

The Content Analysis Guidebook

Second Edition

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Resource 1 ---

CATA—Computer-Aided Text Analysis Options

*by Kimberly A. Neuendorf, Jeffery “Phoenix”
Allen, Paul D. Skalski, and Julie A. Cajigas*

This resource provides information about quantitative computer content analysis software. Virtually all computer-driven content analyses are computer-aided *text* analysis (CATA), despite years of promises of computer analyses of the static or moving image. Table R1.1 lists a variety of CATA programs and highlights key features of each. Additional information about each program is included in Part I, which follows. The origins of this list began with the work of Popping (1997), Evans (1996), Alexa and Zuell (1999), and a number of web site authors who have, over the years, compiled lists of quantitative text analysis software (e.g., Harald Klein, Matthias Romppel). Part II of this Resource focuses on one basic, useful freeware text analysis program, Yoshikoder.

Although Table R1.1 contains a sampling of some of the most interesting and most widely used programs currently available, it is not comprehensive. The companion web site to this book (*The Content Analysis Guidebook Online*, or CAGO, see Resource 2) presents a more complete list, including newer programs that emerge, older “orphaned” programs that have not been updated or lack support (including some featured in the first edition of this book), additional qualitative content analysis software, and programs that simply assist in the coding process for audio and video content, with links to appropriate web sites. We also recommend Matthias Romppel’s web site, *Content-Analysis.de*.

All of the programs featured in this resource are capable of analyzing English-language texts, while some can also accommodate additional languages; this is noted in Table R1.1.

Table R1.1 CATA Software Options

<i>Program</i>	<i>Platform</i>	<i>Freeware</i>	<i>Demo</i>	<i>Cases</i>	<i>Word Descriptives</i>	<i>KWIC or Concordance</i>	<i>Dictionaries</i>	<i>Multiple Languages</i>	<i>Emergent Coding</i>	<i>Graphical Presentation</i>
CATPAC II	PC (32 BIT ONLY)	NO	NO	S	YES	NO	NO	YES	YES	YES
Concordance 3.3	PC (UP TO VISTA)	NO	YES	S	YES	YES	INT/CU	YES	NO	YES
Diction 7	PC/MAC	NO	YES	M	YES	NO	INT/CU	NO	NO	NO
Hamlet II 3.0	PC/LINUX/UNIX	NO	YES	S	YES	YES	CU	YES	NO	YES
LIWC2015	PC/MAC	NO	Online demo	M	YES	NO	INT/CU	YES	NO	NO
MCCALite for Windows	PC	YES	NA	S	YES	YES	INT	NO	NO	YES
PCAD	PC	NO	NO	S	NO	NO	INT	NO	NO	NO
Profiler Plus	Online & PC	NO	YES*	M	NO	NO	INT/CU	YES	YES	YES
SALT 2012	PC/MAC	NO	YES	M	YES	NO	INT	YES	NO	NO
SentiStrength	PC/MAC/ JAVA	YES*	NA	M	NO	NO	INT	YES	NO	NO
TextAnalyst	PC	NO	YES*	M	YES	NO	NO	NO	YES	YES
Text Analytics for Surveys 4.0.1 (IBM SPSS)	PC	NO	YES	M	NO	NO	CU	YES	YES	YES
TEXTPACK	PC	YES	NA	S	YES	YES	CU	YES	NO	NO
TextQuest 4.2	PC/MAC	NO	YES	S	YES	YES	CU	YES	NO	NO

(Continued)

Table R1.1 (Continued)

Program	Platform	Freeware	Demo	Cases	Word Descriptives	KWIC or Concordance	Dictionaries	Multiple Languages	Emergent Coding	Graphical Presentation
T-LAB Pro 9.1.3	PC	NO	YES	S	YES	YES	NO	YES	YES	YES
WordSmith 6.0	PC/MAC	NO	NO**	M	YES	YES	NO	YES	NO	NO
WordStat 7.0 (Runs with SimStat only)	PC/(MAC & LINUX WITH ADD-ONS)	NO	YES	M	YES	YES	INT/CU	YES	YES	YES
Yoshikoder	PC	YES	NA	M	NO	NO	INT/CU	NO	NO	NO

* With special caveats (e.g., noncommercial use only)

** Refundable

NOTES:

Platform = Computer system(s) required for the program

Freeware = Indicates whether the program is available for free

Demo = Indicates whether a preview or demonstration version of the program is available on a limited basis

Cases = Indicates the number of text cases (or files) that can be processed simultaneously (S = single, M = multiple); note that usually multiple cases must be presented separately in multiple files

Word Descriptives = Indicates whether some type of word descriptives are provided by the program, such as word frequency output, alphabetical word listings, and so forth
KWIC or Concordance = Indicates whether the program provides key word in context (KWIC) and/or some type of concordance output

Dictionaries = Indicates whether internal ("standard" or "built-in") dictionaries are provided by the program, whether custom (user-created) dictionaries are accommodated by the program, or both (INT = internal, CU = custom)

Multiple Languages = Denotes whether at least one language other than English is accommodated by the program

Emergent Coding = Indicates whether the program allows for emergent coding—that is, some type of analysis that is not dependent on dictionary-based searches, but rather uses word counts and/or co-occurrences to create emergent patterns

Graphical Presentation = Indicates whether the program provides some type of graphical presentation of its output or findings

Part I. Computer-Aided Text Analysis (CATA) Programs

The annotated listing that follows provides a capsule description for each program itemized in Table R1.1. The listing contains (a) a brief description of the software, (b) examples of one or two good applications of the software that demonstrate the key features of the program, (c) the developer(s) of the software, and (d) recommended references, reporting either on the program itself or reporting on research for which the program was used. Further information about each program may be found at the *CAGO* web site. Given that our students have used most of these programs on assignments, some examples of their applications, including images of the program interfaces and sample outputs, may also be found at the *CAGO* site.

The Yoshikoder program receives special attention in Part II of this Resource for several reasons. First, it performs all basic CATA functions, making it a good vehicle via which to learn the typical process and principal functions of computer text analysis. Second, the program provides options for the use of both standard, internal dictionaries and user-created, custom dictionaries. Third, the software is available for free online, generously provided by author Will Lowe. For beginners to computer text analysis, we recommend Yoshikoder as a tool for getting a feel for the techniques of CATA. And the program's flexibility makes it a prime option for actual research applications as well.

