**Topic: How are Asian-Australians represented in news coverage of**

**real-estate?**

* This is a **Content Analysis Task**.
* You **must** **use the following instruction** for this content analysis task which includes five parts.

1. **The first part –Introduction**

* You should set the theme, the **reasons** for exploring your particular case
* Then introduce your **example/case study** (subject matter)
* Provide **background**

1. **The second part—Methodology (at least 1000 words)**

* You should illustrate the parameters of your sample and introduce your methodology.
* A sample is the content you are going to analyse.

This sample/parameter should be **JUSTIFIED** in some way.

* You should also **outline** the breadth of your sample. (eg: How many news articles are you going to be using? When were they gathered/collected? How and why were they collected at those specific times, etc.).
* Your methodology is the method you are applying to your particular research. Include whose/what work/formula you are basing your research on and why you are using that particular method to analyse your content.
* You have to include your **coding schema/codebook**. Coding outlines how you grouped certain content (or deciphered them).

Eg: Words such as “bad, nasty” that contain negative connotations, and therefore listed and presented in your data (illustrated through your codebook as “negative”).

1. **The third part—Present data**

* You have to create your **own graphs** (eg: tables and charts) based on the data you find from your sources.
* Then you should **present your findings** (percentages, etc.) from the graphs and write a **summary** of your results.

1. **The fourth part—Discussion**

* You should place your content /findings in the context of foundational theories and methodologies.
* **Limitations**: what limited the scope of your data or created problems you encountered during your research / sampling.
* You should make **recommendations** for further study which should give the next researcher a proper direction to continue your base data (provide evidence to direct the next researcher on that particular path).

1. **The fifth part—Conclusion**

* You should only **summarise the findings** of your report (150 words).
* You must find a minimum of 16 sources as reference for your content analysis.
* You MUST include the links (URL) to all your references.
* You should include in-text citations with page number.