



## Week 6 Assignment – “Data 5: Content Analysis”

### Learning Outcomes

2. Apply the principles of the scientific method to social science research.
8. Explain and justify the use of quantitative, qualitative and multimethod data gathering techniques.
9. Apply the principles of ethical research.
10. Gather interactive and nonreactive data.
11. Analyze quantitative and qualitative data.
12. Collect, analyze, and critically evaluate empirical data.
13. Present research results to specific audiences.

### Directions

**Assignment 6** – “Data 5: Content Analysis” exercise (40 points or 4% of your overall grade, due **Sunday at midnight CST** of Week 6).

Read the instructions at the bottom of the page, and then find **two artifacts** for your content analysis.

1. If they are, **web pages** then send those links to your instructor as part of your content analysis.
2. If they are **physical objects**, then **scan** or **photograph** them. You need to be able to send those files to your instructor in a standard format (for example, .jpg or .gif) (Note: If you do not have the ability to scan or photograph them, please choose a document or web page! You need to be able to send the content item to your instructor!)

In either case, include a short explanation of **why you chose both artifacts**.

Write up your **content analysis notes** and send them to your instructor through the **Dropbox** as a .doc, .rtf, or .txt file **along with your artifacts**. See the file (DA5data.doc) under the “Doc Sharing” tab for additional instructions and your data recording form for this assignment.

**Write up a summary of your findings and experience.** What are the results you found? What challenges did you encounter? What would you do different next time if you were to repeat this exercise?

You will post your “Reflection” essay in the forum provided then participate in a conversation with the other students and compare your experiences. Post your “Reflection” as early as possible in the week to allow time for a good discussion to develop.

- A Perform content analysis on 2 artifacts.
- B Submit the artifacts and explain why you chose both artifacts.
- C Write up a “Reflection” on your findings and experience (400 to 500 words).
- D Post your write-up in the “Reflections” discussion thread and respond to at least 2 other student postings.

## Submitting the Assignment and Due Date

Submit your assignment to the **Dropbox** by **Sunday midnight CST** of **Week 6**.

## Format

### General Format (same as in week 2)

Write up your content analysis in a similar professional manner!

## Grading Criteria

This assignment is worth 40 points.

| Requirements:  | Points    |
|--|-----------|
| <b>Covered the topic and project requirements thoroughly:</b>  |           |
| A - Select 2 artifacts, submit those artifacts and an explanation of why you chose them.                   | 15        |
| B - Write up a summary of your findings and experience and post it in the "Reflections" discussion thread. | 10        |
| C - Respond to at least 2 other student postings in this "Reflections" thread.                             | 10        |
| <b>Format –</b>  | 5         |
| <b>Total</b>   | <b>40</b> |

## Questions and Issues:

If you have any questions or issues, please post them to the Q & A or Reflections discussion thread.

## Content Analysis Directions:

The content analysis continues our study of prejudice and discrimination using a fifth methodology. It encourages you to better understand humans and our societies by carefully examining the things that we make: cultural artifacts. For this assignment, "cultural artifact" should be construed broadly. Your artifact may be a document, a webpage, a building, sign, clothing, music, movie, or any other human product. Content analysis proceeds under the assumption that you can learn quite a bit about someone (or a group of someones) by the things we make and own. Record those data according to the directions and submit them to your instructor so that they may be included in the complete data set. This **must** be completed on time.

Write up your summary and reflection of your content analysis (400 to 500 words) and post it in the "Reflections" thread. Remember that this is not an analysis of these data (that will come in Week 8), it is a reflection on the methodology and your experience. Reply substantively and critically to at least two other students.

See the file (DA5data.doc) under the "Doc Sharing" tab for additional instructions and your data recording form for this assignment.