

Qualitative and Quantitative Content Analysis in the Social Sciences

Graduate School in East Asia Studies, SS 2014

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Sessions 1 & 2: May 19, 10 am – 2 pm

Sessions 3 & 4: July 24, 10 am – 5 pm

Sessions 5 & 6: July 24, 10 am – 5 pm

GEAS Seminar Room, Hittorfstr. 18, 14195 Berlin

A. Course Outline

Text is the most prevalent and easy-to-access type of information about various social phenomena in time and space. Texts as diverse as speeches, diaries, news reports, letters, or blogs bear witness of the priorities, positions, demands, or even values and norms of social actors. However, texts often come in comparatively unstructured form and require different levels of interpretation in order to extract the systematic information that social scientists require.

The course provides PhD students with a broad overview of content analysis methods in the social sciences. We discuss basic issues in designing a content analysis project and then briefly introduce the different approaches and methods that have been developed and used so far. The aim is to provide students with a broad overview of the various methodological aspects of content analysis and a range of different forms, ranging from very qualitative to very quantitative. It enables informed decisions on whether and how content analysis methodology is suitable for answering students' respective research questions. Given our own expertise, most examples will come from political science but we are of course open to take up suggestions from other disciplines as well.

Assignments: We expect a thorough study of the provided *literature* before the seminar, an active *participation* during the seminar and one *presentation* per student. The presentation is either based on one text marked with a (P) below or – if applicable – the discussion of a student's own content analysis research design.

B. Course contents and literature

(O): obligatory literature, (P): optional literature available for student presentations

1 Content analysis: History, scope and workflow

- (O) Krippendorff, Klaus (2004) *Content Analysis: An Introduction to Its Methodology*. London: Sage Publications, Inc.: Chapters 1-3
- (O) Macdonald, Keith (2001) 'Using Documents', in: Gilbert, Nigel (ed.) *Researching Social Life*. 2nd ed: SAGE Publications Ltd.: pp. 194-210
- (O) Bevir, Mark and Rhodes, R.A.W. (2002) 'Interpretive Theory', in: Marsh, David and Stoker, Gerry (eds.) *Theory and Methods in Political Science*. 2nd Edition, Basingstoke: Palgrave MacMillan: pp. 131-152
- (P) Neuendorf, Kimberly (2001) *The Content Analysis Guidebook*. SAGE Publications, Inc.: Chapters 1-2

2. Methodological challenges: Text choice, sampling, reliability and validity

- (O) Krippendorff, Klaus (2004) *Content Analysis: An Introduction to Its Methodology*. London: Sage Publications, Inc.: Chapters 5, 6, 11 & 13
- (P) Neuendorf, Kimberly (2001): Chapters 4, 6, 7

3. Critical discourse analysis: Texts as social practice

- (O) Wodak, R. (2001) What CDA is about - a summary of its history, important concepts and its developments. IN Wodak, R. & Meyer, M. (Eds.) *Methods of Critical Discourse Analysis*. London, Sage.
- (O) Fairclough, N. (2001) Critical Discourse Analysis as a Method in Social Scientific Research. IN Wodak, R. & Meyer, M. (Eds.) *Methods in Critical Discourse Analysis*. London, Sage.
- (O) Van Dijk, T. A. (2001) Multidisciplinary CDA: a Plea for Diversity. IN Wodak, R. & Meyer, M. (Eds.) *Methods in Critical Discourse Analysis*. London, Sage.
- (P) Wu, S. (2013) Assessing the Potential of Channel NewsAsia as the Next 'Al Jazeera': A Comparative Discourse Analysis of Channel NewsAsia and the BBC. *Global Media and Communication*, 9, 83-99.

4. Qualitative Content Analysis

- (O) Mayring, P. (2000) Qualitative Content Analysis. Forum: Qualitative Social Research. (<http://www.qualitative-research.net/index.php/fqs/article/view/1089/2385>)
- (O) Entman, R. M. (1993) Framing: Toward Clarification of a Fractured Paradigm. Journal of Communication, 43, 51-58.
- (O) Gamson, W. A. & Modigliani, A. (1989) Media Discourse and Public Opinion on Nuclear Power: A Constructionist Approach. American Journal of Sociology, 95, 1-37.
- (P) Surel, Y. (2000) The Role of Cognitive and Normative Frames in Policy-Making. Journal of European Public Policy, 7, 495-512.

5. Quantitative Content Analysis

- (O) De Wilde, Pieter (2013) 'Representative claims analysis: theory meets method', Journal of European Public Policy: 278-294.
- (P) De Wilde, P., Michailidou, A. & Trenz, H.-J. (2014) Converging on Euroscepticism: Online Polity Contestation During European Parliament Elections. European Journal of Political Research, Online First.
- (O) Koopmans, R. & Statham, P. (1999) Political Claims Analysis: Integrating Protest Event and Political Discourse Approaches. Mobilization: An International Quarterly, 4, 203-221.
- (P) Kriesi, H., Grande, E., Lachat, R., Dolezal, M., Bornschier, S. & Frey, T. (2006) Globalization and the Transformation of the National Political Space: Six European Countries Compared. European Journal of Political Research, 45, 921-956.

6. Automated analyses of large text corpora: Promises and Pitfalls

- (O) Grimmer, Justin, and Brandon Stewart (2013) 'Text as Data: The Promise and Pitfalls of Automatic Content Analysis Methods for Political Texts', *Political Analysis* 21(3): 267-297.
- (O) Blei, David (2012) 'Probabilistic topic models', *Commun. ACM* 55(4): 77-84.
- (P) Laver, Michael, Kenneth Benoit, and John Garry (2003) 'Extracting Policy Positions from Political Texts Using Words as Data', *American Political Science Review* 97(2): 311-331.

- (P) Young, Lori, and Stuart Soroka (2012) 'Affective News: The Automated Coding of Sentiment in Political Texts', *Political Communication* 29(2): 205-231.
- (P) King, Gary, Jennifer Pan, and Margaret Roberts (2013) 'How Censorship in China Allows Government Criticism but Silences Collective Expression', *American Political Science Review* 107: 326-343.