

COURSE DETAIL

GENDER AND SOCIAL MEDIA: A QUALITATIVE CONTENT ANALYSIS

Country

Germany

Host Institution

Free University of Berlin

Program(s)

Free University Berlin

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Women's & Gender Studies Communication

UCEAP Course Number

125

UCEAP Course Suffix**UCEAP Official Title**

GENDER AND SOCIAL MEDIA: A QUALITATIVE CONTENT ANALYSIS

UCEAP Transcript Title

GENDER & SOCL MEDIA

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

Social media plays a major role in how people express themselves, interact with others, and construct their identities. It both reflects and shapes social interactions and norms, particularly those related to gender. In communication science, social media content represents an important research object for examining gender-related discourse. In this seminar, students learn how to conduct the six-step thematic analysis (Braun & Clarke, 2006) of YouTube comments in order to address gender-related research questions. They learn the full research process, from organizing and preparing the data to initial exploration and in-depth analysis. Students are introduced to qualitative data analysis software (e.g., MAXQDA) and gain hands-on experience in coding, categorization, and the systematic interpretation of the data. By the end of the seminar, students are able to conduct a thematic analysis independently to answer their own research questions.

Language(s) of Instruction

English

Host Institution Course Number

28542

Host Institution Course Title

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Host Institution Course Details

<https://www.fu-berlin.de/vv/en/lv/1050080?m=202522&pc=126921&sm=965826>

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Institut für Publizistik- und Kommunikationswissenschaft

Course Last Reviewed

2025-2026

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