Key CATA programs, listed in alphabetical order, are the following:

CATPAC II

Description. CATPAC II, part of the Galileo suite of programs, reads text files (.txt only) and performs analyses such as simple word counts, cluster analysis (with icicle plots), and interactive neural cluster analysis in order to produce a variety of outputs, ranging from simple descriptives (e.g., word and alphabetical frequencies) to graphical summaries of the main ideas in a text. CATPAC employs a “self-organizing artificial neural network” to identify the most frequently occurring words in a text and determine patterns of similarity based on co-occurrence within a moving window that runs across the text. A companion program in the Galileo suite, Thought View, can generate two- and three-dimensional concept maps based on the results of a CATPAC analysis. One notable and unique feature of Thought View allows users to view the results through color anaglyph glasses (the ones with red and cyan lenses) and experience MDS-style output in stereoscopic 3-D! Advancements in the Galileo world include Wölfpak, a variation of CATPAC coded in Unicode so that it can analyze any language, and Listiac, a facility for extracting commonality patterns across lists.

Application. Li and Rao (2010) used CATPAC to compare how news about the 2008 earthquake in China was disseminated via mainstream media

channels versus microblogging in terms of timeliness, quality of reports, and whether microblogging could replace traditional sources or only serve as a supplement to traditional sources. By using CATPAC's facility for key word "include" files and entering synonyms for *accuracy* and *completeness*, they established that mainstream news had much higher "hit densities" for both concepts, although this tendency varied by time frame. Dr. Li shared through a correspondence that she found the program's "hit ratio" feature helpful and that the application was fairly easy to learn to use through the free online tutorial available from the CATPAC developers.

Developer. Joseph Woelfel

References. Chung & Cho (2013); Li & Rao (2010); Newton, Buck, & Woelfel (1986); Salisbury (2001); Stepchenkova, Kirilenko, & Morrison (2009); Sung, Jang, & Frederick (2011); Wölfel et al. (2005)

Concordance 3.3

Description. Concordance 3.3 performs a variety of functions allowing for the in-depth analysis of a text. In addition to such typical CATA features as counting words and (as its name denotes) making concordances, the program allows users to turn concordances into linked HTML files for easy viewing and publishing online. Samples of these web concordances (e.g., of Coleridge's poem "The Ancyent Marinere" and Blake's "Songs of Innocence and Experience") are viewable on the program web site. Concordance 3.3 also displays word lengths visually in chart form. It features an easy-to-use Windows interface and is described by the author as "the most powerful and flexible concordance program, with registered users in 70 countries."

Application. Witherspoon and Stone (2013) used several CATA programs to decipher the sentiment evidenced in online client reviews of tax preparation professionals. They actually used Concordance 3.3 to help customize the Diction program's dictionaries, developing "domain specific, contextually unique word sets, for example, in the tax domain, which can be used to customize off-the-shelf content analysis software" (p. 101). The researchers compared the ability of LIWC 2007, Diction 6.0, and SentiStrength to identify client sentiments as opposed to how human coders evaluate the same texts. They concluded that human coding is superior to CATA sentiment analysis, but with customization, all of the off-the-shelf programs show better validity.

Developer. R. J. C. Watt

References. Coe & Reitzes (2010); Hu et al. (2009); Maxwell (2004, 2005); Myers, Zibrowski, & Lingard (2011); Witherspoon & Stone (2013)

Diction 7

Description. Originally designed for the analysis of political texts (see also Box 5.3), Diction 7 contains a series of internal dictionaries that search text

documents (in various file types, such as *.txt, *.doc, *.pdf, *.odt, *.html, and others) for five main semantic features (activity, optimism, certainty, realism, and commonality) and 35 subfeatures (including tenacity, blame, ambivalence, motion, and communication). After a text is analyzed, Diction allows comparison of the results for each of its 60+ dictionary categories (31 internal and up to 30 custom) to a provided normal range of scores established by running more than 50,000 texts through the program. Users can compare their text to either a general normative profile of all 50,000+ texts or to any of six specific subcategories of texts (business, daily life, entertainment, journalism, literature, politics, and scholarship) that can be further divided into 36 distinct types (e.g., corporate financial reports, email correspondence, music lyrics, newspaper editorials, novels and short stories, political debates, social science scholarship). In addition, Diction outputs raw frequencies (in alphabetical order), percentages, and standardized scores in spreadsheet form. Custom dictionaries can be created for additional analyses.

Applications. The first application is an example of researchers developing their own custom dictionaries and then applying them via Diction. The second application exemplifies the use of Diction's standard/built-in dictionaries.

McKenny, Short, and Payne (2013) decided to measure organizational psychological capital, which is concerned with “positively oriented” psychological phenomena, such as optimism, resilience, hope, and self-efficacy/confidence. They developed and validated a deductive word list ($k = 402$) that provided the set of words that are representative of the theoretical construct, used Diction in order to derive a validated 2,902 inductive word list from shareholder letters ($n = 4,350$) from a group of S&P 500 companies ($n = 664$), then assessed the measure by creating and factor analyzing the dimensions from the custom dictionaries and applying the data analysis to a five-year period. McKenny et al. (2013) concluded that their work provides a potential

framework for elevating the level of a construct using computer-aided text analysis. Using this framework, researchers will be able to develop and validate constructs at the organizational level based on individual-level constructs, then measure these constructs directly at the organizational level by selecting the appropriate text for analysis. (p. 169)

Bligh, Kohles, and Meindl (2004) chose to rely on Diction's internal dictionaries in their effort to analyze messages from then-President Bush in relation to the 9/11 crisis. “To our knowledge, DICTION is the only software program that was explicitly designed to examine the linguistic elements of political leaders” (p. 564). They found that, when compared to his precrisis speeches, Bush's postcrisis speeches were significantly higher on the standard constructs of faith, patriotism, aggression, and collectives and significantly lower on ambivalence.

