

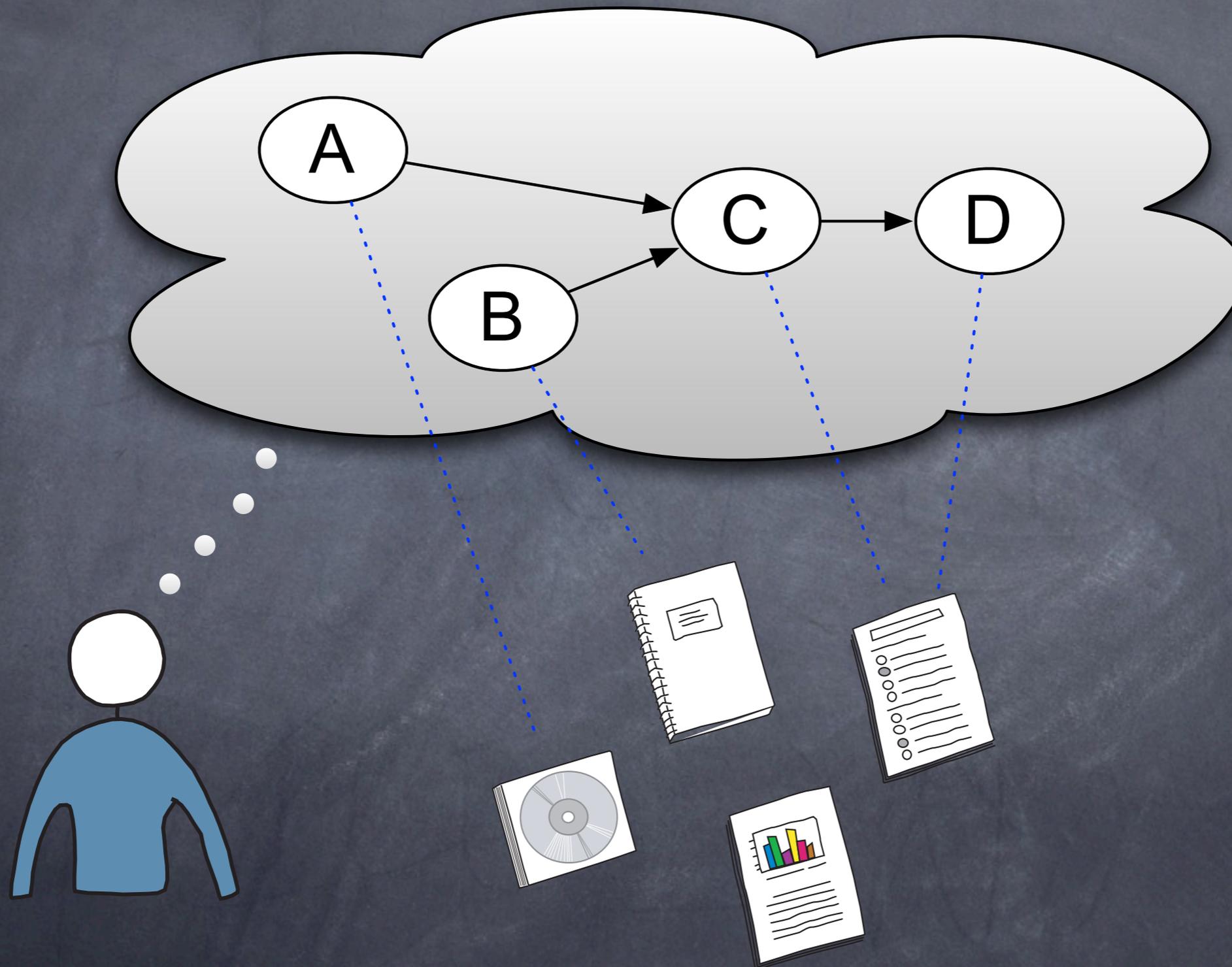
An introduction to content analysis

Kevin Crowston

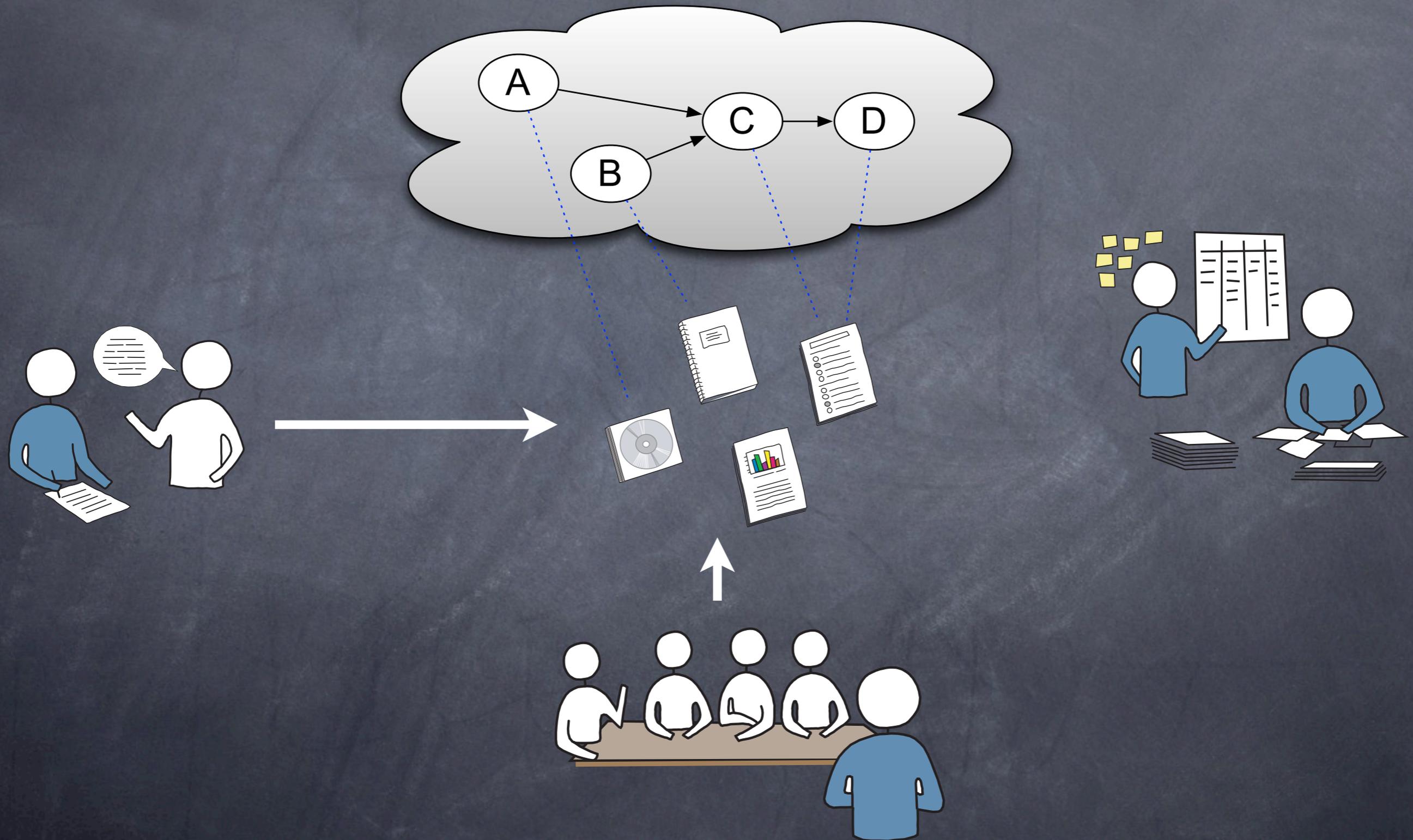
Syracuse University
crowston@syr.edu

School of Information Studies
<http://crowston.syr.edu/>

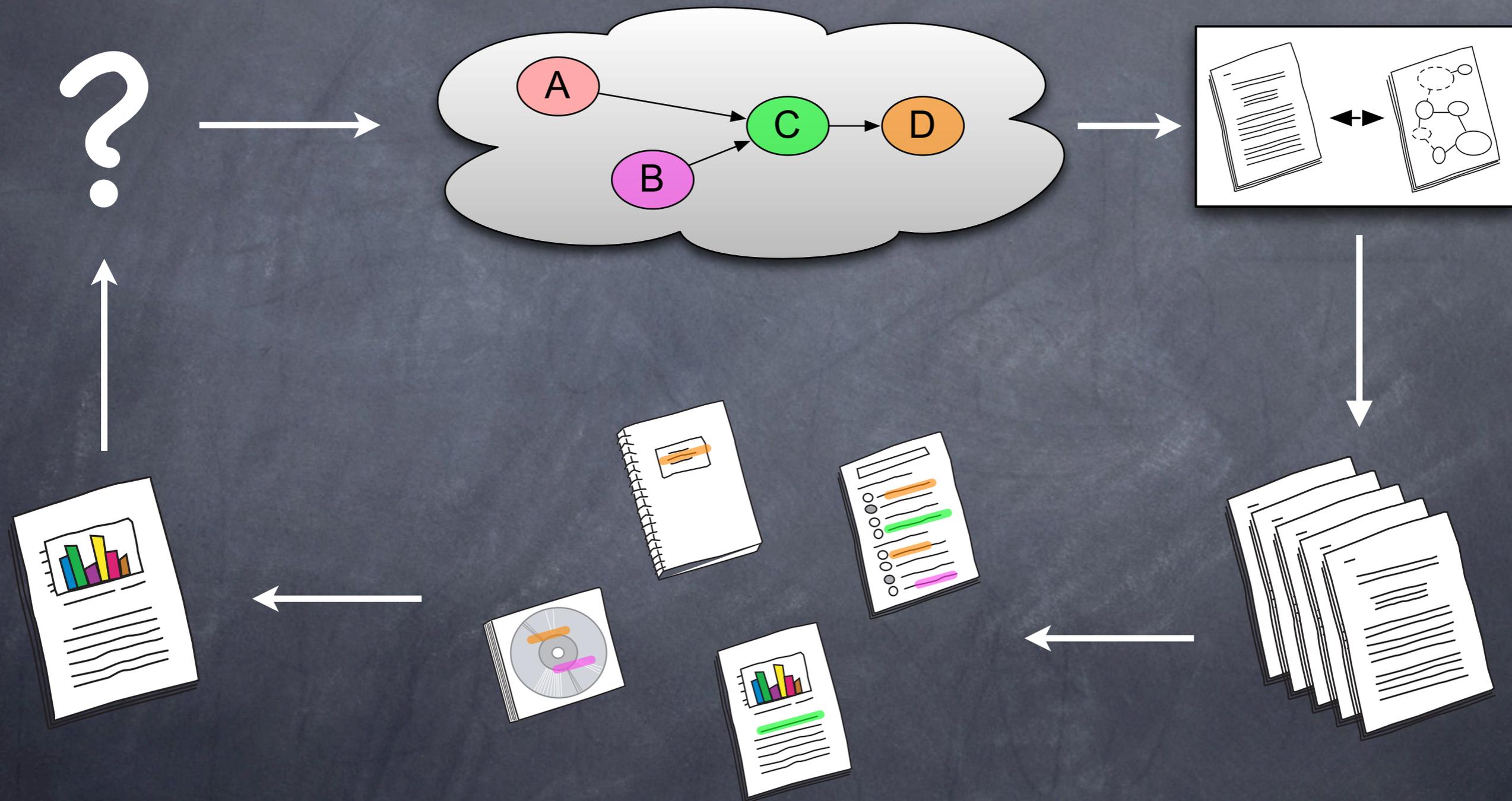
What is content analysis?



What is content analysis?



Process of content analysis



Examples

Example document

Hope everyone is having a good week. :-)

I have been working on paring down Defines.h for awhile now. Jason and I discussed it several months ago, and I only just got around to it. What I did was break out everything that was in only one file. These are things that shouldn't have been put in Defines.h to begin with.

It looks like I changed 28 files. The changes should be simply cosmetic and shouldn't affect functionality. However, since this is such a large change, I wanted to run the changes by everyone before I did something stupid that would have to be backed out.

And so, I give you, the Ginormous Diff From Hell [TM], and the binary that goes along with it: <http://www.kocharhook.com/nick/fire/diff.html>

Take a look at the diff, maybe try out some of the changes in the binary. Let me know if you see anything amiss.

If I get no comments, I'm going to check this in tomorrow.

--

Nick Kocharhook -- <avpx@xb...> -- Rot-13

Example code book

Code family: Emotional expression

Code	Definition	Example
Emoticons	Expressions of emotion or emphasis using emoticons	:)
Capitalization	Expressions of emotion or emphasis using conspicuous capitalization	"EVERYONE ON THE LIST" "AND", "THINK"
Punctuation	Expressions of emotion or emphasis using (repetitious) punctuation, exclamation point, underlining, italic fonts, or any other	"!!!"; Underline; "?!?"

Example code book, continued

Code family: Positive Politeness

Colloquialisms or slang	Spelling out phonological slurring, using colloquialisms or slang; beyond group specific; used to show familiarity.	"Saturdayish", "yep", "BTW"
