



The Content Analysis Guidebook

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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