 5	<u>Both Approaches:</u> Writing Content Analysis Methodology   Data Analysis: Common Approaches	t.b.a.
	<u>Course Reflection, Evaluation, and Good-Bye</u>	
	Practice Session 5: Data Analyses Techniques   Data Presentation	

## General Reading Recommendation:

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

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

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