



# Quantitative Research Method

## CONTENT ANALYSIS

➔ START!



# Quantitative Research

Quantitative Orientations  
Toward Research

Research Techniques that  
Yield Quantitative Data

Content Analysis

# "The **Three** Approach

## ✓ Interpretive Social Science

Emphasizes **meaningful social action**, socially constructed meaning & value relativism

## ✓ Positivist Social Science

Emphasizes discovering causal laws, careful **empirical observations** & value-free research

## ✓ Critical Social Science

Emphasizes **combating surface level distortions**, multiple levels of reality & value-based activism for human empowerment

➔ NEXT!

# Positivist Social Science

"An organized method for combining **deductive logic** with precise **empirical observations** of individual behavior in order to discover & confirm a set of **probabilistic causal laws** that can be used to **predict general patterns of human activity**"

W. Lawrence NEUMAN (2011)

## Causal Laws

To discover & document **universal cause-effect rules** of human behavior

## Mechanical Model of Man

Learn about people by observing their behavior that we see in **external reality**

## Determinism

Human actions are largely **caused by forces external** to individuals that can be identified

## Objective

1) Observers agree on **what they see**, 2) scientific knowledge **IS NOT** based on values, opinions, attitudes or beliefs

## Nomothetic

Explanations are verified by using **replication** by other researchers



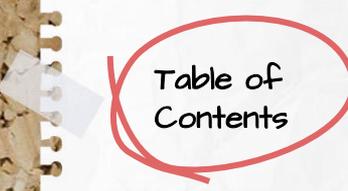


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01.

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1. **Hard Data** (in the form of numbers).
  2. Rely more on **positivistic** principles.
  3. Use a language of **variables & hypotheses**.
  4. Try to **verify or falsify** a relationship or hypothesis we already have in mind. Focus on **an outcome or effect** found across numerous cases.
  5. Employ a logic that is **systematic & follow linear research path**.
- 

START!

# Quantitative Design Research

Variable is a **concept** or its **empirical measure** that can take on multiple values.

A causal hypothesis is a **proposition to be tested** or a **tentative statement** of a relationship between two variables.

The principle of **replication** says that a hypothesis needs **several tests** with consistent & repeated support before it can gain **broad acceptance**.

The hypotheses can help **to state the research question more precisely**.

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# Quantitative Research

W. Lawrence Neuman (2011)

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Explicit

standard  
Procedures

Precise Numerical  
Replication



# Quantitative Research Design





# Quantitative Research

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"Measurement is a **distinct step** in the research process that **occurs prior to data collection.**"

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W. Lawrence NEUMAN (2011)



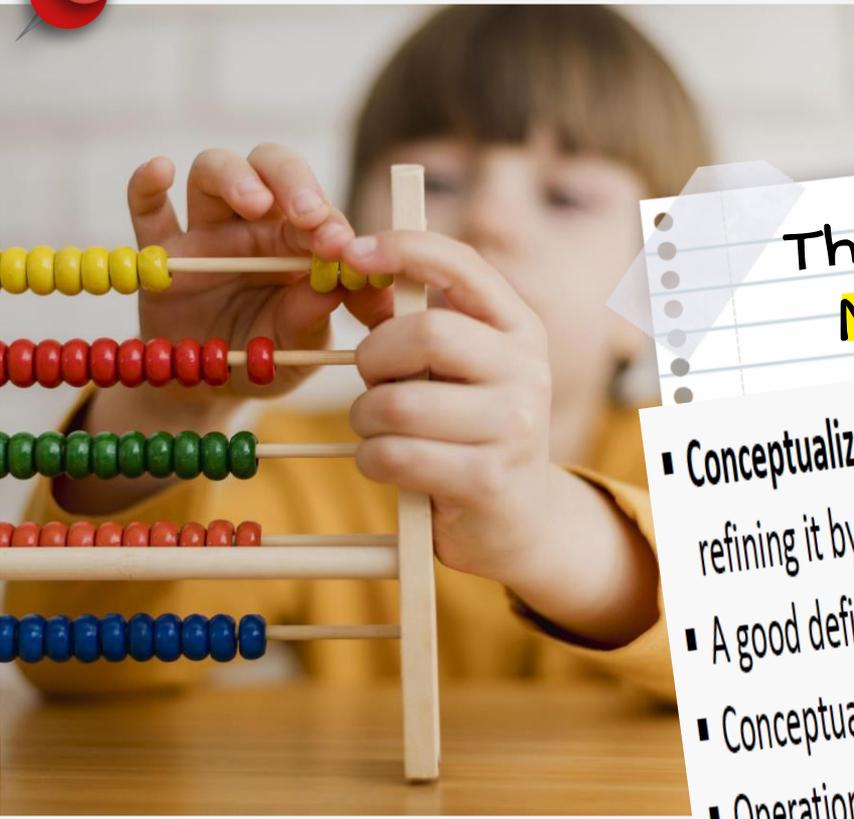


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## The Process of Measurement

- **Conceptualization** refers to taking an abstract construct & refining it by giving it a conceptual or theoretical definition.
- A good definition has one clear, explicit & specific meaning.
- Conceptual definitions are linked to theoretical frameworks.
- Operationalization links a conceptual definition to a set of measurement techniques or procedures.

