



# A practical introduction into quantitative Content Analysis

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## What is quantitative Content Analysis?

- **A highly selective and structured method, which is based on the principles of social science of „measuring and counting“. It can be seen as an interview of media content**
- **The rules of analysis are – similar to the standardized interview – fixed, to ensure a high degree of reproducibility.**
- **One objective of the content analysis is to examine large amounts of media content with statistic methods.**
- **The content analysis reduces the complexity of media coverage as it brings out the central patterns of the coverage.**

**Content analysis is a quantitative research instrument for a systematical and intersubjective description of communication content starting from a research question.**



# The research process

At the beginning of the process there is a ..	Research question
A method is developed which allows us to answer the research question. This is called ...	↓ Conceptualization & Operationalization
After having developed an Instrument, we have to organize the process of the research project. We have to get the material, we have to find personnel. So we are in the ...	↓ Planning phase
Before we start, we have to establish and assess the quality of our instrument and of our personnel (coders).	↓ Training- and Testing phase
If the quality and reliability of our instrument and of our coders proofs to be satisfying, we may start the ....	↓ Coding
If the maetrial is coded, the data feed, we may proceed with the (statistical) analysis and interpretation of the data. Thus we are in the ...	↓ Reporting phase



## Requirements of the research instrument

- **Reliability**  
Every research should come to the same result when applying the instrument on the same material
  - **Validity**  
The instrument must measure what it is supposed to measure.
- ➔ Therefore the systematic and verifiable rules have to be fixed in a *Codebook*.



# Content Analysis

- **The Sample**
  - **Which types of media?**
  - **Which period?**
  - **What content?**
  - **Which characteristics?**
- **Elements of the research instrument**
  - **Sampling units, coding unit, units of analysis**
  - **Variables**

**The coding unit is the unit of the media content on which our “measurements” are based. The categories describe the properties of the media content which is relevant to our research question,**



## Types of data

- **Dichotomy**

yes/no decisions (binary variables)

- **Nominal (categorical)**

A nominal scale, as the name implies, is simply some placing of data into categories, without any order or structure.

- **Ordinal**

There is no objective distance between any two points on your subjective scale. Simplest form is a ranking.

- **Intervall**

An interval scale is assumed to have equidistant points between each of the scale elements. This means that we can interpret differences in the distance along the scale. We contrast this to an ordinal scale where we can only talk about differences in order, not differences in the degree of order.

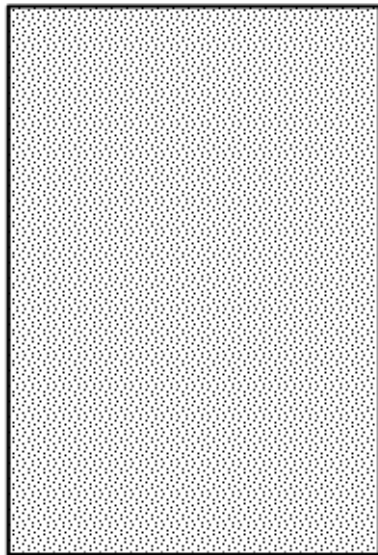
- **Ratio**

This scale has natural point of zero. Like distance.

