

Sociology 201

23. Unobtrusive Measures II

Content Analysis

Preview



- ✓ Review homework
- ✓ Continuing Unobtrusive Measures
 - Content Analysis
 - Historical Research
 - We'll do an exercise

A Quick Overview of

Total = 38 slides

Content to Analyze

- ✓ Books
- ✓ Speeches
- ✓ Laws
- ✓ Paintings
- ✓ Songs
- ✓ Graffiti
- ✓ etc. etc.

Sampling techniques

- ✓ Same as in survey sampling
- ✓ Sampling units:
 - books
 - paragraphs
 - lines
 - etc.
- ✓ Can select probability samples

Coding Methods

- ✓ Manifest content
 - More reliable, less valid
- ✓ Latent content
 - Less reliable, more valid
- ✓ Why not use both?
 - No reason why not

Strengths of Content Analysis

- ✓ Unobtrusive
- ✓ Economy of time and money
- ✓ Can redo the work if you make mistakes
- ✓ Longitudinal studies possible

Weaknesses of Content Analysis

- ✓ Only recorded communications
- ✓ Validity can be a problem
- ✓ Usually simple analyses

Scavenger Hunt

Find something to answer:

✓ “How old is the school you attend?”

Bring physical evidence if possible (Don't steal stuff)



The Official Story

- ✓ Chapman traces its roots to Hesperian College, opened at the very hour of Abraham Lincoln's inauguration as the sixteenth U. S. president. Hesperian and several other institutions later merged with California Christian College in Los Angeles. In 1934 the institution was renamed in recognition of its most generous benefactor, C. C. Chapman, successful real estate investor, rancher and pioneer Orange County church leader. The college moved to the city of Orange in 1954. In September of 1991 the college became Chapman University, further strengthening its commitment to graduate programs, international

Hesperian College, 1861

- ✓ The opening of the new Hesperian College building took place today at 10:30 a.m. The Chapel basement was well filled with pupils, professors, friends, and visitors. The opening exercises were commenced with general singing, led by Miss Josie Watkins as organist. After which Professor Elston, President of the College, made a short speech upon “Knowledge is Power” which he concluded by referring to the knowledge of the Bible, which lay open before him as the foundation and true source of all knowledge and power. (Clover, 1960:198)

The Official History

- ✓ 1861: Hesperian College in Woodland
- ✓ 1896: Berkeley Bible Seminary formed
 - of Hesperian, Christian College of Santa Rosa, and Pierce Christian College
- ✓ 1921: BBS moved to Los Angeles and
 - was renamed California Christian College
- ✓ 1934: Renamed Chapman College

1942-43 Catalog

- ✓ The foundations of the college were laid in the deep desire of the Disciples of Christ in California to create an institution of Christian learning to serve not their own educational needs along, but the general cause of Christian culture.
- ✓ In 1912 Mr. Charles C. Chapman pledged, for the starting of a new college, \$50,000, upon the condition that the Disciples of Christ in California secure an additional \$150,000. In 1919 Mr. Chapman declared his intention of giving \$200,000, provided his brethren in the churches of Southern California would raise an additional \$100,000.

Did Chapman Begin in 1920?

- ✓ The account goes on to acknowledge the other major contributors, as well as Mr. Chapman's subsequent doubling of his challenge pledge. The final paragraph begins, "The work of instruction was begun September 13, 1920, in temporary quarters in the Wilshire Boulevard Christian Church." (Chapman College, 1942:IX)

The 1921-22 Catalog Agrees

- ✓ The very first (1921-22) catalog of California School of Christianity describes the same Hesperian-less history, though with more details as to the early fund-raising activities. The “Historical Sketch” begins:
- ✓ The vision of a great institution of learning to serve the Christian Churches of California, as an educational, evangelizing and spiritual center, was first proposed at a great brotherhood meeting in Los Angeles in 1909. This was followed by the appointment of an Educational Committee by the Christian Ministers’ Association of Southern California to pioneer the way. (*California College of Christianity*, 1921:7)

