## CONTENTS

Series Editors' Introduction	
Preface	vii
1. Plugged in Research	1
Problems With Studying Documents	4
An Approach to Document Analysis	7
2. Ethnographic Content Analysis	13
Introduction	13
Ethnography in Context	14
An Overview of Content Analysis	14
Quantitative Content Analysis	15
Ethnographic Content Analysis	16
The Appearance of Crisis	17
A Theoretical Focus	18
Sampling and Data Collection	19
Data Analysis	22
3. Process of Qualitative Document Analysis	23
The Problem and the Unit of Analysis	23
Constructing a Protocol	25
Themes and Frames	28
Theoretical Sampling	33
Stratified Random Sampling	36
Collecting the Data	37
Data Analysis	41
4. Newspapers, Magazines, and Electronic Documents	44
Studying News Magazines	46
Studying Newspapers	49
Exploring Electronic Documents	52
The Double Loop of Analysis	53
Print Media Photos	55
5. Electronic Reality	59
TV Materials	60
Downloading and Storing Files	63
Analysis of TV Reports	64

6.	Tracking Discourse	68
7.	Field Notes and Other Data	75
	Accounting for Substance	76
	Accounting for Ourselves	79
A	ppendix	82
References		84
About the Author		87