

MMC6423

Content Analysis Methods

University of Florida

Spring 2026 Syllabus

R 9:35am - 12:35pm
WEIM 1092

Instructor: Dr. Matthew Barnidge
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Office: TBD | Office Hours: By appointment

Course Description

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 Objectives

At the end of this course, students will be able to ...

1. Explicate key concepts in their own research.
2. Develop reliable and valid coding categories and scales.
3. Collect data for use in content analysis.
4. Analyze media content using statistics.
5. Synthesize theory and findings from content analysis into a research paper.
6. Present and discuss the findings in a conference-style setting.

Required Textbooks

- Krippendorff, Klaus. 2019. *Content Analysis: An Introduction to its Methodology*. 2019. Sage Publications. ISBN: 9781506395661.
- Vargo, Chris. J. 2025. *The Computational Content Analyst: Using Machine Learning to Classify Media Messages*. Routledge. ISBN: 9781032846354.

List of Assignments and Points

Research Paper	70 points
<i>Concept Explication</i>	10
<i>Code Guide</i>	10
<i>Sampling Strategy</i>	10
<i>Data Analysis Plan</i>	10
<i>Full Paper</i>	30
<i>Conference-Style Presentation</i>	10
Response Papers	15 points
Participation	15 points
Total	100 points

Grading Scale

A	90 and above
B	80-89
C	70-70
D	60-69
E	59 and below
I	Incomplete
W	Withdrawn

Note: See the following website for University grading policies:
<https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

Note: Grades will be rounded to the nearest point (e.g., 89.5 rounds to 90, but 89.4 rounds to 89)

Course Policies

A list of university policies can be found here: <https://go.ufl.edu/syllabuspolicies>.

Attendance: There is no official attendance requirement for the course. However, excessive absence will affect your participation grade, and it also could (but not necessarily) diminish the quality of your work.

Participation: The participation grade is not merely an attendance grade. Rather, students must earn the grade through active participation in course activities. Regular attendance is necessary to achieve this goal, but not sufficient.

Late and Missing Coursework: There is no official policy limiting the timeframe in which students can turn in or complete late and missed coursework. Rather, late and missing coursework will be handled on a case-by-case basis. Please notify me as soon as possible if you know you will be late or miss coursework.

Electronic Devices: There is no official prohibition on the use of electronic devices for personal reasons during class. However, I reserve the right to prohibit the use of devices on a

case-by-case basis.

In-Class Recording: Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal education use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

Disability: Students with disabilities requesting accommodations should first register with the Disability Resource Center (<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 procedure as early as possible in the semester.

Religious Accommodations: The University mandates reasonable accommodations for the religious observances, practices, and beliefs of individual students in regard to class attendance and the scheduling of examinations and work assignments. Please notify me as soon as possible if you know you will seek accommodation. The official university policy can be found here: <https://policy.ufl.edu/regulation/4-052/>

Mental Health and Wellness: The University has robust resources for student mental health and wellness. Please contact the Counseling and Wellness Center to seek help when needed: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575.

Honor Code: All students enrolled at the University have tacitly agreed to follow the university's honor code. You can review UF's academic honesty guidelines at: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code>

Cheating and Plagiarism: Students are expected to complete coursework on their own and not in collaboration with others inside or outside of the class unless explicitly authorized to do so by the instructor. Students are also expected to observe intellectual property rights and to comply with copyright laws. Finally, students should not plagiarize the words, designs, concepts or ideas of others. Plagiarism is defined as "...taking someone's words or ideas as if they were your own." Source: Dictionary.com.

Artificial Intelligence: The use of AI in this course is permissible, particularly as a study aid and/or strategy assistant. However, students should use caution when turning in work that is wholly generated by AI. If they do use AI tools to generate coursework, students are strongly encouraged to take an *active role* in shaping both the input and output of AI prompting.

Non-Discrimination/Harassment: The University is committed to nondiscrimination with respect to race, creed, color, religion, age, disability, sex, sexual orientation, gender identity and expression, marital status, national origin, political opinions or affiliations, genetic information and veteran status as protected under the Vietnam Era Veterans' Readjustment Assistance Act. It is the policy of the University that each employee and student be allowed to work and study in an environment free from any form of discrimination or harassment as defined in University regulations or law. You can review the University's policy on non-discrimination and harassment at <https://policy.ufl.edu/regulation/1-006/>.

Outline of Topics

See Course Schedule for details.