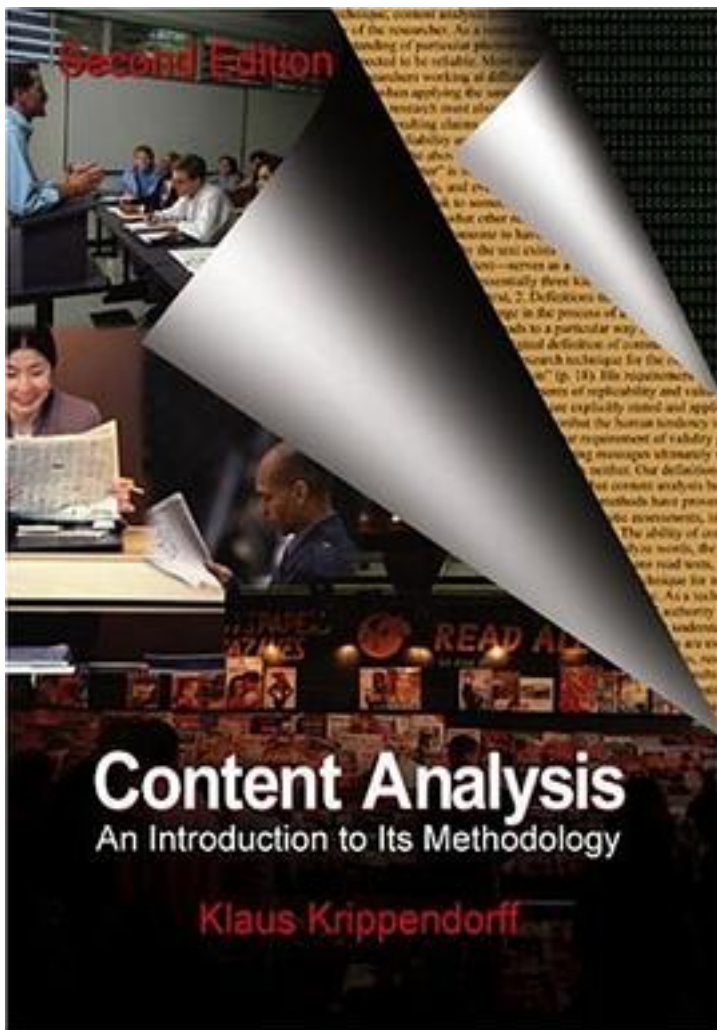


Content Analysis



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Content Analysis is a popular social science technique for the analysis of text data.

While early examples trace back to the late 19th and early 20th century, the technique came of age during the Second World War through the efforts of Lasswell and others aimed at decoding enemy propaganda. This major work brings together the most significant methodological contributions and substantive applications ever published on Content Analysis. Students and scholars in sociology, political science, journalism and mass communication, and business and management will find in this major work a unique and comprehensive overview of the technique and its applications.

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Roberto Franzosi is Professor of Sociology at the University of Reading, UK. He earned his PhD in Sociology from Johns Hopkins University and immediately began teaching at the University of Wisconsin-Madison's Department of Sociology and Industrial Relations Research Institute. Courses he has taught over the years include Regression Analysis, Exploratory Factor Analysis, Content Analysis, Time Series Analysis, Probability Theory, Research Methods, Narrative Analysis, Industrial Sociology, and Political Sociology. He has published numerous journal articles and book chapters in the area of quantitative narrative analysis.

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