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The Content Analysis Guidebook by Kimberly A. Neuendorf Table of Contents (with hyperlinks) Acknowledgements List of Text Boxes List of Tables and Figures Foreword Chapter 1 Defining Content Analysis Isn't content analysis "easy"? Myth #1: Content analysis is easy Myth #2: The term "content analysis" applies to all examinations of message content

The Content Analysis Guidebook by Kimberly A. Neuendorf

Neuendorf presents readers with a true "guidebook"; a map to not only understanding the history and value of content analysis, but several different paths to acheiving a particular research objective.

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The companion web site to this book (The Content Analysis Guidebook Online, or CAGO, see Resource 2) presents a more complete list, including newer programs that emerge, older "orphaned" programs that have not been updated or lack support (including some featured in the first edition of this book), additional qualitative content analysis software, and programs that simply assist in the coding process for audio and video content, with links to appropriate web sites.

The Content Analysis Guidebook

210 The CoNTeNT ANALySIS GUIDeBook forms of content creation in the interactive media age that are ripe for content analysis, but all challenge our traditional notions of both sourceand message content. This three-part typology of interactive media content deserves fur- ther elaboration and exemplification: 1.

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August 30, 2011. Neuendorf provides the content analysis researcher with excllent 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 layed out in a methodical way, making use of the book easier and the development of the research process clearer to the investigator or reader.

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Neuendorf 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.

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