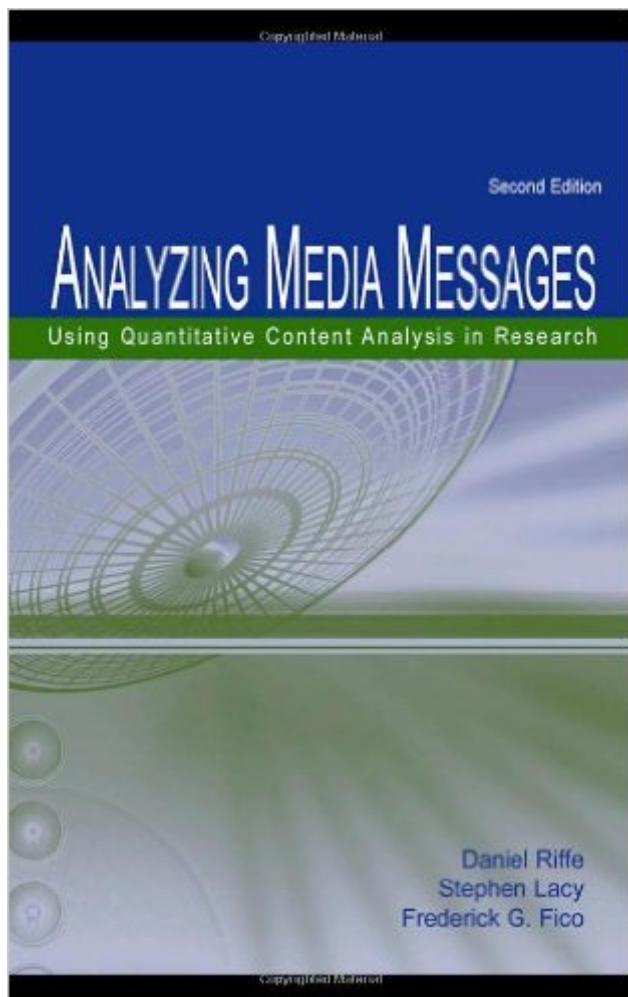


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# Analyzing Media Messages: Using Quantitative Content Analysis In Research (Lea Communication Series)



## **Synopsis**

Analyzing Media Messages provides a comprehensive and comprehensible guide to conducting content analysis research. It establishes a formal definition of quantitative content analysis; gives step-by-step instruction on designing a content analysis study; and explores in depth research questions that recur in content analysis, in such areas as measurement, sampling, reliability, data analysis, validity, and technology. This Second Edition maintains the concise, accessible approach of the first edition while offering an updated discussion and new examples. The goal of this resource is to make content analysis understandable, and to produce a useful guide for novice and experienced researchers alike. Accompanied by detailed, practical examples of current and classic applications, this volume is appropriate for use as a primary text for content analysis coursework, or as a supplemental text in research methods courses. It is also an indispensable reference for researchers in mass communication fields, political science, and other social and behavioral sciences.

## **Book Information**

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## **Customer Reviews**

This is a nice introductory book for quantitative content analysis. It points out the common problem of many current content analysis studies being very descriptive (53% no hypothesis, 72% no research questions, quoting from the books) and without putting enough attentions to (both external and internal) reliability and validity. However, readers should be cautious about the fact that

descriptive studies are not bad by nature, it very much depends on whether your research is exploratory or confirmatory. From my experience, exploratory studies can not be as structured as we would like it to be but that's a long story and involves too many epistemological issues. The main purpose of context analysis is to draw "inferences about its meaning and infer from the communication to its context, both of production and consumption." Basically, if you are going to employ quantitative content analysis as your research method, you should follow the following steps (summarised from the book).

1. Be familiar with the current literature on your research topic.
2. Formulate hypotheses or research questions based on some theoretical underpinnings.
3. Select your sources (newspapers, etc.) and sample sizes (based on reliability issues).
4. Preparation of the analysis protocol (including background information of the study, coding procedures, and coding sheet), so that other people can follow your footsteps or critique your study.
5. Data analysis, using statistical techniques (frequency, mean, correlation, regression, etc.) to make inferences.

Being an introductory text, it serves its purposes. However, I think the authors could be more concise and reduced the pages by around 100.

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