Vocatives	Referring to participants by name, or specifically addressing part of a message to an individual. If there is a "you" or "your" specifically referring to a particular single person, we'll code it.	"As sean said", "Martin,"
Phatics	Personal greetings and closures, including communication for purely social reasons	"Hi", "regards", "Thanks," (at end of a message)
Encouraging participation	Encouraging all the members of the group to participate	"Any comments welcome."



[A Forewing distinctive color](#) | [A Forewing distinctive pattern](#) | [A Forewing main color](#) | [A Shape at rest](#) | [Claviform spot](#) | [Costal pattern](#) | [Discal spot](#) | [Family](#) | [Forewing length mm](#) | [Forewing shape](#) | [Group](#) | [Hindwing shape](#) | [Month](#) | [Orbicular spot](#) | [Reniform spot](#)

Check boxes for all that apply. If uncertain, skip character or select several states. Then click on any search button.
 Navigate with above index or scroll bar.
 Number scored for a state is in green.

1. A Shape at rest [\[Explain\]](#)

[search](#)

1152 Arrow

502 Parallel

1639 Spread

204 Tail

689 Tent

11 Underside

55 Up

345 Z No photo



2. A Forewing main color [\[Explain\]](#)

[search](#)

622 Black

2144 Brown

1603 Gray

138 Green

555 Orange

857 White

197 Z Unknown



3. A Forewing distinctive color [\[Explain\]](#)

[search](#)

51 Blue

148 Green

2193 None

476 Orange

274 Red

374 Yellow

193 Z No photo





Moths!

1 2 3 4

Classify!

What is the Forewing Distinctive Color? ?

Drag the photos onto the spaces below to answer. Click the question marks for help.



I don't know ?

?

Blue ?



Green ?



None ?



Orange ?



Red ?



Yellow ?



[Instructions](#) | [About](#) | [Credits](#) | [Quit & Start New Game](#)

Theme and variations

Variations

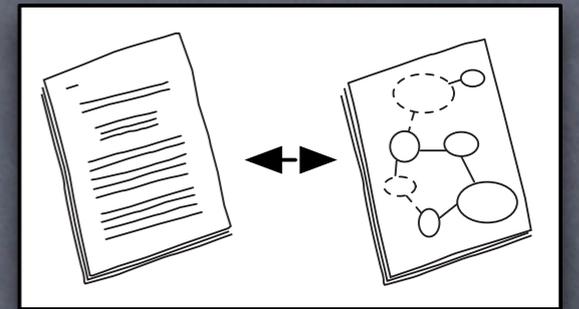
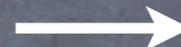
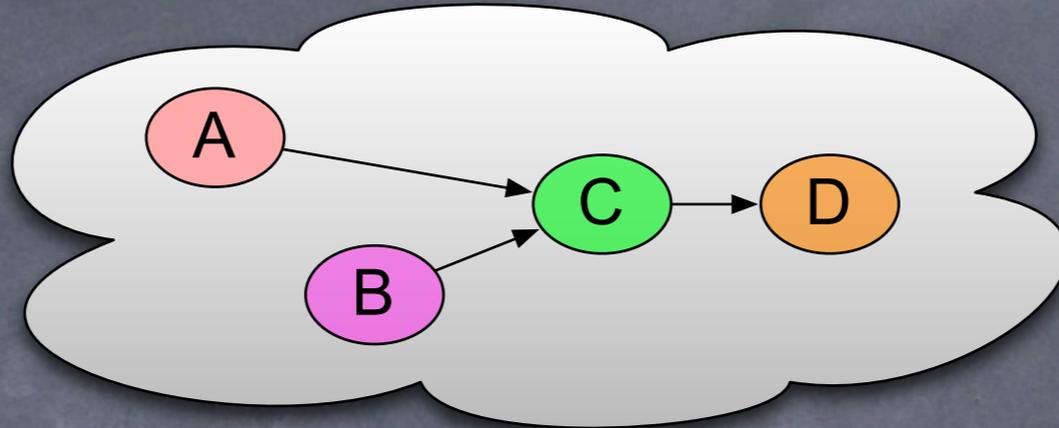
Overall research design

