

## Article Reading Five: Content Analysis

In this article, the researcher uses a form of textual analysis to investigate student and teacher perceptions of affinity-seeking behaviors. Pay particular attention to the use of coders, measurement and the role that numbers in this research approach. They play a big part in the reliability and validity of a study.

First, read the entire article. On the first reading, just read it to get a bigger picture of what the scholar is trying to communicate. Second, read the article again with these questions in mind. Some of the questions focus on your ability to comprehend the article. Other questions address your understanding the methodological choices the author made.

### Article Comprehension

1. In what paragraph does the author offer the specific purpose of the study? What reason(s) does the author offer for the purpose of this study?
2. Explain the term “affinity-seeking behavior”.
3. What specific research questions did the researcher have for this study? On what page number were they offered?

### Method Comprehension

4. Examine the method section and summarize why this study is a textual analysis study and not simply a survey according to the definitions of our text.

5. How were students asked to respond so the researcher could find out about their behavior?
- an open-ended questionnaire was given. It asked students to list five things they've said or done to get the teacher to like them.
  - the researcher conducted interviews with college students. She interviewed 10 college students to find out whether or not they employed affinity-seeking strategies.
  - a survey was given of behaviors obtained from previous research and the students were asked to circle every tactic they used to get their teacher to like them.
6. How many behaviors did the researcher find to be similar for students and teachers? In other words, how many affinity-seeking strategies were found using the results from student and teacher questionnaires?
7. What does the author suggest should be the focus for future research?
8. Wanzer's article was published in 1998. She used sources as old as 1967 and others from the 70s and 80s. When is a source too old? Does it depend on how you use it in your essay? When can a source be old and when must it be recent?

### Reflections and Connections

9. List 2 thoughtful questions you would ask the authors about this research.
10. Does this study reflect what you do in your own student-teacher relationships? If yes, explain how. If not, explain why not.