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|  **UNIVERSITY OF NIŠ** |
| **Course Unit Descriptor** | **Faculty**  | **Faculty of Philosophy** |
| **GENERAL INFORMATION** |
| Study program  | **Sociology** |
| Study Module (if applicable) |  |
| Course title | Content Analysis |
| Level of study | ☐ Bachelor x Master’s ☐ Doctoral |
| Type of course | ☐ Obligatory x Elective |
| Semester  |  x Autumn ☐Spring |
| Year of study  | 1st year |
| Number of ECTS allocated | 6 |
| Name of lecturer/lecturers | Jasmina Petrović, Associate professor, PhD Nina Pavlović, Teaching - Assistant |
| Teaching mode | x Lectures x Group tutorials x Individual tutorials ☐Laboratory work x Project work x Seminar ☐Distance learning ☐ Blended learning x Other |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** |
| The main objective of the course is to master content analysis as a research technique and to train students to identify different content (written, audio-visual, etc.) as potential sources for the creation of scientific insights in the field of social communication. Training to create relevant material coding schemes for the application of content analysis and the interpretation of research findings. |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** |
| The content analysis - characteristics, development and application; Types of content analysis; Content analysis as a qualitative and/or quantitative method (advantages and disadvantages). The course of content analysis; the research question, theoretical and methodological conceptualization. Research design: selecting the empirical material and planning the sample; classification and interpretation of the content (reliability, validity, the creation and test of the coding scheme, simple classification/sorting of the material in complex constructs); The problems of sorting and processing data obtained through content analysis. The problems of selecting analysis units (problems with the semantic context of the use of words, attributes, and other units of analysis). Key aspects of the realization of content analysis: measurements, indications, representation and interpretation. |
| **LANGUAGE OF INSTRUCTION** |
| x Serbian (complete course) ☐ English (complete course) ☐ Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)☐Serbian with English mentoring ☐Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **ASSESSMENT METHODS AND CRITERIA** |
| **Pre exam duties** | **Points 40** | **Final exam** | **points 60** |
| **Activity during lectures** |  | **Written examination** |  |
| **Practical teaching** | **40** | **Oral examination** | **60** |
| **Teaching colloquia** |  | **OVERALL SUM** | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** |