# IPSA Online Summer School on Research Methods, Antalya 2021

# “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 research 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 for lectures, the afternoon sessions are for discussions and introduction to the software. Assigned readings should be done *before* the respective session.

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| Date, Time | | Topics | Assigned Reading |
| Aug. 30, 2021 | Morning  Session | Standardized Quantitative Content Analysis: History | Definitions | Terminology | Limitations | Manifest vs. Latent Content | Codebook | Categories, Codes & Levels | t.b.a. |
| Afternoon Session | Practice Session 1 |  |
| Aug. 31, 2021 | Morning  Session | Standardized Quantitative Content Analysis: Validity | Reliability and Reliability Calculation | Sampling Strategies | Sample Size | Coder Training | t.b.a. |
| Afternoon Session | Practice Session 2 |  |
| Sept. 1, 2021 | Morning  Session | Standardized Quantitative Content Analysis: Manifest vs. Latent Content | Units | Validity | Reliability and Reliability Calculation | Sampling Strategies | t.b.a. |
| Afternoon Session | Practice Session 2 |  |
| Sept. 2, 2021 | Morning  Session | Computer-Assisted and Dictionary-Based Content Analysis: History | Approaches | Software Options | Data Preparation | t.b.a. |
| Afternoon Session | Practice Session 4 |  |
| Sept. 3, 2021 | Morning  Session | Both Approaches: Data Analysis Strategies | Data Presentation | Interpretation| Summary & Course Reflection | Outlook | t.b.a. |
| Afternoon Session | Practice Session 5 |  |

**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.