TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

MDIA 311-Content Analysis

Trimester 2 2010

Monday 12 July to Saturday 13 November 2010

20 Points

TRIMESTER DATES

Teaching dates:	Monday 12 July 2010 to Friday 15 October 2010
Mid-trimester break:	Monday 23 August to Sunday 5 September 2010
Study week:	Monday 18 October to Friday 22 October 2010
Last piece of assessment due:	Monday 8 November, 2010, 1:59 PM

WITHDRAWAL DATES

Information on withdrawals and refunds may be found at

http://www.victoria.ac.nz/home/admisenrol/payments/withdrawlsrefunds.aspx

NAMES AND CONTACT DETAILS

Coordinating Instructor: Dr. Douglas A. Van Belle

Office: FT83-307

Office Hours: 1-2PM Tuesdays and 1-2PM Fridays.

Email: doug.vanbelle@vuw.ac.nz

CLASS TIMES AND LOCATIONS

Lectures

Wednesday   1-4PM   83FT-203

COURSE DELIVERY

This is a research methods oriented course that combines lectures and tutorials/workshops into a single afternoon session.

COMMUNICATION OF ADDITIONAL INFORMATION

Blackboard will be used as a bulletin board to post announcements and material relevant to the course. Lecture notes **WILL NOT** be posted on Blackboard.

COURSE CONTENT

This course offers a hands-on engagement with content analysis as a media research methodology. This includes an exploration of some of the basics of the underlying philosophical, conceptual and social foundations of the social-scientific mode of inquiry. Students will learn the skills required to apply this methodology to independent research projects and will also develop sufficient conceptual background to independently pursue greater expertise. This course should be particularly useful for students considering future careers involving text or communication analysis and students who might use content analysis or social science methods in postgraduate research.

LEARNING OBJECTIVES

By focusing on method as an expression of the underlying concepts driving social scientific research, it is expected that students will develop the ability to make informed assessements, developments and applications of content analysis as a methodology. Specifically students are expected to be able to:

1) Understand the logic of the falsification model of science
2) Understand the disjuncture between the ideals of the philosooophy of science and the compromises that are necessary for its application to social scientific research
3) Apply the methodology of content analysis
4) Identify where social scientific techniques and content analysis methodologies can inform the conduct of qualitative and theoretical research
5) Design case-selection, coding and analysis proceedures appropriate to a variety of research questions and applicable to a variety of media

EXPECTED WORKLOAD

The average student is expected to commit approximately 200 hours to this course. This works out to roughly 15 hours per week to this paper, plus 10-12 hours for completing the essay at the end of term. Weekly readings and workshop assignments have been designed to take 6 hours per week, leaving 9 hours per week to be scheduled for studying, researching and writing.

READINGS

Essential texts:

For the first two weeks of trimester all undergraduate textbooks and student notes will be sold from the Memorial Theatre foyer, while postgraduate textbooks and student notes will be available from the top floor of vicbooks in the Student Union Building, Kelburn Campus. After week two all undergraduate textbooks will be sold from vicbooks and student notes from the Student Notes Distribution Centre on the ground floor of the Student Union Building.

Customers can order textbooks and student notes online at www.vicbooks.co.nz or can email an order or enquiry to enquiries@vicbooks.co.nz. Books can be couriered to customers or they can be picked up from nominated collection points at each campus. Customers will be contacted when they are available.

Opening hours are 8.00 am – 6.00 pm, Monday – Friday during term time (closing at 5.00 pm in the holidays). Phone: 463 5515.

Kimberly A. Neundorf (2002) *The Content Analysis Guidebook*. (MUST BE PURCHASED WEEK 1!)

MDIA 311 ancillary readings: All ancillary readings are required and all are available free of charge to students, on-line through the VUW library.

Students are also pursue a significant amount of independantly-selected reading material and should be aware that costs may be associated with obtaining books or articles through interlibrary loan.

ASSESSMENT REQUIREMENTS

This course is internally assessed. Below is an outline of the points of student assessment. These criteria are final for Term 2-2009 and supersede all other descriptions or depictions. All four assessments are required and must be completed to pass this course. Please note the definition of completion for the workshop assignments in its description.