Role of theory

Source of codebook



design



Style of analysis



Unit of analysis



Nature of evidence



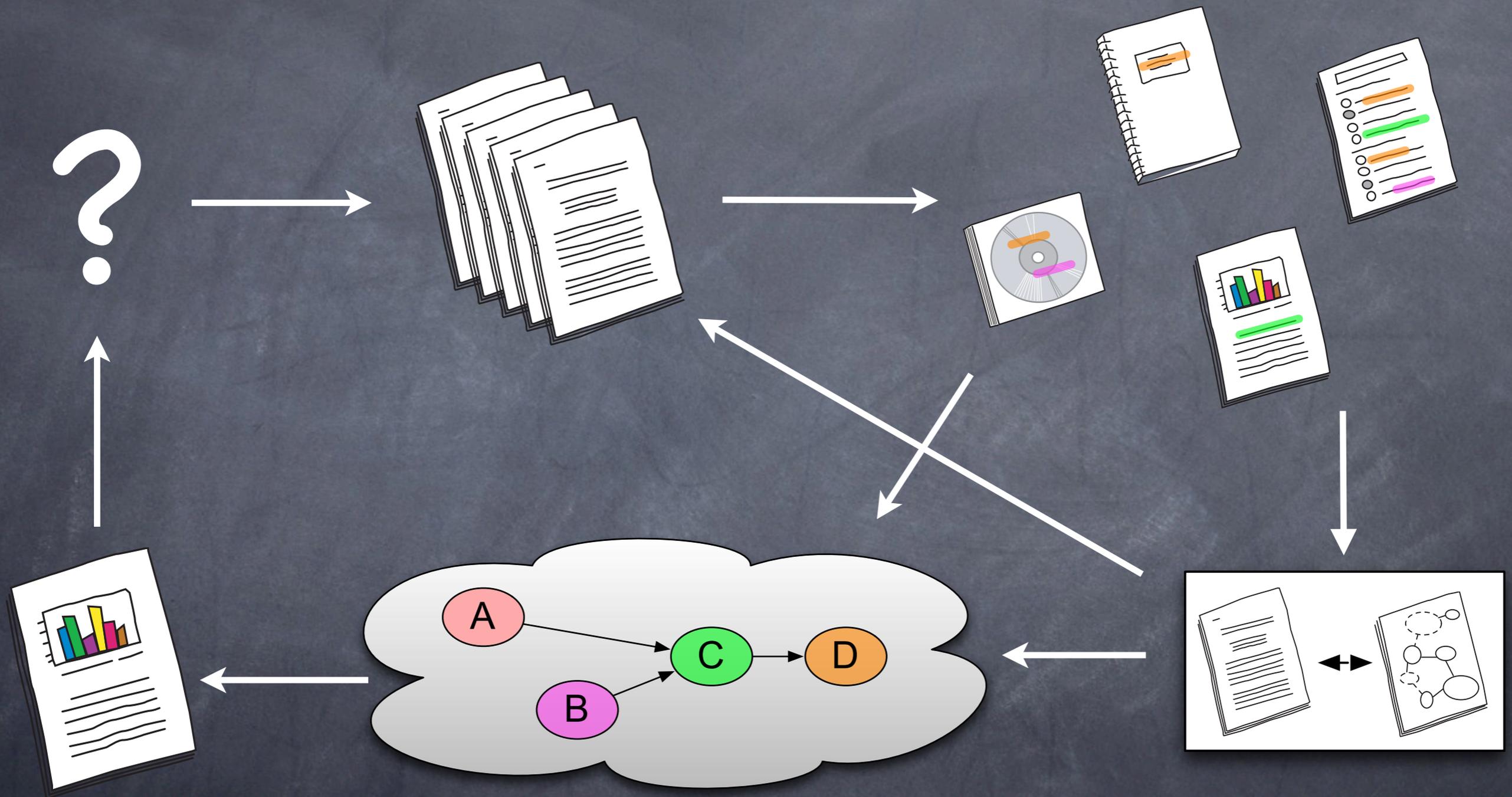
Unit of coding



Explicitness of codebook



Inductive (vs. deductive) coding



Nature of evidence

Manifest

- Surface text (e.g., use of words of different categories)
- Evidence is in the text; coders just record it

Latent

- Pattern of content (e.g., phrases representing concepts)
- Coders must recognize evidence

Projective

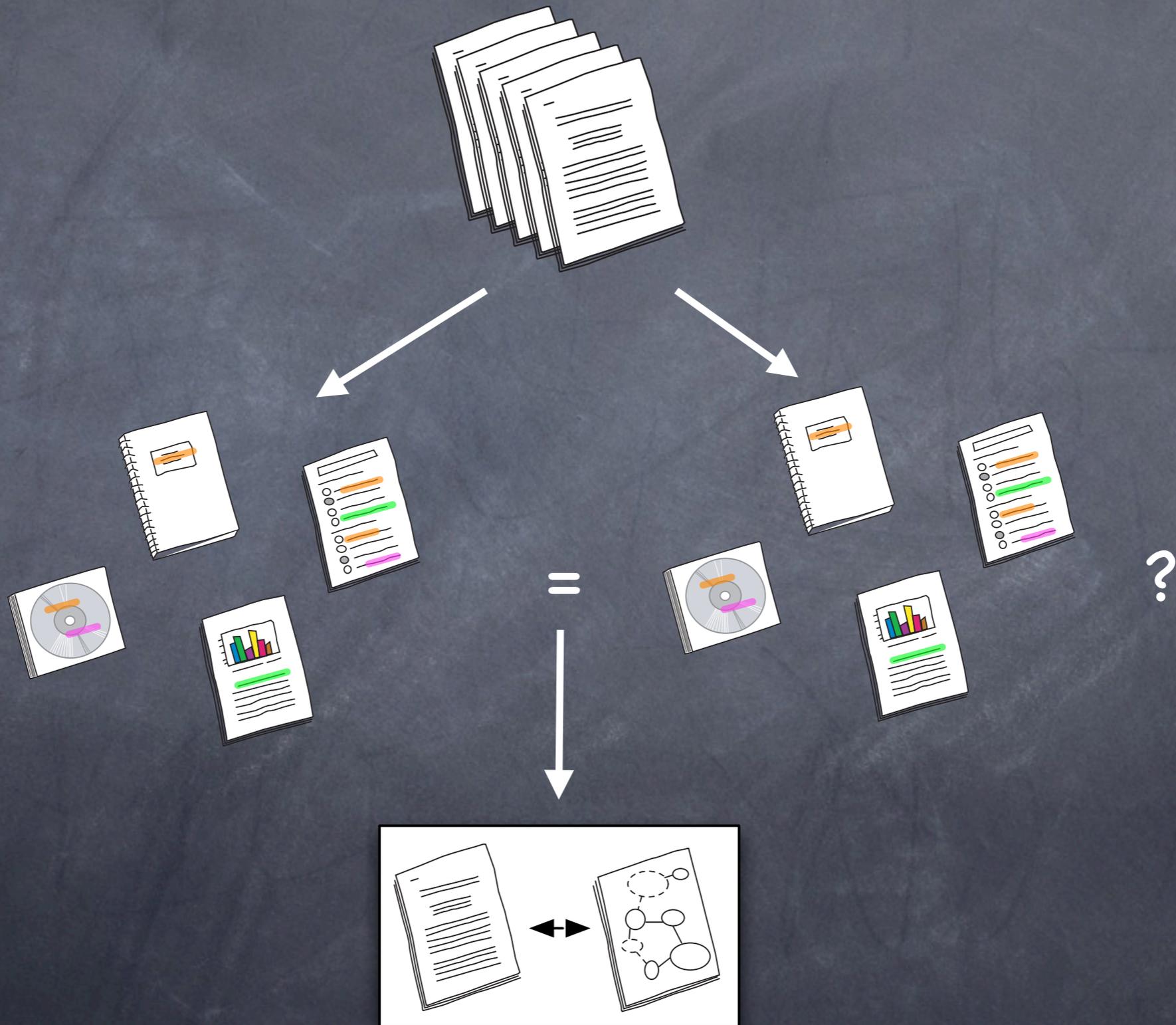
- Meaning underlying the text (e.g., hermeneutic reading)
- Meaning comes from interaction of person and text

