

**ECPR Summer School in Methods and Techniques
Ljubljana, 5-9 August 2013**

Content Analysis

Convenor: Dr. Aude Bicquelet
(contact: a.j.bicquelet@lse.ac.uk)

Assistant: Ioanna Gouseti
(contact: I.Gouseti1@lse.ac.uk)

Course Description and Objectives

This course will introduce and provide hands on applications of various techniques that make up the methodology of Content Analysis (CA). The first part will survey key concepts and fundamental issues such as; sampling strategies; defining units of analysis and understanding measurement techniques. The second part will move on to present a variety of theoretical approaches developed in CA (Classical; Directed; Summative; Network; Conceptual and Relational models). The third part of the course will review applications of CA to a wide range of data such as; Parliamentary debates; Political Manifestos and Public Consultations on policy issues. Students will be provided with textual data to apply models and techniques surveyed in the lectures but are strongly encouraged to bring their own documents (any type of text in digitised format) to practice on during lab sessions.

Learning Outcomes

Students taking this course will learn:

- 1) Epistemological roots and assumptions underlying the use of CA
- 2) How to select, unitize and code texts for analysis
- 3) How to apply inductive – hybrid – deductive CA approaches to textual data
- 4) How to evaluate validity, reliability and the robustness of CA results.

Students will be introduced to the use of software packages for the analysis of textual data (i.e.; Alceste, QDA Miner, wordstat) but no prior knowledge (either technical or mathematical) is required. Students will also be asked to use a basic statistical package of their choice (SPSS, Stata or R).

Teaching Arrangements

The course comprises five lectures (90 mn) and four lab sessions (90 mn).

Lecture outlines and Readings

Day 1: Monday-Mix

Introduction and Overview - Approaches to Content Analysis.

Lecture: This lecture will introduce the course and its structure and will explore key definitional and conceptual issues related to the use of content analysis in social science research. The emphasis of the lecture will be on providing students with what can be thought of as the basics; epistemological roots and assumptions; research design and the methodology of content analysis.

* Please note that there are no seminar and no compulsory readings for Day 1

Readings

Guba, E.G. and Y.S. Lincoln (1994). Competing paradigms in qualitative research. In: *Handbook of Qualitative Research*, N.K Denzin and Y.S. Lincoln, eds. Thousand Oaks, CA: Sage publications (pp. 105-117).

Howe, K.R (1988). Against the quantitative-qualitative incompatibility thesis or dogmas die hard. *Educational Researcher* 17 (10-16).

Rossi, P.H (1994). The war between the quals and the quants: Is a lasting peace possible? In: *The Qualitative-Quantitative Debate: New Perspectives*, C.S Reichardt and S.F Rallis, eds. San Francisco: Jossey-Bass (pp. 23-36)

Day 2: Definitions, Sampling, unitizing, Coding and measurement techniques for Qualitative and Hybrid Approaches to Content Analysis.

Lecture: This lecture will introduce the functions of codes, corpus construction along with key analytical strategies for qualitative and hybrid approaches in content analysis.

Seminar: Coding for qualitative and hybrid approaches of content analysis with NVivo.

Compulsory Readings

Boyatzis, R.E (1998) *Transforming Qualitative Information*. Sage, Thousand Oaks, CA. (Chapter 4 and 5).

Hsieh, H.-F., & Shannon, S.E. (2005). Three approaches to qualitative content analysis. *Qualitative Health Research*, 15(9), 1277-1288.

Optional

Feredey, J. and Cochrane, E.M. (2006) 'Demonstrating Rigor Using Thematic Analysis: A hybrid approach of inductive and deductive coding and theme development,' *International Journal of Qualitative Methods*, 5(1): 80-92

Attride-Stirling, J. (2001) 'Thematic Networks: an Analytic Tool for Qualitative Research', *Qualitative Research* 1(3): 385-405.

DAY 3: Exploratory Content Analysis.