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# Dealing With Data

- Before we examine quantitative data to test hypotheses, we have to do **coding data**.
- **Coding data** means systematically **reorganizing raw data** into a format that is easy to analyze using statistics software on computers.
- The **coding procedure** is a set of rules **stating** that you will **assign certain numbers** to variable attributes.
- Researchers should begin to think about a coding procedure **before collecting data**.

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# Quantitative Research Technique

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## ✓ Survey

The researcher systematically asks a large number of people the same questions & then records their answers

## ✓ Experimental Research

The researcher manipulates conditions for some research participants but not others & then compares group responses to see whether doing so made a difference

## ✓ Nonreactive Research

Research methods in which people are not aware of being studied

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# Content Analysis as a Research Method

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## Content Analysis as a research method

" Content analysis is a technique for **examining the content or information and symbols** contained in written documents or other communication media (e.g. photographs, movies, song lyrics, advertisements, etc.). Content analysis included in a **nonreactive method** because the creators of the content did not know whether anyone would analyze it (Neuman, 2011, p. 49). "

" Content analysis is a phase of **information processing** in which communications content is transformed through objective and systematic application of categorization rules into data that can be summarized and can be compared (Paisley, 1969, p. 133). "





## Content Analysis as a research method

" Content analysis, while certainly a method of analysis, **is more than that**. It is ... **a method of observation**. Instead of observing people's behavior directly, or asking them to respond to scales, or interviewing them, **the investigator takes the communications that people have produced** and asks questions of the communication (Kerlinger, 1964, p. 544). "

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# STEPS IN CONTENT ANALYSIS RESEARCH

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- 1) Determine **units of analysis**,
- 2) develop a **sampling plan**,
- 3) construct **coding categories**,
- 4) conduct a pilot study and intercoder **reliability check**,
- 5) **data collection**, and
- 6) **analysis**





# Contoh !!!

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## Predicting The Behavior of Young Voters in Elections: A Case Study of Governor Election in Jakarta, Indonesia

*Prida Ariani Ambar Astuti, P. Hangsing*

### Abstract

Young people have often been categorised as a group apart from conventional politics, and this disengagement contributed to the growing sense of apathy even alienation towards politics. The biggest obstacle for young people to get involved in politics is their negative view of the politicians is perceived by many young people that they do not care and no attempt to address the issues that matter to them. Nevertheless, since 2012, there has been a significant change in Indonesia. At the Jakarta Governor Election 2012, the number of young voters who voted was increasing. Therefore, the content of the media, which is the basis of media effects, is necessary to be investigated. Researchers use content analysis on Facebook, Twitter, YouTube and online game 'Save Jakarta' to find out the messages conveyed by the winning candidate. The content of social media was viewed based on three coding categories: information, engagement, and online participation. Furthermore, data collected from documentation of conversations or manifest content that appeared in social media during the Jakarta Governor Election Campaign 2012 became a technique of data collection, and the descriptive statistical calculation will be used to analyze the data. The findings in this study are information about the candidates, campaigns, and election process can be conveyed to voters to help improve their knowledge, which also keep their reminded. Ultimately, this information is expected to make voters like candidates then trust.

**Keywords:** *Young voters, election, participation, social media, Jakarta.*

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# Predicting the Behavior of Young Voters in Elections: A Case Study of Governor Election in Jakarta, Indonesia

## Steps

- Social Artifacts
- All materials produced in social communication
- July 21 – September 17, 2012 (59 days)

### 1. Unit of Analysis

### 2. Sampling Plan

- Facebook: New Jakarta (*Jakarta Baru*)
- Twitter: @JokowiCentre
- YouTube: 13 videos from Basuki Purnama Channel, New Jakarta (*Jakarta Baru*) Channel, The Kota Tua, Id Change Makers Channel, and Cameo Project
- Online game: Game Jokowi Ahok Save Jakarta (*Selamatkan Jakarta*)

- The practice of digital media campaigns in the context of elections proposed by Kluser et al. (2007)
  - Information provided by the candidates
  - Respondents engagements
  - Participation facilitated by the social media

### 3. Construct Coding Categories





# Predicting the Behavior of Young Voters in Elections: A Case Study of Governor Election in Jakarta, Indonesia

## Steps

- Using experts or independent coders to measure the sample coding concepts and then compare the results
- A pilot test to assess reliability
- Cohen's Kappa is used to measure intercoder reliability

### 4. Intercoder Reliability Check

- **Frequency:** whether or not something occurs and how often it occurs
- **Direction:** the type of message whether negative or positive, supporting or opposing.
- **Intensity:** the strength or power of a message in a direction (active, passive, minor or major).
- **Space:** the size of a text message, the amount of time or the amount of space allocated to a message

### 5. Analysis



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# Thanks!

Do you have any questions?

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