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The researcher in computer content analysis is often faced with a paucity of guidance in conducting a study. Published exemplars of best practice in computer content analysis are rare, and computer content analysis seems to have developed independently in a number of disciplines, with researchers in one field often unaware of new and innovative techniques developed by researchers in other areas. This volume contains numerous articles illustrating the current state of the art of computer content analysis. Research is presented by scholars in political science, natural resource management, mass communication, marketing, education, and other fields, with the aim of providing exemplars for further research on the computer analysis and understanding of textual materials.

The studies presented in *Applications of Computer Content Analysis* offer a varied spectrum of exemplary studies, Researchers can, due to the breadth of the studies presented here, find methodological, theoretical, and practical suggestions which will significantly ease the process of creating new research--and will significantly reduce the duplication of effort which has, until now, plagued computer content analytic research. Intended for an audience of graduate students, scholars, and in-field practitioners, this will serve as an invaluable resource, full of useful examples, for those interesting in using computers to analyze newspapers articles, emails, mediated communication, or any other sort of digital communication.

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