Evaluating content analysis

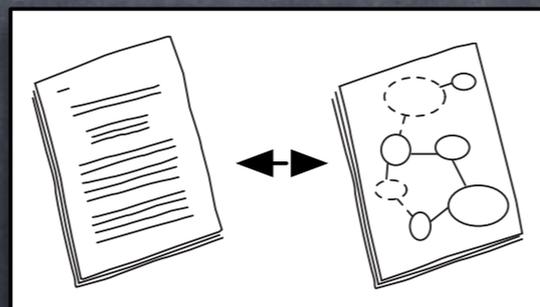
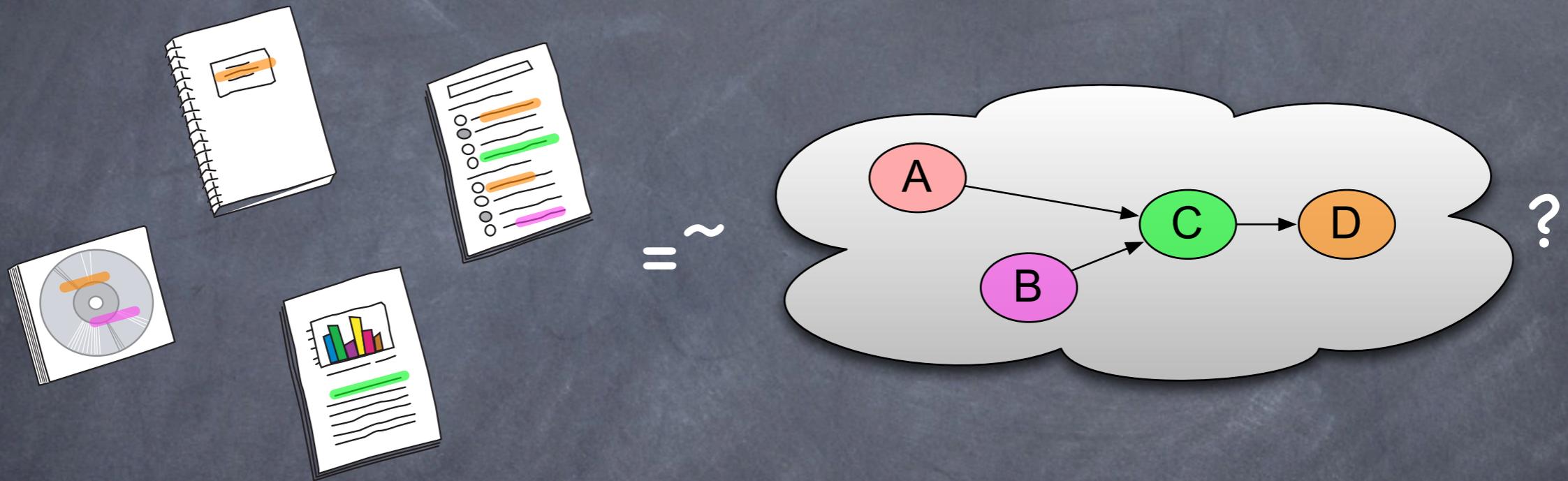
Reliability



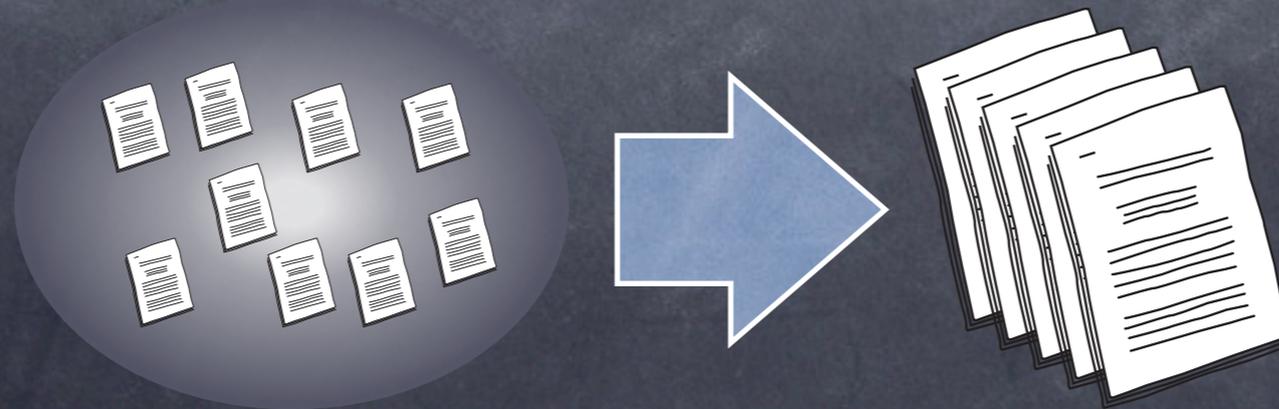
Reliability



Construct validity



Internal validity



Tools for content analysis

Min words: 2 Max words: 5 Min cases: 10 Sort by: Frequency

Remove phrases ending with excluded words Remove phrase in categorization dictionary

- Undo
- EXCLUSION LIST
- + NEW CATEGORY
- <ROOT>
- PSYCHOLOGICAL PROCESSES
 - SOCIAL PROCESSES
 - FAMILY
 - FRIENDS
 - HUMANS**
 - AFFECTIVE PROCESSES
 - POSITIVE EMOTION
 - NEGATIVE EMOTION
 - ANXIETY
 - ANGER
 - SADNESS
 - COGNITIVE PROCESSES
 - INSIGHT
 - CAUSATION
 - DISCREPANCY
 - TENTATIVENESS
 - CERTAINTY
 - INHIBITION
 - INCLUSION
 - EXCLUSION
 - PERCEPTUAL PROCESSES
 - SEEING
 - HEARING
 - FEELING
 - BIOLOGICAL PROCESSES
- ADULT
- ADULTS
- BABE*
- BABIES
- BABY*
- BAMBINO*
- BOY

	REQUENC	NB CASES	% CASES	LENGTH
HEALTH CARE	701	137	56.38%	2
UNITED STATES	471	164	67.49%	2
AL QAEDA	172	53	21.81%	2
MIDDLE CLASS	165	62	25.51%	2
MEN AND WOMEN	159	82	33.74%	3
WAR IN IRAQ	153	76	31.28%	3
SENATOR MCCAIN	144	37	15.23%	2
YEARS AGO	135	96	39.51%	2
21ST CENTURY	131	69	28.40%	2
NATIONAL SECURITY	124	54	22.22%	2
GEORGE BUSH	123	54	22.22%	2
WHITE HOUSE	115	62	25.51%	2
PRESIDENT BUSH	111	61	25.10%	2
WALL STREET	111	47	19.34%	2
HEALTH INSURANCE	109	57	23.46%	2
TAX CUTS	106	51	20.99%	2
SENATOR OBAMA	106	29	11.93%	2
MIDDLE EAST	97	56	23.05%	2
NUCLEAR WEAPONS	97	37	15.23%	2
PRESIDENT OF THE UNITED STATES	95	62	25.51%	5
FEDERAL GOVERNMENT	94	63	25.93%	2
GLOBAL WARMING	93	42	17.28%	2
JOHN MCCAIN	90	35	14.40%	2
RUNNING FOR PRESIDENT	88	62	25.51%	3
INSURANCE COMPANIES	87	34	13.99%	2
TAX CREDIT	86	45	18.52%	2
BUSH ADMINISTRATION	86	44	18.11%	2
AMERICAN DREAM	84	46	18.93%	2
FOREIGN POLICY	84	45	18.52%	2
CLIMATE CHANGE	80	42	17.28%	2

