

# CONTENT ANALYSIS

in Technical Communication

## WHAT IS CA?

Content analysis is the systematic, objective, quantitative analysis of message characteristics. It includes both human-coded analyses and computer-aided text analysis.

There has been a growing interest among commercial researchers and communication practitioners in applications of CA (Neuendorf 2017).

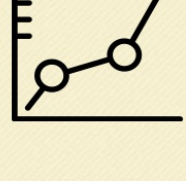
## WHAT WILL I LEARN?



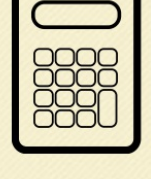
The building blocks of CA, including locating and cleaning content and designing a hypothesis-driven study that addresses validity and reliability.



Human-coded and computer-aided analysis approaches. Create code books and analyze texts on linguistic and psychological dimensions.



Data visualization skills to help tech comm practitioners understand the applicability of your CAs to workplace practices.



Math isn't scary. Learn descriptive and basic inferential statistics to help communicate the significance of your results.



Communicate your CAs in lay terms, emphasizing the value of your results to tech comm. Write up your results for practitioner-geared publications.

## WHAT MATERIALS DO I NEED?



Selected content analysis readings (on Blackboard)

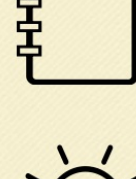


"Learning Statistics Through Playing Cards" (free)



A Twitter account to discuss our readings

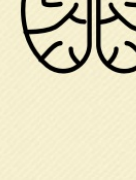
## HOW SHOULD I ARRIVE TO CLASS?



Prepared



Engaged



Alert

## WHAT DO I HAVE TO DO, AND WHEN DO I HAVE TO DO IT?

Jan 17

Trump transition headline analysis, intro to CA, MS-Excel filters and pivot tables, review syllabus

Jan 19

Engaging users with Tweets; populations, variables, and distributions

Read: \*Boettger & Palmer; Ch 1 (Knapp); Sign up for Twitter

Jan 24

Distribution exercises, IMR&D structure, email siggie discussion

Read: Sollaci et al.; \*Rains & Young

Jan 26

Concordances and collocates, intro to COCA

Jan 31

Intro to AntConc, word and keyword lists, parameters, assign team case study

Read: "Designing a CA" (Riffe et al.); Ch 2 (Knapp)

Feb 2

Hypotheses and research questions, team case study workshop

Read: Lucky literature

Feb 7

Codebooks, inter-rater reliability

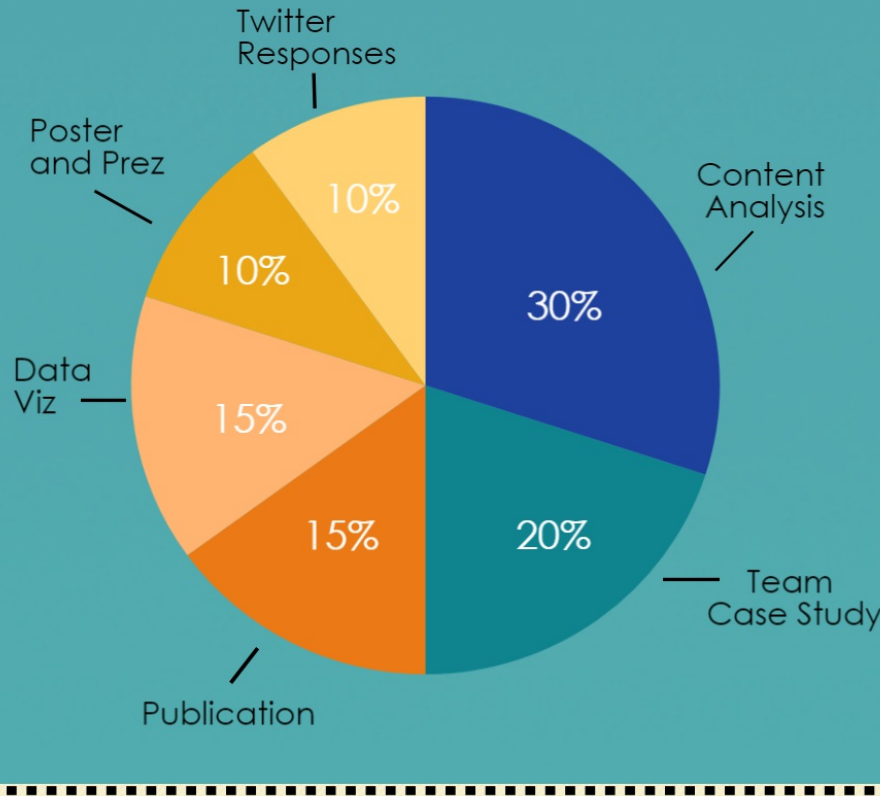
Read: \*Boettger and Friess; "Measurement and validity" (Neuendorf)

