



THURSDAY, FEB. 2, 2023, 7 PM – 8 PM EST Webinar: Research problem, purpose, and questions for a content analysis

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[Blackboard Collaborate](#)

- This workshop provides an overview about issues and strategies for collecting data from traditional print mediums such as journals, textbooks, newspapers, magazines, as well as digital for qualitative and quantitative content analysis
- Discussion on setting up a proper Coding Book of Definitions as well as how to analyze these sources in their physical format as well as digital or even in microfilm will be discussed.
- Audience: All interested researchers including faculty, staff, students, and alumni.

Dr. Erik Bean

- 20 years of higher education administration with 10 years devoted to sanction research in the areas of cultural competence, leadership, and mindfulness.
- Leadership Perspective section editor, Journal of Leadership Studies, John Wiley & Sons.
- Author of Bias Is All Around You: A Handbook for Inspecting Social Media & News Stories
- Doctorate in Education, University of Phoenix. College of Doctoral Studies (CDS) 2008 Alum.
- Presented at numerous conferences at Oxford University, Lord's Cricket Stadium, London, Barcelona, Brussels, Vancouver, Jerusalem, Honolulu, Ottawa, for example.
- Director: Healthy Mind Express: A Mental Wellness Non-Profit Michigan 501(c)3 Foundation.



Overview

- **MOST USED FOR COMPARING OR BENCHMARKING IN MEDIA CONTENT IN THE HUMANITIES FIELDS**
- Often confused as just qualitative research method, content analysis also is quantitative since instances of words, images, measurements, and published pieces, for example, are counted and compared to one another based on size, frequency, prominence (how likely they would be seen by the target audience) and by whatever research question is posed.
- Erik and Liz are happy to assist those who may need help in developing a rigorous coding book of definitions which must be in place before any of the research starts. Below are some recommended texts you might find useful too.

Methodologist Introduction: Liz Johnston, Qualitative Content Analysis

- Learned content analysis in application
- Flexible design-analysis of human communication (often public)
 - Visual as well as verbal analysis
- Very flexible in application
 - Stands alone
 - Works with other approaches
 - Case study

Methodologist Introduction:

Erik Bean, Quantitative Content Analysis

- Was taught content analysis under the tutelage of Stephen Lacy, Ph.D., Michigan State University Professor of Economic journalism, prolific, and noted method author.
- Much of the success relies on operationalizing key terms and developing a rigorous coding book of study definitions.
- Used in journalism, social sciences when documenting size, prominence, and instances

Content Analysis: Quantitative

Bean, E. (2017). An academy customer experience benchmark observation. *Journal of Online Learning Research and Practice*, 5(1), 17-31. doi: [10.18278/IL.5.1.3](https://doi.org/10.18278/IL.5.1.3)

Bean, E. (2015). Assessing the degree of homogeneous online teaching textbook infancy from 1999 to 2007 using the immediacy principle. *Journal of Online Learning Research and Practice*, 4(1). 88-125. doi: [10.18278/il.4.1.7](https://doi.org/10.18278/il.4.1.7)

Bean, E., Johnston, E., Rominger, R. (2019). Proposed use of prominence in qualitative research. The Qualitative Report 10th Annual Conference, Teaching and Learning Qualitative Research, Nova Southeastern University, Ft. Lauderdale, FL, Jan. 11-13, 2019.

Wilson, A., Burleigh, C., & Bean, E. (2023, June). Public K-12 education response to serving special education students during COVID: A content analysis, *Journal of the American Academy of Special Education Professionals*. Accepted, June 2023 < qualitative NEW!!

Content Analysis Qualitative

Johnston, E., Rasmusson, X., Foyil, B., & Shopland P., (2017) Witnesses to transformation: Family member experiences providing individualized music to their relatives with dementia. Cogent Education. Taylor and Francis Publishing <http://dx.doi.org/10.1080/2331186X.2017.1362888>

Johnston, E., Olivas, G., Steele, P., Smith, C., & Bailey, L. (2017). Exploring pedagogical foundations of existing virtual reality educational applications: A Content Analysis study. *Journal of Educational Technology Systems*, 0047239517745560. doi:10.1177/0047239517745560

Content Analysis Qualitative

- Johnston, E., Olivias, G., Steele, P., Smith, C., & Bailey, L., (2018) Virtual Reality Pedagogy Considerations in Learning Environments. in Student-Centered Virtual Learning Environments in Higher Education. EDs: Boboc, M., & Koc, S., IGI Global (pubs).
- Hartman, R., Johnston, E., & Hill, M., (2018) Empathetic design: A sustainable approach to school change. Discourse and Communication for Sustainable Education
<http://www.qualitative-research.net/index.php/fqs/article/view/1089/2385>

