Chapter 1
Defining Content Analysis
Isn't content analysis "easy"?
  Myth #1: Content analysis is easy
  Myth #2: The term "content analysis" applies to all examinations of message content
  Myth #3: Anyone can do content analysis; it doesn't take any special preparation
  Myth #4: Content analysis is for academic use only
A six-part definition of content analysis
1. Content analysis as relying on the scientific method
   A. Objectivity/intersubjectivity
   B. An \textit{a priori} design
   C. Reliability
   D. Validity
   E. Generalizability
   F. Hypothesis testing
2. The message as the unit of analysis and/or the unit of data collection
3. Content analysis as quantitative
4. Content analysis as summarizing
5. Content analysis as applicable to all contexts
   A. Individual messaging
   B. Interpersonal and group messaging
   C. Organizational messaging
   D. Mass messaging
   E. Applied contexts
6. All message characteristics are available to content analyze
   Manifest vs. latent content
   Content vs. form characteristics
   Text analysis vs. other types of content analysis

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The Payne Fund studies
The language of politics (and \textit{Harold Lasswell})
The war at home--advances in social and behavioral science methods during WWII
Speech as a personality trait
Department of Social Relations at Harvard (and the General Inquirer computer program)
Television images--violence and beyond
The power of computing

The global content analysis village

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   Hypotheses
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      Reliability
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      Precision
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      Face validity
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      Categories or levels that are mutually exclusive
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   Number of cases/units analyzed
   Unit size limitation
   Frequency output
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      Agreement controlling for the impact of chance agreement
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