Feb 9

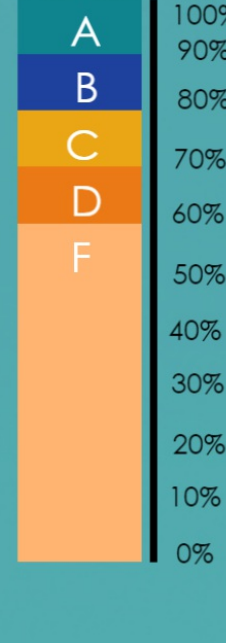
NVivo coding and analysis tutorial, percentage exercises

Read: Ch 3 (Knapp)

## HOW MUCH ARE PROJECTS WORTH?



## DO I HAVE TO WORK HARD TO EARN AN 'A'?



## OKAY, SO HOW MUCH WORK IS INVOLVED HERE?



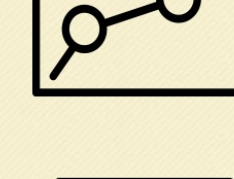
The team case study allows you to complete a full CA. You will be divided into two teams: the first team will analyze Facebook posts related to the death of Lucky, an albino squirrel and unofficial UNT mascot. The second team will evaluate related tweets. Each team will conduct a (1) basic computer-assisted text analysis, (2) a human-coded thematic analysis, and (3) a sentiment analysis.



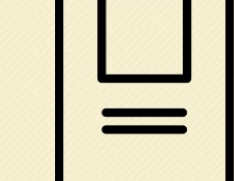
You will create an original CA that addresses a practitioner issue in technical or business communication. I will help you brainstorm a topic, locate the content, and conceptualize the study. Start thinking about what topics interest you or what problems you might need to solve in the workplace.



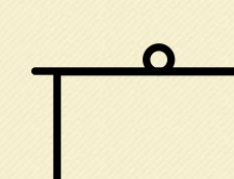
You'll communicate the results of your CA in multiple ways, starting with data visualization. You'll experiment with several visualization types, beginning with the basic bar chart and extending into word clouds, infographics, network graphs, and geopositioning mapping.



You will report the results of your CA in a practitioner-focused publication. For example, Intercom publishes short articles on topics like usability, editing, and content strategy. These articles are written in an engaging style and provide readers with deliverables to improve tech comm practices.



At the end of the semester, you will present the results of your CA in a poster session. In addition to visualizing your results, you will deliver a short speech that highlights the value of your work to tech comm. You will also learn about undergraduate research opportunities at UNT and within the profession.



In addition to learning the fundamentals of CA, you will read a variety of CAs conducted in professional and technical communication. You'll tweet about the methods and results of relevant readings, using appropriate hashtags to generate conversations with each other and tech comm practitioners.

## WHEN IS MY WORK DUE?



At the start of the designated class period, unless specified otherwise.

## WHERE DO I UPLOAD MY WORK?



## DO YOU ACCEPT LATE WORK?



What if the work is just a day late?

## HOW MANY CLASSES CAN I MISS WITHOUT PENALTY?

2