

June 12, 2000

Text Analysis

- Interpretive analysis
- Discourse analysis
- Grounded theory
- Content analysis

Purposes of Today's Class

- Survey major approaches to analysis of texts
- Demonstrate approaches with examples from existing research
- Distinguish inductive and deductive modes of analysis
- Evaluate reliability and validity of methods
- Review major issues in research design

What Is Text Analysis?

- Analysis
 - Search for patterns and explanations of patterns
 - Qualitative and quantitative
 - The constant validity check
- Texts
 - Fieldnotes, transcripts, newspapers, recipes, TV shows, family photo albums, church services...
 - Most recoverable data on thought and behavior

Qualitative Data Analysis?

Interpretive Analysis

- Close interpretation of texts to discover deeper meaning and directives for action
- From biblical exegesis to all types of texts
 - Talmudic scholars' formal rules
 - Constitutional law
 - Mathews (1992)

Discourse Analysis

- Close study of naturally occurring interactions
- Generally interpretive aims
- Examples
 - van Dijk (1997)
 - Waitzkin et al. (1994)

Grounded Theory

- One of most widespread methods of text analysis
- Set of systematic procedures
 - Bring researcher close to informants' experiences
 - Identify emergent categories and concepts from text
 - Link concepts into substantive theory
- Inductive approach
 - Discovery of hypotheses
 - Exploratory

Steps in Grounded Theory

Identifying Themes

- Core of grounded theory is identifying themes in text
 - Inductive coding
 - Deductive coding
- Coding as data reduction
- Coding as analysis
 - Identify themes
 - Build theory

Building Models

- Memoing
 - Code notes
 - Theory notes
 - Operational notes
- Search for negative cases

- Displaying models
 - Exemplars of concepts
 - Concept maps

A Grounded Theory Example

- Kearney et al. (1995)
- Semistructured interviews with 60 pregnant women using crack
 - Code transcripts along the way
 - New themes incorporated in subsequent interviews
 - Theoretical saturation
- Examine relations among categories
- Display model with exemplars

Content Analysis

- Deductive approach
 - Testing hypotheses
 - Explanatory
- Steps in content analysis
 - Create set of codes
 - Apply codes systematically to texts
 - Create unit-by-variable matrix from codes
 - Analyze matrix with statistical tools
- Examples

Issues in Content Analysis

- Sampling
 - Defining population of texts
 - Selecting units of analysis within texts

- Coding
 - Measurement validity
 - Intercoder reliability

Lessons For Research Design

- Basic research strategies
 - Exploratory and explanatory
 - Inductive and deductive

- Validity
 - Measurement validity
 - Coding
 - Generalizability
 - Sampling
 - Causal validity
 - Model-building

- Combination of methods