Lecture: This lecture will provide an overview of exploratory approaches for the analysis of textual data. The second part of the lecture will introduce the Alceste software and its application to analyse text in social science research.

Seminar: Preparing data, unitizing, coding and running an analysis with Alceste.

Compulsory Readings

Bicquelet, A., Weale, A & Bara, J. 'In a different Parliamentary Voice? An analysis of gender differences in UK parliamentary debates about abortion' *Politics & Gender*.

Schonhardt-Bailey, C. (2008). The congressional debate on partial-birth abortion: Constitutional gravitas and moral passion. *British Journal of Political Science*, 38:383–410.

Optional

Bicquelet, A. & Weale, A. (2011) 'Coping with the cornucopia: Can Text Mining Help Handle the Data Deluge in Public Policy Analysis?' *Policy & Internet* (Vol.3, N.4)

Day 4: Milestones, Sampling, Variables and coding strategies for Classical Content Analysis

Lecture: This lecture will introduce basic considerations and procedures to undertake classical content analysis.

Seminar: Identifying variables, coding and analyzing data (1)

Compulsory Readings:

Cunningham, G. B., Sagas, M., Satore, M. L., Amsden, M. L., & Schellhase, A. (2004).

Gender representation in the NCAA News: Is the glass half full or half empty? *Sex Roles: A Journal of Research*, 50(11/12), 861-870.

Krippendorff, K. (2004). *Content Analysis: An Introduction to Its Methodology*. Sage, Thousand Oaks, CA, 2nd edition (Chapter 1 and 2)

Optional

Neuendorf, K. A. (2002). *The Content Analysis Guidebook*. Sage, Thousand Oaks, CA. Sage, Thousand Oaks, CA (Chapter 1)

Day 5: Classical Content Analysis (II)

Lecture: Elaborating upon the previous one, this lecture will introduce further procedures and applications of Classical Content Analysis.

Seminar: Identifying variables, coding and analyzing data (2)

Compulsory Readings

Hirschman, E.C. (1987). People as products: Analysis of a complex marketing exchange. *Journal of Marketing*, 51. (98-108).

Neuendorf, K. A. (2002). *The Content Analysis Guidebook*. Sage, Thousand Oaks, CA. Sage, Thousand Oaks, CA (Chapter 5 and 6).

Optional

Newman, M.L., Groom, C.J., Handelman, L.D., & Pennebaker, J.W. (2008). "Gender differences in language use: An analysis of 14,000 text samples." *Discourse Processes* 45:211–236.

Literature:

Attride-Stirling, J. (2001) 'Thematic Networks: an Analytic Tool for Qualitative Research', *Qualitative Research* 1(3): 385-405.

Bara, J., Weale, A. and Biquelet, A. (2007) 'Analysing Parliamentary Debate with Computer Assistance', *Swiss Journal of Political Science*, 13:4, pp. 577-605.

Biquelet, A., Weale, A & Bara, J. 'In a different Parliamentary Voice? An analysis of gender differences in UK parliamentary debates about abortion' *Politics & Gender*.

Biquelet, A. & Weale, A. (2011) 'Coping with the cornucopia: Can Text Mining Help Handle the Data Deluge in Public Policy Analysis?' *Policy & Internet (Vol.3, N.4)*

Bauer M.W (2000) 'Classical content analysis: a review', in: Bauer, M. and Gaskell, G. (eds) *Qualitative Researching with Text, Image and Sound*, London: Sage, pp.131-151.

Boyatzis, R.E (1998) *Transforming Qualitative Information*. Sage, Thousand Oaks, CA. (Chapter 4 and 5).

Cunningham, G. B., Sagas, M., Satore, M. L., Amsden, M. L., & Schellhase, A. (2004). Gender representation in the NCAA News: Is the glass half full or half empty? *Sex Roles: A Journal of Research*, 50(11/12), 861-870.

