**Analysis 1 – Identifying Keywords**

1. **Before you begin:** Predict keywords that you think might appear in the corpus. Write them in the box below.
2. **Predict:** What might your predictions say about this sample?
3. **Observe and Analyze:** What keywords actually appeared in the corpus? How many times did they appear?

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| **Keyword** | **# of hits** |
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1. **Reflect:** What patterns are you noticing? How did your predictions differ from your observations?

**Analysis 2 – Concordance Analysis**

1. **Before you begin:** Predict the context for each of the keywords identified in analysis 1.

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| **Keyword** | **Predicted Context or Meaning?** |
| *Example: Win* | *Example: Win might occur in reference to social media contests.* |
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1. **Observe and Analyze:** Record the *actual* keyword and context.

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| **Keyword** | **Actual Context or Meaning?** |
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1. **Reflect:** What patterns are you noticing? How did your predictions differ from your observations?

**Analysis 3 – N-grams and Word Clusters**

1. **Before you begin:** Predict word clusters that you believe might appear.
2. **Observe and Synthesize:** Record actual word clusters.

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| **Word Clusters** | **# of hits** |
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1. **Reflect:** What patterns are you noticing? How did your predictions differ from your observations

**Putting it All Together**

Write down a preliminary finding based on the three analyses.

**Think critically: Consider any objections or limitations of these findings:**

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