

Concepts for November 12

Content Analysis

Unobtrusive Observation

Sampling when doing Content Analysis

Deposit Bias

Invalid Generalization

Coding Issues

- Developing a Codebook
- Manifest vs. Latent Content
- Conceptualization
- Operationalization
- Training Coders
- Intercoder Reliability

Strengths of Content Analysis

- All Units of Analysis
- Ethical
- Replicable
- Easy to fix Mistakes
- Change over Time

Weaknesses of Content Analysis

- Availability of Content

-Reliability

Selection Bias

Description Bias

Dealing with these issues

-Multiple Sources

-Weighting