Fereday, J. and Cochrane, E.M. (2006) 'Demonstrating Rigor Using Thematic Analysis: A hybrid approach of inductive and deductive coding and theme development,' *International Journal of Qualitative Methods*, 5(1): 80-92

Franzosi R P (2004) *From words to numbers: narrative, data and social science*, New York, CUP.

Guba, E.G. and Y.S. Lincoln (1994). Competing paradigms in qualitative research. In: *Handbook of Qualitative Research*, N.K Denzin and Y.S. Lincoln, eds. Thousand Oaks, CA: Sage publications (pp. 105-117).

Hirschman, E.C. (1987). People as products: Analysis of a complex marketing exchange. *Journal of Marketing*, 51. (98-108).

Hsieh, H.-F., & Shannon, S.E. (2005). Three approaches to qualitative content analysis. *Qualitative Health Research*, 15(9), 1277-1288.

Holsti O (1969) *Content analysis for the social sciences and humanities*, Reading, MA, Addison-Wiley [chapter on types of CA following the logic of signs: syntax, semantics, pragmatics]

Howe, K.R (1988). Against the quantitative-qualitative incompatibility thesis or dogmas die hard. *Educational Researcher* 17: 10-16.

Kelle U (2000) Computer-assisted analysis: coding and indexing, in Bauer MW & G Gaskell (ed) *Qualitative researching with text, image and sound. A practical handbook for social researchers*, London, Sage, pp282-298.

Krippendorff, K. (2004). *Content Analysis: An Introduction to Its Methodology*. Sage, Thousand Oaks, CA, 2nd edition.

Laver, M. and Garry, J. (2000). Estimating policy positions from political texts. *American Journal of Political Science*, 44(3):619–634.

Laver, M., Benoit, K., and Garry, J. (2003). Estimating the policy positions of political actors using words as data. *American Political Science Review*, 97(2):311–331

Miles, M., & Huberman, A.M. (1999). *Qualitative Data Analysis*. Thousand Oaks, CA: Sage Publications. 2nd Edition (Introduction).

Neuendorf, K. A. (2002). *The Content Analysis Guidebook*. Sage, Thousand Oaks, CA. Sage, Thousand Oaks, CA.

Newman, M.L., Groom, C.J., Handelman, L.D., & Pennebaker, J.W. (2008). “Gender differences in language use: An analysis of 14,000 text samples.” *Discourse Processes* 45:211–236.

Roberts, C. W. (2000). A conceptual framework for quantitative text analysis. *Quality and Quantity*, 34(3):259–274.

Rossi, P.H (1994). The war between the quals and the quants: Is a lasting peace possible? In: *The Qualitative-Quantitative Debate: New Perspectives*, C.S Reichardt and S.F Rallis, eds. San Francisco: Jossey-Bass (pp 23-36)

Russel, B. H. and Ryan, G.W. (2010). *Analysing Qualitative Data: Systematic Approaches*. Sage, Thousand Oaks, CA. Sage, Thousand Oaks, CA.

Saldaña, J. (2009). *The Coding Manual for Qualitative Researchers*. Sage, Thousand Oaks, CA. Sage, Thousand Oaks, CA.

Schonhardt-Bailey, C. (2008). The congressional debate on partial-birth abortion: Constitutional gravitas and moral passion. *British Journal of Political Science*, 38:383–410.

Slapin, J. and Proksch, S.-O. (2008). A scaling model for estimating time series policy positions from texts. *American Journal of Political Science*, 52(8).

Tausczik, Y & Pennebaker, J. (2010). The Psychological Meaning of Words: LIWC and Computerized Text Analysis Methods. *Journal of Language and Social Psychology* 29(1) 24–54.

Tesch, R. (1990). *Qualitative Research: Analysis Types and Software Tools*, New York: Falmer Press (Types of Qualitative Research, pp 55-77).

Woolley J T (2000) ‘Using media-based data in studies of politics’, *American Journal of Political Science*, 44: 156-173.