

# Content Analysis

## Method Description:

Content analysis is a research method used to examine and understand the content of texts/documents/articles/forms, such as social media posts and stories. It can be qualitative, where researchers explore meanings and other factors in-depth, or it can be quantitative, involving counting and measuring specific elements in texts. Alternatively, mixed methods content analysis combines both qualitative and quantitative approaches for a more **comprehensive** analysis. When formatting a content analysis, it's essential to introduce the research targets, describe your data sources, specify your chosen methods, and discuss the findings and their implications.

## Your Research Topic:

My research topic is in relation to helping Teenagers and College students in the states of Georgia find internship opportunities, research opportunities, and other jobs in the STEM field. I have been very passionate about this project for a few months and once I create a database for internships, I want to test the beneficial effects of the app. I believe using **content analysis** and a bit of **design thinking create** will be the best method(s) for my topic. Using DTC, I can create my website that will allow the students to find the opportunities and the content analysis part comes in when looking at data and doing surveys on where the students applied, the success rate, what location they applied in, etc.

## Advice:

When using this method make sure to use good research material. Make sure that the content you're examining is credible and truthful in terms of stats. This will create a better quality and in-depth analysis. You may struggle to find connection between sources and some data. Also be sure to look out for biases and propaganda of any sort because that can twist up the content/data.

## Summary of Files in Folder:

- ❖ 1: Discusses a content analysis research study exploring media coverage of high school basketball and it focuses on gender-related aspects/biases. The findings show that while male reporters dominate the coverage, there were notable differences in content created by male and female reporters, suggesting a shift in how high school sports are portrayed compared to other levels of play.
- ❖ 2: A content analysis from 2005 was used to investigate the influence of Disney films on children's concepts of death based on 23 death scenes from 10 full-length Disney Classic animated films from 1937 to 2003 and 10 death scenes from 8 selected full-length Disney and Pixar animated films from 2003 to 2016.
- ❖ 3: This text talks about how content analysis is a very versatile method that's used in diverse fields like media and sociology. It helps reveal international communication differences, detect propaganda, identify intentions.

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## Sample Papers & Description:

Desc 1:

How to plan and perform a qualitative study using content analysis, Mariette Bengtsson - <https://www.sciencedirect.com/science/article/pii/S2352900816000029>

This document talks on the approach of qualitative content analysis in qualitative research. It goes over the things like planning, resource identification, researcher self-awareness, data organization, and analysis stages. The paper implements the method by gathering and using a 5-step approach to analysis the data.

Desc 2:

Content Analysis—A Methodological Primer for Gender Research, Kimberly Neuendorf - <https://link.springer.com/article/10.1007/s11199-010-9893-0>

This article offers guidance to gender scholars on content analytic research, discussing methodological standards and human-coded content analysis processes. This document implements the method on content analysis by using methods like sampling, measuring, and getting reports.

(the sources weren't the best in terms of information)

## Videos & Description:

**Desc 1:** In this video, it list of what is content analysis, the purpose and goals of using it, different types of source of content analysis like books and interviews, and the 3 types of content analysis (Conventional, Directed and Summative).  
[https://www.youtube.com/watch?v=6d8DB2\\_XSDY&pp=ygUQY29udGVudCBhbmFseXNpcw%3D%3D](https://www.youtube.com/watch?v=6d8DB2_XSDY&pp=ygUQY29udGVudCBhbmFseXNpcw%3D%3D)

**Desc 2:** This video is all about Qualitative Content analysis. She talks about the two types/approaches of it which are conceptual and relational analysis. It highlights the method's flexibility/suitability for studying changes in recorded communication related to social or political situations. It also mentions the limitations, such as subjectivity and difficulty in generalizing the results.  
[https://www.youtube.com/watch?v=i\\_5lsz9t8Hc&ab\\_channel=GradCoach](https://www.youtube.com/watch?v=i_5lsz9t8Hc&ab_channel=GradCoach)

**Desc 3:** In this video she gives a huge overview of content analysis and many different things. She talks about what it is, the types, the history of content analysis, the themes to look out for when doing a content analysis. In the end of the video, she shows the viewers an example of a content analysis.  
[https://www.youtube.com/watch?v=\\_rqGCAglzX4&ab\\_channel=ResearchTube](https://www.youtube.com/watch?v=_rqGCAglzX4&ab_channel=ResearchTube)

# References

## Video 1:

“What Is Content Analysis.” *Www.youtube.com*, [www.youtube.com/watch?v=6d8DB2\\_XSDY&pp=ygUY29udGVudCBhbmFseXNpcw%3D%3D](https://www.youtube.com/watch?v=6d8DB2_XSDY&pp=ygUY29udGVudCBhbmFseXNpcw%3D%3D). Accessed 18 Sept. 2023.

## Video 2:

“Qualitative Content Analysis 101: The What, Why & How (with Examples).” *Www.youtube.com*, [www.youtube.com/watch?v=i\\_5lsz9t8Hc&ab\\_channel=GradCoach](https://www.youtube.com/watch?v=i_5lsz9t8Hc&ab_channel=GradCoach). Accessed 18 Sept. 2023.

## Video 3:

“Learn How to Conduct Content Analysis: Research Method.” *Www.youtube.com*, [www.youtube.com/watch?v=\\_rqGCAglzX4&ab\\_channel=ResearchTube](https://www.youtube.com/watch?v=_rqGCAglzX4&ab_channel=ResearchTube). Accessed 18 Sept. 2023.

## Text 1:

Bengtsson, Mariette. “How to Plan and Perform a Qualitative Study Using Content Analysis.” *NursingPlus Open*, vol. 2, no. 2, 2016, pp. 8–14. *Sciencedirect*, <https://doi.org/10.1016/j.npls.2016.01.001>.

## Text 2:

Neuendorf, Kimberly A. “Content Analysis—a Methodological Primer for Gender Research.” *Sex Roles*, vol. 64, no. 3–4, 20 Nov. 2010, pp. 276–289, <https://doi.org/10.1007/s11199-010-9893-0>.