Developer. Roderick P. Hart

References. Abelman & Dalessandro (2009); Bligh & Hess (2007); Bligh, Kohles, & Meindl (2004); Forsythe (2004); Hart (1985, 2000a); Hart & Childers (2005); Hart & Jarvis (1997); McKenny et al. (2013); Schroedel et al. (2013); Short & Palmer (2008); Witherspoon & Stone (2013)

General Inquirer

Description. The oldest of the CATA programs described in this Resource, the General Inquirer (GI) was first a “mainframe” computer application in the 1960s. Over the years, a PC version has existed, and a couple of different online versions have been available through GI developer Philip Stone, PhD, of Harvard University. Since Dr. Stone’s passing in 2006, the GI has in essence become “orphaned.” However, some researchers who earlier obtained the PC version have continued to use it for their research. The PC version of GI allowed the user to upload custom dictionaries in addition to the standard, internal dictionaries that were a part of the GI for over 50 years. The General Inquirer coded and classified text using the Harvard IV-4 dictionary, which assesses such features as Osgood’s three semantic dimensions, language reflecting particular institutions, motivation-related words, cognitive orientation, and more. GI also coded for the Lasswell value dictionary, which includes measures of dimensions of power, respect, affection, well-being, and others. Also included were several categories reflecting positive/negative valence and social cognition, as well as “marker” categories developed primarily as a resource for disambiguation.

Application. Abrahams et al. (2012) used General Inquirer to analyze consumer comments text mined from online forums used by vehicle enthusiasts. They concluded that sentiment analysis was insufficient for finding, categorizing, and prioritizing vehicle defects noted by consumers. Instead, they developed a set of linguistic markers (which they called “smoke words”) found in online discussion forums and social media of consumers, and the prevalence of these terms was generally more predictive of the presence of automotive safety and performance defect mentions in the posts than was sentiment (measured via the General Inquirer’s Harvard Dictionary metrics for positive and negative words).

Developers. Phillip J. Stone and Vanja Buvac

References. Abrahams et al. (2012); Dowling & Kabanoff (1996); Kelly & Stone (1975); Stone et al. (1966); Yang & Lee (2004)

Hamlet II 3.0

Description. The main facility of Hamlet II is a “Joint Frequencies” procedure that searches a text file for words in a user-created, custom dictionary list, and computes matrices of raw and standardized joint frequencies with

respect to a chosen unit of context or of joint occurrences within a given number of words. Hamlet II will analyze a single text to provide word counts, comparisons of word lists for two text files, KWIC, and (most importantly), using co-occurrence data from the custom dictionary search list (“Vocabulary File”), it will produce a fairly sophisticated series of multivariate analyses, including cluster analysis, MDS, and correspondence analyses. The graphical output generated by Hamlet II provides some unique options, making the results easy to interpret.

Application. Bistrova and Lace (2012) first used the TextStat application to ascertain 20 concepts that fit into five previously accepted categories derived from an analysis of business literature and peer-reviewed scientific papers (i.e., corporate governance, capital budgeting, social responsibility, innovations, shareholder return). Then, they used the joint frequencies (co-occurrence) analysis results from Hamlet II to erect “a hierarchy based on the concepts related to shareholder value in the long-term” (p. 7), producing a graphical representation of the main concept interrelationships.

Developers. A. P. Brier and B. Hopp

References. Bistrova & Lace (2012); Brier & Hopp (2005, 2011); Ciemleja, Lace, & Titko (2014); Juozeliuniene (2008)

LIWC2015

Description. LIWC (Linguistic Inquiry and Word Count; see also Box 5.4) was developed for researchers interested in the measurement of emotional, cognitive, social, or other psychological constructs from written or transcribed text. Using internal dictionaries, the program analyzes individual or multiple text samples along 82 language dimensions, including psychological constructs (e.g., affect and cognition), personal-concern categories (e.g., work, home, and leisure activities), and standard linguistic dimensions (e.g., percentages of pronouns and articles). Many of the dictionaries have been validated against human judgments and have fairly well-established psychometric properties. LIWC can also analyze numerous additional dimensions with custom dictionaries, which users indicate is an easy process. The program has been adopted by a large number of researchers in a wide range of disciplines.

Application. Carroll (2007) used LIWC for an examination of students’ writing patterns in order to evaluate the cognitive and linguistic growth as evidenced by their essay writing assignments over the course of a semester. In one of two analyses reported in the article, 42 students in a critical-thinking course were asked to write an essay on a “weird” topic of their choice. The first and final versions of this paper were analyzed via 17 LIWC dictionaries, finding that the two drafts had significant linguistic and cognitive differences. For example, the final drafts had significantly longer sentences, more big words, fewer pronouns, less tentative language, and fewer insight words, all of which were interpreted by Carroll, in light of existing psychological theory

and prior applications of LIWC, as consistent with changes one might expect because of the course content.

Developers. James W. Pennebaker and Martha E. Francis

References. Burke & Dollinger (2005); Carroll (2007); Chung & Pennebaker (2007); Gunsch et al. (2000); Hanauer et al. (2012); Hancock et al. (2008); Lieberman & Goldstein (2006); Pennebaker & Chung (2009); Pennebaker & Francis (1999); Pennebaker, Francis, & Booth (2001); Robertson & Murachver (2006); Tausczik & Pennebaker (2010); Tov et al. (2013); Witherspoon & Stone (2013)

MCCALite

Description. The Minnesota Contextual Content Analysis Lite (MCCALite) software is a “light” version of MCCA, designed specifically for analyses of multiperson transcripts, including plays, focus groups, interviews, hearings, and TV or movie scripts. It provides output on a per-person basis only (e.g., each character in a play is profiled separately) on 116 idea categories such as faith–belief, self–other, enjoy–like, and agony and a variety of supercategories (i.e., combinations of these 116) that reflect (a) emphasis or (b) context (four types as developed by the MCCA team—rational, practical, emotional, and analytic). MCCALite provides visually appealing plot scoring and difference analyses for these internal-only dictionaries.

Application. The capability of MCCALite to comparatively profile various characters/speakers has apparently not been harnessed for published research. Students at Cleveland State University have used the program to analyze the screenplay from the classic 1956 John Ford western *The Searchers*, observing unique values in the context scores for the character of Debbie.

Developers. Donald G. McTavish and Kenneth C. Litkowski

References. (Using the full MCCA) Danes, Haberman, & McTavish (2005); Shenk (2001)

PCAD

Description. PCAD (Psychiatric Content Analysis and Diagnosis) applies the Gottschalk-Gleser psychiatric diagnosis scales to naturally occurring communications (written or transcribed). These scales measure the magnitude of clearly defined and categorized mental and emotional states, including anxiety, hostility, social alienation, cognitive impairment, hope, and depression. The program also compares scores on each scale to norms for demographic groups. It provides an explanation for the clinical implications of scores and places subjects into recommended clinical diagnostic classifications derived from the *Diagnostic and Statistical Manual of Mental Disorders, Fourth Edition* (DSM-IV), developed by the American Psychiatric Association. The original intent of the program was as a diagnostic guide for clinicians; it

was intended that scale scores and recommended diagnostic classifications would be used by clinical psychologists and psychiatrists as part of their traditional diagnostic process. Later work has expanded the procedure's application to psychographic measurement. PCAD 2000 is the release version as of 2015; the official release of PCAD 3 is forthcoming in 2016.

