

%XLOGLQJ DQ ,QVWDJUDP &RG
&RQWHQW \$QDO\VLV

6KLHOGV 0HJDQ 0.7

7KLV UHVHDFK VHHNV WR GHYHORS DQG YDOLGDWH D
DQDO\JH WKH LPDJH EDVHG DV RSSRVHG WR WH[W EDVHG
SRVWV &RQWHQW DQDO\VLV DV SHUIRUPHG WRGD\ LV YH
FRXQWV RI WKH VSHFLILF ZRUGV DQG ZRUG W\SHV H J ZR
HPRWLRQ WKDW DSSHU PRVW IUHTXH QMOMR ZRDG FRSDQW
WKHQ SURYLG PDQDJHUV LQIRUPDWLRQ DERXW ZKDW LV E
HYDOXDWH WKH FRQWRRW RI WRRD\SRVWV DQ UHYHDO PDQ
PHGLD VWUDWHJLHV D OLPLDWLRQ LV WKDW VR PXFK FR
VRFLDO PHGLD ,Q IDFW WZR RI WKH PRVW SRSXODU VRFL
XVHUV FRPELQH ,QVWDJUDP DQG <RX7XEH DUH SULPDUL
PRUH LPDJHU\ WKDQ WDWKFRQWHG WR EHWWHU XQGHU
XVHU HQJDJHPHQW VXFK DV WKH QXPEHU

7KLV

SURMHFW DQDO\JHV ,QVWDJUDP SRVWV RQ WKH LGHQWL
LQWHU UDWHU UHOLDELOLW\ EHWZHHQ FRGHUV WR YDOLGD
OLQN ZLWK LPSRUWDQW XVHU HQJDJHPHQW EHKDYLRUV WR
VFKHPH WR VRFLDO PHGLD PDQDJHUV

7KH 0DUNHWLQJ 6FLHQFH ,QVWLWXWH 5HVHDFK

GHILQH ZKDW LV WKH LGHDO FUHDWLYH LQ D GLJLWDO ZRU

&RQWHQW DQDO\VLV LV D WRRD PDQ\ UHVHDFKHUV DQ

TXHVWLRQ