

# PRESENT

## e-RESEARCH Methods, Strategies, and Issues

Mohsen Goli

Brief of Pages 178-180

January 22, 2021



## THE CODING PROCESS

Our discussion of quantitative content analysis illustrates the difference between qualitative and quantitative content analysis, yet there are also similarities. Despite our concern with differentiating between different methods that use the same terms, we are cognizant of the research axiom "there can be no quantification without qualification."

## THE CODING PROCESS

" This expression underlines the necessity of first being able to identify and categorize the variable before we can count, assign a category, or interpret the content. The challenge is twofold: first we must be able to find a commonly understood and easily distinguishable unit of analysis, and, second, we must be able to reliably and consistently classify each of these units

## DEFINING THE UNIT OF ANALYSIS

The following hypothetical example of an email extract among students in an e-learning context provides us with an example of the challenge, that confront the e-researcher engaged in quantitative content analysis.

## DEFINING THE UNIT OF ANALYSIS

I really hate the way we have to answer ALL THESE QUESTIONS before getting the data right-how about you? I have very little time this week for this assignment. The last time I tried this I got bogged down with chapter 3 do we really have to know about semiotics, I want to get onto the project analysis first then decide if we need all this theory how about I'll do the first question and you guys do the rest.