

**Klaus Krippendorff**

**CONTENT  
ANALYSIS**  
**An Introduction  
to Its  
Methodology**

Volume 5. The Sage COMMTEXT Series



SAGE PUBLICATIONS

Beverly Hills

London

# CONTENTS

<i>Preface</i>	7
<i>Foreword</i>	9
<b>1 History</b>	13
Quantitative Newspaper Analysis / Early Content Analysis / Propaganda Analysis / Content Analysis Generalized / Computer Text Analysis	
<b>2 Conceptual Foundations</b>	21
Definition / Elaborations / Framework / Distinctions	
<b>3 Uses and Kinds of Inference</b>	33
Systems / Standards / Indices and Symptoms / Linguistic Representations / Communications / Institutional Processes	
<b>4 The Logic of Content Analysis Designs</b>	49
Scientific Information Processing / Types of Designs / Components of Content Analysis	
<b>5 Unitizing</b>	57
Types of Units of Analysis / Ways of Defining Units / Efficiency and Reliability	
<b>6 Sampling</b>	65
Types of Sampling Schemes / Sample Size	
<b>7 Recording</b>	71
Observers / Training / Semantics of Data / Data Sheets	
<b>8 Data Languages</b>	85
Definition / Variables / Order / Metric	

<b>9</b>	<b>Constructs for Inference</b> <sup>^</sup>	99
	Sources of Uncertainties / Sources of Certainties / Types of Constructs	
<b>10</b>	<b>Analytical Techniques</b>	109
	Frequencies / Associations, Correlations, and Cross- Tabulations / Images, Portrayals, and Discriminant Analysis / Contingencies, Contingency Analysis / Clustering / Contextual Classification	
<b>11</b>	<b>The Use of Computers</b>	119
	Statistical Analyses / Computational Aids for Survey and Discovery / Computational Content Analysis	
<b>12</b>	<b>Reliability</b>	129
	Reliability Designs / Agreement / Data Reliability and Standards / Diagnostic Devices	
<b>13</b>	<b>Validity</b>	155
	A Typology for Validation Efforts / Semantical Validity / Correctional Validity / Predictive Validity / Construct Validity	
<b>14</b>	<b>A Practical Guide</b>	169
	Design / Execution / Report	
	<i>References</i>	181
	<i>About the Author</i>	191