Applications. In the article “Content Analyses of the Beliefs of Academic Procrastinators,” McCown, Blake, and Keiser (2012) demonstrate the use of (a beta version of) PCAD 3 to help analyze some beliefs held by procrastinators to ascertain to what extent they may be considered irrational. Using theories derived from a psychotherapeutic system and philosophy called Rational Emotive Behavior Therapy (REBT), the researchers examined 480 students' 500-word essays about their thoughts and feelings while they were in the process of putting off an actual, specific thing. Supporting the researchers' hypotheses, procrastinators and nonprocrastinators were found to differ on relevant PCAD scales—for example, they were likely to exhibit more self-depreciation (with higher scores on inward hostility and ambivalent hostility scales), more other depreciation (with higher scores on the hostility out scale), and greater life depreciation (with lower scores on hope and human relations scales). McCown et al. (2012) remind the reader that while “content analysis will never replace traditional psychometric measures or the keenly observing therapist, it may be a useful tool that provides an alternative vantage” (p. 221). Also see Box 2.4 for a description of a particular application of the program by Smith (2008).

Developers. Louis Gottschalk and Robert Bechtel

References. Bantum & Owen (2009); Gottschalk (1995); Gottschalk & Bechtel (1993, 2007, 2008); Gottschalk & Gleser (1969); Gottschalk, Stein, & Shapiro (1997); McCown et al. (2012); Smith (2008)

Profiler Plus

Description. The Profiler Plus text-coding platform emerged out of work by the developers in conjunction with government agencies over the course of more than a decade. It is a general purpose text analysis system that comes prepared to apply numerous provided coding schemes, most generated to tap constructs as developed by scholarly experts in political science, psychology, and psychiatry. More than a dozen coding scheme sets are currently available, including those tapping Margaret G. Hermann's seven leadership traits, Peter Suedfeld's integrative complexity, and David McClelland and David Winters' need for power, need for achievement, and need for affiliation (www.profileplus.org). Other analysis schemes available by request include Martha Cottam's Image Theory indicators, the Manifesto Project's scheme for analyzing political manifestos, and Michael Young's facility for text mapping (www.socialscience.net). Some Profiler Plus analyses can be performed on Arabic, Russian, Chinese, and/or Spanish texts, in addition to the typical English, and output can be exported readily to SPSS or other statistical programs for further

analyses. While there is a bit of a learning curve for mastering all of its nuances, the program's breadth and variety of possible applications make it an attractive option. The program is being used by an increasing number of researchers in academic and government settings to help answer questions about such topics as leaders/leadership, politics, war/terrorism, financial situations, and crisis/risk communication.

Application. Dyson and Raleigh (2014) studied the rhetoric of Saddam Hussein through CATA analyses of his public texts (speeches and interviews) and private texts (including *The Saddam Tapes*). They used variables from two content analysis schemes applied via Profiler Plus: Hermann's Leadership Trait Analysis and Walker and Schafer's Verbs in Context System. Among their findings are the observations that Saddam described the United States as more hostile when speaking in public than when discussing in private, and he displayed a higher level of conceptual complexity when talking about the United States in private settings, while speaking about the United States in more definitive terms in public.

Developers. Social Science Automation, Inc. (Michael D. Young, Co-Founder & President) / Ravenbrook, Ltd.

References. Dyson (2009); Dyson & Raleigh (2014); Renshon (2009); Sanfilippo, Bell, & Corley (2014); Smith (2008); Stone & Young (2009); Yang (2010)

SALT 2012

Description. SALT (Systematic Analysis of Language Transcripts) is a narrowly but uniquely focused CATA program designed to help speech pathology clinicians identify and document specific language use problems, primarily in children. It assists in the analysis of language features such as syntax, semantics, discourse, fluency, and speaking rate. It also does pre- and post-therapy comparisons. SALT has a number of reference databases available, allowing users to compare their samples to those from more than 6,000 other English- and English/Spanish-speaking children. Subjects can be matched by age, grade, gender, and other variables. The SALT program is an application for clinicians involved with pathological linguistic diagnostics. Not only does the program analyze language samples, it is a tool for managing the entire process of elicitation and transcription of the linguistic samples. Before being analyzed with SALT, transcripts require a close reading and markup, but users with the linguistic expertise and need for this type of program should find SALT useful.

Application. Lucero (2015) analyzed cross-linguistic relations across three domains (lexical, grammatical, and discourse) in oral narrative retell (ONR) performance samples obtained from first- and second-grade, native-Spanish speaking, bilingual students ($n = 56$). ONR assessment allows researchers to evaluate listening comprehension and the ability to reorganize and retell a story in the second language in order to ascertain certain oral and written

literacy skills. The SALT application afforded the researcher the ability to segment the transcripts into C-units (clauses used for examination) and then automatically analyzed several key domain measures, such as number of different words (NDW) and mean length of utterance (MLUw). In correspondence, the researcher has indicated that ease of use, availability of tutorials and other support materials, detailed level of analysis, and bilingual capacity (English/Spanish for both analysis and comparisons with norms) were key benefits of SALT.

Developers. Jon F. Miller, Robin S. Chapman, and Ann Nockerts

References. Heilmann, Miller, & Nockerts (2010); Heilmann et al. (2010); Lucero (2015)

SentiStrength 2.2

Description. Designed for the analysis of sentiment, or opinion mining, in “short, informal text,” SentiStrength produces “automatic sentiment analysis of up to 16,000 social web texts per second,” as indicated on its web site. The algorithm is designed to assess *both* positive and negative sentiment strength in each text; it does not assume that positive and negative are situated at opposite ends of a single continuum. The terms within the algorithm (298 positive and 465 negative) were derived from human judgments during the development stage, during which MySpace comments were culled for both positive and negative terms of different strengths. Terms include both standard English words and nonstandard words that are common in social media (e.g., *lol*, *haha*, *luv*). Modifications were made later during the training phase. The SentiStrength algorithm includes procedures to fine-tune the sentiment strengths using a set of training data. SentiStrength has enjoyed popular culture fame, via massive-scale graphical representations of SentiStrength output: Analyses of tweets about the London Olympics determined the colors of the lights on the London Eye (Grossman, 2012), and volume of fan tweets for each of the teams during Super Bowl XLVIII was reflected in the Empire State Building being bathed either in orange and blue (for the Broncos) or blue and bright green (for the Seahawks; Heitner, 2014).

