Quantitative Research (Content Analysis)

CMM 403 Seminar Komunikasi (PR-A)
Pertemuan M-12 Semester Gasal 2021-2022

No.	Materi	Agustus	September					Oktober				November					Desember			
		1	1	2	3	4	5	6	7	8	9	10	11	12	13	14	14	15	15	16
		30-31	01-03	06-10	13-17	20-24	27-01	04-08	11-15	18-25	26-29	01-05	08-12	15-19	22-26	29-30	01-03	06-10	13	17-23
1	Pengenalan MK Semkom / Pengantar Semkom (penyusunan Bab 1 Pendahuluan)	■	■																	
2	Penyusunan Bab 2 Tinjauan Pustaka			■																
3	Strategi Pemilihan Teori sesuai konteks penelitian				■															
4	Strategi Penyusunan Proposal (bab 3) dan etika penelitian					■														
5	Manfaat Penelitian, Luaran Penelitian, Bab 4 Proposal						■													
6	Metode Penelitian Kuantitatif, Kualitatif dan Mix Methods							■												
7	Sistematika Penyusunan Proposal Penelitian								■											
8	UTS Pengumpulan Proposal Penelitian (Bab 1-4)									■										
9	Presentasi Proposal Penelitian berdasarkan kesamaan metode										■									
10	Presentasi Proposal Penelitian berdasarkan kesamaan metode											■								
11	Presentasi Proposal Penelitian berdasarkan kesamaan metode												■							
12	Presentasi Proposal Penelitian berdasarkan kesamaan metode													▨						
13	Presentasi Proposal Penelitian berdasarkan kesamaan metode														▨					
14	Presentasi Proposal Penelitian berdasarkan kesamaan metode															▨	▨			
15	Review Proposal Penelitian (Bab 1-4)																	▨	▨	
16	UAS Pengumpulan Proposal Penelitian (Bab 1-4)																			■

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

CREDITS

01.

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**.

Quantitative Research
W. Lawrence Neuman (2011)

Explicit

Standard Procedures

Precise Numerical

Replication

Quantitative Research Design

Quantitative Research

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

W. Lawrence NEUMAN (2011)
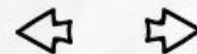
The Process of ==Measurement==

- **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**.

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**.

Quantitative Research Technique

✓ Survey

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

✓ Nonreactive Research

Research methods in which **people are not aware of being studied**

✓ 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

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). "

STEPS IN CONTENT ANALYSIS RESEARCH

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**

Tugas !

NO	URAIAN TUGAS	KUMPULKAN MINGGU KE-	KETERANGAN LINK GF
1	Menyusun 3 outline penelitian dari metode yang berbeda.	2	
2A	Mereview tugas 1 dengan sistem ganjil genap.	3	
2B	Menyusun Bab 1 Proposal Penelitian		
3A	Mereview tugas 2B dengan sistem ganjil genap.	4	
3B	Menyusun Bab 2 Proposal Penelitian		
4A	Mereview tugas 3B dengan sistem ganjil genap.	5	
4B	Menyusun Bab 3 Proposal Penelitian		
5A	Mereview tugas 4B dengan sistem ganjil genap.	6	
5B	Menyusun Bab 4 Proposal Penelitian beserta lampiran		
6A	Mereview tugas 5B dan Bab 1-3 dengan sistem ganjil genap.	7	
6B	Merevisi Proposal (Bab 1-4) beserta lampiran		
7	Membuat PPT dan Rekaman Presentasi Proposal Penelitian	8	
8	Mereview Presentasi (live)/rekaman proposal penelitian M9	10	
9	Mereview Presentasi (live)/rekaman proposal penelitian M10	11	
10	Mereview Presentasi (live)/rekaman proposal penelitian M11	12	
11	Mereview Presentasi (live)/rekaman proposal penelitian M12	13	
12	Mereview Presentasi (live)/rekaman proposal penelitian M13	14	
13	Mereview Presentasi (live)/rekaman proposal penelitian M14	15	

NO	URAIAN TUGAS	KUMPULKAN MINGGU KE-	KETERANGAN LINK GF
11	Mereview Presentasi (live)/rekaman proposal penelitian M12	13	

Deadline Pengumpulan Tugas Pribadi 11 : M-13 (23.59)

Identifikasi Kesalahan dalam Penelitian

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THANK YOU!

DO YOU HAVE ANY QUESTIONS?