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Content Analysis: A Research Method You Can Count On (Or Not)

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Content Analysis

A Research Method You Can Count On (or Not)

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Basics

- Systematic analysis of text
- Quantitative or Qualitative
- Manifest vs. Latent
- Deductive vs. Inductive
- Coding scheme

Differences

- Quantitative
- Qualitative
- Other methods
  - Textual analysis
  - Text mining
  - Discourse analysis
  - Critical discourse analysis

Examples

- How do academic libraries use Instagram?
- What UX methods are used by academic libraries?
- What do employers seek for special libraries jobs in Jamaica?
- Do job ads reflect ACRL Standards for Proficiencies for instruction librarians & coordinators?
- How are neoliberal terms & concepts used in JAL?

References

Available upon request