

CHAPTER 9 - ANALYZING CONTENT

ANALYZING CONTENT

WHAT ARE SECONDARY DATA?

Surveys, official statistics, official records, historical documents



ANALYZING CONTENT

HISTORICAL EVENTS RESEARCH

Seek to develop general theoretical explanation of historical events and process instead of just detailed, “fact centered” descriptions of them.

Eric Rise’s study of the [Martinsville Seven](#), called *The Martinsville Seven: Race, Rape, and Capital Punishment* is an example of historical events research.

ANALYZING CONTENT

COMPARATIVE METHODS

Examining data through comparison of many geographical entities.

Two Types:

- Descriptive comparative research
- Analytic comparative research

ANALYZING CONTENT

COMPARATIVE METHODS

Case Study: Homicide Across Nations

Comparative Crime Data File (CCDF)

- 1984
- 110 nations
- 44 major international cities covering 1900 - 1970s

Archer & Gartner (1984)

- Examined if war increase the level of homicide within a nation once a war ends.
- Why would this occur? Any thoughts*
- Using CCDF, found that most nations experienced a *increase* in their rates of homicide following both small and large wars.

ANALYZING CONTENT

CONTENT ANALYSIS

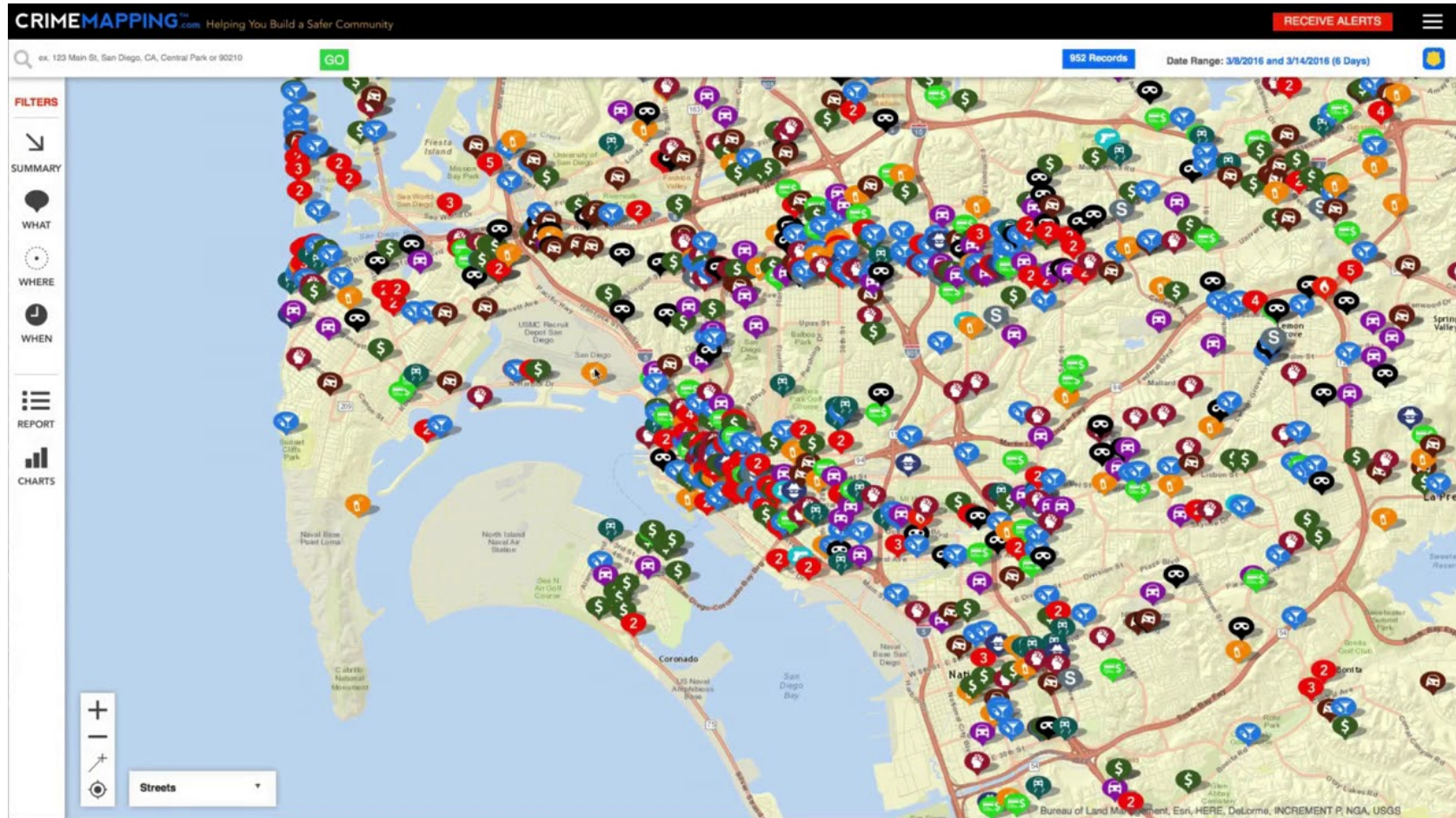
A research tool used to determine the presence of certain words, themes, or concepts within some given qualitative data (i.e. text).



