Example of Content Analysis

• Davis (1984)--sexism in children’s books

• Generally, wanted to discover if children’s books specifically written to be nonsexist were nevertheless sexist with regard to both male and female roles

• 96 children’s books from three categories
  – written to be nonsexist
  – award winning books
  – best sellers

Davis developed 15 categories

• including
  – independent
    » self-initiating and self-sustaining
  – active
    » physical activity, work, play
  – passively active
    » fine motor physical activity such as reading, talking, and thinking
  – emotional
    » affective displays of feelings
Four graduate students worked as raters

- to establish interrater reliability
  - 2 worked only on illustrations
  - 2 worked only on text

Results

- note that you can compare male and female within a type of book (e.g. bestsellers) or across types of book (e.g. bestseller vs. nonexist)
more results--emotional

more results--submissive
more results--nurturant

![Bar chart showing gender comparison across different categories.]

maybe these books are written for girls--maybe they read more--as a matter of fact look at Passively Active (includes reading)

![Bar chart showing gender comparison across different categories.]

maybe these books are written for girls--maybe they read more--as a matter of fact look at Passively Active (includes reading)
RATING TECHNIQUES (TRICKS OF THE TRADE)

• 1. Q-SORT
• 2. PAIR COMPARISON
• 3. RANKING
• 4. DIRECT SCALING

1. Q-SORT TECHNIQUES

• Statements are put on note cards to form a “deck” (like playing cards)

• Unstructured Q-Sort
  – raters are asked to sort the cards anyway they want
  – raters have to invent categories

• Structured Q-Sort
  – raters are told what categories the cards are to be sorted into
  – the categories come from a theory
  – the arrangement of piles helps illustrates the meaning of the categories (see next slide)
EXAMPLES

sort these

SIMPLE MAGNITUDE

low

high

HIERARCHICAL

CAN GIVE RATERS SETS AND THEN SUBSETS TO SORT

EXAMPLE FROM PREVIOUS SLIDE

SORT THESE INTO TWO PILES

SORT THESE INTO TWO PILES

SORT THESE INTO TWO PILES

SORT THESE INTO TWO PILES
Analysis unstructured--

- what categories do they use
- and if they use some of the same categories, how much do they agree
  –% AGREEMENT (remember A/A+D?)
- differences in categories used by different types of raters
- groupings of raters based on the categories they use
- similarity of ratings to an ideal set of categories generated by a theory
Analysis structured--

- mean rating and the variance of the ratings for each stimulus
- differences in rating between different types of raters (e.g. men vs. women might rate them differently)
- similarity of ratings to an ideal generated by a theory
- groupings of raters based on their ratings (grouping) of the cards
• structured--if sorting hierarchically
  – how much do they agree
    » % AGREEMENT
  – plus all of the above analyses

Other rating methods:
2. method of pair comparison

- every stimulus is paired with every other stimulus
- results in \( N(N-1)/2 \) pairs (e.g., 10 stimuli give you 45 pairs)

45 pairs but if you balance the order (which one they see first) then you have 90 pairs

You’ll be asked to pick the most beautiful, or the most angry, or etc.

- Two at a time over and over
Example with statements-

Which statement is most offensive to women?

– Have you ever seen a women mechanic?
– Women should never have been given the right to vote.

– Women’s athletics should be given less money than men’s athletics
– Have you ever seen a women mechanic?

– Women’s athletics should be given less money than men’s athletics.
– I would never go to a woman surgeon.
Example with pictures-

Which painting is most sexist?

A  
B
statistics for pair comparison

• it’s like a democracy--how many votes does each stimulus get?

  A ✓ vs. B ___
  A ___ vs. C ✓
  B ___ vs. C ✓

etc etc

Lengthy example--try to feel what it is like to do the rating.
Which person is the most religious?

A  B

Which person is the most religious?

A  B
Which person is the most religious?

A

B

Which person is the most religious?

A

B
Which person is the most religious?

A

B

Which person is the most religious?

A

B
Which person is the most religious?

A

B

now we start to shuffle the pairings
YOU WOULD CONTINUE IN THIS WAY UNTIL EVERY ONE OF THE 16 PICTURES HAD BEEN PAIRED WITH EVERY OTHER ONE

• ANOTHER QUESTION -- WHAT ABOUT THE ORDER OF PRESENTATION??
  – SHOULD WE PRESENT EVERY PAIR TWICE, ONCE WITH A PICTURE ON THE LEFT AND ONCE ON THE RIGHT???
Other methods--

3. method of ranking

like this

but different in that there are no categories to put them in---just rank order them (several times)

then average the ranks
4. method of direct scaling

apply a rating scale to each stimulus one at a time

example: this statement “I was hoping that you might help me with this problem” is

not assertive at all

very assertive

1 2 3 4 5

Method of Direct Scaling

RATE HOW RELIGIOUS THIS MAN IS:

NOT RELIGIOUS AT ALL

1 2 3 4 5 6 7

VERY RELIGIOUS
AND FINALLY
THE MOST IMPORTANT QUESTION
OF ALL:
WOULD YOU BUY A USED CAR FROM
THIS MAN???

End of Content Analysis