Quantitative Analysis of Text

Chapter Checklist

After reading this chapter, you should be able to:

1. Differentiate between manifest and latent content in content analysis.

2. Explain the basic processes for conducting a content analysis.

3. Identify appropriate uses of interaction analysis.

4. Explain the basic processes for conducting a research study using interaction analysis.

5. Assess the appropriateness and adequacy of a category scheme.

6. Identify suitable texts or messages to be coded and analyzed.

7. Reliably identify units of analysis.

8. Reliably apply the coding scheme.

9. Assess the validity of a coding scheme.

10. Assess the utility of the coding results with respect to the research questions and hypotheses.