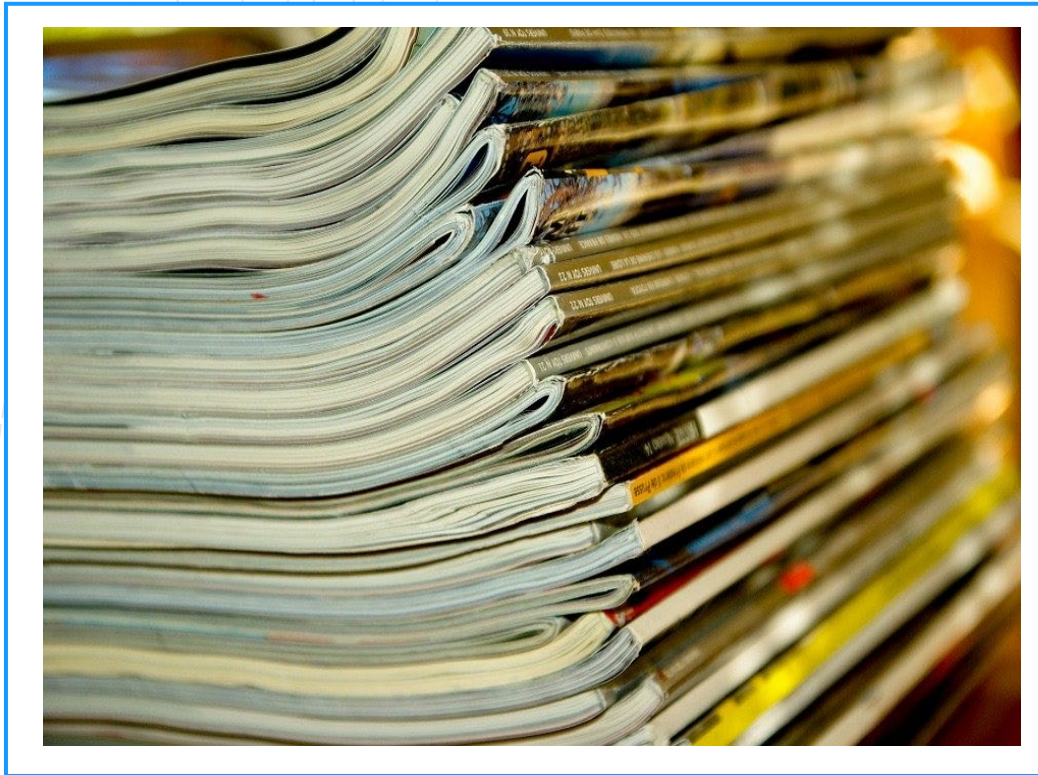
Agenda

- Content Analysis Advantageous
- Discuss my 2015 CLS fellowship Customer Experience (CX) Hub website content analysis promises made, promise kept nomenclature analysis.
- Review of my 2008 University of Phoenix dissertation using textbooks
- Application to content analysis for journals, newspapers, magazines, newsletter, and website text, for example
- The importance of setting up a rigorous Coding Book of Definitions
- Understanding how to physically measure, word & paragraph count, square inches
- Relying on published peer reviewed instrument definitions
- Incorporating your instrument
- Data collection, analysis, a careful process involving **intercoder reliability** (piloting)

Content Analysis Advantageous

- Quantitative Content Analysis
- Almost Pandemic Proof. No Human Interaction
- No Formal IRB Approval Since No Human Subjects
- But IRB Approval Necessary at Doctoral Student Level
- Primary Sources Include: Journals, Textbooks, Website Text, Books, Newspapers, Magazines, Almost Any Published or Visible Materials.
- When Measuring: Important to Determine Proper Count Instances, Understand Screen Resolution if Measuring Square Inches.
- Highly Dependent on Pre-Research Operationalizing and Well-Developed Coding Book of Definitions.

Recommended Software for Published Website Text: Content Analysis



- [Sage Ocean Tips and Tools](#)
- [Corpus Software](#)
- [Provalis Software](#)
- [Nvivo](#)

Resources

Academics

News

The Leader Myth

Leadership

Center for Leadership Studies and Educational Research

Dean of Research and Scholarship and Research Chair: Mark L. McCaslin

WHYHOWWHAT

Scholars Practitioners

Exist to inspire,

As schol-



Study, Purpose, & Design

- Do universities understand and use CX leadership?
- University of Phoenix, nontraditional students.
- Most scrutinized university since 1976.
- Launches new 2014 Website to complement the offerings of its **Center for Leadership Studies and Educational Research (CLSER)**.
- Target: Practitioner doctoral faculty and students to obtain a bona-fide research agenda. Support them in the research process including scholarship and camaraderie among more seasoned and published colleagues.

