

## The Quantitative And Qualitative Content Analysis Of

Understanding the Media introduces key theoretical issues in media analysis, and encourages students to use case studies and to examine their own personal media use and exposure. Devereux applies a model of media analysis that gives equal weighting to the production, content and reception of media texts. Devereux uses examples from both 'old' and 'new' media, and draws upon illustrative materials from diverse geographical territories. Each chapter contains concise summaries, exercises, extracts from experts in the field, model exam and essay questions, as well as directions for further reading and research. This practical dimension to Understanding the Media will ensure that the book appeals to both teachers and students of the 21st century media. For the front of postcard: Provides an accessible and valuable resource for undergraduate media students, which will enable them to develop a critical interest in the study and analysis of the mass media.

Annotation The papers in this e-book focus on data collection and whilst none can claim to be completely new, all challenge our usual reliance on focus groups or depth interviews and challenge us to think more creatively of how we might get closer to the actual lived experience of consumers and consumption.

This book is a manual on content analysis of political texts. The first part is a self-help text for students and researchers who want to test their own research hypotheses by using this methodological tool. The second part is aimed at students and researchers interested in applying a specific approach to content analysis of political texts: the coding of elections programs. The book discusses in particular the coding system of the Manifesto Project. The third part presents a summary of the main questions and research hypotheses which have been examined in political science using Manifesto Project data, and offers numerous suggestions on how to use the data for a specific research project.

Seminar paper from the year 2021 in the subject Pedagogy - Science, Theory, Anthropology, grade: 1,7, University of Potsdam (Institut für Erziehungswissenschaft), course: Inhaltsanalyse in der empirischen Bildungsforschung, language: English, abstract: In order to process and systematically evaluate large amounts of data, content analysis and especially qualitative content analysis have increasingly found their way into empirical research in recent years. One can even say that techniques of qualitative content analysis have become a standard method of text analysis in the social sciences. The first proposals for qualitative content analysis were made as early as the 1950s, but the most sophisticated and popular approach today is probably that of Phillip Mayring, who developed it thirty years ago and continues to develop it. Qualitative content analysis according to Mayring will therefore also be the focus of this work. However, qualitative content analysis is difficult to bring down to a "common denominator". There is a variety of methods and the demand to adapt the techniques to the respective concrete research material only allows the formulation of rough guidelines for qualitative content analysis. Nevertheless, this paper is intended to provide an overview of qualitative content analysis, in particular of Mayring's theory. In the following, a definition of qualitative content analysis will be attempted and important features of the procedure will be listed. Then the procedure will be methodologically classified and a closer look will be taken at which elements of qualitative and quantitative analyses can be found in it. In order to describe qualitative content analysis in more detail, the three basic forms of this method, explication, structuring and summarising, will be briefly explained and illustrated by means of specially devised examples. In the following, the procedure of qualitative content analysis will be presented, with a focus on the summarising content analysis, in order to gain a detailed insight into the implementation of the method. In addition, the work will be supplemented with a presentation of the possibilities and limitations of the presented method as well as with exemplary application possibilities. In order to give a final conclusion on this method,

experiences from a practical exercise with this method will be reported and briefly evaluated, and a short assessment of the method will be attempted.

Content Analysis offers a comprehensive overview of the variation within content analysis, along with detailed descriptions of three approaches found in the contemporary literature: basic content analysis, interpretive content analysis and qualitative content analysis. This book provides an inclusive, and carefully differentiated, examination of contemporary content analysis research purposes and methods. Such a book is not currently available. Chapter One examines the conceptual base and history of content analysis, then the next three chapters examine each approach to content analysis in depth, using brief illustrative exemplar studies. Each of the methodology chapters employs a consistent outline to help readers compare and contrast the three different approaches. Chapter 5 examines rigor in content analysis and highlights steps to ensure the internal coherence of studies. This book concludes with exploration of two full-length studies: Chapter 6 examines the use of content analysis for advocacy and building public awareness to promote human rights and social justice. Chapter 7 reviews a full-length study of older adults in prison to detail how content analysis is completed and how different approaches may be usefully combined.

