

## Content Analysis Guidebook Neuendorf

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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

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The Content Analysis Guidebook defines Content Analysis as "the systematic, objective, quantitative analysis of message characteristics". This section of the website focuses on human coding, in which human coders use a codebook to guide the systematic examination of message content.

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A colleague turned me on to content analysis. I investigated several "expert" texts by Krippendorf et al. and nearly lost my mind sorting through a maze of theory and babble. After an internet search I located Neuendorf's Content Analysis Guidebook. Simply put, this book was an answer to my prayers!

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