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Chapter 6: Annotation & mark up for representation analysis

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Abstract: This chapter discusses how annotation can be used in representation analysis. First, it offers insights into how to conceive the categories used for annotating in view of a specific research question related to representation. Through the discussion of case studies, it furthermore offers practical suggestions to set up an annotation in Excel that is methodologically sound, reliable and easily searchable. It further discusses frequent challenges and pitfalls related to inter-annotator agreement and/or transferability of annotation categories to other corpora. The chapter also offers suggestions for hands-on exercises preparing readers to develop the annotation that suits their own research needs. Further reading suggestions offer routes to deepen the understanding of the phenomenon and/or discover other case studies.