Qualitative content analysis is a powerful method for analyzing large amounts of qualitative data collected through interviews or focus groups. It is frequently employed by students, but introductory textbooks on content analysis have largely focused on the quantitative version of the method. In one of the first to focus on qualitative content analysis, Margrit Schreier takes students step-by-step through: - creating a coding frame - segmenting the material - trying out the coding frame - evaluating the trial coding - carrying out the main coding - what comes after qualitative content analysis - making use of software when conducting qualitative content analysis. Each part of the process is described in detail and research examples are provided to illustrate each step. Frequently asked questions are answered, the most important points are summarized, and end of chapter questions provide an opportunity to revise these points. After reading the book, students are fully equipped to conduct their own qualitative content analysis. Designed for upper level undergraduate, MA, PhD students and researchers across the social sciences, this is essential reading for all those who want to use qualitative content analysis. This text offers comprehensive coverage of the design and use of qualitative methods in leadership research. The book equips leadership researchers at all levels with the knowledge to make informed choices of research strategies. The second edition features 50% new research and includes new developments in qualitative research methods.

This volume provides an overview of a variety of quantitative and qualitative methods for leadership research, authored by scholars in the areas of leadership and research methodology. Integrating insights from other research areas, it provides novel approaches and multiple techniques for leadership research in a straightforward fashion. Because the volume is designed to help leadership researchers get their first insights into specific methods and their potential application to leadership research, it is appropriate for multiple audiences. These include academics and practitioners wanting to try a new method, as well as advanced undergraduate and graduate students wanting an overview of a variety of techniques. It will also be helpful to readers and reviewers as they endeavour to better understand and assess the quality of existing leadership research.

Computer-Aided Qualitative Data Analysis offers an invaluable guide to the rapidly developing arena of research practice. It will be essential reading for researchers and graduate students across the social sciences who are engaged in qualitative research.

How can you analyse narratives, interviews, field notes, or focus group data? Qualitative text analysis is ideal for these types of data and this textbook provides a hands-on introduction to the method and its theoretical underpinnings. It offers step-by-step instructions for implementing the three principal types of qualitative text analysis: thematic, evaluative, and

type-building. Special attention is paid to how to present your results and use qualitative data analysis software packages, which are highly recommended for use in combination with qualitative text analysis since they allow for fast, reliable, and more accurate analysis. The book shows in detail how to use software, from transcribing the verbal data to presenting and visualizing the results. The book is intended for Master's and Doctoral students across the social sciences and for all researchers concerned with the systematic analysis of texts of any kind.

This book constitutes the refereed proceedings of the First International Conference on Quantitative Ethnography, ICQE 2019, held in Madison, Wisconsin, USA, in October 2019. It consists of 23 full and 9 short carefully reviewed papers selected from 52 submissions. The contributions come from a diverse range of fields and perspectives, including learning analytics, history, and systems engineering, all attempting to understand the breadth of human behavior using quantitative ethnographic approaches.

The wide range of approaches to data analysis in qualitative research can seem daunting even for experienced researchers. This handbook is the first to provide a state-of-the-art overview of the whole field of QDA; from general analytic strategies used in qualitative research, to approaches specific to particular types of qualitative data, including talk, text, sounds, images and virtual data. The handbook includes chapters on traditional analytic strategies such as grounded theory, content analysis, hermeneutics, phenomenology and narrative analysis, as well as coverage of newer trends like mixed methods, reanalysis and meta-analysis. Practical aspects such as sampling, transcription, working collaboratively, writing and implementation are given close attention, as are theory and theorization, reflexivity, and ethics. Written by a team of experts in qualitative research from around the world, this handbook is an essential compendium for all qualitative researchers and students across the social sciences.

The Second Edition of *Content Analysis: An Introduction to Its Methodology* is a definitive sourcebook of the history and core principles of content analysis as well as an essential resource for present and future studies. The book introduces readers to ways of analyzing meaningful matter such as texts, images, voices – that is, data whose physical manifestations are secondary to the meanings that a particular population of people brings to them. Organized into three parts, the book examines the conceptual and methodological aspects of content analysis and also traces several paths through content analysis protocols. The author has completely revised and updated the Second Edition, integrating new information on computer-aided text analysis. The book also includes a practical guide that incorporates experiences in teaching and how to advise academic and commercial researchers. In addition, Krippendorff clarifies the epistemology and logic of content analysis as well as the methods for achieving its aims. Intended as a textbook for advanced undergraduate and graduate students across the social sciences, *Content Analysis, Second Edition* will also be a valuable resource for practitioners in a variety of disciplines.

