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Book Review: Krippendorff, K. (2004). Content Analysis: An ...

SAGE, 2004 - Language Arts & Disciplines- 413 pages. 4Reviews. Since the publication of the first edition of Content Analysis: An Introduction to Its Methodology, the textual fabric in which...

Content Analysis: An Introduction to Its Methodology ...

Content analysis is a relatively boring topic. This book does a good job of teaching you some valuable techniques for analyzing content. Unfortunately, the book spends a lot of time on talking about outdated computer systems. The fundamentals are still strong though.

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Changes include the pervasiveness of computers, diffusion of content analysis methods to other disciplines, large text archives on the web, and increased coordination between teams of analysts. The 14 chapters are organized into three sections that present foundational material, content analysis design, and analysis and interpretation.

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The wide range of approaches to data analysis in qualitative research can seem daunting even for experienced researchers. This handbook is the first to provide a state-of-the art overview of the whole field of QDA; from general analytic strategies used in qualitative research, to approaches specific to particular types of qualitative data, including talk, text, sounds, images and virtual data.

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