

Second Edition

Content Analysis

An Introduction to Its Methodology

Klaus Krippendorff

Contents

Preface to the Second Edition	xiii
Acknowledgments	xv
Introduction	xvii
Part I. Conceptualizing Content Analysis	
1. History	3
1.1 Some Precursors	3
1.2 Quantitative Newspaper Analysis	5
1.3 Early Content Analysis	6
1.4 Propaganda Analysis	8
1.5 Content Analysis Generalized	11
1.6 Computer Text Analysis	12
1.7 Qualitative Approaches	15
2. Conceptual Foundation	18
2.1 Definition	18
2.2 Epistemological Elaborations	21
2.3 Examples	26
2.4 Framework	29
2.4.1 Texts	30
2.4.2 Research Questions	31
2.4.3 Context	33
2.4.4 Analytical Constructs	34
2.4.5 Inferences	36
2.4.6 Validating Evidence	39
2.5 Contrasts and Comparisons	40

3. Uses and Inferences	44
Traditional Overviews	44
Extrapolations	47
3.2.1 Trends	49
3.2.2 Patterns	50
3.2.3 Differences	51
Standards	54
3.3.1 Identifications	54
3.3.2 Evaluations	55
3.3.3 Judgments	57
Indices and Symptoms	58
Linguistic Re-Presentations	62
Conversations	66
Institutional Processes	68
Areas of Likely Success	74

Part II. Components of Content Analysis

4. The Logic of Content Analysis Designs	81
Content Analysis Designs	81
4.1.1 Components	83
4.1.2 Quantitative and Qualitative Content Analysis	87
Designs Preparatory to Content Analysis	89
4.2.1 Operationalizing Knowledge	90
4.2.2 Testing Analytical Constructs as Hypotheses	91
4.2.3 Developing a Discriminant Function	91
Designs Exceeding Content Analysis	93
4.3.1 Comparing Similar Phenomena Inferred From Different Bodies of Texts	93
4.3.2 Testing Relationships Among Phenomena Inferred From One Body of Texts	94
4.3.3 Testing Hypotheses Concerning How Content Analysis Results Relate to Other Variables	95

5. Unitizing	97
5.1 Units	97
5.2 Types of Units	98
5.2.1 Sampling Units	98
5.2.2 Recording/Coding Units	99
5.2.3 Context Units	101
5.3 Ways of Defining Units	103
5.3.1 Physical Distinctions	103
5.3.2 Syntactical Distinctions	104
5.3.3 Categorial Distinctions	105
5.3.4 Propositional Distinctions	106
5.3.5 Thematic Distinctions	107
5.4 Productivity, Efficiency, and Reliability	109
6. Sampling	111
6.1 Sampling in Theory	111
6.2 Sampling Techniques Applicable to Texts	113
6.2.1 Random Sampling	114
6.2.2 Systematic Sampling	115
6.2.3 Stratified Sampling	115
6.2.4 Varying Probability Sampling	116
6.2.5 Cluster Sampling	116
6.2.6 Snowball Sampling	117
6.2.7 Relevance Sampling	118
6.2.8 Census	120
6.2.9 Convenience Sampling	120
6.3 Sample Size	121
6.3.1 Statistical Sampling Theory	121
6.3.2 Sampling Experiments	122
6.3.3 The Split-Half Technique	124
7. Recording/Coding	125
7.1 The Function of Recording and Coding	125

7.2	Coder Qualifications	127
7.2.1	Cognitive Abilities	127
7.2.2	Background	128
7.2.3	Frequency	128
7.3	Coder Training	129
7.4	Approaches to Defining the Semantics of Data	132
7.4.1	Verbal Designations	132
7.4.2	Extensional Lists	133
7.4.3	Decision Schemes	135
7.4.4	Magnitudes and Scales	136
7.4.5	Simulation of Hypothesis Testing	137
7.4.6	Simulation of Interviewing	139
7.4.7	Constructs for Closure	141
7.5	Records	143
7.5.1	Administrative Information	144
7.5.2	Information on the Organization of Records	145
7.5.3	Substantive Information About the Phenomena of Interest	146
8.	Data Languages	150
8.1	The Place of Data Languages in Analysis	150
8.2	Definitions	153
8.3	Variables	155
8.4	Nominal Variables	161
8.5	Orderings	161
8.5.1	Chains	162
8.5.2	Recursions	163
8.5.3	Cubes	163
8.5.4	Trees	164
8.6	Metrics	165
8.6.1	Ordinal Metrics	166
8.6.2	Interval Metrics	168
8.6.3	Ratio Metrics	169
8.7	Mathematical Operations	169