"HEALTH CARE"
IS INCLUDED IN
 AFFORDABLE HEALTH CARE (21 / 21)
 COST OF HEALTH CARE (11 / 11)
 HEALTH CARE COSTS (44 / 44)
 HEALTH CARE COVERAGE (10 / 10)
 HEALTH CARE CRISIS (13 / 13)
 HEALTH CARE PLAN (34 / 34)
 HEALTH CARE SYSTEM (58 / 58)
 MAKE HEALTH CARE (13 / 13)
 UNIVERSAL HEALTH CARE (55 / 55)

OVERLAP END OF
 AFFORD HEALTH (9 / 14)
 PUBLIC HEALTH (2 / 11)
 QUALITY HEALTH (10 / 18)

From: <http://www.provalisresearch.com/wordstat/>

Yoshikoder

Dictionary

- LaverGarry
 - culture
 - economy
 - environment
 - groups
 - institutions
 - law & order
 - conservative
 - liberal
 - rural
 - urban
 - values

Documents

THE COUNTRIES OF CENTRAL AND EASTERN EUROPE AND CYPRUS, AND THE INSTITUTIONAL REFORMS NECESSARY TO MAKE AN ENLARGED EUROPE WORK MORE EFFICIENTLY.

URGENT REFORM OF THE COMMON **AGRICULTURAL** POLICY. IT IS COSTLY, VULNERABLE TO FRAUD AND NOT GEARED TO ENVIRONMENTAL PROTECTION. ENLARGEMENT AND THE WORLD TRADE TALKS IN 1999 WILL MAKE REFORM EVEN MORE ESSENTIAL. WE WILL SEEK A THOROUGH OVERHAUL OF THE COMMON **FISHERIES** POLICY TO CONSERVE OUR **FISH** STOCKS IN THE LONG-TERM INTERESTS OF THE UK **FISHING** INDUSTRY.

GREATER OPENNESS AND DEMOCRACY IN EU INSTITUTIONS WITH OPEN VOTING IN THE COUNCIL OF MINISTERS AND MORE EFFECTIVE SCRUTINY OF THE COMMISSION BY THE EUROPEAN PARLIAMENT. WE HAVE LONG SUPPORTED A PROPORTIONAL VOTING SYSTEM FOR ELECTION TO THE EUROPEAN PARLIAMENT.

RETENTION OF THE NATIONAL VETO OVER KEY MATTERS OF NATIONAL INTEREST, SUCH AS TAXATION, DEFENCE AND SECURITY, IMMIGRATION, DECISIONS OVER THE BUDGET AND TREATY CHANGES, WHILE CONSIDERING THE EXTENSION OF QUALIFIED MAJORITY VOTING IN LIMITED AREAS WHERE THAT IS IN BRITAIN'S INTERESTS.

BRITAIN TO SIGN THE SOCIAL CHAPTER. AN 'EMPTY CHAIR' AT THE NEGOTIATING TABLE IS DISASTROUS FOR BRITAIN. THE SOCIAL CHAPTER IS A FRAMEWORK UNDER WHICH LEGISLATIVE MEASURES CAN BE AGREED. ONLY TWO MEASURES HAVE BEEN AGREED - CONSULTATION FOR EMPLOYEES OF LARGE EUROPE-WIDE COMPANIES AND ENTITLEMENT TO

Macintosh

Downloads

- FULUKLAB97a.txt
- UKCONS92a.txt
- UKCONS97a.txt
- UKLAB92a.txt
- UKLIBDEM92a.txt
- UKLIBDEM97a.txt

Entry	Count	Score	Proportion
LaverGarry	2373		0.135
LaverGarry > culture	44		0.003
LaverGarry > culture > high	18		0.001
LaverGarry > culture > popular	13		0.001
LaverGarry > culture > sport	13		0.001
LaverGarry > economy	1294		0.074
LaverGarry > economy > +state	439		0.025
LaverGarry > economy > -state	390		0.022
LaverGarry > economy > =state	465		0.026
LaverGarry > environment	84		0.005
LaverGarry > environment > con	0		0
LaverGarry > environment > pro	84		0.005
LaverGarry > groups	15		0.001
LaverGarry > groups > ethnic	5		0
LaverGarry > groups > women	10		0.001
LaverGarry > institutions	556		0.032
LaverGarry > institutions > conservative	167		0.01
LaverGarry > institutions > neutral	192		0.011
LaverGarry > institutions > radical	197		0.011
LaverGarry > law & order	196		0.011
LaverGarry > law & order > conservative	195		0.011
LaverGarry > law & order > liberal	1		0
LaverGarry > rural	20		0.001
LaverGarry > urban	9		0.001
LaverGarry > values	155		0.009

Show categories only

Export Close

LABOUR AIMS TO REFORM THE COMMON AGRICULTURAL POLICY TO SAVE
EFFICIENTLY URGENT REFORM OF THE COMMON AGRICULTURAL POLICY IT IS COS
GREATER CONSISTENCY BETWEEN THE AID TRADE AGRICULTURE AND ECONOMIC I
HAVE ADVOCATED NEW MEASURES TO PROMOTE ANIMAL WELFARE INCLU
INTERESTS OF CONSUMERS LIFE IN OUR COUNTRYSIDE LABOUR RECOG
COMMISSION LAND WE RECOGNISE THAT THE COUNTRYSIDE IS A GREAT NATU
FOR PEOPLE TO EXPLORE OUR OPEN COUNTRYSIDE WE WILL NOT HO
A THOROUGH OVERHAUL OF THE COMMON FISHERIES POLICY TO CONS
COMMON FISHERIES POLICY TO CONSERVE OUR FISH STOCKS IN THE L
THE LONG-TERM INTERESTS OF THE UK FISHING INDUSTRY GREA
A MORATORIUM ON LARGE-SCALE SALES OF FORESTRY COMMISSION LA
IMPROVED PROVISION AND ENFORCEMENT OF BUS LINES BETTER PARKING
REFORM THE LOTTERY IMPROVE LIFE IN RURAL AREAS BACK WO
PEOPLE WHO LIVE AND WORK IN RURAL AREAS THE CON
PUBLIC SERVICES AND TRANSPORT SERVICES IN RURAL AREAS MUST NO
HIGHER CHARGES FOR LETTERS AND PUT RURAL POST OFFICES U

LIWC example

LIWC Dimension	Your Data	Personal Texts	Formal Texts
Self-references (I, me, my)	6.51	11.4	4.2
Social words	4.73	9.5	8.0
Positive emotions	1.18	2.7	2.6
Negative emotions	1.18	2.6	1.6
Overall cognitive words	7.10	7.8	5.4
Articles (a, an, the)	5.92	5.0	7.2
Big words (> 6 letters)	14.20	13.1	19.6

File Home Create External Data Analyze Explore Layout View

Go Refresh Open Properties Edit Paste Copy Merge Cut Copy Merge

Format Paragraph Styles

PDF Selection Text Region Find Replace Delete

Sources

- Internals
 - Apache
 - Boost
 - Curl
 - FFmpeg
 - Firefox
 - GCC
 - Myth TV
 - Ncourses
 - OpenOffice
 - Pidgin
 - Virtual Box
 - WebKit
 - Wget
- Externals
- Memos
- Framework Matrices

Sources

Nodes

Classifications

Collections

Queries

Reports

Models

Folders

Look for: Search In Apache Find Now Clear Advanced Find

Apache

Name	Created By	Modified On	Modified By
__issues.apache.org_bugwritinghelp	DVS	31/10/2011 8:59 AM	DVS
__issues.apache.org_bugzilla_	DVS	31/10/2011 8:59 AM	DVS
__www.apache.org_foundation_preFAQ	DVS	31/10/2011 8:59 AM	DVS
__projects.apache.org_categories	DVS	09/11/2011 7:32 AM	DVS

Why You Should Read This

Simply put, the more effort you put into writing a bug report, the more likely it is that the bug will be fixed. These bug writing guidelines are intended to help you write a bug report that is clear, concise, and to the point. Every sentence may pre-

How to Write a Useful Bug Report

Useful bug reports are ones that get bugs fixed. A useful bug report normally has two qualities:

- 1. Reproducible.** If an engineer can't see it or conclusively prove that it exists, the engineer will probably stamp it "WORKSFORME" or "INVALID", and move on to the next bug. Every detail you can provide helps.
- 2. Specific.** The quicker the engineer can isolate the issue to a specific problem, the more likely it'll be expediently fixed. (If a programmer or tester has to decypher a bug, they spend more time cursing the submitter than fixing or testing the problem.)

