

### Step 1. Attempt Manual Content Analysis

- Analyze an affordable annotated dataset (*feasible estimator*)
- 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

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