Provides a comprehensive overview of range of approaches and methods available for synthesising qualitative and quantitative evidence and an explanation of why this is important. This book looks at different types of review and examining place of synthesis in reviews for policy and management decision making.

### Qualitative Content Analysis in Practice SAGE

Clearly setting out the advantages and disadvantages of each methodology, and providing real-world examples of when the methodology has been used successfully, this introduction makes it easy for students to assess which approach would be best for their research and to implement it successfully.

*Political Research: Methods and Practical Skills*, the market leading textbook in political research methods, is essential reading for students taking a module in

research methods as part of a politics or international relations degree. Its accessible, step-by-step approach covers the entire research methods process, equipping students with the necessary skills to successfully conduct their own independent study and research. With coverage of both quantitative and qualitative methods, the book begins by guiding readers on how to come up with a research question, and leads the reader right through to writing up a final report. The book also includes chapters on theory, methodology, and the philosophy of social science, which are fully revised for the third edition to include up-to-date 'real world' examples, such as Gerber and Green's survey on political attitudes or Wantchekon's study on clientelism in Benin. These sections help students to understand essential debates around research methods, as well as sharing practical guidance. The easy to understand language and straightforward approach of *Political Research: Methods and Practical Skills* help students get to grips with particularly complex topics relating to epistemological, ontological and mythological research, and quantitative questions such as 'what is data?'. The third edition reflects key areas of development in the field, such as the increased importance of ethics, and changes in digital research. The book is also enhanced with a range of engaging learning features including chapter summaries, end-of-chapter conclusions and questions, and a guide to further reading, created to reinforce students' understanding of research methods and further explore specific approaches to research.

In eight clear-cut steps, this book provides a systematic introduction to qualitative content analysis and how you can use it in each stage of your research project, no matter the type or amount of data. Developed by a leading expert in the field and based on years of teaching experience, this book offers an essential framework for interpreting qualitative data for any social sciences student or researcher. To support you in choosing the best approach for your research, this book includes:

- Examples of how QCA can be applied to various research processes
- An introduction to text analysis and its different approaches
- Discussions of how to use QCA software to benefit your research
- An online how-to manual to help you get the most out of QCAMap software.

It also introduces the process of scientific research, and integrates qualitative and quantitative analysis into the step-by-step approach.

This publication aims to introduce undergraduate students to the research practices of communication science, with the emphasis on fundamental and basic research.

"*The Psychology and Sociology of Literature*" is a collection of 25 chapters on literature by some of the leading psychologists, sociologists, and literary scholars in the field of the empirical study of literature. Contributors include Ziva Ben-Porat, Gerry Cupchik, Art Graesser, Rachel Giora, Norbert Groeben, Colin Martindale, David Miall, Willie van Peer, Kees van Rees, Siegfried Schmidt, Hugo Verdaasdonk, and Rolf Zwaan. Topics include literature and the reading process; the role of poetic language, metaphor, and irony; cathartic and Freudian effects;

literature and creativity; the career of the literary author; literature and culture; literature and multicultural society, literature and the mass media; literature and the internet; and literature and history. An introduction by the editors situates the empirical study of literature within an academic context. The chapters are all invited and refereed contributions, collected to honor the scholarship and retirement of professor Elrud Ibsch, of the Free University of Amsterdam. Together they represent the state of the art in the empirical study of literature, a movement in literary studies which aims to produce reliable and valid scientific knowledge about literature as a means of verbal communication in its cultural context. Elrud Ibsch was one of the pioneers in Europe to promote this approach to literature some 25 years ago, and this volume takes stock of what has happened since. "The Psychology and Sociology of Literature" presents an invaluable overview of the results, promises, gaps, and needs of the empirical study of literature. It addresses social scientists as well as scholars in the humanities who are interested in literature as discourse.

