

# MMC 6423: Content Analysis Methods

Spring 2023

College of Journalism and Communications, University of Florida

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Place: Weimer Hall, Room 3028

Day and Time: 1:55 - 4:55 p.m. on Fridays

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Instructor: Dr. Roxane Coche

E-Mail: rcoche@ufl.edu

⇒ Email or text me at any time! My cell number is on Canvas.

Course Text: Riffe, Daniel, Lacy, Stephen, Watson, Brendan, and Fico, Frederick.

(2019). *Analyzing Media Messages* (Fourth Edition). Routledge. ISBN: 9781138613980

\*\*\*Other Readings and Resources will be posted on Canvas.\*\*\*

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## **Overview**

Sampling, category construction, calculation of intercoder reliability, and analysis of data. Evaluation of content analysis methods and opportunity to undertake project using this methodology. Focus on analysis of mass media messages but includes content analysis of other communication content.

## **Course Learning Objectives**

Students will:

- Learn how mass communication scholars analyze mass media messages, including audio/video, print, and visuals.
- Learn about sampling, validity and reliability, category construction, calculation of intercoder reliability, and analysis of data.
- Understand how to critically evaluate content analyses used in previous research.
- Complete a content analysis and write a full research paper.

## **Some Notes**

### 1. Expectations

The primary assumption of this class is that content analysis is learned best through hands-on work. Consequently, course requirements include completion of a series of homework assignments, critique of a published content analysis, defense of a study proposal, and a completed study suitable for conference or journal submission. Please, do the reading, respect your classmates' work and views, and participate! You are the main actors of this course.

## 2. Communication

Do not hesitate to contact me with any questions, comments, concerns. I check my emails and texts way more than recommended by mental health professionals. I will always get back to you as soon as I can. If I seem to have forgotten for whatever reason (it doesn't happen often, but it might), message me again. You are not bugging me by staying on top of things. **However:** If you have a question about an assignment, don't text me at the last minute and expect an answer right away/before the deadline. I may be sleeping or showering at that time. I may use technology in unhealthy fashion (or so *they* say), but I am still a human being. Please note deadlines are firm, but exceptions *may* be made if you notify me before the due date. Again, I am available (almost) on a daily basis, please reach out!

## 3. Feedback

Some assignments will be discussed as a class, so your work may be critiqued by your peers. While this can be uncomfortable, it is much better to get such criticism in class than from Internet trolls. Of course, refer to rule #1 when you are doing the critiquing.

## 4. Course Content

In the interest of honest and frank discussions, all materials I post on Canvas or other instructing tools (lectures, comments of guest speakers, discussion boards) are strictly off the record. This means that they may not be published in any format, either in a print publication or on a web site, personal blog or social media.

## 5. Honor Code

All students are expected to follow the University of Florida Honor Code. The full text of the Honor Code can be found on the [Dean of Students Office's website](#). Any violation of the academic integrity expected will result in a minimum academic sanction of a grade of zero on the appropriate assignment, and the student being reported to the journalism department. Note that plagiarism specifically is unforgivable in journalism. It essentially ends a journalist's career.

## 6. Students with Disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <https://disability.ufl.edu>) by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this process as early as possible in the semester.

## 7. Course Evaluations

Students are expected to provide feedback on the quality of instruction in this course based on a minimum of 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. They typically open during the last three weeks of the semester. Announcements will be made giving specific times when they are open. Summary results are available at the URL above.

## Course Outline (subject to change)

<b>Week</b>	<b>Topic</b>
Week 1 — Jan. 13	Course introduction. Getting to know each other. Content analysis as a research tool. Discussion of topics.
Week 2 — Jan. 20	Quantitative v. Qualitative. Library resources.
Week 3 — Jan. 27	Discussing annotated bibliographies.
Week 4 — Feb. 3	Sampling + Operationalizing v. Preparing for qualitative analysis.
Week 5 — Feb. 10	Developing a coding protocol.
Week 6 — Feb. 17	Guest speaker: <a href="#">Magdalena Saldaña</a> .
Week 7 — Feb. 24	Reliability and validity.
Week 8 — March 3	Research proposals.
Week 9 — March 10	Proposal presentations.
Week 10 — March 17	Spring break — No class.
Week 11 — March 24	AEJMC proposals & coding.
Week 12 — March 31	Intercoder reliability and data analysis prep.
Week 13 — April 7	Individual meetings.
Week 14 — April 14	Work on paper and presentation. No formal class. If you need assistance with data analysis, it can be arranged. [Instructor is at BEA conference.]
Week 15 — April 21	Final presentations.

## Course Grading

You will be graded in accordance with [UF policies](#) out of 1,000 points:

<b>Evaluation Components</b>	<b>Points Per Component</b>	<b>% of Total Grade</b>
Small Assignments	200 pts	40%
Proposal	100 pts	20%
Final Paper	100 pts	20%
Presentations	100 pts	20%
<b>Total</b>	<b>500 pts</b>	<b>100%</b>

Final grades will be calculated with the following table:

		460-500 points	A	450-459 points	A-
440-449 points	B+	410-439 points	B	400-409 points	B-
390-399 points	C+	360-389 points	C	350-359 points	C-
340-349 points	D+	310-339 points	D	300-309 points	D-
299 points and under	F				

## **Additional policies and information**

### 1. Health and wellness resources on campus

- *U Matter, We Care*: If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.
- *Counseling and Wellness Center*: [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.
- *Student Health Care Center*: Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).
- *University Police Department*: [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).
- *UF Health Shands Emergency Room / Trauma Center*: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).

### 2. Academic Resources

- *E-learning technical support*: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).
- *Career Connections Center*: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- *Library Support*: Various ways to receive assistance with respect to using the libraries or finding resources.
- *Teaching Center*: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.
- *Writing Studio*: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- *Student Complaints On-Campus*: [Visit the Student Honor Code and Student Conduct Code webpage for more information](#).
- *On-Line Students Complaints*: [View the Distance Learning Student Complaint Process](#).