

EPPS6355 - Content Analysis

[EPPS 6355](#) Content Analysis (3 semester credit hours) Content analysis is the art and science of closely studying texts, photographs, videos, and audio soundtracks to extract meanings and other message properties from them. Emphasis is on understanding and applying basic manual and computer-assisted methods, including text mining and semantic analysis, that underpin qualitative and quantitative content analysis research in political science, sociology, economics, public policy, management, and other social sciences. (3-0) T