Building on the global success of the First Edition of *Qualitative Research: Theory, Method and Practice*, the new edition has been thoroughly updated and revised. It succeeds in providing a comprehensive yet accessible guide to a variety of methodological approaches to qualitative research. Edited by David Silverman, the book brings together a team of internationally-renowned researchers to discuss the theory and practice of qualitative research. In each chapter, the contributors broaden our conception of qualitative research by drawing upon particular examples of data-analysis to advance their analytical arguments.

This entry focuses on qualitative content analysis as a rule-guided method for describing and conceptualizing the meaning of qualitative data. Following a brief introduction to core characteristics of the method, the history of the method is described, including its origins in the quantitative version of the method as well as the divergent history of qualitative content analysis in the English and German literature. Next, core defining characteristics of the method are described, with a focus on qualitative content analysis being at once systematic, flexible, and reducing the amount of qualitative data. Based on these defining characteristics, different variants of qualitative content analysis are introduced and compared, such as deductive and inductive, thematic and formal, and type-building qualitative content analysis. The main part of the contribution focuses on describing and illustrating the steps in qualitative content analysis: deciding on a research question and selecting material; creating a preliminary version of the coding frame, including strategies for arriving at main categories and subcategories and how to define categories; piloting and modifying the coding frame, including a discussion of quality criteria, especially reliability and validity; the main coding phase (i.e., applying the coding frame to the entire material); and various strategies for presenting the results of qualitative content analysis. To conclude, recent developments concerning the method are described. These include attempts to strengthen the specifically qualitative elements of the method and discussing the role of qualitative content analysis in the context of big data and text mining.

Inhaltsangabe:Abstract: Companies located all around the world increasingly utilize stock options as a means of compensation for employees. Despite their widespread use it is still unknown why employee stock option plans are adopted, how their effectiveness is defined, and what influences their effectiveness. This master s thesis reports on an exploratory study undertaken on a sample of employees of the German IT company Network Appliance GmbH intended to answer exactly these questions. The aim of this study was to explore in an in-depth, descriptive fashion, the perspectives of employees receiving stock options as part of their compensation as they are as participants in the process - best situated to provide insights into the practical implications on the use and effectiveness of employee stock options. The qualitative methodology of the study allowed for the opinions and experiences of the employees to be heard and a rich picture of their perceptions on employee stock options was attained. The qualitative content analysis revealed a number of goals, which are associated with employees perceptions on why employee stock options are a part of their compensation, and which factors influence these goals effectiveness. An exploratory model of the use and effectiveness of employee stock options has been deducted from these findings, which enables managers and researchers to obtain a better understanding of this means of compensation. Even though research on compensation structures is typically explained by agency theory, the findings of this thesis suggest that no single theory provides a comprehensive explanation of the use and effectiveness of ESOs. Although the existence of a gap between employee and shareholder interests may lead some companies to adopt an employee stock option plan as suggested by agency theory, it is unlikely to be the only reason. Reality seems to be more complex than anticipated by guiding theory in this stream of research, therefore this study suggests that several theoretical frameworks complementing each other, such as human resource management, social exchange, tournament, social comparison, expectancy, managerial discretion, an institutional theory, are needed to fully grasp the use and effectiveness of employee stock options.

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"This unique text provides a comprehensive framework for creating, managing, and interpreting qualitative research studies that yield valid and useful information. Examples of studies from a wide range of disciplines illustrate the strengths, limitations, and applications of the primary qualitative methods: in-depth interviews, focus group discussions, ethnography, content analysis, and case study and narrative research. Following a consistent format, chapters show students and researchers how to implement each method within a paradigm-neutral and flexible Total Quality Framework (TQF) comprising four interrelated components: Credibility, Analyzability, Transparency, and Usefulness. Unlike other texts that relegate quality issues to one or two chapters, detailed discussions of such crucial topics as construct validity, inter-researcher reliability, researcher bias, and verification strategies are featured throughout. The book also addresses applications of the TQF to the writing, review, and evaluation of qualitative research proposals and manuscripts. KEY WORDS/SUBJECT AREAS: case study, content analysis, ethnographic, ethnography, focus groups, interviews, narrative, proposal writing, qualitative research, reliability, research designs, research methods,

standards, studies, the literacy, total quality framework, transparency AUDIENCE: Graduate students and instructors in education, sociology, psychology, social work, management, communications, and nursing; researchers and evaluators seeking guidance for their qualitative research work. "--