University of Phoenix School of Advanced Studies



Study, Purpose, & Design

- **Content analysis** of a University of Phoenix research center website iteration to determine the level of CX theory used as well as the personas of its affiliates — dissertation chairs, students—who use the center to help them prepare research studies for publication.
- **Surveyed** affiliates to see if implicit promises made, were kept, a requirement of purposeful CX design.

Website Software Pros and Cons

- “**Corpus Linguistics Content Analysis software** was selected as a basic algorithmic tool to parse through CLSER pages to examine the frequency of terms that were operationalized as promises. Such software can parse only those pages on the site that belong to the root CLSER (see the Appendix). While this tool provided the frequency data, like most such algorithmic text analyzers, it cannot readily determine the journalistic prominence of such messages (Budd, 1964).” (Bean, 2017, p. 24).

Website Software Pros and Cons

- “A total of 2,775 different words and numbers also were found within the CLSER site via the software. For example, the word “and” was the most popular at 831 instances. A total of 1,348 words were only denoted once on the site. For this study, the words that can intrinsically motive scholars to more affordably perform such scholarly activities and that equate to a promise of fundamental support (from conception through publication) were operationalized. These included: funding (1x), financial (50x), scholarship (59x), fellowship (25x), stipend (0x), opportunity (3x), opportunities (8x), as well as words that were deemed to encourage prospects to start the process such as: apply (0x), applying (1x), assist (0x), assistance (0x), help (0x), contact (3x), email (2x), e-mail (0x), start (0x), call (41x), and questions (0)” (Bean, 2017, p. 25).

Personas



© 2015 *Customer Experience Rules!*
Text by Jeffrey Bean
and Illustrations by Steve Hickner

