

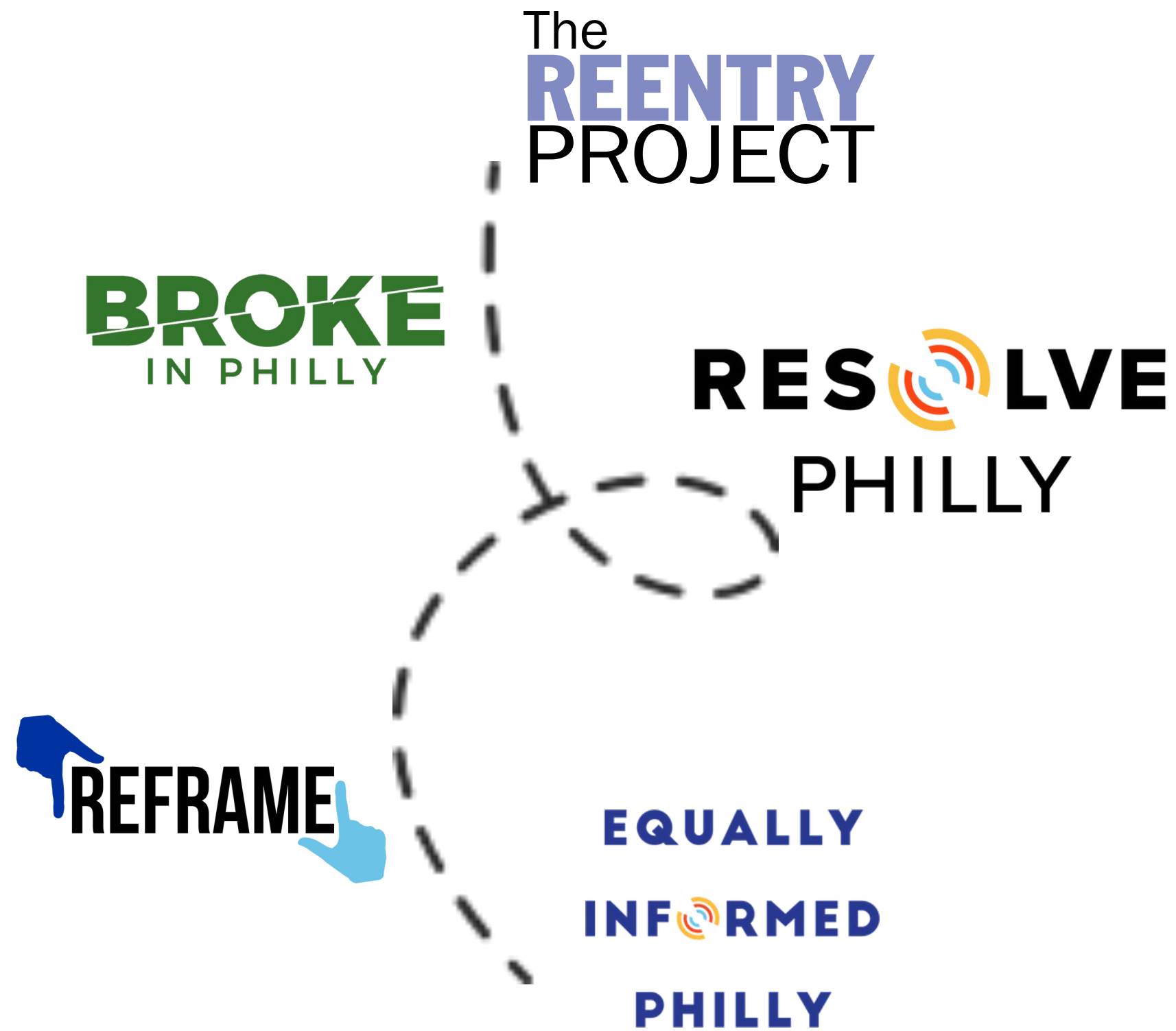


What Stories Do Your Stories Tell?

Quick & dirty content analyses: how & why

Today's Agenda

- **Introductions (5 min)**
- **The What, How & Why (20)**
- **Breakouts & Share Back (10)**
- **Questions & Wrap-up (10)**



Who we are

Resolve Philly is a nonprofit journalism support organization developing and advancing journalism rooted in equity, collaboration, and the elevation of community voices.

At **Reframe** we build tools & resources that help reporters think deeply about language and framing throughout the editorial process.



Aubrey Nagle
Reframe Editor

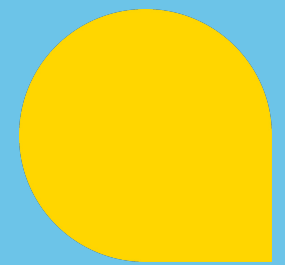


John Hernandez
Reframe Sr. Editorial Associate

What is content analysis?