The book covers such a diverse range of material and there are so many practical tips provided, that it is useful - as the title suggests - as a companion for those conducting or teaching research? - Nurse Researcher This exciting companion provides an up-to-date and comprehensive overview of the latest writing on every aspect of qualitative research. A Companion to Qualitative Research draws on the work of an array of leading scholars from Europe, Britain and North America, to present a summary of every aspect of the qualitative research process from nuts-and-bolts methods and research styles, to examinations of methodological theory and epistemology. It is one of the few surveys of qualitative research to adopt a genuinely international voice. The Companion: includes an introduction to the field; provides examples of how key researchers, from Garfinkel to Geertz, carried out their research and examines the nature of their legacy; investigates different methodological and epistemological approaches to the act of researching; takes the classic methods available to the researcher and asks what the thinking is behind choosing to use such methods; is a how-to guide to the actual process of gathering research data in the field; introduces the reader to important practical issues such as ethics and teaching in research; and, provides the reader with practical information about methods literature, and guides the reader on how to study methods, and use databases and the Internet in qualitative research. Easy to use, A Companion to Qualitative Research presents a concise and systematic introduction. Recent developments, such as the use of computers and the internet, and the analysis of visual materials are covered at length, as are the future challenges for qualitative research. Essential reading for students, researchers and practitioners alike, the Companion will serve as a comprehensive textbook for any student embarking on a research methods course, and at the same will be an invaluable reference book for active researchers and practitioners.

An adaptation of 'Social Research Methods' by Alan Bryman, this volume provides a comprehensive introduction to the area of business research methods. It gives students an assessment of the contexts within which different methods may be used and how they should be implemented.

This second edition has been completely updated to include new studies, new computer applications and an additional chapter on problems and issues that can arise when carrying out content analysis in four major categories: measurement, indication, representation and interpretation.

'Introducing Research Methodology' gives readers the fundamental data collection and analysis skills that they need for their first project, as well as a good understanding of the research process as a whole.

'Introduction to Social Research' presents the essential elements of both qualitative and quantitative approaches for conducting empirical research in the social sciences.

Understanding the Media introduces key theoretical issues in media analysis and encourages students to use case studies to examine their own personal media use and exposure. Author Eoin Devereux applies a model of media analysis that gives equal weight to the production, content, and reception of media texts. A particular emphasis is placed on understanding the mass media in a social context, and readers are invited to engage with a variety of questions

about the increasingly complex mediascape in which we live our everyday lives.

Bernadette Gral examines the relationship between financial slack and corporate performance in the European pharmaceutical industry during the financial crisis of 2007 to 2010. Her investigation includes correlational and regression analyses as well as the qualitative content analysis of newspaper articles. The results show that financial slack influences corporate performance measured as ROA based on net income, thus implying that firms use slack resources to enhance performance during crises. The findings support the arguments for a beneficial effect of financial slack on performance according to the resource based view and behavioral theory of the firm.

This book makes a case for a multidisciplinary and transdisciplinary approach to energy research—one that brings more of the social sciences to bear. Featuring eight studies from across the spectrum of the social sciences, each applying multiple disciplines to one or more energy-related problems, the book demonstrates the strong analytical and policy-making potential of such a broadened perspective. Case studies include: energy transitions of households in developing countries, the ‘curse of oil’, politics and visions for renewables, economics and ethics in emissions trading, and carbon capture and storage.

The most hands-on, accessible, and approachable guide to the entire research process, which fully explores both quantitative and qualitative methods to give students the knowledge and confidence they need to successfully carry out their own research.

Katharina Nötzold explores whether and how mass media can contribute to nation-building after civil war. Drawing on the example of Lebanon’s audiovisual media organisations, which are mostly privately owned by politicians, she demonstrates how political elites use television to transmit their visions of post-war society. Lebanon’s nation-building process from 1990 to 2005 was characterized by Syrian dominance over political life. From an extensive content analysis of Lebanese news and interviews with analysts, journalists and managers from all Lebanese TV stations, it emerges that political information on television focused more on divisive experiences than cohesive ones. This has underpinned continued sectarianism in Lebanon, in the media as in society at large, and has impeded nationbuilding.

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