Content Analysis & Data Processing

【Title】内容分析与数据分析

【Discipline】Journalism & Communication

【Term】2020 Spring

【Time】 36   Theories： 14   Practice：22

【Credits】 2

【Instructor】 Junfang Zhang

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Course Description:

This course is a basic data analysis for communication-related topics. I will interpret core concepts, context and reading materials, but most of the course time will be spent on analyzing data using SPSS. The goal of this course is:

1) to help students gain basic skills for collecting data gained by content analysis;

2) to help students learn to make sense of the output and relate data to research questions;

3) to help students understand the prerequisites for data collecting that are suitable for subsequent analysis.

The centerpiece of the course is a class research project, for which student groups will design a research proposal, then select samples, collect data, finally accomplish a research report by data analysis under the teacher guidance.

Topics:

Part I   Procedures for Content Analysis

Week 1   Getting Started: Warming up & What is Content Analysis

Week 2   Selecting Samples and Sampling

Week 3   Level of Measurement

Week 4   Coding

Week 5   Q &A and Group Work

Week 6   Collecting and Inputting Data

Part II   Descriptive Data Analysis

Week 7   Descriptive Data Analysis I: Central Tendency

Week 8   Descriptive Data Analysis II: Dispersion

Part III   Prediction and Association

Week 9   Correlation

Week 10   Linear Regression

Part IV   Basic Inferential Data Analysis

Week 11   Parametric Inferential Statistic I: T-test

Week 12   Parametric Inferential Statistic II: ANOVA Models

Week 13   Nonparametric Inferential Statistics: Chi-square

Part V   Presentation and Discussion

Week 14   How to Write Your Research Report

Week 15   Q &A and Writing Your Report

Week 16   Presentation

Week 17   Presentation

The Class Research Project:

The research project is an integral part of the course. All students will participate in analyzing data and preparing a presentation to share with the class. The top presentation team, as determined by a class vote and the instructor judgment, will receive 10 points toward their final score.

Student Presentations and Peer Evaluation. The group project will present in a group presentation focusing on the results from analysis. Groups will have 20 minutes to make a presentation. The presentation is worth 25 points toward the final grade. Students will also engage in a peer evaluation of other groups.

Grading

Grading will be based on three components: (1) Assignment, 25% (2) Presentation group, 25% and (3) final term paper, 50%.

Each group is required to complete one written research report at the end of the semester. It is based on your own data analysis. It must be around 4000 words, excluding references.

When reviewing prior research in your assignments, you must make proper attributions in the text, and provide full citations in references at the end. Failing to do any of these could constitute plagiarism. Students found to have submitted a plagiarized paper will receive F for the course.

Some portion of class time will be allocated for discussions on how to approach each project.

Your written papers must be submitted in a hard-copy form. The lateness policy will be applied in this class. Each late paper will automatically lose 5% of the total points for that assignment for each day it is late.

You are encouraged to work with classmates or consult outside readings as a way to deepen and broaden your understanding of the topics discussed in the class.

Important Date:

July. 9   Final paper due.

Textbook:

There are required book for this class:

Neuman, W. L. (2014). *Social Research Methods: Qualitative and Quantitative Approaches*. Pearson Education Limited.

(纽曼著，郝大海译. 社会研究方法——定性和定量的取向. 中国人民大学出版社, 2007.)

Babbie, E. (2007). *The Practice of Social Research.* 清华大学出版社，Qinghua University Publishing House.

Krippendorff, K. (2004). *Content Analysis: An Introduction to Its Methodology*. Sage Publications, Inc.

Academic Misconduct:

Cheating, plagiarism and falsification of any assignment is a serious offense. Anyone found guilty of academic misconduct should expect to fail the entire course.