

Week 10 Reading Guide

Ch 6 Pgs 159-175

What are the four limitations of content analysis?

- Content Analysis alone cannot serve as the basis for making statements about the effects of content on an analysis
- The findings of a particular content analysis are limited to the framework of the categories and the definitions used in that analysis
- A lack of messages relevant to the research
- Content analysis is frequently time consuming and expensive

What is a composite week?

- Sampling each day of the week for a month

What is a unit of analysis?

- Smallest element of a content analysis but also one of the most important

What is emergent coding?

- Establishes categories after a preliminary examination of the data

What is a priori coding?

- Establishes the categories before the data are collected, based on some theoretical or conceptual rationale

Ch 9

What are the four advantages of laboratory experiments?

- Evidence of Causality
- Control
- Cost
- Replication

What are the three disadvantages of laboratory experiments?

- Artificially
- Researcher
- Limited Scope

What is the purpose of a manipulation check?

- A test to determine whether the manipulation of the independent variable actually has the intended effect

What is a confounding variable?

- Extraneous Variable

- Something that may contaminate the experiment

Please describe a Latin square design and when it would be ideal to use this in an experiment.

- Multiple subjects receive the same manipulation in a random order but never at the same time
- If the researcher thinks that the order of presentation of the independent variables in a repeated measures design will be a problem

What is the major advantage of a field experiment?

- External Validity

What is reactivity?

- The influence that a subject's awareness of being measured or observed has on his or her behaviors