9. Analytical Constructs	171
9.1 The Role of Analytical Constructs	171
9.2 Sources of Certainty	173
9.2.1 Previous Successes and Failures	173
9.2.2 Expert Knowledge and Experience	175
9.2.3 Established Theories	176
9.2.4 Embodied Practices	179
9.3 Types of Constructs	179
9.3.1 Extrapolations	180
9.3.2 Applications of Standards	180
9.3.3 Indices and Symptoms	180
9.3.4 Re-Presentations	182
9.3.5 Conversations/Interactions	183
9.3.6 Institutional Processes	183
9.4 Sources of Uncertainty	185
9.4.1 Variance of the Target	185
9.4.2 Confidence Levels	186
9.4.3 Appropriateness of the Construct	186

Part III. Analytical Paths and Evaluative Techniques

10. Analytical/Representational Techniques	191
10.1 Tabulations	192
10.2 Cross-Tabulations, Associations, and Correlations	194
10.3 Multivariate Techniques	197
10.4 Factor Analysis and Multidimensional Scaling	200
10.5 Images, Portrayals, Semantic Nodes, and Profiles	202
10.6 Contingencies and Contingency Analysis	205
10.7 Clustering	208
11. Reliability	211
11.1 Why Reliability?	211
11.2 Reliability Designs	214

11.2.1	Types of Reliability	214
11.2.2	Conditions for Generating Reliability Data	216
11.2.3	Reliability Data	219
11.3	α-Agreement for Coding	221
11.3.1	Two Observers, Binary Data	223
11.3.2	Two Observers, Many Nominal Categories	227
11.3.3	Many Observers, Many Nominal Categories, Missing Values	230
11.3.4	Data With Different Metrics	232
11.4	Statistical Properties of α	236
11.4.1	Insufficient Variation	236
11.4.2	Statistical Significance	237
11.4.3	Sampling Considerations	238
11.4.4	Standards for Data Reliability	241
11.5	Other Coefficients and Correspondences	244
11.6	α-Agreement for Unitizing	251
12.	Computer Aids	257
12.1	What Computers Do	257
12.2	How Computers Can Aid Content Analyses	258
12.3	Accounts of Character Strings	262
12.4	Text Searches	272
12.5	Computational Content Analyses	281
12.5.1	Coding/Dictionary Approaches	283
12.5.2	Statistical Association Approaches	289
12.5.3	Semantic Network Approaches	292
12.5.4	Memetic Approaches	298
12.6	Interactive-Hermeneutic Explorations	303
12.7	Frontiers	307
12.7.1	Intelligent Browsers	307
12.7.2	Common Platforms	308
12.7.3	Computational Theories of Meaning	309

12.7.4	Utilization of Intertextualities	309
12.7.5	Natural Interfaces	310
13.	Validity	313
13.1	Validity Defined	313
13.2	A Typology for Validating Evidence	318
13.2.1	Sampling Validity	321
13.2.2	Semantic Validity	323
13.2.3	Structural Validity	330
13.2.4	Functional Validity	332
13.2.5	Correlative Validity	333
13.2.6	Predictive Validity	336
14.	A Practical Guide	339
14.1	Designing an Analysis	340
14.1.1	Text-Driven Analyses	341
14.1.2	Problem-Driven Analyses	342
14.1.3	Method-Driven Analyses	355
14.2	Writing a Research Proposal	357
14.2.1	Rhetorical Function	358
14.2.2	Contractual Function	359
14.2.3	Outline for a Research Proposal	359
14.3	Applying the Research Design	361
14.4	Narrating the Results	362
14.4.1	Outline for a Research Report	363
	References	365
	Index	391
	About the Author	413