1921-22 Catalog

- ✓ Following the convention the brethren in California North were invited to join in the enterprise, adding the assets of Berkeley Bible Seminary to the funds in the South and, merging that school with the new institution, present to the brotherhood of the state one institution of learning for the training of our young people, and which by reason of united support, might be developed into a first-class institution. These overtures were kindly received by the brethren in Northern California, and, on April 7, 1920, the consolidation of “California Bible College,” [sic] and “California Christian College” was effected under the name “California School of Christianity, :” with the trustees of the two institutions forming the new board, as provided by law. (*California College of Christianity*, 1921:8)

Commencement Announcements

- ✓ 1927: “The fifth annual commencement. . .”
- ✓ 1928: “. . .the largest class to be graduated.
– It is the sixth.”
- ✓ 1929: “. . .invite you to attend the Seventh
– Annual Commencement. . .”
- ✓ 1930: “EIGHTH GRADUATING CLASS
– IS THE LARGEST, Numbering 20.”

1923 CEER (first yearbook)

- ✓ Memory carries us back to the thirteenth day of September, 1920, when ten of us met as the first Student Body, at the Wilshire Blvd. Christian Church. It is hard to say just what our thoughts and hopes were at that time, but all had supreme confidence in the new institution that was to train young people to do more effective Christian work. These ten students realized that they were to be the foundation upon which a larger and more adequate institution must build, and so with that in mind they, in co-operation with the faculty, which at that time consisted of two members only, set to work to build a standard that would be worthy of following. (California School of

So What Happened?

- ✓ 1920-1944 official story:
 - Chapman began in 1920
- ✓ 1945-1996 official story:
 - Chapman began in 1861
- ✓ The answer lies in *Whittier*

The Whittier Hiatus

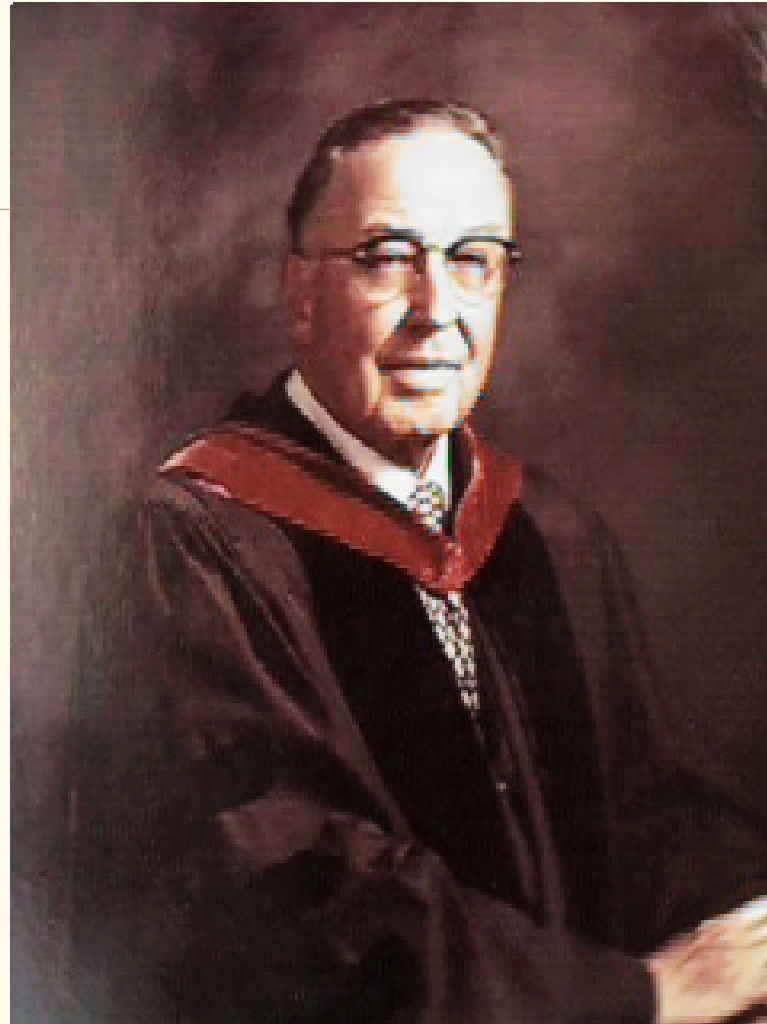
- ✓ Trustee Reeves visited faculty meeting

