



Die Online-Inhaltsanalyse: Forschungsobjekt Internet (Neue Schriften zur Online-Forschung 8) (German Edition)

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Die Inhaltsanalyse ist sowohl eine der Schlüsselmethoden der Medien- und Kommunikationswissenschaft als auch der Sozialwissenschaften insgesamt. Wie aber analysiert man Inhalte im Internet? Zwar waren noch nie so viele Inhalte verschiedenster Kommunikationsformen so leicht verfügbar und öffentlich zugänglich wie heute - andererseits wachsen mit dieser Zugänglichkeit offenbar auch deren sublimen Dispositionen: Die Produkte von Online-Kommunikation sind dynamisch und wandelbar, flüchtig, vielfach verlinkt, scheinen quantitativ unbegrenzt und sind demnach alles andere als manifest.

Hinter dem Begriff ›Online-Inhalte‹ verbergen sich zudem zahlreiche und z.T. stark heterogene Angebote, aber auch Strukturen netzwerkbasierter Kommunikation. Dazu gehören u.a. Äußerungen in Weblogs, Kommunikation in Foren, WWW-Angebote oder auch der Austausch in sozialen Netzwerken. Aufgrund der Offenheit und der stetigen Weiter- und Neuentwicklungen netzbasierter Kommunikation kommen kontinuierlich neue Untersuchungsgegenstände für die Online-Inhaltsanalyse hinzu, andere verlieren hingegen an Bedeutung. Dennoch: Das theoretische Grundgerüst bei der Analyse von Online-Inhalten bleibt relativ stabil und gleicht prinzipiell dem der klassischen Inhaltsanalyse.

Das vorliegende Buch ist eine Bestands- und Momentaufnahme derzeitiger Verfahren und Bereiche der Online-Inhaltsanalyse.

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Kyra Franson:

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