- The study of texts to discover patterns
- Conducted in a replicable, systematic way
- To make meaning from the data

What it's not: Only for academics & researchers



2020 Protest Audit

We analyzed

- Nearly 400 articles
- Over 1,200 sources
- Nearly 700 images

With the help of

- 1 main coder/author
- 1 contributor (mega-intern)
- 2 professional researcher-consultants

LOCAL MEDIA RESPONDS TO GEORGE FLOYD

HOW PHILADELPHIA NEWSROOMS
COVERED A WEEK OF PROTESTS



AUTHOR
Aubrey Nagle

CONTRIBUTOR
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June 2021



What we found

- Headlines focused more on responses than the source of the unrest or demands
- 37.5% of sources either public officials/law enforcement, 15.8% were protesters
- Keywords related to systemic reforms were found infrequently

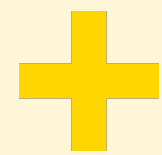
What we suggested

- Early reporting must include more context (there's plenty!)
- Protesters voices should be heard early & often
- Lots of overlap in episodic coverage = opportunity for newsrooms to collab

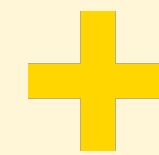
Doin' it the quick-and-dirty way

Your results don't have to be **perfect, scientifically bulletproof, or meaningful to anyone else!** They just have to be **useful to you.**

Ask yourself a
question



Decide when &
what you'll
examine



Seek patterns &
keep track



Finding the story in your stories


All you need is...

- A question
- A body of work
- Some time
- A few categories
- A spreadsheet

**What do you
wanna know?**

Question examples

- How often do I write about X?
- What words am I using most on my beat?
- Who do I talk to the most?
- What's the meta-narrative?



**How much
time ya got?**

Time frame

I have one hour right now

Gather your most recent stories and do some word association

I have one hour a week

Choose a category & set up a spreadsheet

I have a few days a month

Expand your categories & find an analysis partner

**What are we
lookin' at?**

Bodies of work

- My articles from the past X months
- Just my articles in X vertical/on X beat
- My headlines
- My photos
- Our whole desk's stories

**A codebook is
just a set of
categories**

Codes examples

- Does this headline mention parents' POV, Y/N?
- Does this story quote the mayor, Y/N?
- Where does this story take place?

**When making
it up is a good
thing**

Open coding

- Use a word cloud tool to find patterns
- Gather a group to discuss
- Get out the whiteboards!!

Your toolbox



- **Spreadsheets** — Google Docs are great, AirTable if you're feelin' fancy
- **A way to collect your stories** — does your outlet have an RSS feed?
Can you use Zapier or Pocket to funnel them to your spreadsheet?
Copy & paste works too!
- **Wordcloud generators** (yes, really) [WordClouds.com](https://www.wordclouds.com/)
- **CTRL-F** for manual searches!
- **Sketch Engine** <https://www.sketchengine.eu/>

At Least 9 Fires Set, 109 Arrested as Shops Are Looted in Philly Protests

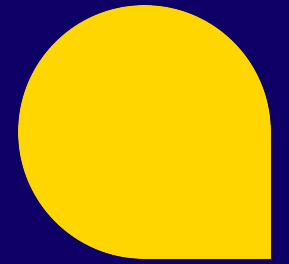
The morning after: Shattered windows,
burned clothes, businesses destroyed

Mass Protest Erupts on 3rd Day Following 400
Arrests, Looting Over Weekend

Peaceful protests in several neighborhoods call
for police accountability

Floyd protests cross the city as
Philadelphians say they're hopeful for lasting
change

'Change needs to happen': Peaceful protests
spread across smaller Pa. cities and towns

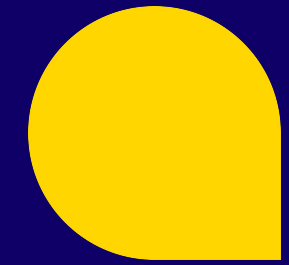


Let's workshop together

Then we'll share!

bit.ly/ReframeStories

1. Come up with a question
2. Pick a body of work & find time
3. Brainstorm some categories
4. How would you apply it?



Reframe.ResolvePhilly.org

Lookin' good, full of resources

**New
Fun
Stuff!**

● Freeze Frame newsletter

Launches next week – Sign up now!

● Content Analysis Webinar Oct. 19

Free continuation of this work with special guest, Stars & Stripes Europe bureau chief Erik Slavin.