

PSY 5002 WI 2020

Revised Content Analysis Assignment

Revised due date: April 21st (in place of the scheduled exam)

Revised value: 20% of final grade

Revised format: Written assignment submitted via email by 5pm April 21.

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 9 at the latest**. You should do this after viewing and listening to the voiceover PPT on secondary data analysis, archival research and content analysis that will be uploaded to Moodle by March 16.

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

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. Of course, your project should have implications for a larger research idea/hypothesis.

The **researcher** will come up with an ethogram/coding scheme, sample data sheets and detailed set of instructions for the coder. This will be submitted by 5pm to Dr. Vonk via email on April 21st, along with an indication of the goal and hypotheses of the study. 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. *After* completing the coding assignment, the coder will confer with the researcher concerning the primary hypotheses/plan for analyzing the data. The coder will then summarize the findings using analyses, tables or figures as is relevant for the project. The coder will submit the summary of the results and conclusions in a written document, in which they also describe 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 described. This document should be submitted to Dr. Vonk via email by 5pm on April 21st.