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**Dr. Priscilla Murphy** is a Professor in the Department of Strategic and Organizational Communication in the School of Communications and Theater at **Temple University**. Overall, her interest in text analysis is part of an ongoing research program in media framing of issues and the social construction of controversial issues among disputing interest groups. Generally she has used computer-assisted text analysis to extract frames in public policy disputes, both to show how interest groups use frames to manipulate policy decisions, and to expose areas of commonality between disputing parties. In addition, her interest in text analysis has to do with a larger-scale conceptualization of frames embedded in networks of influence whereby the dissemination of certain frames throughout the media can be traced by text analysis.

This form of text analysis has two general advantages over more traditional manual content analysis. First, the text is allowed to speak for itself without pre-conceptions knowingly or unknowingly imposed by the researcher. In particular, this approach allows the underlying patterns inherent in an undifferentiated mass of text to emerge themselves, rather than being imposed from the outside by the coder. Another theoretical advantage of T-Lab is that the notion of context is built into the research method itself, which is rooted in relationships between all the words in a text. Thus, approaches like T-Lab both diminish the effects of researcher expectations and enable the emergence of unexpected connections.

Prior research projects have used computer-assisted text analysis packages to examine policy factions' Congressional testimony concerning regulation of tobacco advertising, nicotine addictiveness, and genetic testing. Using this approach, I have also directed doctoral dissertations that have compared media coverage of bio-engineered foods in the US and Europe and the representation of environmental risk by popular newspapers in the US.

Current projects involving T-Lab include a Web-based text-mining project to examine changes in issues management strategies during the past 20 years, as anti-tobacco legislation has intensified. Funded by the Robert Woods Johnson Foundation, this T-Lab analysis helps us better understand the strategies behind the tobacco companies' efforts to influence public discourse about themselves and their products. Second, on a project funded by the National Cancer Institute, we are using T-Lab to extract themes from a series of focus groups in which minority women from urban areas discuss their beliefs about breast cancer and mammograms, and on that basis, to design a health campaign. In this project, T-Lab has enabled us to associate attitudinal distinctions with demographic characteristics and beliefs that are not specifically related to health.