

Content Analysis

The analysis of text, documents, or other materials. The analysis can be quantitative, qualitative, or both. Typically, the major purpose of content analysis is to identify patterns in content.

Quantitative content analysis:

the *systematic* and *replicable* examination of *symbols of communication*, which have been assigned *numeric* values according to valid measurement rules and the analysis of relationships involving those values using statistical methods, the *describe* the communication, draw *inferences* about its meaning, or *infer* from the communication to its context, both of production and consumption.

Riffe, Lacy & Fico (2005)

Emergent vs. *a priori* coding

Coder Reliability Assessment

Percentage of agreement

Tests for chance agreement

- OA-EA / 1-EA
 - Scott's *pi*
 - Krippendorff's *alpha*
 - Cohen's *kappa*