Codebook for Content Analysis

Introduction

This codebook is designed for content analysis of job advertisements focusing on the identified constructs. The purpose is to systematically examine and code the presence of these constructs in the provided advertisements.

Constructs

Work Independently: This construct captures references to work independently as observed in job advertisements. Examples include relevant phrases or behaviors explicitly or implicitly mentioned.

Verbal Communication: This construct captures references to verbal communication as observed in job advertisements. Examples include relevant phrases or behaviors explicitly or implicitly mentioned.

Coding Units

The unit of analysis is individual job advertisements. Coders will evaluate sentences or sections within the ads that explicitly or implicitly reference the defined constructs.

Coding Categories

The coding categories are binary: each construct is coded as present (1) or absent (0) in the advertisement.

Coding Rules

1. Avoid overlap: If a text segment fits multiple constructs, code them separately under each respective construct.

2. Ensure consistency: All coders must adhere to the operational definitions provided to maintain reliability.

3. Code inclusively: If there is ambiguity, default to coding as present to ensure inclusivity.