



## Analyzing Media Messages: Using Quantitative Content Analysis in Research (Lea's Communication Series)

By Daniel Riffe, Stephen Lacy, Frederick G. Fico

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Rich with examples of recent and classic applications, this volume is designed to serve as a primer in the technique of systematic, quantitative analysis of communication content. It explains solutions to practical problems confronted by the content analysts, and also examines the role of computers in content analysis. The text is written so that students can readily understand and apply this method.

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- Sales Rank: #14527572 in Books
- Published on: 1998-07-01
- Original language: English
- Number of items: 1
- Dimensions: 9.50" h x 6.25" w x .75" l, 1.10 pounds
- Binding: Hardcover
- 224 pages

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