CONTENT ANALYSIS

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INTRODUCTION

Content analysis is a technique for qualitative analysis of data, especially in social sciences and humanities.

It was first used in 1926 by American social scientists to analyze the editorial-contents in news papers.

American political scientist **Harold Lasswell** used in while developing the communication model and **Bernard Berelson** used it in understanding the public opinion, democracy and communication.

According to **Alan Bryman-** "Content analysis is a studying documents and communication artifacts, which might be texts of various formats, pictures, audio or video. Social scientists use content analysis to examine patterns in communication in a replicable and systematic manner".

CHARACTERISTICS

The purpose of content analysis is to '**read between the lines.**' It aims to determine answers to questions where the text implies something, and not necessarily explicit.

Interpretation and coding of information is core concern in it.

Content analysis is a research that can analyze human communications, how people plan their lives/ make opinion/ explain their views, and what people know about something, and how people react to something.

It tries to understand the latent meaning in the 'documented language'.

Manual or computerized methods may be used in analysis process.

QUESTIONS

According to **Klaus Krippendorff,** six questions must be addressed in every content analysis-

Which data are analyzed?

How are the data defined?

From what population are data drawn?

What is the relevant context?

What are the boundaries of the analysis?

What is to be measured?

TYPES OF TEXTS

There are five types of texts in content analysis-

Written text, such as books and papers.

Oral text, such as speech and theatrical performance.

Iconic text, such as drawings, paintings, and icons.

Audio-visual text, such as TV programs, movies, and videos.

Hypertexts, which are texts found on the Internet.

PROCESS

Make list of information on the margin of document being analyzed.

Categorized the similar things in one head.

Make sub-heads of information, if required.

Compare similar and different heads or sub-heads.

Think what type of category or information is useful for research.

Count the frequency of items or heads.

Review and integrate the quantified data.

Come back to information or things written on margin and be sure that everything is done.

Define or analyze the data in qualitative form.