

IPRES Tutorial 4: How to do research: Content Analysis



Milan Babic

m.babic@uva.nl

Department of Political Science - Political Economy and Transnational Governance

01 March 2019



Agenda

- 1.) Check-in
- 2.) Quick recap: Checklist
- 3.) What is content analysis?
- 4.) In-class exercise

Check-in (also Google doc)



Where we are

We talked about:

- the researcher, the research object and their relation (**Tutorial 1**)
- the quality criteria of research (**Tutorial 2**)
- (prerequisites of) the research process: questions and answers (**Tutorial 3**)

Today:

Next time:

Where we are

We talked about:

- ~~the researcher, the research object and their relation (**Tutorial 1**)~~
- ~~the quality criteria of research (**Tutorial 2**)~~
- ~~(prerequisites of) the research process: questions and answers (**Tutorial 3**)~~

Today:

- The research process itself: *Content analysis* (**Tutorial 4**)



Next time:

- The research process itself: *Interview* (**Tutorial 5**)

How to give (good) answers? - Role of theory

- Theory: “skeletal version of reality” (H&H, p. 117)
- Three ways of using theory (Le Gall & Langley 2015):
 - deduction
 - induction
 - abduction

How to give (good) answers? - Concepts

- Building blocks of theories



- Milan's research:



- **Check H&H pp. 130 for more examples!**



How to give (good) answers? - Checklist

- What is your unit of analysis? (**structure** and **agency**) - Lecture 5




How to give (good) answers? - Checklist

- What is your unit of analysis? (**structure** and **agency**) - Lecture 5 ✓
- What are **dependent** and **independent** variables?

How to give (good) answers? - Checklist

- What is your unit of analysis? (**structure** and **agency**) - Lecture 5 
- What are **dependent** and **independent** variables? 
- Deriving **hypotheses** from questions

How to give (good) answers? - Checklist

- What is your unit of analysis? (**structure** and **agency**) - Lecture 5 
- What are **dependent** and **independent** variables? 
- Deriving **hypotheses** from questions 
- How to **conceptualize** and **operationalize** terms you use?

How to give (good) answers? - Checklist

- What is your unit of analysis? (**structure** and **agency**) - Lecture 5 ✓
- What are **dependent** and **independent** variables? ✓
- Deriving **hypotheses** from questions ✓
- How to **conceptualize** and **operationalize** terms you use? ✓

What is qualitative Content Analysis?

- (Most often) Interpretative technique
- *Analytical* (=scientific) approach to discover meaning in communication artifacts
- Problem: often no methodological transparency (Ryan&Bernard 2003)
 - methodological literacy! (Lecture 1)

What is qualitative Content Analysis?

Idealtypical procedure (Saldana 2009; Ryan&Bernard 2003):

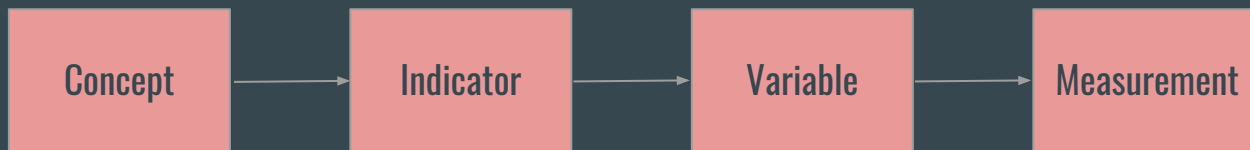
- First and second round of coding: looking for expressions
- From codes/expressions to themes/categories
- From themes/categories to concepts/theories
- Inductive - but also deductive work!

In-class exercise

- Take your coding from exercise 4
- Compare it with your neighbour:
 - What did you (not) find?
 - Why the differences?
 - How did you proceed? In/deductive?
- Find together an answer to your research question(s)
- Present

Additional slides: Operationalization

Move from abstract (theory) to the concrete (measurement)



Sources (all pictures CC license)

Image Wave Emoji: https://upload.wikimedia.org/wikipedia/commons/thumb/4/48/Emojiione_1F44B.svg/2000px-Emojiione_1F44B.svg.png