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Kimberly A. Neuendorf, Ph.D. and Paul D. Skalski, Ph.D. School of Communication Cleveland State University Cleveland, OH 44115  
216-687-3994 k.neuendorf@comcast.net Manuscript in support of presentation to the Social Science and Social Computing

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Defining Content Analysis Isn't content analysis "easy"?  
Myth #1: Content analysis is easy  
Myth #2: The term "content analysis" applies to all examinations of message content  
Myth #3: Anyone can do content analysis; it doesn't take any special preparation  
Myth #4: Content analysis is for academic use only  
A six-part definition of content analysis 1.

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Every content analysis requires a card that identifies the elements to be coded ( Neuendorf, 2017). In this case, the following variables of each one of the videos have

been coded into an Excel ...

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