

Computerized Text Analysis: Classwork 3

Content Analysis in QDA Miner

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This exercise involves performing thematic content analysis of UK Manifesto texts using QDA Miner.

Instructions:

1. Load the UK manifesto texts project. For this set of texts, we will be researching (searching) and coding the position of each party on the adoption of the euro. (If you encounter problems related to the 'teamwork' user-logon function we looked at yesterday, try choosing the 'Admin' user with the password 'admin').
2. First, create a search for "single currency", "euro", "European currency", "British pound", and "pound". These should be an `or` search:

From the top bar, choose: Retrieval -> Text Retrieval Choose 'search unit' to be 'sentence'
3. Create a set of codes to be applied to sentences containing the search terms. This will be a five-part category scheme: Against the adoption of the euro; In favour of the euro; mildly positive (for instance given the right conditions); mildly negative (in favour of keeping the pound unless something really exceptional happens); and in favour of a popular referendum to decide the matter. Note that if there are additional categories that arise from coding, feel free to add them. To add a new code, from the 'search hits' window, click on the blue plus. Add a code name (e.g. 'mildly positive') and a code type (e.g. 'euro position')
4. Examine each text for the searched terms. For each natural sentence in which search terms occur, apply one of the codes. If you feel like making additional notes or annotations, feel free to apply these to some sentences. Keep track of "false positives" or sentences returned that are not about the current issue.
5. Summarize the codes once you are finished to characterize how pro or anti-euro each party is over time. How you do this is open-ended, but you should consider assigning negative numeric codes to negative positions and positive numeric codes to positive conditions, and using these to construct some form of index.
6. If you have coded enough segments, you may find the cluster analysis (Analyse -> Cluster Analysis) interesting. You can also see a similar cluster analysis based on word frequencies in WordStat (Crosstab, Correspondence Analysis)