Using SPSS 14.1 Modeler with Social Media Content: A Summative Content Analysis Methodology Explained

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The use of social media content by sport organization continues to increase (Ioakimidis, 2010), as well as scholarly attempts to describe behavior within this media context (Clavio & Kian, 2010; Hambrick, Simmons, Greenhalgh, & Greenwell, 2010; Kassing & Sanderson, 2010; Pegoraro, 2010). To date, scholarly research has not identified an acceptable theoretical model to describe social media use by sport organizations. The purpose of this study is to examine a theoretical and qualitative means for examining social media use in sport management research. SPSS Modeler Version 14.1 is a qualitative statistical package that evaluates textual data, provides predictive qualitative data mining, and describes data using theoretical modeling building principles.

Specifically, this presentation will demonstrate the basic methodological steps required to use the SPSS Modeler 14.1 on social media content and to encourage researchers to embrace social media technology with appropriate methodologies. Qualitative methodologies are appropriate when examining user generated content (Kwak, Kim, & Zimmerman, 2010) and types of content coverage portrayed through media (Eagleman, 2008). For demonstration purposes only, data from a recently completed study about NFL teams using Facebook over the pre-season, regular season, and post-season in 2010-2011 will be used for examples. This qualitative methodology will describe how to collect public data on social media websites, examine the content, and develop theoretical models.

A summative content analysis is used to not only assess the frequency of a word, but to also examine the relationship and frequency of words used together (Riffe, Lacy, & Fico, 2005). The SPSS Modeler 14.1 textual analysis will develop a model by predictive analytics emerging from elements within the data. A model without researcher or theoretical input will be presented to demonstrate how to reduce bias associated with a priori coding scheme using SPSS Modeler 14.1 (Krippendorff, 1980). After the initial review of all data, the researcher will present a coding scheme based on relevant branding theories by Aaker (1996) and Keller (1993). The coding scheme will be entered into the SPSS Modeler and the data will be re-examined. Data mining procedures will be discussed as they were determined and identified by phrases in the text according to the Spectator-Based Brand Equity Model (Ross, Russell, & Bang 2008) and other branding theories (Gladden & Funk, 2002; i.e. Team Association Model).

The qualitative data will be discussed to describe Facebook content according to the model derived from the raw computer-generated data themes as well as the model derived from current theoretical frameworks. Themes will be reported using a cluster analysis to describe and evaluate textual themes. Methodological procedures will be discussed according to practical and theoretical applications.

The methodological steps discussed in this presentation will introduce specific ways researchers may evaluate qualitative data from different social media websites, explain model development using the statistical program SPSS Modeler 14.1, and suggest future research methodological designs using these tools.