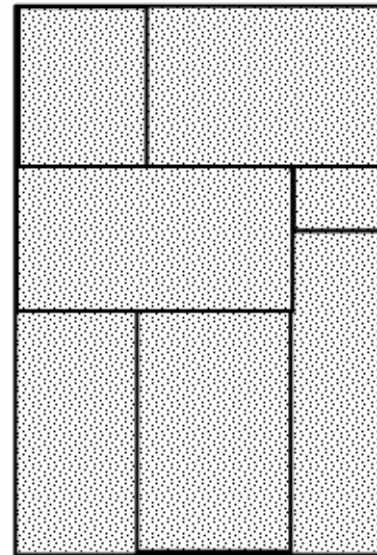


# Coding of newspaper content

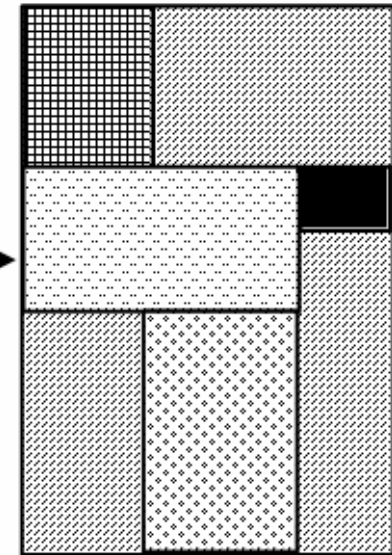
Newspaper Issue



Articles



Categories



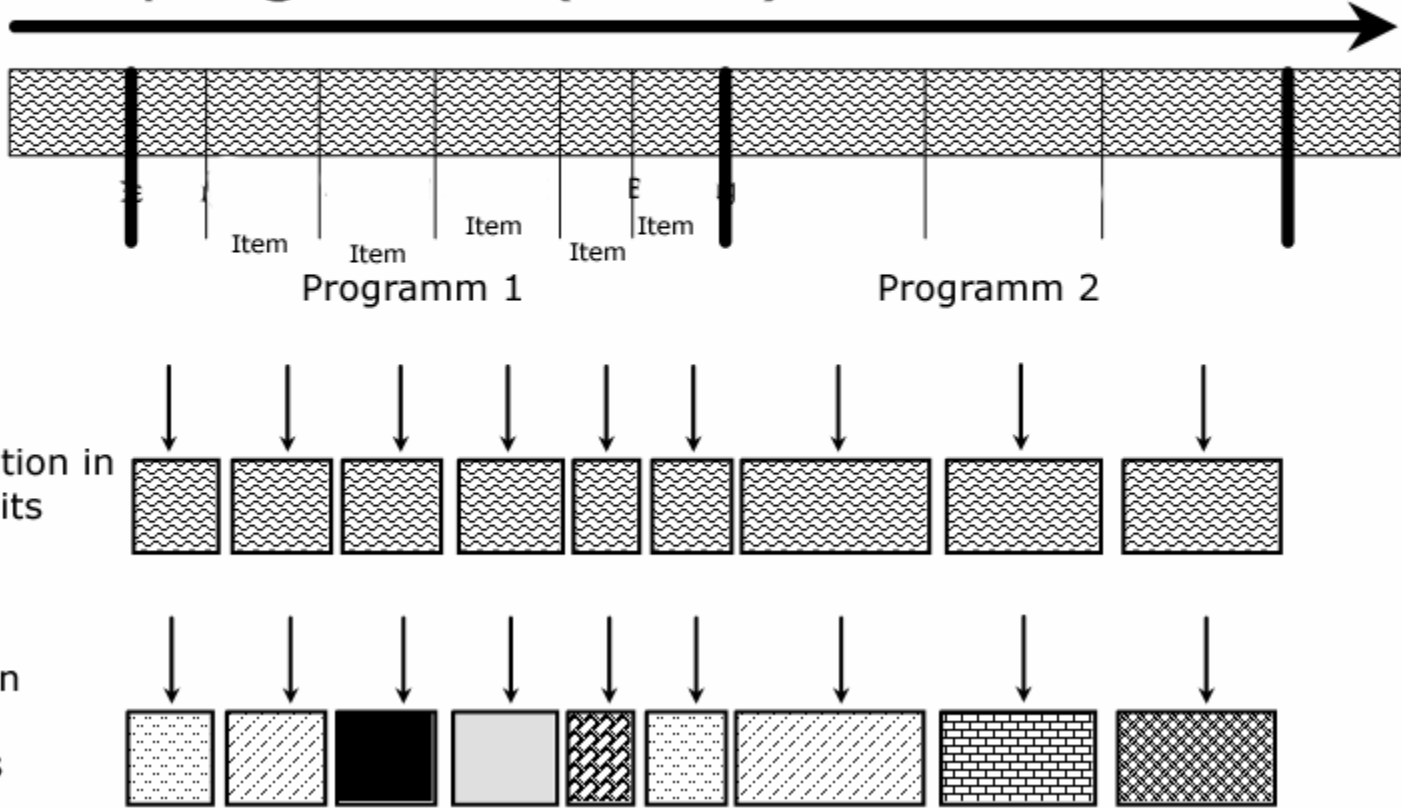
Segmentation of the newspaper in coding units

Description of the coding unit through variables



# Coding of TV-Content

## Content Analysis of TV programmms TV programm (news)





Microsoft Access - [Beitrag]

File Edit View Insert Format Database Extras Window ?

Überschrift  
Von Glaube und Glaubwürdigkeit  
Nun machen auch die US-Demokraten Wahlkampf mit Gottes Hilfe, doch das wirkt aufgesetzt

CODE	MEDIUM	DATUM	LNR_B	SEITE	RESSORT	LAENGE	VISGRA_B	STIL_B
1	2	901	1	4	1	562	0	3

THEMA01	THEMA02	THEMA03
607	102	108

WAHLKAMPF	WKZENTRAL	WKTENOR	WKSIEG	BRDZENTRAL	USTENOR
<input type="checkbox"/>	0	0	0	0	0

\$AUTOR  
Klaus Brill

BUSH	BZENTRAL	BAKTIV	BTHEMA	BTENOR	CHENE	CZENTRAL	CTENOR
<input checked="" type="checkbox"/>	1	3	607	2	<input type="checkbox"/>	0	0

GORE	GZENTRAL	GAKTIV	GTHEMA	GTENOR	LIEBER	LZENTRAL	LTENOR
<input checked="" type="checkbox"/>	1	3	607	2	<input checked="" type="checkbox"/>	4	4

NADER	NZENTRAL	NTENOR
<input type="checkbox"/>	0	0

BUCHAN	BCZENTRAL	BCTENOR	URT_FILT
<input type="checkbox"/>	0	0	<input checked="" type="checkbox"/>

URT_LFD	URT_OBJ	\$U_TEXT	U_KLASS	\$U_QUELL
1	1	Allerdings geschieht dies in der laufenden Kampagne mit einer Häufigkeit, die den Verdacht nährt, dass manche Politiker ihre religiösen Überzeugungen wohlfeil in politisches	1	Autor
2	2	Bald danach bekannte sich AlGore als ein wiedergeborener Christ, der sich als Präsident vor schwierigen Entscheidungen im Weißen Haus das fragen würde, was in den USA unter dem Kürzel	1	Autor
3	2	Es setzt den bisherigen Vize-Präsidenten Al Gore weiter ab von Bill Clinton, dem Sünder im Weißen Haus. Und es zielt offenkundig auf die Wechselwähler der Mitte, die Gore & Lieberman	1	Autor
*	0		0	

Datensatz: 1 von 3

Datensatz: 3 von 72

Formularansicht



- Schulz, Winfried, Helmut Scherer, Lutz Hagen, Irena Reifová & Jakub Končelík (2004) *Analýza obsahu mediálních sdělení*. Praha: Nakladatelství Karolinum.
- Früh, Werner (1998) *Inhaltsanalyse. Theorie und Praxis*. Konstanz: UVK-Medien.
- Neuendorf, Kimberly A. (2002). *The Content Analysis Guidebook*. Thousand Oaks, London, New Dehli: Sage Publications.
- Wirth, Werner & Lauf, Edmund (2001) *Inhaltsanalyse Perspektiven, Probleme, Potentiale*. Köln: van Halem.