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In The Content Analysis Guidebook, author Kimberly A. Neuendorf provides an accessible core text for upper-level undergraduates and graduate students across the social sciences. Comprising step-by-step instructions and practical advice, this text unravels the complicated aspects of content analysis.

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Below is the author's definition of content analysis: "Content analysis is a summarizing, quantitative analysis of messages that relies on the scientific method (including attention to objectivity-inter subjectivity, a priori design, reliability, validity, generalizability, replicability, and hypothesis testing) and is not limited as to the types of variables that may be measured or the context in whith the messages are created or presented (Neuendorf, 2012, p. 10).

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The Content Analysis Guidebook by Kimberly A. Neuendorf Table of Contents (with hyperlinks) Acknowledgements List of Text Boxes List of Tables and Figures Foreword Chapter 1 Defining Content Analysis Isn't content analysis "easy"? Myth #1: Content analysis is easy Myth #2: The term "content analysis" applies to all examinations of message content

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The Content Analysis Guidebook defines Content Analysis as "the systematic, objective, quantitative analysis of message characteristics". This section of the website focuses on human coding, in which human coders use a codebook to guide the systematic examination of message content.

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The Content Analysis Guidebook

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The Content Analysis Guidebook: 9780761919773 ...
A colleague turned me on to content analysis. I investigated several "expert" texts by Krippendorf et al. and nearly lost my mind sorting through a maze of theory and babble. After an internet search I located Neuendorf's Content Analysis Guidebook. Simply put, this book was an answer to my prayers!

Content analysis is one of the most important but complex research methodologies in the social sciences. In this thoroughly updated Second Edition of The Content Analysis Guidebook, author Kimberly Neuendorf provides an accessible core text for upper-level undergraduates and graduate students across the social sciences. Comprising step-by-step instructions and practical advice, this text unravels the complicated aspects of content analysis.

The Second Edition of Content Analysis: An Introduction to Its Methodology is a definitive sourcebook of the history and core principles of content analysis as well as an essential resource for present and future studies. The book introduces readers to ways of analyzing meaningful matter such as texts, images, voices – that is, data whose physical manifestations are secondary to the meanings that a particular population of people brings to them. Organized into three parts, the book examines the conceptual and methodological aspects of content analysis and also traces several paths through content analysis protocols. The author has completely revised and updated the Second Edition, integrating new information on computer-aided text analysis. The book also includes a practical guide that incorporates experiences in teaching and how to advise academic and commercial researchers. In addition, Krippendorff clarifies the epistemology and logic of content analysis as well as the methods for achieving its aims. Intended as a textbook for advanced undergraduate and graduate students across the social sciences, Content Analysis, Second Edition will also be a valuable resource for practitioners in a variety of disciplines.

Qualitative content analysis is a powerful method for analyzing large amounts of qualitative data collected through interviews or focus groups. It is frequently employed by students, but introductory textbooks on content analysis have largely focused on the quantitative version of the method. In one of

the first to focus on qualitative content analysis, Margrit Schreier takes students step-by step through: - creating a coding frame - segmenting the material - trying out the coding frame - evaluating the trial coding - carrying out the main coding - what comes after qualitative content analysis - making use of software when conducting qualitative content analysis. Each part of the process is described in detail and research examples are provided to illustrate each step. Frequently asked questions are answered, the most important points are summarized, and end of chapter questions provide an opportunity to revise these points. After reading the book, students are fully equiped to conduct their own qualitative content analysis. Designed for upper level undergraduate, MA, PhD students and researchers across the social sciences, this is essential reading for all those who want to use qualitative content analysis.

This second edition has been completely updated to include new studies, new computer applications and an additional chapter on problems and issues that can arise when carrying out content analysis in four major categories: measurement, indication, representation and interpretation.

This is the first comprehensive guide to the range of research methods available to applied psychologists. Ideally suited to students and researchers alike, and covering both quantitative and qualitative techniques, the book takes readers on a journey from research design to final reporting. The book is divided into four sections, with chapters written by leading international researchers working in a range of applied settings: Getting Started Data Collection Data Analysis Research Dissemination With coverage of sampling and ethical issues, and chapters on everything from experimental and quasi-experimental designs to longitudinal data collection and focus groups, the book provides a concise overview not only of the options available for applied research, but also of how to make sense of the data produced. It includes chapters on organizational interventions and the use of digital technologies, and concludes with chapters on how to publish your research, whether it's a thesis, journal article or organisational report. This is a must-have book for anyone conducting psychological research in an applied setting.