(images: Paperpile)

ANALYZING CONTENT

CRIME MAPPING



ANALYZING CONTENT

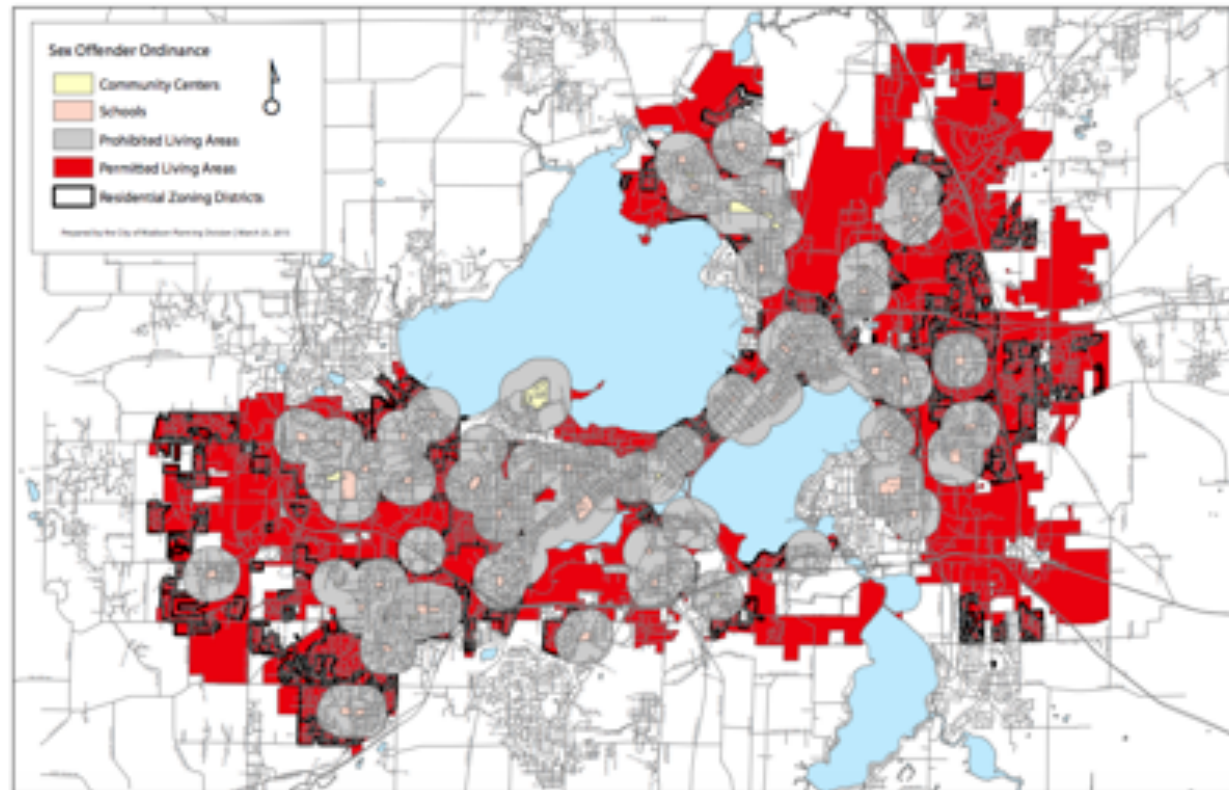
CRIME MAPPING

Lets check out Omaha PD's [crime mapping](#)

ANALYZING CONTENT

CRIME MAPPING

Case Study: Google Earth Track Sexual Offending Recidivism



METHODOLOGICAL ISSUES

In secondary data there are often methodological issues.

- Historical events and comparative research often have a small number of cases, spotty historical records, different cultures and linguistic contexts.
- Uncertainty about the methods used in data collection
- Missing data

MISSING DATA

This occurs when participants skip question within a survey.



(images: Ama Nyame-Mensah)

ETHICAL ISSUES

Be honest and responsible in working out arrangements for data access and protection.



(images: EOS.org)