

## **PSY 5002 WI 2020**

### **Content Analysis Assignment**

Work in pairs of your choosing.

In each pair, assign one person the role of **coder** and the other the role of **researcher**.

Together you will **decide on the general topic and source by April 7 at the latest**.

Together, you will choose a source that can reasonably be coded in one week's time (e.g., one or two episodes of a television series, a documentary, a movie, a short novel, a play etc.)

The researcher will decide upon a research question that can be answered within the source unit available and will NOT share the specific research question or hypotheses with the coder.

For example, I might assign my partner to watch two hours of professional wrestling programming with the goal of looking for racial or sexist stereotypes. I may provide examples of such stereotypes and have the coder code instances of behaviors and/or dialogue or costuming that are consistent with the stereotypes. It may be obvious to the coder that they are coding the presence of stereotypes, but they should not know that my hypothesis is that more negative stereotypes will be present for women and minorities compared to for white male characters. Alternatively, one could hypothesize that more attractive athletes/actors receive more screen time in an hour or two of programming so the coder could rate attractiveness of each character as well as the amount of time that they appear on screen. These are just two simple examples.

The researcher will come up with an ethogram/coding scheme, data sheets and set of instructions for the coder. This will be submitted to Dr. Vonk on April 16<sup>th</sup>. Using strategies discussed in class, you should break the coded unit into small units of behavior and aggregate into more overarching categories after the fact.

The coder will watch/read the source and code the required behaviors using the instructions and data sheets provided by the researcher. Coding must be completed prior to your meeting on April 14. During that meeting, you will finalize your analysis/presentation for the class, which will be given on April 16. The presentation can be relatively informal but should take 15 minutes of class time. In that time, you will present the key research question, general coding method and a summary of the results and conclusions to the class. The coder should tell us their impressions while coding the data, and again after learning of the researcher's hypothesis and after summarizing the data to address the hypothesis. Any challenges in defining the behaviors or categories or deciding how to summarize the data should be shared with the class. Otherwise, you can choose to divvy up the work for the presentation however you like. The researcher will be graded 5% on the instructions given to the coder and 5% on the presentation. The coder will be graded 10% on the presentation including their insights from their observations before and after they were made aware of the research question.

Therefore, you will each be assigned 10% of your final grade based on this project.