Mid-Term Test	20%
Project	35%
Term Paper (4000 Words)	35%
Workshop Assignments	10%
Total	100%

Mid-Term Test, Wednesday 11 August, 2010: 1:00 PM-4:00PM— 83FT-203

The mid-term test focuses heavily upon the content of the textbook and students should tackle those readings as early in the term as they can manage. Students should also carefully consider how the lecture material and text materials relate to one another in order to best prepare for this piece of assessment. The test will be held in the lecture theatre. Alternate testing accommodations will be made as required for special needs students, but official university documentation must be offered to both the tutor and coordinating instructor at the beginning of the term. Make-up tests will only be offered to students with documented emergencies and please do note that the university is very strict about what counts as an emergency. **TRAVEL PLANS FOR THE BREAK ARE NOT AN ACCEPTABLE JUSTIFICATION FOR RESCHEDULING TESTING.**

Project, Due Wednesday 6 October, 2010 2:17 PM

The project will centre around the creation of a content analysis research design. It will include both written sections and examples of work conducted in the process of creating the research design. Most of this will be derived from specific workshop aspects of the course, but students should schedule a significant amount of time to take these elements and build them into a coherent portfolio of information that will allow the assessemnt of the quality and applicability of the design. The project portfolio must be turned in directly to the instructor at the beginning of the lecture. Arriving late to this lecture will result in the paper being considered to be late. The specifics of the project will be announced before the mid-term break and posted on Blackboard shortly after.

Term Paper, Due Monday 8 November, 2010 1:13 PM

These essays are to be placed in the essay submission box in the Media Studies office, located on the second floor of KP-42. Papers must include a signed cover sheet. The specifics of the essay will be announced before the mid-term break and posted on Blackboard shortly after.

Students are expected to use this essay guide for the structure of their paper:

   http://www.cqpress.com/docs/college/VanBelle_WritingAppendix.pdf

Students are also expected to use a standard style guide for formatting references and footnotes. The formatting and referencing instructions in the Media Studies Essay Guide (posted on blackboard) may be used, but students majoring in other disciplines or familiar with other formats may use an alternative. The best place to locate these guidelines is on the websites of an academic journal from your discipline.

Workshop Assignments

Workshop assignments will be handed out and explained at the end of some of the lectures and are due at the start of the next lecture. These single page assignments are intended primarily as exercises to support workshop activities and enhance student engagement with course material. They have been designed so that the primary learning experience is embodied in the challenge of pursuing the stated goals rather than

reaching the goal. To reflect this, they are marked on an acceptable/not-acceptable basis and the primary criterion of assessment will be evidence of a clear effort to engage the stated intent of the assignment. Failing to attain the stated goal of a workshop assignment is acceptable and can still receive full marks. If the student finds that he or she has put three hours of work (unless another amount of time is specifically indicated for the assignment) without reaching the stated objective, the student should stop and write a short paragraph articulating how they attempted to reach the stated goal with an emphasis on choices and strategies. Students must complete ALL of the workshop assignments to complete this assessment. Late assignments will be given a zero, but will count as completed for passing the course. Students who do not complete this part of the assessment will fail this course regardless of their marks on other assessments.

Additional notes on written assignments.

Always keep a copy of the finished essay, project or workshop assignment. It is your responsibility to submit the assignment on time, and in the event of loss, regardless of fault, it is in your best interest to be able to immediately make a new copy available to your tutor.

All text should be typed unless otherwise instructed The lecturer prefers all text to be double spaced but, alternatively you could leave a blank line between the lines you type. In respect of script size, you probably want to use a 12 point font for the main essay text and a 10 point font for footnote/endnote details. Times Roman or similar serif font please.

Assignments must be stapled and each page numbered. Do not use plastic covers or binders. A stack of essays in plastic covers exhibits many of the same qualities as a stack of live fish.

ASSIGNMENT COVER SHEETS

Assignment cover sheets and extension forms can be found on Blackboard or outside the Programme office. Remember to fill in your tutor's name.

