DOCTORAL STUDIES COURSE UNIT DESCRIPTION

Name of subject	Field of science, code	Faculty / Center	Institute / Department
Content Analysis	S 005	Faculty of Philosophy	Institute of Sociology and Social Work

Student's workload	Credits	Student's workload	Credits
Lectures		Consultations	1
Independent study	6	Seminars	

Course annotation
The role of the media in contemporary societies. Content analysis as a method of collecting and processing social data. The specifics of studying text, audio, and visual media content. The concept of quantitative and qualitative content analysis. Quantitative content analysis: design, measurement, selection, reliability, validity and data analysis. Qualitative content analysis: selection, coding and interpretation. Digital tools for collecting, preparing, analysing, and visualising content analysis data. Interpretation of results in content analysis. Perspectives on content analysis in sociological research. Requirements for the final evaluation are determined individually, based on the dissertation topic, individual research interests, and the data collection and analysis tools available at the time.

Reading list
Alsmadi, D. and Prybutok, V. (2026) 'From manual to AI: A systematic review of methodological evolution in social media content analysis', in *Proceedings of the 2026 2nd International Conference on Computational Intelligence Approaches and Applications (ICCIAA)*, pp. 1–5. IEEE. DOI: https://doi.org/10.1109/ICCIAA68481.2026.11544000. Andreotta, M., Nugroho, R., Hurlstone, M.J., Boschetti, F., Farrell, S., Walker, I. and Paris, C. (2019) 'Analyzing social media data: A mixed-methods framework combining computational and qualitative text analysis', *Behavior Research Methods*, 51, pp. 1766–1781. DOI: https://doi.org/10.3758/s13428-019-01202-8. boyd, d. and Crawford, K. (2012) 'Critical questions for big data: Provocations for a cultural, technological, and scholarly phenomenon', *Information, Communication & Society*, 15(5), pp. 662–679. DOI: https://doi.org/10.1080/1369118X.2012.678878. Entman, R.M. (1993) 'Framing: Toward clarification of a fractured paradigm', *Journal of Communication*, 43(4), pp. 51–58. DOI: https://doi.org/10.1111/j.1460-2466.1993.tb01304.x. Fu, J. et al. (2023) 'Methods for analyzing the contents of social media for health care: Scoping review', *Journal of Medical Internet Research*, 25, e43349. DOI: https://doi.org/10.2196/43349. Herring, S.C. (2009) 'Web content analysis: Expanding the paradigm', in Hunsinger, J., Klastrup, L. and Allen, M. (eds.) *International Handbook of Internet Research*. Dordrecht: Springer, pp. 233–249. DOI: https://doi.org/10.1007/978-1-4020-9789-8_14. Krippendorff, K. (2018) *Content Analysis: An Introduction to Its Methodology*. 4th edn. Thousand Oaks, CA: SAGE. DOI: https://doi.org/10.4135/9781071878781. Mayring, P. (2000) 'Qualitative content analysis', *Forum Qualitative Sozialforschung / Forum: Qualitative Social Research*, 1(2), Article 20. DOI: https://doi.org/10.17169/fqs-1.2.1089. McLuhan, M. (1964) *Understanding Media: The Extensions of Man*. New York: McGraw-Hill. Potter, W.J. and Levine-Donnerstein, D. (1999) 'Rethinking validity and reliability in content analysis', *Journal of Applied Communication Research*, 27(3), pp. 258–284. DOI: https://doi.org/10.1080/00909889909365539.

Rogers, R. (2013) *Digital Methods*. Cambridge, MA: MIT Press. DOI: https://doi.org/10.7551/mitpress/8718.001.0001.

The names of consulting teachers	Science degree	Main scientific works published in a scientific field in last 5 year period
Maryja Šupa	Dr.	Šupa, Maryja; Kaktinas, Vytautas; Stankevičiūtė, Eglė. 2025. Technology and Future Trajectories of Punitivity: Lessons Learned from Selective Persecution of Online Offenders in Lithuania, in Dobryninas, A., Nikartas, S. (eds.), *Understanding Crime Control and Punishment in Lithuania: A Punitive Society?* pp. 159–178. Basingstoke: Pal grave Macmillan. ISBN 9783032055385. *https://dx.doi.org/10.1007/978-3-032-05538-5* Šupa, Maryja. 2025. Researching online forums, in Kaufmann, M., Mork Lomell, H. (eds.), D*e Gruyter Handbook of Digital Criminology*, pp. 419–426. Berlin, Boston: De Gruyter. ISBN 9783111061931. https://doi.org/10.1515/9783111062037 Šupa, Maryja. 2024. The Cultural Milieus of Online Offending, in Graham, Roderick S., Humer, Stephan G., Seungeun Lee, C., Nagy, V. (eds.), *The Routledge International Handbook of Online Deviance*, pp. 223–235. Abingdon: Routledge. ISBN 9781032234472. https://doi.org/10.4324/9781003277675 *Šupa, Maryja; Kaktinas, Vytautas; Rinkevičiūtė, Aistė. 2023. Computer-dependent or computer-assisted? The social context of online crime in Lithuanian court judgements, International Journal of Law, Crime and Justice*, 73. https://doi.org/10.1016/j.ijlcj.2023.100577 **(**Clarivate WoS) Šupa, Maryja; Kruopštaitė Ingrida. 2021. Deviance and Ethical Considerations in Online Biohacking Communities, *Deviant Behavior*, 43(10): 1245–1266. https://doi.org/10.1080/01639625.2021.1976606 (Clarivate WoS)

Certified during Doctoral Committee session on 2026-11-18. Protocol No. 5.2.2 E-15600-KT-4268

Committee Chairman Prof. Dr. Zenonas Norkus