Let's say the application you're testing is a web browser. You crash at foo.com, and want to write up a bug report:

Select Location

- Nodes
 - Bugzilla
 - Hypothesis 1- Purpose
 - Hypothesis 1- Substance
 - Hypothesis 1-Purpose
 - Hypothesis 2
 - Hypothesis 3
 - Hypothesis 4
 - Hypothesis 5
 - Hypothesis 6
 - Type of Document-Bug Report
 - Website Anaylzed
- Relationships

OK Cancel

Apache

Name	Nodes	References	Created On	Created By	Modified On	Modified By
__issues.apache.org_bugwritinghelp	8	13	15/05/2012 6:02 AM	DVS	31/10/2011 8:59 AM	DVS
__www.apache.org_dev_committers	7	12	15/05/2012 6:02 AM	DVS	09/11/2011 7:32 AM	DVS
www.apache.org_dev_contributors	6	10	15/05/2012 6:02 AM	DVS	09/11/2011 7:32 AM	DVS

attribute:

```
<IMG SRC="http://foo.com/images/topics/topicfoos.gif" width=34 height=44 border=3 alt="News">
```

How to Enter your Useful Bug Report into Bugzilla:

Before you enter your bug, use the Bugzilla Query Page to determine whether the defect you've discovered is a known bug, and has already been reported. (If your bug is the 37th duplicate of a known issue, you're more likely to annoy the engineer. Annoyed engineers fix fewer bugs.)

Next, be sure that you've reproduced your bug using a recent build. (Engineers tend to be most interested in problems afflicting the code base that they're actively working on, rather than those in a code base that's hundreds of bug fixes obsolete.)

If you've discovered a new bug using a current build, report it in Bugzilla:

- From your Bugzilla main page, choose "Enter a new bug".
- Select the product that you've found a bug in.
- Enter your E-mail address, Password, and press the "Login" button. (If you don't yet have a password, leave the password text box empty, and press the "E-mail me a password" button instead. You'll receive an E-mail message with your password shortly.)

Now, fill out the form. Here's what it all means:

Where did you find the bug?

Product: In which product did you find the bug?
You just filled this out on the last page.

Version: In which product version did you find the bug?
If applicable.

Hypothesis 1-Purpose
Form How

Participants
Hypothesis 1- Substance
Bugzilla

Coding Density

Content What

Process

File Home Create External Data Analyze Explore Layout View

Go Refresh Open Properties Edit Paste Copy Merge Cut Copy Merge

Workspace Item Clipboard Format Paragraph Styles Editing

Arial 10

PDF Selection Find Replace Delete Text Region Insert

Nodes

- Nodes
- Relationships
- Node Matrices

Look for: Search In: Nodes Find Now Clear Advanced Find

Name	Sources	References	Created On	Created By	Modified On	Modified By
Hypothesis 1- Purpose	10	12	14/10/2011 8:43 PM	DVS	07/05/2012 6:01 AM	IK
Hypothesis 1- Substance	7	10	14/10/2011 8:44 PM	DVS	01/05/2012 6:30 PM	DVS
Hypothesis 1-Purpose	17	22	14/10/2011 8:47 PM	DVS	07/05/2012 6:01 AM	IK
Hypothesis 2	0	0	14/10/2011 8:47 PM	DVS	26/01/2012 1:05 PM	IK
Hypothesis 3	0	0	14/10/2011 8:52 PM	DVS	26/01/2012 1:05 PM	IK
Hypothesis 4	0	0	14/10/2011 8:54 PM	DVS	26/01/2012 1:05 PM	IK
Hypothesis 5	0	0	16/03/2012 2:00 PM	DVS	16/03/2012 7:32 PM	DVS
Hypothesis 6	0	0	01/05/2012 1:35 PM	DVS	06/05/2012 2:42 PM	IK

- Sources
- Nodes**
- Classifications
- Collections
- Queries
- Reports
- Models
- Folders

Issues: _issues.apache.org_bugwritingh Hypothesis 1- Substance

<Internals\Apache\ _issues.apache.org_bugwritinghelp> - § 2 references coded [5.28% Coverage]

References 1-2 - 10.57% Coverage

Why You Should Read This

Simply put, the more effectively you report a bug, the more likely an engineer will actually fix it. These bug writing guidelines are an attempt at a general tutorial on writing effective bug reports for novice bug writers; not every sentence may precisely apply to your software project.

How to Write a Useful Bug Report Useful bug reports are ones that get bugs fixed. A useful bug report normally has two qualities:

1. Reproducible. If an engineer can't see it or conclusively prove that it exists, the engineer will probably stamp it "WORKSFORME" or "INVALID", and move on to the next bug. Every detail you can provide helps.
2. Specific. The quicker the engineer can isolate the issue to a specific problem, the more likely it'll be expediently fixed. (If a programmer or tester has to decypher a bug, they spend more time cursing the submitter than fixing or testing the problem.)

<Internals\FFmpeg\ _git.videolan.org_p=ffmpeg.git;a=blob_plain:f=doc_issue_tracker.txt;hb=HEAD> - § 2 references coded [9.49% Coverage]