EXTENSIONS AND PENALTIES

Extensions will be granted only in exceptional and unforeseen circumstances. Issues of workload do not constitute exceptional and unforseen circumstances. If you require an extension, you must complete an extension request form (available on your course Blackboard site) prior to the assignment due date. This must be accompanied by relevant documentation (e.g. a doctor's certificate) where appropriate. Tutors cannot grant extensions. Work that is submitted late without an extension is subject to penalties:

Work submitted after the deadline will be penalised by a 2.5 percent deduction from your total mark per work day. Late work also receives only minimal comments from your marker.

MANDATORY COURSE REQUIREMENTS

To gain a pass in this course you must:

- Take midterm test

- Complete Term Paper

- Complete Project

- Complete ALL workshop assignments

CLASS REPRESENTATIVES

A class representative will be elected in the first class, and that person's name and contact details will be available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

STATEMENT ON LEGIBILITY

You are expected to present work that meets appropriate standards. Work submitted during the course (i. e. work that is internally assessed) should be typed or prepared on a computer. Work submitted in the final examination will obviously be handwritten. You are expected to write clearly. Where work is deemed 'illegible', you will be given a photocopy of the work and asked to transcribe it to an acceptable standard (preferably typed) within a specified time frame.

ACADEMIC INTEGRITY AND PLAGIARISM

Academic integrity means that university staff and students, in their teaching and learning are expected to treat others honestly, fairly and with respect at all times. It is not acceptable to mistreat academic, intellectual or creative work that has been done by other people by representing it as your own original work.

Academic integrity is important because it is the core value on which the University's learning, teaching and research activities are based. Victoria University's reputation for academic integrity adds value to your qualification.

The University defines plagiarism as presenting someone else's work as if it were your own, whether you mean to or not. 'Someone else's work' means anything that is not your own idea. Even if it is presented in your own style, you must acknowledge your sources fully and appropriately. This includes:

- Material from books, journals or any other printed source

- The work of other students or staff

- Information from the internet

- Software programs and other electronic material

- Designs and ideas

- The organisation or structuring of any such material

Find out more about plagiarism, how to avoid it and penalties, on the University's website:

http://www.victoria.ac.nz/home/study/plagiarism.aspx

GENERAL UNIVERSITY POLICIES AND STATUTES

You should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar or go to the Academic Policy and Student Policy sections on: http://www.victoria.ac.nz/home/about/policy

The AVC (Academic) website also provides information in a number of areas including Academic Grievances, Student and Staff conduct, Meeting the needs of students with impairments, and student support/VUWSA student advocates. This website can be accessed at:

http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx

COURSE PROGRAMME

Week 1	14-7	Lecture Topics:

First Hour Introduction. Content analysis textbooks, why do they always start in the middle? Things that are missing from the beginning of conent analysis textbooks. Teaching strategy and related suggestions for learning strategies. Agreement reality and the evidentiary nature of scientific inquiry. Cookbooks and the chemistry of food.

Second Hour The logic of falsification, it's relation to theory and relation to reality and the media. Issues in it's application to the social sciences. The misuse of Occam's razor. Measurement error and the fallacy of falsification.

Workshop Hour Error and the Post Falsification model of science. The logic of Platt's strong inference. Adapting strong inference to address the issue of error.

Readings For Week 2: Neundorf Chapters 1 and 2

Remember that all ancillary readings are required.

Van Belle, D. (2006) "Dinosaurs and the Democratic Peace: Paleontological Lessons for Avoiding the Extinction of Theory in Political Science." *International Studies Perspectives* 7: 287-306.

Chernoff, Fred (2008) "International Relations, Paleontology, and Scientific Progress: Parallels between Democratic Peace Studies and the Meteor Impact Extinction Hypothesis." *International Studies Perspectives* 9: 90-98.

Jackson, Patrick T. (2008) "Hunting for Fossils in International Relations." *International Studies Perspectives* 9: 99-105.

Van Belle, D. (2008) "Rejoinder: It's Just not That Complicated." *International Studies Perspectives* 9: 106-110.

Week 2	21-7	Lecture Topics:

First Hour Science as a self-ordered social process. Evolutionary logic of niches. Invisible hand of the marketplace.

Second Hour Science as limiting the range of possible truths. Niches or roles for scientists in the scientific community. Science as replicability. Transparency of process, choice and structure of inquiry.