Application. Zheludev, Smith, and Aste (2014) used SentiStrength to demonstrate that social media message sentiment can statistically predict future prices of the S&P 500 index and selected stocks, in addition to what is predictable from message volume alone. They indeed found that hourly changes in the net sentiment component of the tweets (i.e., positive sentiment minus negative sentiment) was able to lead the hourly stock returns at a statistically significant level for a number of specific securities in the U.S. market.

Developer. Mike Thelwall

References. Durahim & Coşkun (2015); Thelwall (2016, in press); Thelwall & Buckley (2013); Thelwall et al. (2010); Witherspoon & Stone (2013); Zheludev, Smith, & Aste (2014)

TextAnalyst

Description. TextAnalyst is designed primarily for managing texts and making potential qualitative observations, rather than true quantitative content analysis, but its neural networking application can provide an interactive look at how a text discusses a target topic, through representations of the importance of a term in the full text (semantic weight) and the strength of the relationship of the term with other terms (semantic relationship, determined via co-occurrence information discovered with a variable length moving-window snapshot). While not divulging the algorithms used to do so, the program documentation indicates that TextAnalyst determines “what concepts (word and word combinations) are most important within the context of the text.” The software distributor (Megaputer) describes the tool as a hybrid semantic network technology based upon the combination of artificial intelligence and neural network processes. The interface uses a clever convention of fish and other sea life of different sizes to represent the relative strengths of the semantic relationships found.

Application. Gabriel (2009) used a multifaceted methodological approach and TextAnalyst to perform a semantic analysis in order to study the use of embodied metaphors and abstract language by participants in Internet support groups for overeaters in online discussions about their weight-loss struggles. His expectations were generally supported:

[M]embers of a religious overeaters Internet support group used far more embodied *cleanliness* metaphors than did members of a secular support group, and members who made frequent use of such metaphors remained with the group longer and posted more messages. This effect was not found for either group’s abstract language or for the secular group’s embodied metaphors. (Gabriel, 2009, p. 665)

Developers. Microsystems/Megaputer, Inc.

References. Bourret et al. (2006); Gabriel (2009); Neuendorf & Skalski (2009); Pudrovska & Ferree (2004)

Text Analytics for Surveys 4.0 (IBM SPSS)

Description. This package, related to the classic SPSS software now owned by IBM, is intended to “transform unstructured survey responses into quantitative data”—in other words, code open-ended response data. Using built-in linguistic resource libraries and type dictionaries, the program will first scan responses to an open-ended question and then provide an initial automatic extraction of concepts (words or phrases), types (semantic grouping of concepts, e.g., “person,” “positive,” “negative”), and patterns (combinations of concepts and types). Categories may be produced automatically by the program from this extraction, although it is typical that through an iterative

process, the user refines the categories to the idiosyncrasies of the text. Once categories have been finalized, they are applied to the open-ended item, and graphical output may be generated (bar charts, tables, and web graphs based on co-occurrences of categories). The numerical output may also be exported to SPSS. The categorization scheme can be saved and applied to other items or other data sets.

Application. In “Attributing Activity Space as Risky and Safe: The Social Dimension to the Meaning of Place for Urban Adolescents,” Mason (2010) describes using SPSS Text Analytics for Surveys to analyze open-ended survey responses from 301 teens. The program applied “concept derivation, concept inclusion, semantic networks, and co-occurrence rules” in order to produce “13 categories of reasons for locations attributed as risky and safe” (p. 926). After the linguistic analysis function derived the categories of related attitudes, concepts, and opinions, the categories were manually verified to ascertain that category distinction (the overlap or sharing less than three fourths of another category) was achieved. Some of the resulting response categories were related to other measures in the study (e.g., the respondent’s type of real-life social network, as measured by the Adolescent Social Network Assessment [ASNA]).

Developer. IBM SPSS

References. Diehl et al. (2014); Mason (2010)

TEXTPACK

Description. TEXTPACK performs a variety of functions and has multiple features that allow for the in-depth analysis of a text. It contains the expected CATA features such as counting words and making concordances. TEXTPACK also displays output in chart form and features an easy-to-use Windows interface. According to the TEXTPACK User’s Guide (2002): “TEXTPACK contains special-purpose procedures which allow you to categorize/classify/tag any kind of text according to so-called ‘content analytic dictionaries,’” and allows the user to “connect the final numeric output, i.e. frequencies of categories with statistical packages like SPSS or SAS for further quantitative or logical analyses” (p. 1).

Applications. Coffey (2011) writes that he used TEXTPACK as a tool to challenge “a finding in this journal [*Political Science and Politics*] that American party platforms reveal only minor policy differences” (p. 331). He went on to focus on a key question analyzed by the researcher (Kidd) with whom he disagrees—“Exactly how distinct are the policies and expressed beliefs of American parties?” (p. 331)—by analyzing a different dataset using TEXTPACK to code the written party platforms in the states where more than one platform was written between 2000 and 2004 and then creating an “average ideology score” derived from the TEXTPACK’s ideological dictionary. Coffey concluded that his alternate coding scheme found significant differences in three areas, whereas Kidd found none.

Developers. Hans-Dieter Klingemann, in collaboration with Juergen Hoehe and later with Klaus Radermacher

References. Coffey (2011); Mumford & Selck (2010); Zängle (2014)

TextQuest 4.2

Description. TextQuest (known in an earlier version as INTEXT) has a history dating back to the 1980s, when developer and CATA fixture Harald Klein designed and debuted a version of the program. The current version, TextQuest 4.2, has applications that include open-ended survey response analysis, a variety of readability analyses, vocabulary analysis, and (of course) content analysis. It performs all basic CATA analyses, such as word frequencies and KWIC, along with many other content analysis functions. The options available in this program can be somewhat overwhelming, but the rich history of TextQuest makes it worth exploring.

