**Content analysis:**

Content analysis (“CA”) is a text-based form of analysis, covering data ranging from newspapers to office memos, to poster advertisements. The technique involves researchers making inferences on social context based on text data (e.g. values, rules, norms, conflict, etc.). It can also incorporate semantic and syntactical analysis of text. It considers various qualities of text before quantitative analysis, offering researchers a middle ground between a statistically based approach and qualitative analysis.  
  
There are six types of content analysis research design:  
“purely descriptive study that counts the frequency of all the coded features of the text”  
“normative analyses that make comparisons with standards, for example of ‘objective’ or ‘unbiased’ reporting”  
“cross-sectional analyses…involve texts from different contexts, for example two newspapers covering a particular news story during one month”  
Longitudinal analyses, where “comparisons span the same context over a longer period”  
“Cultural indicators…consider several contexts over many years”  
“Parallel designs, involving longitudinal analyses in combination with other longitudinal data”  
  
Krippendorff identified four key research strategies around CA:  
Corpus construction to allow for identification of trends and patterns (iterative, ongoing process)  
Comparisons between different data points or media channels for discrepancies  
Supporting the construction of indices  
Facilitating the reconstruction of “maps of knowledge” since texts are representations of knowledge

**Mobile Diaries:**

Mobile Diaries are a hybrid method that incorporate many of the creative and playful aspects of probes and emphasize the daily reflection of visual diaries. A range of different analog and digital technologies are used that allow participants to share and reflect on various dimensions of their day-to-day life.

**Cross-Impact/Structural Analysis:**

A method that works systematically through the relations between a set of variables, rather than examining each one as if it is relatively independent of the others. Usually, expert judgement is used to examine the influence of each variable within a given system, in terms of the reciprocal influences of each variable on each other – thus a matrix is produced whose cells represent the effect of each variable on the others.

**POEMS (Device )**Kumar and Whitney, 2003

1. P - People
2. O - Objects
3. E - Environments
4. M - Messages
5. S - Services

**POSTA**Tracked as far as Pat Sachs (Social Solutions) and Gitte Jordan (Institute for Research on Learning)

1. P - Person
2. O - Objects
3. S - Situations
4. T - Time
5. A - Activity