CONTENT ANALYSIS
COM 7933 I CRN: 81824

This course examines techniques for the systematic analysis of texts, with particular emphasis placed on social scientific approaches. News media stories, organizational materials, health and political advertisements, digital marketing, speeches, and other texts serve as important sites for analysis in this course. The course proceeds through topics including theorization and development of content codes, reliability mechanics and application, analysis techniques for coding and modeling data, and computer-assisted techniques (big data-type strategies). As the course covers major topics, students simultaneously apply class techniques in groups of 2 on a tailored content analysis research project. Each project will proceed from start (idea/proposal) to theorization (code review and development) to analysis (reliability/coding/modeling) to final product.

FALL 2020

Tuesday 2:00 PM – 4:45 PM
CIS 3057

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