

LSE Department of Methodology,  
MY428/528 - LT 2014

# Qualitative Text Analysis

Course Convenor: Aude Bicquelet  
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Office Hours:  
Thursday 11:30-13:30

**Seminar Activity**  
**Enumerative Content Analysis**

**Week 4**

# Enumerative Content Analysis

## ➤ **Part I: Data Collection**

Select two magazines – one directed at women and one directed at men

## ➤ **Part II: Data Analysis**

1. Add up the total number of advertisement in each
2. In each magazine, count the number of ads devoted to each of the following categories: ‘diet’. ‘skin products’. ‘exercise’. ‘fashion’.

## ➤ **Part III: Data interpretation**

1. Are there differences in advertising emphasis for the two magazines?
2. What patterns are evident?
3. How do the cultural norms for men compare with those for women?