

# DETAILED CONTENTS

<b>Preface and Acknowledgments</b>	<b>ix</b>
<b>About the Authors</b>	<b>xiii</b>
<b>1. Plugged-In Research</b>	<b>1</b>
Problems With Studying Documents	9
An Approach to Document Analysis	12
<b>2. Ethnographic Content Analysis</b>	<b>23</b>
Ethnography in Context	24
An Overview of Content Analysis	24
Quantitative Content Analysis	24
Ethnographic Content Analysis	26
Studying Crises	28
A Theoretical Focus	28
Sampling and Data Collection	31
Data Analysis	34
<b>3. Process of Qualitative Document Analysis</b>	<b>39</b>
The Problem and the Unit of Analysis	39
Constructing a Protocol	44
<i>Altheide Research Team Protocol for Studying         News Reports About Fear</i>	48
Themes and Frames	50
Theoretical Sampling	55
Stratified Random Sampling	60
Collecting the Data	62
<i>Protocol for Tracking Discourse, Fear,         Crime, and Violence</i>	65
Data Analysis	68
<b>4. Newspapers, Magazines, and Electronic Documents</b>	<b>75</b>
Studying News Magazines	76
Studying Newspapers	79
Exploring Electronic Documents	83
The Double Loop of Analysis	84
Print Media Photos	87

<b>5. Electronic Reality I</b>	<b>91</b>
TV Materials	92
Downloading and Storing Files	95
Analysis of TV Reports	96
<i>Project for the New American Century Protocol Sheet</i>	100
<b>6. Electronic Reality II</b>	<b>103</b>
Internet Video Games	104
Social Media and Dealing With the Problem of Riots	105
<i>How It Can Be Studied</i>	107
Sampling and Data Collection	108
<i>Protocol</i>	110
Online Newspaper Websites	112
Other Websites and Data Materials	112
Data Storage	113
<b>7. Tracking Discourse</b>	<b>115</b>
Dynamic Study of Discourse	115
Discourse of Fear	116
Social Media and Discourse	122
<b>8. Field Notes and Other Data</b>	<b>125</b>
Accounting for Substance	126
Accounting for Ourselves	129
<b>Appendix</b>	<b>133</b>
Selected Studies That Use Qualitative Media Analysis	133
Selected PhD Dissertations and MA Theses That	
Use Qualitative Media Analysis	135
Selected Studies of News Organizations	136
<b>References</b>	<b>139</b>
<b>Index</b>	<b>147</b>