The Whittier Hiatus

- ✓ Trustee Reeves visited faculty meeting
- ✓ Told them they were all fired

The Whittier Hiatus

- ✓ Trustee Reeves visited faculty meeting
- ✓ Told them they were all fired
- ✓ Fall 1942
 - Chapman opened on Whittier campus
 - Chapman students went to class with
 - Whittier students and Whittier faculty
 - But Chapman College still functioned. . .



...under President Total = 38 slides George N. Reeves 23

Reactions to the move

- ✓ Parents were upset

Reactions to the move

- ✓ Parents were upset
- ✓ Students were upset

Reactions to the move

- ✓ Parents were upset
- ✓ Students were upset
- ✓ Alumni were upset

Enrollments plummeted

✓ Chapman Students Graduating

- 1940: 50
- 1941: 58
- 1942: 59
- 1943: 31 (*at Whittier*)
- 1944: 20 (*at Whittier*)
- 1945: 12 (*at Whittier*)

Dean Rush Deskins in CEER

- ✓ The three years I have taught in our college have been the most tragic years of its history. Soon after my coming one could see the clouds of adversity gathering. I sat through many meetings where one could almost hear the solemn dirge of death. During the three intervening years I have discovered a certain invincible spirit that shall never know defeat. It gives one the assurance that Chapman's brightest days are ahead. A small band of students had drunk deeply of that spirit. I have sat through meetings with them and heard them weep for their Alma Mater and her ideals. I have sat through a number of meetings of her Board of Trustees and the same invincible spirit was there. It is the same spirit that came off victorious from Calvary. Christ came down from the cross to live in people and institutions. He is in Chapman College. Therefore, out of three years of darkness the dawn of a new day of victory is appearing in the east, for a brotherhood has caught the spirit and is saying "Shall not perish from the earth." Victorious, we hail thee

A Surprise Birthday Party

✓ Dear Friends:

There are three things of especial interest that have come to the front this past month; and, I believe, you will be as interested in them as I am. The first is the successful completion of our search for the authentic date regarding the history of Chapman College. Many people thought that Chapman College went back only to the year 1919-20, when, as a matter of fact, it will soon be eighty-three years old.

President Reeves, December

1943

Lincolnesque Language

- ✓ For seven weeks we have been engaged in a campaign to determine whether that historic institution begun on March 4, 1861, shall pay off its indebtedness and live, or whether it shall "perish from the earth."
- ✓ President Reeves, December 1943

Commencement Announcements

- ✓ 1944: 22nd Commencement
- ✓ 1945: 23rd Commencement
- ✓ 1946: 24th Commencement
- ✓ 1947: 25th Commencement
- ✓ 1948: 26th Commencement
- ✓ 1949: [program missing from files]
- ✓ 1950: 88th Commencement

Chapman's Rebirth

- ✓ 1945: New Los Angeles campus
- ✓ 1954: Moved to Orange
- ✓ 1991: Chapman *University*

When did your school begin?

- ✓ 1861: Hesperian College
- ✓ 1920: California School of Christianity
- ✓ 1934: Chapman College
- ✓ 1945: Reborn in Los Angeles
- ✓ 1954: Moved to Orange campus
- ✓ 1991: Chapman University