Reference 1 - 17.79% Coverage

In: Nodes Code At

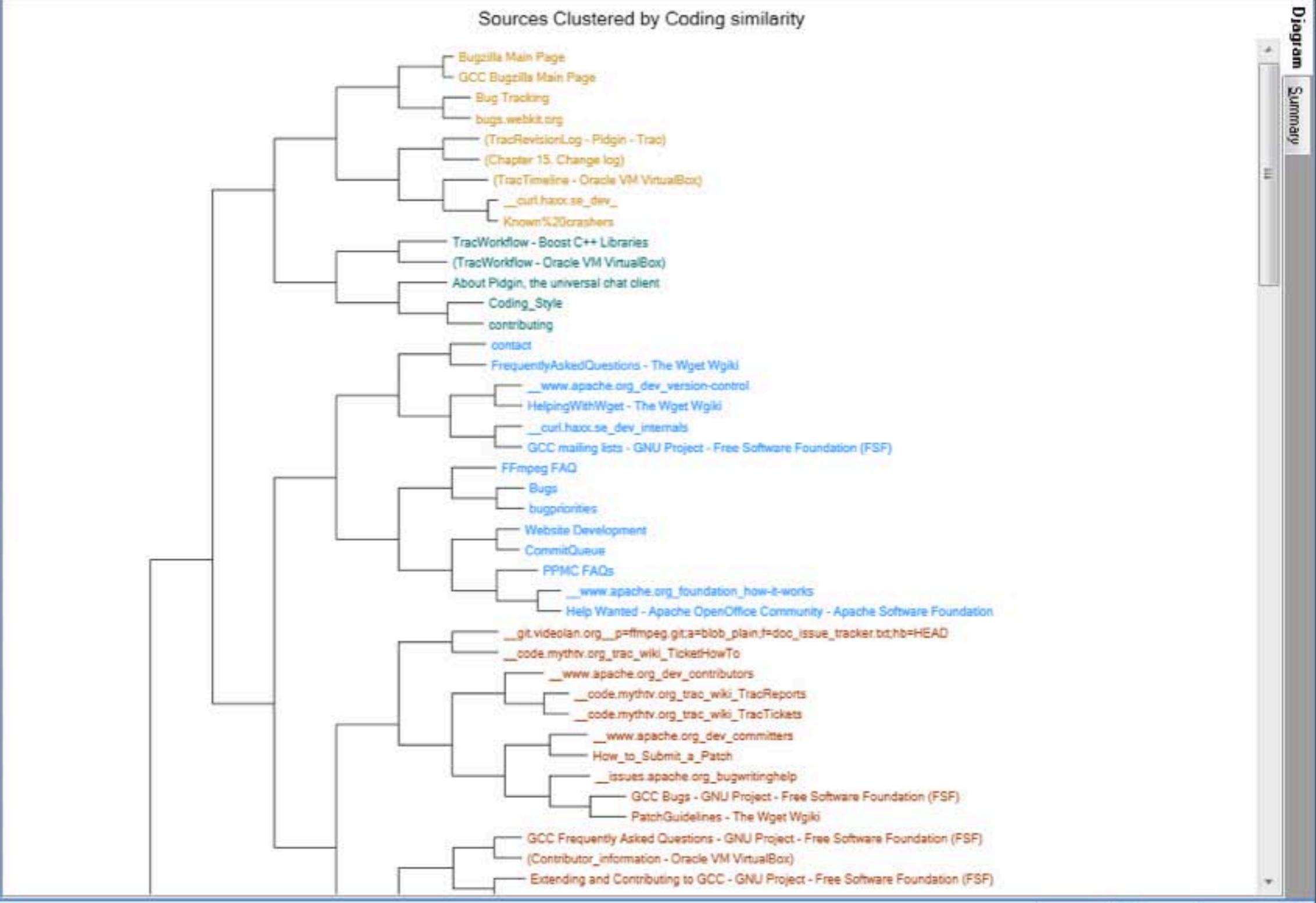
Sources

- Internals
 - Apache
 - Boost
 - Curl
 - FFmpeg
 - Firefox
 - GCC
 - Myth TV
 - Ncurses
 - OpenOffice
 - Pidgin
 - Virtual Box
 - Webkit
 - Wget
- Externals
 - Memos
 - Framework Matrices

Look for: Search In: Apache Find Now Clear Advanced Find

Apache

__issues.apache.org_bugwritingh Hypothesis 1- Substance Hypothesis 1-Purpose Sources Clustered by Coding simil



FLOSS-masterHU-06232008 [A5 Compatibility Mode] - ATLAS.ti

File Edit Documents Quotations Codes Memos Networks Views Tools Extras A-Docs Windows Help

P-Docs P84: E02Gaim.doc (335) Quotes 04:56 Does anyone dis... Codes 00:02 (2-0) Memos ME - 04/08/08 (0-Me-F) - Super

0001 **E02Gaim: Gaim 2.0.0: 2005-11-20: 2005-11-22**

0002 From: Mark Doliner <mark@ki...ngant.net>

0003 Gaim 2.0.0

0004 2005-11-20 19:29

0005 Me again!

0006

0007 Gaim is looking good. There are a few things we should talk about before we

0008 can release a beta.

0009

0010 1. Voice/video

0011 It seems like the general concensus is that we won't delay Gaim 2.0.0 for

0012 anything related to voice/video, and we probably won't release Gaim 2.0.0 with

0013 support gstreamer or with support for voice/video for any protocol other than

0014 Google Talk. And if our Google Talk support is causing problems then we'll

0015 *wif 0" it or something. The iLBC license incompatability is currently a

0016 major concern to me. Does anyone disagree with any of this?

0017

0018 2. Ability to specify the idle-away status

0019 We still need a UI for selecting the idle-away state (all the backend code

0020 should be working fine). I'm fine with having a dropdown in prefs to select

0021 one of the saved statuses. Does anyone have a better idea?

0022

0023 3. Per-account status boxes

0024 I personally don't like them. I think they hurt more than they help. They

0025 clutter the bottom of the buddy list, they're distracting, they take up a lot

0026 of room, and they're a little confusing. I don't think I've ever set a

0027 different status for an individual account. I don't think the functionality

0028 will be used very often, and I think it's unnecessary to have it at the bottom

0029 of the buddy list.

0030

0031 Please vote:

0032 a. keep them! (and make sure everything works perfectly)

0033 b. remove them! (and figure out a better way to display account disconnected

0034 messages)

0035 c. keep them! (and add a 'Save' button)

0036

0037 I'll be out of town Wednesday through Saturdayish. You guys have done an

0038 awesome job of not falling too far behind in my totally unreasonable schedule.

0039 If we deal with everything above, do you think we can release a beta on

0040 Monday the 28th?

0041

0042 We should have a 4 week string freeze before we release. If we freeze on

0043 December 2nd we can release by the end of the year.

0044

0045 -Mark

11-20-05
19:29
Dev
Message 1

Inclusive Pronoun
Group Jargon or Metaphor
Humor
Pun

Inclusive Pronoun
Group Jargon or Metaphor
Encourage Participation
Group Jargon or Metaphor
Group Jargon or Metaphor
Encourage Participation

Hedges/Hesitation/Subjunctive
Hedges/Hesitation/Subjunctive

Hedges/Hesitation/Subjunctive
Hedges/Hesitation/Subjunctive

Encourage Participation
Formal Verbiage
Punctuation
Punctuation
Punctuation

Complimenting
Disclaimers/Self-depreciation
Inclusive Pronoun
Colloquialism/Slang
Self

Group Jargon or Metaphor
Inclusive Pronoun
Group Jargon or Metaphor
Inclusive Pronoun
Inclusive Pronoun
Incl

Size: 100% Rich Text - Default

P84: E02Gaim.doc -> redirected: <HUPATH>\E02Gaim.doc

Saturday 16 June 2012

Info Files Search Define codes Tags & Sets

Named search:

Search: Search

Coder IDs:

Raw Empty Exact

Simple

Hot code set:

Actions

Search code definitions

Sets:

Union: Show

Definition Code Browser

Codes

- Inputs>Networks
- Inputs>PersonalInterests
- Inputs>Resources
- Inputs>ScientificInterests
- Inputs>Skills
- Outcomes
- Outcomes>BroaderImpacts
- Outcomes>CollectiveAction
- Outcomes>ScientificKnowledge
- Outputs
- Outputs>Contributions
- Outputs>IndividualDevelopment
- Outputs>Technology
- Processes
- Processes>Communication
- Processes>Design
- Processes>Organizing
- Processes>Participation
- Processes>Science
- States

20101015-BombusTranscript-cleaned.txt

Apply code

Codes

- Inputs
- Inputs>Biography
- Inputs>Community
- Inputs>Environment
- Inputs>Institutions
- Inputs>Mission
- Inputs>Networks
- Inputs>PersonalInterests
- Inputs>Resources
- Inputs>ScientificInterests
- Inputs>Skills
- Outcomes
- Outcomes>BroaderImpacts
- Outcomes>CollectiveAction
- Outcomes>ScientificKnowledge
- Outputs
- Outputs>Contributions
- Outputs>IndividualDevelopment
- Outputs>Technology
- Processes
- Processes>Communication
- Processes>Design
- Processes>Organizing
- Processes>Participation
- Processes>Science

been a very powerful thing, and one that, which completely resonates with the sunflower project. (States>Satisfaction)One of the things I like with that, about the sunflower project, is that it's, (Outputs>Contributions)I mean we collect data, and that's great.(Outputs>Contributions) But it also makes people aware of what's going on with pollinators, and makes them learn about the science of how they get their food, and how things grow and reproduce. So that part of it to me is the most special, and kind of the best part of it for me. (Outputs>IndividualDevelopment)(States>Satisfaction)(Inputs>PersonalInterests) (end)

(speaker)Me(speaker) yeah, well cool. So, related to that, what sort of duties does your role with the project involves at this point? Since you been in this position for about five months now? Is that right? (end)

(speaker)Bombus(speaker) right. I'm the outreach director, so (Processes>Communication)my task is to be the liaison between the project and the members. So in that capacity, I do communications for the organization, I go to events in outreach, and then I also, (Outputs>Technology)I send out a newsletter, there's a little form on the website, so I do that kind of member communication.(Outputs>Technology)(Processes>Communication) (States>Partnerships)And beyond that, I'm working to develop a partnership with other organizations to further membership and participation.(States>Partnerships) (end)

(speaker)Me(speaker) cool, like with what kind of organizations? (end)