Applications. Researchers Coe and Chenoweth (2015) argue that in recent years (1981–2013) U.S. presidents have chosen to de-emphasize their discursive linkages between the traditional concept of America’s Heritage and Christianity but have emphasized the linkage between Christians and non-Christians. The team used TextQuest to produce frequencies and KWIC analyses. In correspondence with Dr. Chenoweth, she states that TextQuest “is a great tool for researchers interested in textual analysis, allowing researchers to complete analyses more efficiently and publish studies in a more timely manner.”

Developer. Social Science Consulting/Harald Klein

References. Barker & Imam (2008); Coe & Chenoweth (2015); Coe & Reitzes (2010); Garson (2003)

T-LAB Pro 9.1.3

Description. T-LAB, short for “text laboratory,” is a set of linguistic and statistical CATA tools for co-occurrence analysis (e.g., computations of word associations), thematic analysis (e.g., modeling of emergent themes), and comparative analysis (e.g., correspondence analysis, cluster analysis). The program assumes that the researcher will actively work within the program to determine an optimal desired solution, such as number of thematic clusters. The program produces a variety of colorful graphical outputs using different types of emergent coding. The output can be cycled through easily via the program’s user-friendly Windows interface. T-Lab Pro is one of the most visually appealing text analysis programs available; its emphasis on graphical representations of concepts is a strong point mentioned by many of its users. However, the program offers a high degree of flexibility to the researcher, making for a huge number of possible outcomes from the program that might be difficult to manage. However, the program’s web site includes numerous video demos that make the program immediately accessible to the user.

Applications. Gambetti and Graffigna (2010) used T-LAB to perform an analysis of 237 scholarly abstracts concerned with the concept of engagement. The texts were divided by academic versus professional and by type of engagement phenomena (brand, advertising, and consumer). The further step of TAEC (Thematic Analysis of Elementary Contexts) using the program's emergent coding capability was represented in numerous graphical outputs, such as conceptual clusters displayed in a semantic map, tables that identified the words prevalent in each cluster, and a word association analysis (WAA) graph that showed major thematic elements.

In a different study, Schonhardt-Bailey (2012) used T-Lab and two other applications to thematically analyze congressional committee deliberations in order to classify and contextualize the words used to convey governmental messages concerned with U.S. monetary policy and to demonstrate how different software applications might yield different, but in some ways similar, results when applied to the same data.

Developer. Franco Lancia

References. Cicognani, Mancini, & Nicoli (2007); Gambetti & Graffigna (2010); Kirkels (2012); Kluver & Mahoney (2015); Schonhardt-Bailey (2012); Verrocchio, Cortini, & Marchetti (2012)

WordSmith 6.0

Description. WordSmith does basic CATA functions such as concordances, key word searches, and word lists, with a very thorough selection of options for each. It can calculate comprehensive statistics on texts, ranging, for example, from the number of words of different lengths (one-letter, two-letter, three-letter, and so on) to number of words beginning or ending in a user-specified manner (e.g., ending with “ly”). Analyses are run through a fairly easy-to-use Windows interface. The program has been used in hundreds of studies, judging by the bibliography on the web site, making WordSmith a popular “workhorse” option for basic CATA analysis.

Applications. Yasin et al. (2012) used WordSmith Tools 5.0 in their mixed method (quantitative and qualitative) linguistic inquiry into the concepts of sexism and gender stereotyping in textbooks for the quantitative aspects of their study. They analyzed 24 first-to-sixth-grade math textbooks, a corpus of over half of a million words ($n = 502,526$). They used both word frequency analyses and KWIC to identify instances denoting sexism and gender stereotyping.

Similarly, Seale, Rivas, and Kelly (2013) used WordSmith for the quantitative supplement to their mostly qualitative study of transcripts of patients' diabetes review consultations.

Developer. Lexical Analysis Software/Oxford University Press

References. de Schryver & Prinsloo (2000); Gabrielatos & Baker (2008); Harvey et al. (2008); Seale, Rivas, & Kelly (2013); Yasin et al. (2012)

WordStat 7.0

Description. This program is an add-on to the SimStat statistical analysis package and must be run from either the SimStat or QDA Miner base program. WordStat includes several exploratory tools, such as cluster analysis and multidimensional scaling, for the analysis of open-ended survey responses and other texts. It also codes based on both user-supplied custom and internal dictionaries, including the Regressive Imagery Dictionary and LIWC dictionary set. WordStat generates word frequency and alphabetical lists, KWIC, multi-unit data file output, and bivariate comparisons between subgroups. The differences between subgroups can be displayed visually in high-resolution charts and through 2-D and 3-D correspondence analysis biplots. One particularly noteworthy feature of the program is a dictionary-building tool that uses the WordNet lexical database to help users build a comprehensive categorization system. With hundreds of analyses and options in WordStat, the user has many opportunities for a variety of analyses of open-ended survey responses. The program has been updated regularly over the years with new features, including a “new topic modelling tool based on factor analysis” and a Link Analysis feature that displays the output in multiple graphical forms and styles.

Applications. The program’s utility can be seen in how researchers Campbell et al. (2011) used WordStat to perform a correspondence analysis of the text of viewers’ comments posted to four YouTube videos concerning the user-generated ads that were displayed. The team used a dictionary that contained Aaker’s five brand-personality dimensions as a basis, with researcher additions. The results from WordStat included both statistical and graphical representations of the correspondence analysis of the four target ads against the Aaker dimensions.

Developer. Provalis Research; Normand Peladeau

References. Campbell et al. (2011); Milojevic et al. (2011); Neuendorf & Skalski (2009); Opoku, Pitt, & Abratt (2007); Park, Lu, & Marion (2009)

Yoshikoder

Description. This all-purpose general CATA program was developed as part of the Identity Project at Harvard’s Weatherhead Center for International Affairs. The heir apparent to the venerable VBPro program (a DOS-based freeware application developed by journalism scholar M. Mark Miller in the 1980s), Yoshikoder is a highly adaptable basic CATA application with an accessible yet sophisticated interface. It is featured in Part II of this Resource.

