Methodology Feasibilities of Content Analysis for Newsgroups

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Abstract English

The lecture points out the methodology feasibilities of content analysis for newsgroups. This qualitative-quantitative content analysis shows by analyzing topic careers, which topics are of interest in the online publicity during long periods. The first part introduces in the method, how qualitative-quantitative content analysis is feasible in newsgroups. The second part points out by an example of an empirical analysis, how the topic forced labor is discussed in international newsgroups. The summary sketched the considerations that print media have an influence to the discussion in newsgroups. Sometimes it is possible to detect a spill over effect from the print media to the newsgroups.