In 1940, Japan was into its third year of war with China, and relations with the United States were deteriorating, but it was a heady time for the Japanese nonetheless. That year, the Japanese commemorated the 2,600th anniversary of the founding of the Empire of Japan. According to the imperial myth-history, Emperor Jimmu, descended from the Sun Goddess Amaterasu, established the "unbroken imperial line" in 660 BCE. In carefully choreographed ceremonies throughout the empire, through new public monuments, with visual culture, and through heritage tourism, the Japanese celebrated the extension of imperial rule under the 124th emperor, Hirohito. These celebrations, the climactic moment for the ideology that was central to modern Japan's identity until the imperial cult's legitimacy was bruised by defeat in 1945, are little known outside Japan. Imperial Japan at Its Zenith, the first book in English about the 2,600th anniversary, examines the themes of the celebration and what they tell us about Japan at mid-century. Kenneth J. Ruoff emphasizes that wartime Japan did not reject modernity in favor of nativist traditionalism. Instead, like Nazi Germany and Fascist Italy, it embraced reactionary modernism. Ruoff also highlights the role played by the Japanese people in endorsing and promoting imperial ideology and expansion, documenting the significant grassroots support for the cult of the emperor and for militarism. Ruoff uses the anniversary celebrations to examine Japan's invention of a national history; the complex relationship between the homeland and the colonies; the significance of Imperial Japan's challenge to Euro-American claims of racial and cultural superiority; the role of heritage tourism in inspiring national pride; Japan's wartime fascist modernity; and, with a chapter about overseas Japanese, the boundaries of the Japanese nation. Packed with intriguing anecdotes, incisive analysis, and revelatory illustrations, Imperial Japan at Its Zenith is a

major contribution to our understanding of wartime Japan.

Presenting a collection of studies that exemplify what content analysts do and how they solve problems in applying this methodology, this book offers readers additional insights into designing and conducting their own research. It enables readers to learn the process of conducting content analysis research whether used as a companion to Krippendorff's Content Analysis text, as a supplemental text for content analysis courses, or as an introduction to content analysis by examples.

"Provocative ... A fascinating analysis." —Dwight Garner, The New York Times The first full-length study of the North Korean worldview to draw on extensive research into the regime's domestic propaganda, including films, romance novels and other artifacts of the Kim dynasty personality cult … What do the North Koreans really believe? How do they see themselves and the world around them? From Kim Il-sung to Kim Jong-il to current leader Kim Jong-un, it's been hard to define a consistent ideology amongst North Korea's Supreme Leaders. But you can reach a more profound understanding of North Korea through its propaganda, says renown North Korea analyst, and Atlantic contributing editor B.R. Myers. Myers analyzes each of the country's official myths in turn, from the notion of Koreans' unique moral purity, to the myth of an America quaking in terror of "the Iron General." In a concise but groundbreaking historical section, Myers also traces the origins of this official culture back to the Japanese fascist thought in which North Korea's first ideologues were schooled. What emerges is a regime completely unlike the West's perception of it. This is neither a bastion of Stalinism nor a Confucian patriarchy, but a paranoid, nationalist, "military-first" state on the far right of the ideological spectrum. Since support for the North Koriean regime now derives almost exclusively from pride in North Korean military might, Myers argues that Pyongyang can neither be cajoled nor bullied into giving up its nuclear program. The implications for Western foreign policty — which has hiterhto treated North Korea as the last outpost of the Cold War — are as obvious as they are troubling.

This book provides step-by-step instructions on how to analyze text generated from in-depth interviews and focus groups, relating predominantly to applied qualitative studies. The book covers all aspects of the qualitative data analysis process, employing a phenomenological approach which has a primary aim of describing the experiences and perceptions of research participants. Similar to Grounded Theory, the authors' approach is inductive, content-driven, and searches for themes within textual data.