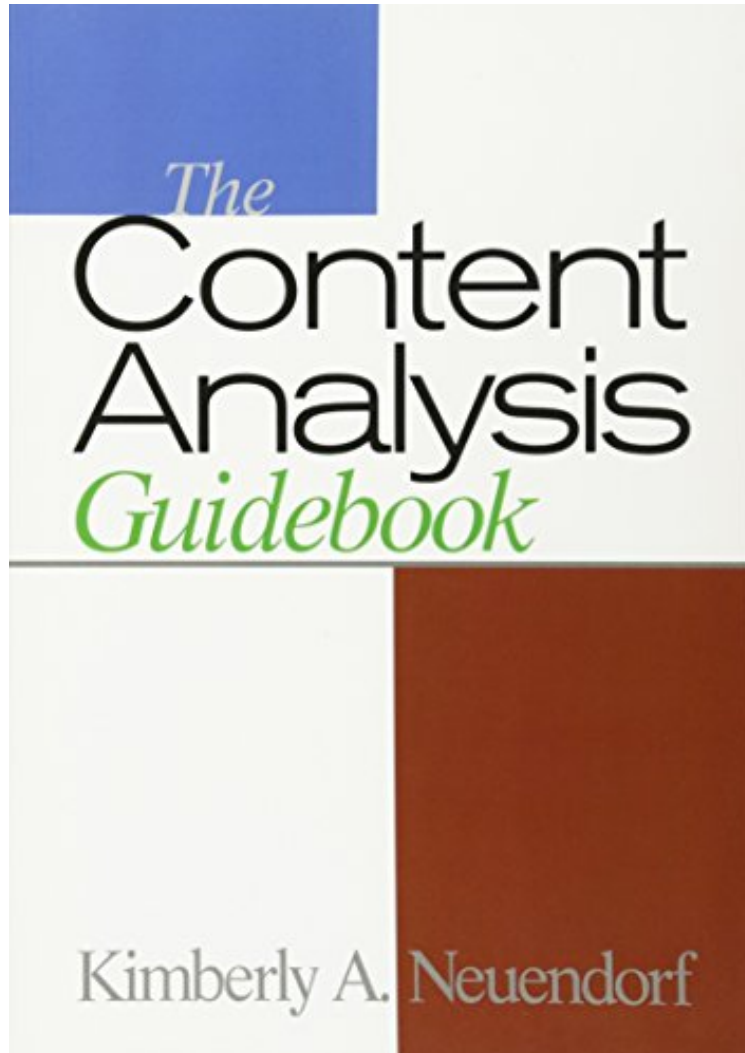


The Content Analysis Guidebook

Kimberly A. Neuendorf

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Kimberly A. Neuendorf : The Content Analysis Guidebook before purchasing it in order to gage whether or not it would be worth my time, and all praised The Content Analysis Guidebook:

2 of 2 people found the following review helpful. Neuendorf is definitely of the positivist paradigm when it comes ...By KotasahnNeuendorf is definitely of the positivist paradigm when it comes to content analysis. For those who are interested in the quantitative aspect of content analysis, this book will do the trick to give you the ins and outs. For others who are looking for a qualitative aspect, it is not mentioned in this book whatsoever. Below is the author's definition of content analysis:"Content analysis is a summarizing, quantitative analysis of messages that relies on the scientific method (including attention to objectivity-inter subjectivity, a priori design, reliability, validity, generalizability, replicability, and hypothesis testing) and is not limited as to the types of variables that may be

measured or the context in which the messages are created or presented (Neuendorf, 2012, p. 10). Nothing is wrong with her definition, but for someone who is writing a dissertation with a more qualitative-oriented content analysis component in the field of education- this book does not help me out at all! 0 of 0 people found the following review helpful. Worthy of Consideration By Sharon Neuendorf provides the content analysis researcher with excellent guidelines in this process. While she makes no hard and fast rules about the method, her suggestions will facilitate a substantive investigation. The text is laid out in a methodical way, making use of the book easier and the development of the research process clearer to the investigator or reader. This said, the focus on technology was too much for the novice investigator. It would have been a richer resource had the author focused on describing this method in more detail rather than on computer options and implementation. 0 of 0 people found the following review helpful. Three Stars By Customer The book is suitable for first year MA students. It is OK,, but not really in-depth.

Content analysis is one of the most important but complex research methodologies in the social sciences. In *The Content Analysis Guidebook* author Kimberly Neuendorf provides an accessible core text for upper-level undergraduates and graduate students across the social sciences. Comprising step-by-step instructions and practical advice, this text unravels the complicated aspects of content analysis. *The Content Analysis Guidebook* provides readers: Numerous examples from across the social sciences Sidebars that describe innovative and wide-ranging content analysis projects, from both academia and commercial research Pedagogical tools in an easy to understand format

"This is a sorely-needed book that gives an understandable introduction to one of the most important methods of communication research to students and scholars alike." (Marshall Scott Poole) "Neuendorf's writing is both appropriate and accessible, a rare accomplishment in a book on research methods. Neuendorf provides a sophisticated yet readily comprehensible treatment of content analysis." (William Evans) Skimming through the book left me with a sense of optimism, as the value of computer assistance and of electronic archives is mentioned in various parts of the book. (Communications: The European Journal of Communication Research 2003-09-15) About the Author Kimberly A. Neuendorf holds a Ph.D. from Michigan State University, which has one of the country's top ten doctoral programs in communication. She has taught research methods and media criticism, among other courses, at Cleveland State for over a decade and has published her own research, in which she used content analysis, in numerous journal articles.