TALLER 1

Consider the diversity of these quantitative content analyses:

Researchers examined 986 jokes told by three late-night television hosts (David Letterman, Jay Leno, and Conan O'Brien) to describe the type of humor, topic, "stance" (e.g., antiwar), tone, and other characteristics of jokes about the 2003–2007 U.S. war in Iraq (Haigh & Heresco, 2010).

Two traditionally marginalized groups—women and protestors—were the focus of a four-and-a-half decade (including before and after 1973's *Roe v. Wade* case legalizing abortion) content analysis of *New York Times* and *Washington Post* abortion protest coverage (Armstrong & Boyle, 2011). Despite the "uniqueness of the issue to women, (and) to the feminist movement" (p. 171), men appeared more often as sources.

Visitors to the political blogosphere may assume that its news content is qualitatively different from mainstream media that are often dismissed as partisan, pro-status quo, or slaves to advertisers. Leccese (2009) coded more than 2,000 links on six widely read political blogs, discovering that 15% looped readers back to another spot on the blog, 47% linked to mainstream media Web sites, and 23% linked to other bloggers. Only 15% linked to primary sources.

Lacy, Duffy, Riffe, Thorson, and Fleming (2010) compared daily newspapers' sites with citizen news and blog sites, concluding that citizen sites had less timely reporting, had fewer site features (e.g., interactive and upload features), and were more likely to take readers "off-site" than were dailies' sites.

To examine how one political "tradition"—"going negative" with advertising—has fared in Web-era politics, Druckman, Kifer, and Parkin (2010) content analyzed more than 700 congressional candidate Web sites from three election cycles (2001, 2004, and 2006), and compared candidates' Web site and television advertising negativity. Contrary to predictions (e.g., Wicks & Souley, 2003) that Web advertising would be *more* negative, Druckman et al. (2010) found 48% of candidates went negative on the Web, but 55% went negative in their television ads.

"Arab Spring" protests that peaked in 2011 pitted citizens against authoritarian regimes in Tunisia and Egypt. Using custom-written computational scripts to manage and organize more than 60,000 tweets, followed by human coding of a sample of tweets, Lewis, Zamith, and Hermida (2013) and Hermida, Lewis, and Zamith (in press) showed how NPR reporter Andy Carvin gave greater voice to non-elite sources by retweeting them, than he did to elite sources or other journalists. Such a "hybrid" approach, "to enhance, rather than supplant, the work of human coders," retained the "systematic rigor and contextual awareness" of traditional content analysis, while "maximizing the large-scale capacity of Big Data and the efficiencies of computational methods" (Lewis et al., 2013, p. 47).

Systematic content analysis showed that *Survivor,* a long-running "reality" television program, routinely offered viewers high doses of antisocial behavior, with indirect aggression (behind the victim's back) the most common (73% of antisocial behaviors), followed at 23% by verbal aggression and deceit at 3% (Wilson, Robinson, & Callister, 2012).

After Danish newspaper cartoons mocked Islamic prophet Muhammad, some countered that media portrayals of Christians were harsher than those of Muslims. Drawing a year's cartoons from databases, Kaylor (2012) recorded tone, topic, and identity or role of those attacked in a cartoon. While cartoons portraying Christianity negatively were more frequent, the *percentage* of negative cartoons about Muslims (85%) was larger than the percentage about Christianity that was negative (76%).

Coyne, Callister, Stockdale, Nelson, and Wells (2012) analyzed profanity in popular youth novels. The books—targeting children aged 9 and older—averaged 34.46 instances of profanity, though one logged 492 instances, with 60% of those being the infamous "seven dirty words" that cannot, by FCC rule, be used on broadcast television.

Ivory, Williams, Martins, and Consalvo (2009) looked for profanity within a sample of 150 top-selling video games (half were rated "E for Everyone" 5 years old or older). One in five games included profanity, the mean per game was 2.99 instances, profanity increased as game age rating increased, and 8.3% of games contained one of the seven FCC-banned words.

Ki and Hon (2006) explored Fortune 500 companies' Web communication strategies, coding company sites' ease of use, openness (availability of information ranging from press releases to annual reports), and public access (phone numbers, email addresses, etc.), as well site promotion of firms' corporate social responsibility (CSR) activities involving education, the community, and the environment. Few sites, they concluded, communicated effectively about CSR.

The past half-century has witnessed a continuing decline in number of daily newspapers (Lacy et al., 2012). Drawing a probability sample of U.S. central cities and suburbs, Lacy et al. analyzed local government news coverage in 162 dailies and 133 weeklies, concluding that dailies, "whatever their growing weaknesses and the competition facing them, continue to do the 'heavy lifting' when it comes to informing citizens about matters affecting them" (p. 35).

Although these studies differ in purpose, focus, techniques employed, and scientific rigor, they reflect the range of applications possible with *quantitative content analysis,* a research method defined briefly as *the systematic assignment of communication content to categories according to rules, and the analysis of relationships involving those categories using statistical methods.*

Usually, such content analysis involves drawing representative samples of content, training coders to use category rules developed to measure or reflect differences in content, and measuring the reliability (agreement or stability over time) of coders in applying the rules. The collected data are then usually analyzed to describe typical patterns or characteristics or to identify important relationships among the content qualities examined. If the categories and rules are sound and are reliably applied, the chances are that the study results will be valid (e.g., that the observed patterns are meaningful).

Referencia:
Daniel Riffe, Stephen Lacy, Frederick Fico - Analyzing Media Messages, Using Quantitative Content Analysis in Research, Routledge (2013)