## CHAPTER 12 Quantitative Analysis of Text 229

CHAPTER CHECKLIST 229

CONTENT ANALYSIS 230

What Content Can Be Analyzed? 232

The Content Analysis Process 233

Selecting What to Code 233

Developing Content Categories 235

Units of Analysis 235

Training Coders 237

Coding Reliability 237

Validity 240

*Interpreting the Coding Results* 241

Computers and Content Analysis 241

Strengths of Content Analysis Research 242

Limitations of Content Analysis Research 243

## INTERACTION ANALYSIS 243

Gathering and Preparing the Interaction for Coding 243

Coding the Interaction 245

Analyzing and Interpreting the Coding 245

Strengths of Interaction Analysis 245

Limitations of Interaction Analysis 245

## DESIGN CONSIDERATIONS 246

SUMMARY 246

KEY TERMS 247

## **BOXED FEATURES**

DESIGN CHECK: Content Analyzing Big Data 231

DESIGN CHECK: What Content Can Be Analyzed? 232

тяу тнія! Identifying Themes of Freshman Socialization 239

DESIGN CHECK: How Did the Researcher Perform the Content Analysis? 240

AN ETHICAL ISSUE: Taking Content Out of Context 242