Application. See Part II of this Resource

Developer. Will Lowe

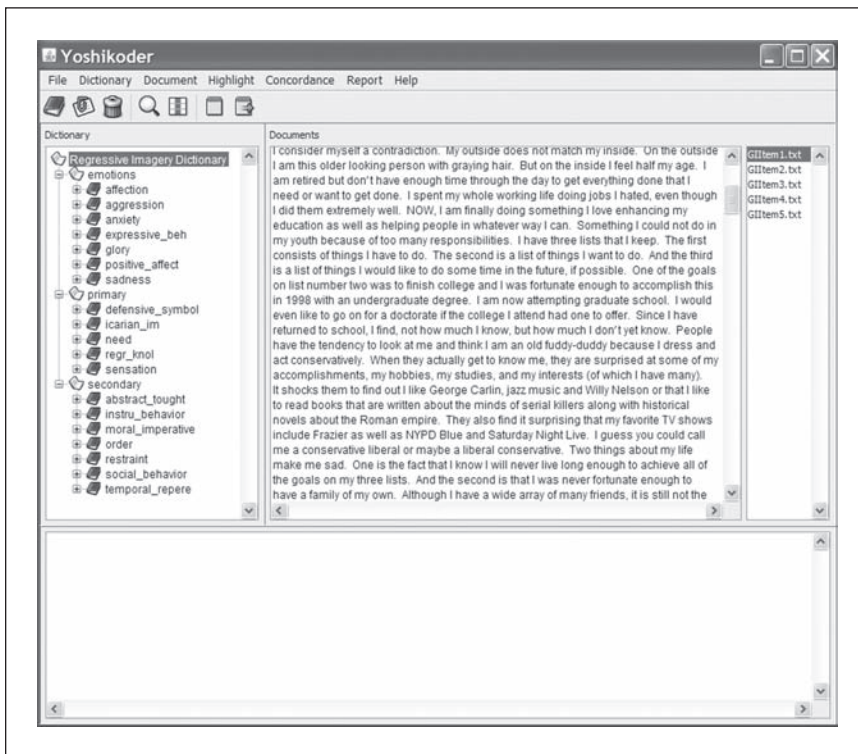
References. Kluver & Mahoney (2015); McManus (2014); Melitski & Manoharan (2014); Simon (2011); Sullivan & Lowe (2010)

Part II: Yoshikoder Example

The Yoshikoder (version 0.6.5) CATA program can text analyze single or multiple documents, producing basic KWIC-type and word count analyses, and conduct dictionary-based analyses as well.

The Yoshikoder interface is clean and intuitive. After beginning a new *project*, the user will need to select one or more *dictionaries* and one or more *documents* to which the dictionaries will be applied. All dictionaries must be either custom built or downloaded from an external source—although several externally created dictionaries are currently available on the Yoshikoder web site. The documents to be analyzed must be in .txt format.

The interface looks something like the following:



The left frame lists the dictionaries, the center frame displays the text of the selected document, and the right frame lists the documents that have been loaded. The frame at the bottom of the interface is where concordances (KWIC analyses) will appear when requested. In this example, the Regressive Imagery Dictionaries have been imported from the Yoshikoder web site. In the terminology used by Yoshikoder, the dictionary entry Regressive Imagery Dictionaries has three *categories*—emotions, primary, and secondary—which have seven, five, and seven categories under them, respectively. Each of these 19 categories contains numerous “patterns”

(i.e., words and phrases that are the actual search terms). These patterns may be viewed by clicking on the categories.

Seven functions are indicated across the top toolbar of Yoshikoder's interface. The Highlight function provides color highlighting in the document in the center frame, according to which dictionary category or pattern is selected.

The Concordance function allows the user to make, open, save, or export a concordance, which is a key-word-in-context (KWIC) type of analysis using a selected dictionary or dictionary category.

The Report function offers a number of options:

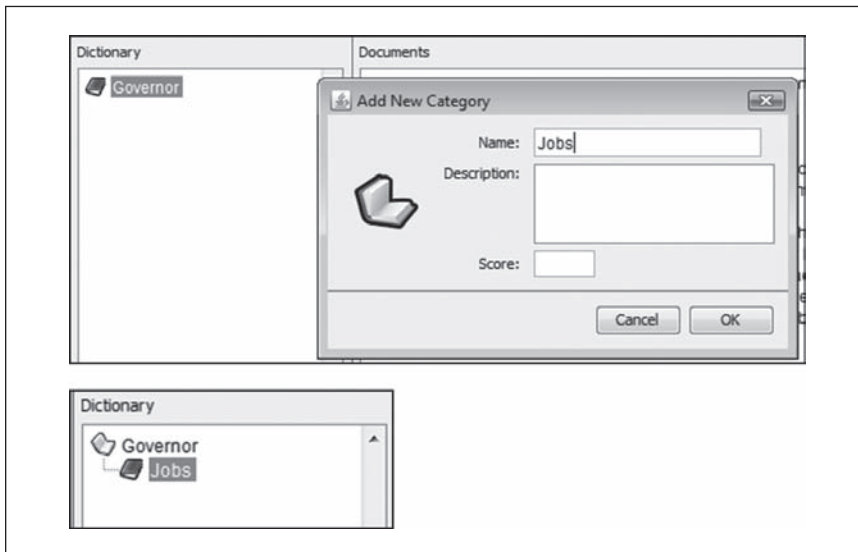
- A. Analyses on all words in the document(s)
 1. *Word Frequency Report* provides counts and proportions for all words appearing in a single selected document. [Report → Count Words → Current Document]
 2. *Word Frequency Data Output* is the method by which a data file is created, with counts for all words reported for all selected documents, written to a single csv output file (readable by Excel). [Report → Count Words → Selected Documents → SAVE CSV FILE]
- B. Analyses using dictionaries applied to the document(s)
 1. *Dictionary Report* provides counts and proportions for all selected dictionary categories and patterns. [Report → Apply Dictionary → Current Document]
 2. *Dictionary Data Output* is the method by which a data file is created, with counts for all selected dictionary categories reported for all selected documents, written to a single csv output file (readable by Excel). [Report → Apply Dictionary → Selected Documents → SAVE CSV FILE]
 3. *Statistical Comparison Report* analyzes the differences in selected dictionary categories between two selected documents via percentage change and a risk ratio assessment (with confidence intervals and statistical significances flagged). [Report → Apply Dictionary → Compare Document Pair]
- C. Analyses using dictionaries applied to concordances
 1. *Dictionary Report (applied to Concordance)* provides counts and proportions for all words appearing in a concordance (i.e., the set of words occurring within five words of terms from a selected dictionary or dictionary category). [Concordance → Make Concordance THEN Report → Apply Dictionary → Current Concordance]

2. *Dictionary Data Output (applied to Concordances)* is the method by which a data file is created, with counts for all selected dictionary categories reported for multiple concordances, written to a single csv output file (readable by Excel). [Concordance → Make Concordance THEN Report → Apply Dictionary → Multiple Concordances → SAVE CSV FILE]

The construction of custom, user-created dictionaries within Yoshikoder is fairly straightforward using the Dictionary function on the toolbar. Dictionary categories may be added within a general dictionary entry, and patterns (i.e., the specific search terms) may be added within the categories. Wild cards may be employed—for example, all terms beginning with the string “celebrat” (and using the wild-card entry “celebrat*”) will be captured, such as *celebration*, *celebrations*, and *celebratory*. Care should be taken to ensure that the proper level is highlighted when adding a category or pattern, as Yoshikoder can stack categories within one another.