Workshop Hour Media structure, the logic of communication with different mediums and message units.

Readings For Week 3: Neundorf Chapters 3 and 4

Week 3	28-7	Lecture Topics:

First Hour Universes, population and sampling What are you trying to represent and how.

Second Hour Case studies and sampling. The logic of structured focus comparison. Limiting uninformative variation. Maximizing value of comparisons. The logic of strategic case selection and its application to content analysis. Case selection for qualitative content analysis.

Workshop Hour Measurement technique. Human coders. Single coder. Multiple coders. Testing coding schemes.

Readings For Week 4: Neundorf Chapters 5, 6 and 7

Week 4	4-8	Lecture Topics:
		First Hour Concepts related to Measurement: accuracy, validity, reliability, replicability, precision, operationalization.
		Second Hour The logic of mutually exclusive and exhaustive. Scales, sieves and categories.
		Workshop Hour Coding strategies 1—simple is good. Manifest content. Binary coding, dictionaries and defining existences.
		Readings For Week 5: Neundorf Chapter, 8 and 9
Week 5	111-8	Lecture Topics:
		First Hour
		Test
		Second Hour
		More Test
		Workshop Hour
		Extra time so no one has to rush to finish their test.
		Readings For Week 6: Baym, Geoffrey (2007) Representation and the Politics of Play: Stephen Colbert's Better Know a District. *Political Communication.*
Week 6	18-8	Lecture Topics:
		First Hour Research Design 1—General Strategies for designing an empirical study. Strategies for relating evidence to theory.
		Second Hour Research Design 2— Integrating coding strategies with research design.
		Workshop Hour Redesigning Baym, Relpicating Baym, Extending Baym.
		Readings For Week 7:
		Self Selected Readings for the literature review supporting your project.
Mid Trimester Break:		Monday 23 August to Sunday 5 September 2010
Week 7	8-9	Lecture Topics:
		First Hour Analyzing the written word. Discussion examples and strategies.
		Second Hour Analyzing the written word. Levels of analysis, units of analysis and the communicative form of the source medium. Data management—Coding sheets, rectangular data sets.
		Workshop Hour: Project discussion
		Readings For Week 8:
		Self Selected Readings for the literature review supporting your project.
Week 8	15-9	Lecture Topics:
		First Hour Simple data analyses.
		Second Hour More simpler data analyses.
		Workshop Hour Project discussion.

		Readings For Week 9: Nelson and Paek (2008) Nudity of female and male models in primetime TV advertising across seven countries. *International Journal of Advertising* 27: 715-744. Lauzin et al (2008) Constructing Gender Stereotypes Through Social Roles in Prime-Time Television. Journal of Broadcasting & Electronic Media 52: 200-214.
Week 9	22-9	Lecture Topics: **First Hour** Beyond Text 1—Images, structure, layers, and a bit about the Greeks. **Second Hour** Beyond Text 2—Themes, stories, and other hints of latent content. **Workshop Hour** Paper Workshop. Readings For Week 10: Krippendorff (2004) Measuring the Reliability of Qualitative Text Analysis Data. *Quality & Quantity* 38 :787-800.
Week 10	29-9	Lecture Topics: **First Hour** Qualitative content analysis 1—Scientific lessons that may be of valu, the argument for replicability in qualitative analyses. **Second Hour** Qualitative content analysis 2—Strategies for pursuing replicability without compromising the purpose of qualitative analyses. **Workshop Hour** Discussion hour. Readings For Week 11: Walker, Schafer and Young (1998) Systematic Procedures for Operational Code Analysis: Measuring and Modelling Jimmy Carter's Operational Code. *International Studies Quarterly* 42: 175-190. Boris et al (2008) Making Sense of Intractable Multiparty Conflict: A study of Framing in Four Environmental Disputes .
Week 11	6-10	Lecture Topics: **First Hour** Beyond manifest content. Operational Code Analysis. **Second Hour** Beyond manifest content. Framing. **Workshop Hour** Paper workshop hour.
Week 12	13-10	Lecture Topics: **First Hour** Topical lecture. **Second Hour** Topical lecture. **Workshop Hour** Paper workshop hour.