

Exam 2 Study Guide

Chapters from text: 6,7,8,9; and all lecture notes

Content Analysis

1. What if we wanted to know?
 - a. What proportion of TV characters are women.
 - b. How about proportions by age, race, etc?
 - c. How are cops portrayed on TV?
 - d. How is love portrayed in rap vs in country music?
2. What is it?
 - a. Researchers analyze the occurrence of content in the media.
 - b. How do you conduct it?
 - c. A researcher watches or reads examples of a particular type of media.
 - d. Systematically counts the number of times something occurs
 - e. Examples
 - i. Compare media content to the "real world"
 - ii. Eg how many criminals in prime-time dramas are minorities' vs actual US convicts that are minorities.
 - iii. Comparison between FBI crime statistics and violent crime as portrayed on TV
 - iv. Examine content trends over time
 - v. Eg portrayals of women in the 50s vs today.
 - f. Method of analyzing communication text in systematic, objective, and quantitative manner for the purpose of measuring variables.
3. Systematic, objective, and quantitative
 - a. Systematic: formal rules are required as in any good operationalization.
 - b. Objective: ability to show that the rules can be followed by other (repeatedly)
 - c. Quantitative: Use of numeric values in describing the content (percentages, etc)
 - i. Can be qualitative too (when its descriptive)
4. Definition of Content Analysis
 - i. Walizer and Wienir: Any systematic procedure devised to examine the content of recorded information
 - ii. Krippendorf: a research technique for making replicable and valid references from data to their context
 - iii. Kerlinger: A method of studying and analyzing communication in a systematic, objective and quantitative manner for the purpose for measuring variables.
 - iv. Systematic
 1. The content to be analyzed is selected according to explicit and consistently applied rules
 - a. Each item must have an equal chance of being included in the analysis
 - v. Objective
 1. The researcher's personal idiosyncrasies and biases should not enter into the findings
 2. Analysis should yield the same results if another researcher replicates the study

- vi. Quantitative
 1. An accurate representation of a body of messages
 2. Quantification is important in fulfilling that objective because it aids researchers in the quest for precision
 3. Allows researchers to summarize results and report them succinctly
5. Uses of Content Analysis
 - i. Describing Communication Content
 - ii. Testing Hypotheses of Message Characteristics
 - iii. Comparing Media Content to the "Real World"
 - iv. Assessing the Image of Particular Groups in Society
 - v. Framing Analysis
 - vi.
 - vii. Establishing a Starting Point for Studies of Media Research
 6. Limitations of Content Analysis
 - i. Cannot alone serve as the basis for making statements about the effects of content on an audience
 - ii. An additional study is needed
 - iii. The findings of a particular content analysis are limited to the framework of the categories and the definitions used in that analysis
 - iv. Lack of messages relevant to the research
 - v. Frequently time consuming and expensive

Intercoder Reliability

1. Inter-coder reliability
 - o Holisti's percent agreement
 - o Scott's Po
 - o Cohen's Kappa
 - o Krippendorff's Alpha
 - o Reliability: higher than .70
 - Agreement amongst coders
 - Statistics to assess inter-coder reliability
 - o Percentage agreement
 - o Cohen's Kappa, Scott's pi, Krippendorff's alpha are better.
2. Advantages and disadvantages
 - Advantages
 - o Describe how much of something there is (on TV, in magazines)
 - o Examine content trends over time
 - o Compare media content to real world
 - Disadvantages
 - o Does not allow researchers to make any claims about effects
 - o Can be costly if large scale

3. Intercoder Reliability Formula:

- Reliability = $\frac{2M}{N1 + N2}$
 - M = the number of coding decisions on which 2 coders agree
 - N1 and N2 = the total number of coding decisions by the first and second coder, respectively
 - Need to take into account some coder agreement that occurs strictly by chance, an amount that is a function of the number of categories in the analysis
 - To correct for the number of categories used and also for the probable frequency of use, use **Scott's pi formula:**

$$\text{Scott's pi} = \frac{\% \text{ observed agreement} - \% \text{ expected agreement}}{1 - \% \text{ expected agreement}}$$

Conducting a Content Analysis