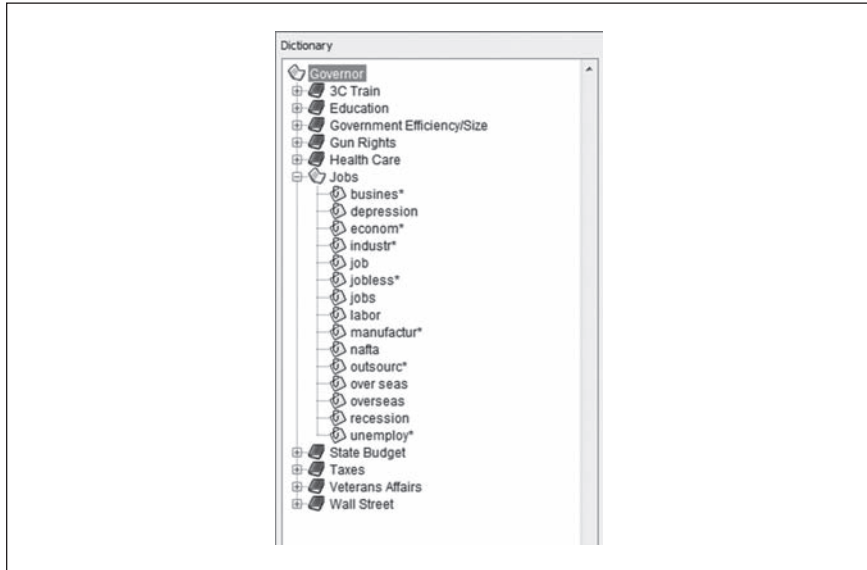
For the following example study, Simon (2011) used a Yoshikoder analysis of news coverage and candidate messages in the 2010 Ohio general election in Cuyahoga County. Simon developed custom dictionaries to measure and compare issue salience in television news, newspapers, and candidate agendas, which were then compared with the public agenda to attempt to predict the outcomes of the races. Simon’s analysis used each occurrence of a Yoshikoder pattern as one issue mention that could then be divided by the total number of issue mentions to calculate the media and candidate agendas.

The following two images show the process of adding a category to an existing dictionary, as well as the various outputs of a dictionary report—in this case, the dictionary is named *Governor* and the category is *Jobs*.

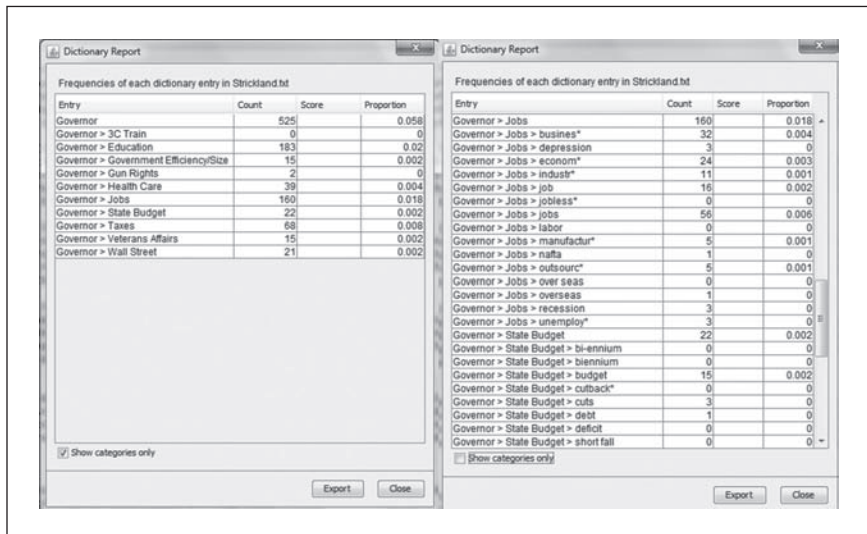


Note that the icon representing a dictionary and a category are the same.

In the next image, we see the completed “Governor” dictionary with the “Jobs” category expanded to show its component patterns, a number of which are wild carded.



The output of a dictionary report can be displayed showing only the categories or showing the categories and patterns by making the appropriate selection in the “Show Categories Only” box. The following results are for an analysis of gubernatorial candidate Ted Strickland’s messages. The left box shows only the categories and the right box displays a portion of the pattern matches for the categories “Jobs” and “State Budget.” These results can be exported in Excel format by clicking “Export.”



When the results are exported to Excel, the file will contain the name of the document analyzed, the date of the analysis, and the count and proportion of all words in the document (note that the “score” output function has been dropped in the current version of Yoshikoder). The Excel report will be exported at the level (category or pattern) that was displayed in the Yoshikoder display at the time of the export.

	A	B	C	D	E	F
1	Title:	Dictionary Entry Frequencies				
2	Description:	Frequencies of each dictionary entry in Strickland.txt				
3	Date:	Mon Mar 28 11:47:11 EDT 2011				
4	Dictionary:	Governor				
5	Documents:					
6	Strickland.txt					
7						
8	Entry	Count	Score	Proportion		
9	Governor	525		0.05803		
10	Governor > 3C Train	0		0		
11	Governor > Education	183		0.020228		
12	Governor > Government Efficiency/Size	15		0.001658		
13	Governor > Gun Rights	2		0.000221		
14	Governor > Health Care	39		0.004311		
15	Governor > Jobs	160		0.017685		
16	Governor > State Budget	22		0.002432		
17	Governor > Taxes	68		0.007516		
18	Governor > Veterans Affairs	15		0.001658		
19	Governor > Wall Street	21		0.002321		

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