**A fictional customer who represents
a real segment of your market.**

Categorizing Personas



Persona A

Full-time chair with
peered publication/
presentation experience



Persona B

Part-time chair with
peered publication/
presentation experience

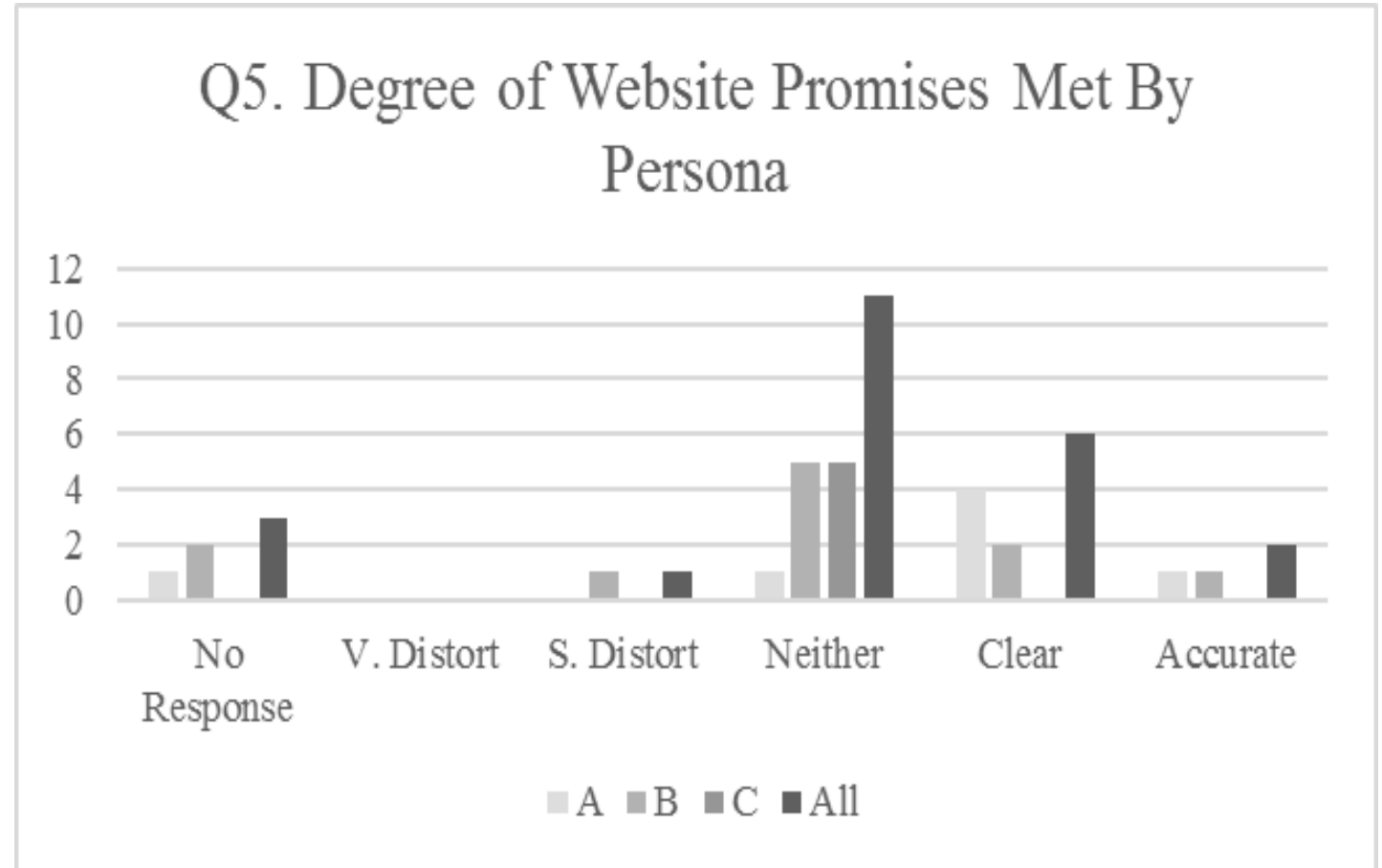


Persona C

Part-time chair
with no peered
publication experience

Website Promises Made, Promises Kept?

- **Persona A**
Full-time chair with
peered publication/
presentation experience
- **Persona B**
Part-time chair with
peered publication/
presentation experience
- **Persona C**
Part-time chair with
no peered publication
experience agreed
most promises made,
were kept





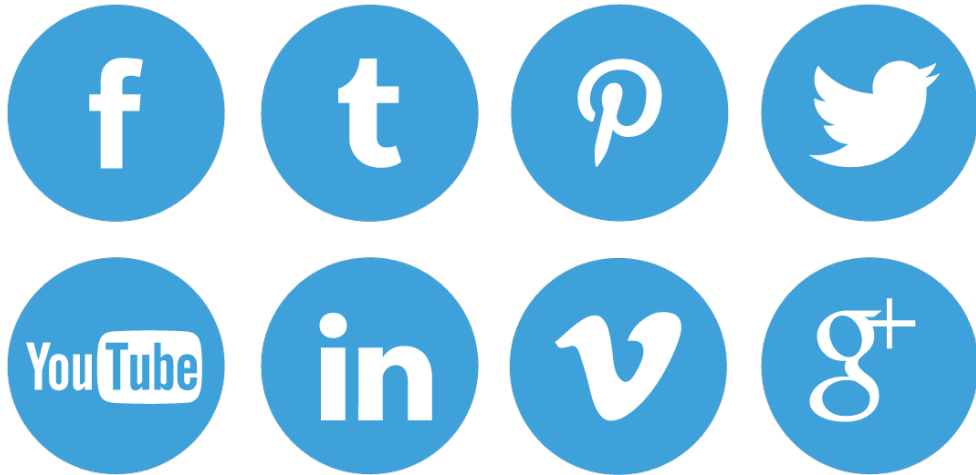
Key Findings

1. The results demonstrated that the personas who needed the most publication assistance did agree that promises made were kept.
2. The study documented a default CX Website iteration so that improvements could help move affiliate customers along the CX continuum with more interactions such as interactive webpages they requested.



University of Phoenix®
School of Advanced
Studies

Recommended Academic Research Software



- [Sage Ocean Tips and Tools](#)
- [Corpus Software](#)
- [Provalis Software](#)
- <https://provalisresearch.com/solutions-2/applications/>
- [Nvivo](#)
- Access to social media data largest obstacle in any study due to IRB and COR approvals as well as social media companies themselves.

Social Media Data, You, & Big Data



- Nothing replaces thoughtful traditional research, operationalizing data variables, and a coding book of definitions.
- Since the 2016 election the U.S.A. is one of only a few countries that sell our personal data to various agencies across the world
- Let us never forget Cambridge Analytics, a U.K. company that took facebook user data without permission.
- Since the 2016 election the U.S.A. is one of only a few countries that sell our personal data to various agencies across the world
- <https://www.acxiom.com/> <Hacking Your Life, PBS

References

Bean, E. (2008). Prominence of scholarly immediacy terminology and references found in 1999 to 2007 online teaching textbooks. Dissertation; University of Phoenix.

Bean, E. (2017). An academy customer experience benchmark observation. *Journal of Online Learning Research and Practice*, 5(1), 17-31. doi: [10.18278/IL.5.1.3](https://doi.org/10.18278/IL.5.1.3)

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