The Content Analysis Guidebook

By Kimberly A. Neuendorf

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Content analysis is one of the most important but complex research methodologies in the social sciences. In this thoroughly updated **Second Edition** of **The Content Analysis Guidebook,** author Kimberly Neuendorf draws on examples from across numerous disciplines to clarify the complicated aspects of content analysis through step-by-step instruction and practical advice. Throughout the book, the author also describes a wide range of innovative content analysis projects from both academia and commercial research that provide readers with a deeper understanding of the research process and its many real-world applications.

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Editorial Review

About the Author

 Kimberly A. Neuendorf holds a Ph.D. from Michigan State University, which has one of the country's top ten doctoral programs in communication. She has taught research methods and media criticism, among other courses, at Cleveland State for over a decade and has published her own research, in which she used content analysis, in numerous journal articles.

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