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SAGE, 2004 - Language Arts & Disciplines- 413 pages. 4Reviews. Since the publication of the first edition of Content Analysis: An Introduction to Its Methodology, the textual fabric in which...

Content Analysis: An Introduction to Its Methodology ...

Content analysis is a relatively boring topic. This book does a good job of teaching you some valuable techniques for analyzing content. Unfortunately, the book spends a lot of time on talking about outdated computer systems. The fundamentals are still strong though.

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