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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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Title: The content analysis guidebook / Kimberly A. Neuendorf, Cleveland State University, USA. Description: Los Angeles : SAGE, [2017] | Earlier edition: 2002. | Second edition bibliographical references and index. Identifiers: LCCN 2015044657 | ISBN 9781412979474 (pbk. : alk. paper) Subjects: LCSH: Sociology—Research—Methodology. | Content analysis

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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!

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