



The Content Analysis Reader

By Krippendorff, Klaus H.; Bock, Mary Angela

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Introduction Quantitative Semantics in 18th Century Sweden - Karin Doving Towards a Sociology of the Press: An Early Proposal for Content Analysis - Max Weber A Study of a New York Daily - Bryon C. Mathews The Scientific Analysis of the Press - Alvan A. Tenney Propaganda Analysis: A Case Study From World War II - Alexander L. George Letters From Jenny - Gordon W. Allport Impressionistic Content Analysis: Word Counting in Popular Media - Mary Angela Bock Part 2: Unitizing and Sampling Introduction "Good" Organizational Reasons for "Bad" Clinic Records - Harold Garfinkel Effectiveness of Random, Consecutive Day and Constructed Week Sampling - Daniel Riffe, Charles F. Aust, Stephen R. Lacy The Challenge of Applying Content Analysis to the World Wide Web - Sally J. McMillan Airplane Fatalities After Newspaper Stories About Murder and Suicide - David P. Phillips Interaction Process Analysis - Robert F. Bales Structural Analysis of Film - Siegfried Kracauer The Agenda-Setting Function of Mass Media - Maxwell E. McCombs, Donald L. Shaw Part 3: Inferences and Analytical Constructs Introduction...



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