(speaker)Bombus(speaker) for example, I'm looking here at my garden, sorry. I just saw something interesting. (States>Partnerships)Okay, so, what other organizations? (Inputs>Institutions)I'm in talks right now with the California master gardener program, to introduce the sunflower project as a way to fulfill volunteer hours for Master gardeners, and (Inputs>Networks)to actually use Master gardeners as little agents to do the education on the sunflower project in their worlds, you know, what they do. So there's that, are kind of a way to reach a large audience, who is interested in this topic. Also the Osher lifelong learning, so the Osher fund has some funding for adults, so that's one of the areas that I think we could do a really good job classes or events to promote the sunflower project in that arena as well. (those are just some examples of some of the things that were working or

(speaker)Me(speaker) cool, that sounds like a lot up underway, in a pret

(speaker)Bombus(speaker) yep. (end)

(speaker)Me(speaker) so what kind of, you mentioned communication w outreach. So what kinds of events do you speak at, and what kind of com wondering what else, you know, happens behind the scenes there. (end)

(speaker)Bombus(speaker) yes. Recently, (Processes>Communication) outreach events. One was at the Green schoolyard alliance, so this is a educators, who work in school gardens. And we have some curricula de kids to observe bees, and learn how to grow and plant sunflowers. We're Marin farm day, Marin schools farm day, this is for a preschool event. So about planting sunflowers an observing pollinators, and how parents can teach them about this at that level. We do some alumni development eve this week, in particular this week.(Inputs>Institutions) Anyway, it in terms of course, (Outputs>Technology)We have to do, I have to do the forum, y and I'm looking to kind of expand that somehow.(Outputs>Technology) (an organization called, were just starting talks with an organization calle that's going to go, but it's like a gardener blog forum. And there are a lot demographic as our members, in that, in their world, so we're thinking mu terms of communication, but like I say, those talks are just underway now (Processes>Communication) (end)

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Processes>Communication

(Processes>Design)(Inputs>PersonalInterests)(Processes>Communication)(Some of the comments that hear from people are that, I looked at my sunflower for 15 minutes, I did not see one bee, but right next to it is the lavender plant, that was crawling with bees. So why can't I send in observations for that?)(Processes>Communication)

#	type	location	case	date	speaker	begin_loc	end_loc	begin_loc	end_loc	begin_loc	end_loc	holder
4	interview	phone	CSP	10/15/2010	Bombus	P.L.	2 18462	18852	15533	15898	365	
5	interview	phone	CSP	10/15/2010	Bombus	P.L.	2 22248	22508	18519	18754	235	
6	interview	phone	CSP	10/15/2010	Bombus	P.L.	2 23074	23664	19198	19763	565	
7	interview	phone	CSP	10/15/2010	Bombus	P.L.	2 23814	24289	19837	20287	450	
8	interview	phone	CSP	10/15/2010	Bombus	P.L.	2 25008	25496	20905	21315	410	
9	interview	phone	CSP	10/15/2010	Bombus	P.L.	2 26748	27338	22283	22787	504	
10	interview	phone	CSP	10/15/2010	Bombus	P.L.	2 28958	29870	23980	24824	844	
11	interview	phone	CSP	10/15/2010	Bombus	P.L.	2 32982	33388	27516	27897	381	
12	interview	phone	CSP	10/15/2010	Bombus	P.L.	2 36098	36184	30220	30281	61	
13	interview	phone	CSP	10/15/2010	Bombus	P.L.	2 36472	36641	30471	30615	144	
14	interview	phone	CSP	10/15/2010	Bombus	P.L.	2 50207	50762	41937	42467	530	
15	interview	phone	CSP	10/15/2010	Bombus	P.L.	2 51499	51730	42955	43161	206	
16	interview	phone	CSP	10/06/2010	Apis	P.L.	2 3790	4609	2879	3642	763	
17	interview	phone	CSP	10/06/2010	Apis	P.L.	2 7505	8130	6066	6666	600	

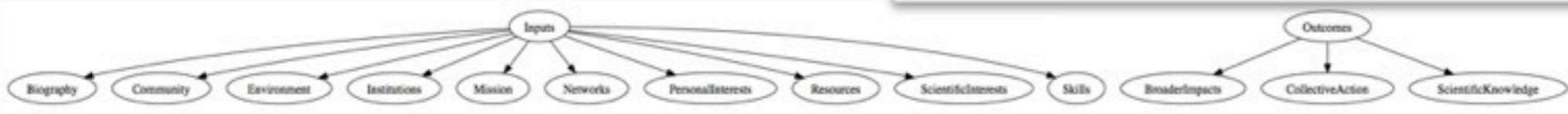
Code count

Code	20101015-BombusTranscript-cleaned.txt	20101006-AphTranscript-cleaned.txt	200906-AphTranscript-cleaned.txt
Outputs>Technology	8	7	7
Processes>Design	9	19	14
Processes>Organizing	5	11	14
Processes>Participation	10	8	6
Inputs>Resources	4	13	19
Processes>Communication	15	11	9
Outputs>Contributions	3	15	9
Processes>Science	0	7	6
Inputs>PersonalInterests	9	3	3
Inputs>ScientificInterests	0	3	7
Inputs>Community	3	4	2
Inputs>Institutions	2	1	4
Inputs>Skills	7	7	5
States>Partnerships	4	5	4
Inputs>Mission	3	2	2
Inputs>Environment	1	1	4
Inputs>Biography	7	2	2
States>Satisfaction	4	3	1
Inputs>Networks	4	2	2
Outcomes>ScientificKnowledge	0	8	3
States>Sustainability	0	7	7
Outcomes>BroaderImpacts	2	0	1
States>Commitment	1	0	3
Outputs>IndividualDevelopment	1	0	3
Outcomes>CollectiveAction	0	0	0
Total	102	139	137

On click: Smart select/highlight

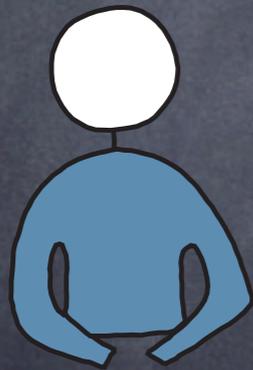
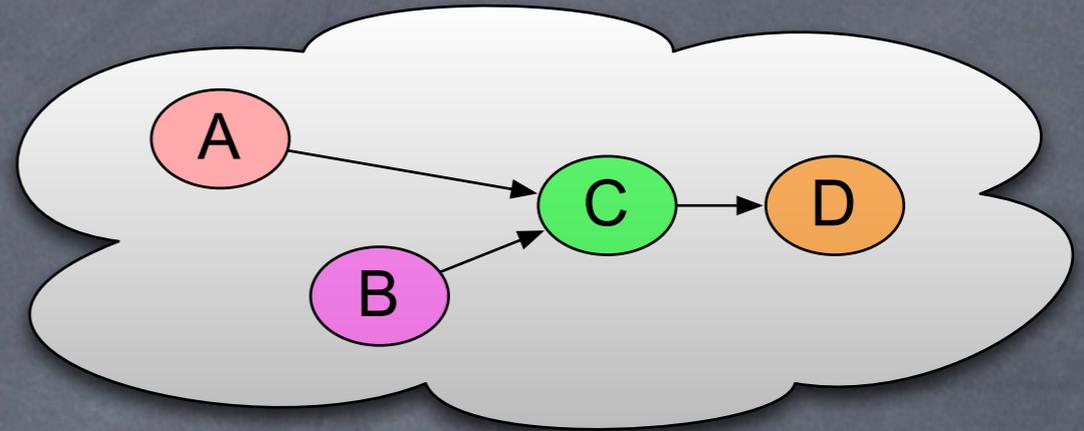
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Preconditions for applying content analysis

Preconditions for content analysis



Conclusion

- Content analysis is a data analysis technique for finding evidence of concepts of interest from various texts
- Lots of variations on content analysis
 - Deductive vs. inductive vs. mixed coding
 - Manifest vs. pattern vs. latent codes
 - Different units of coding
 - Different overall research strategies
- Content analysts face issues of reliability and validity

Sources for further study

- Weber, R. P. (1990). Basic content analysis (2nd ed.). Sage.
- Neuendorf, K. A. (2002). The content analysis guidebook. Sage.
- Krippendorff, K. (2004). Content analysis: An introduction to its methodology. Sage.
- <http://writing.colostate.edu/guides/research/content/index.cfm>