

Step 1. Attempt Manual Content Analysis

- a. Analyze an affordable annotated dataset (*feasible estimator*)
- b. Consider recommendations for manual content analysis (Bachl & Scharkow, 2017; GeiSS, 2021)

Require stronger evidence

Found convincing evidence

Report evidence from manual content analysis.

Step 2. Use Manually Annotated Data to Detect Systematic Misclassification

Test that ACs are conditionally independent of (in-)dependent variables given annotations.

For an independent variable test that $P(W|X, Z) = P(W|X, Y, Z)$

For a dependent variable test that $P(W|Y) = P(W|Y, Z, X)$.

Step 3. Correct Misclassification Bias Instead of Being Naive

Nonsystematic misclassification

Independent variable

Use GMM or MLE.

Dependent variable

Use MLE or PL.

Systematic misclassification

Independent variable

Use MLE or MI.

Dependent variable

Use MLE or MI.

Step 4. Provide a Full Account Of Methodological Decisions

- a. Information on AC design (e.g., sample size; sampling; cross-validation; balance)
- b. Information on manual annotation (e.g., size; number; of annotators; intercoder reliability)
- c. Information on AC (e.g., predictiveness metrics on manual annotations)
- d. Information on error correction (e.g., detection of systematic error; chosen error correction methods)