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204 The CoNTeNT ANALySIS GUIDeBooK for traditional methods of analysis. In the realm of content analysis, big data often take the form of information produced by human behavior and collected and archived by the programs behind social media platforms, web sites, and mobile media applications (Lewis, Zamith, & hermidia, 2013). We

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The Content Analysis Guidebook. The coding comparison feature in NVivo 11 is designed to measure inter-coder agreement in qualitative data while accounting for agreement by chance. This analysis yielded a Cohen's kappa coefficient of 0.92, indicating substantial inter-coder agreement [17].

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