



MAHATMA GANDHI CENTRAL UNIVERSITY, BIHAR

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Course- GPS6001 (Research Methodology

Content Analysis

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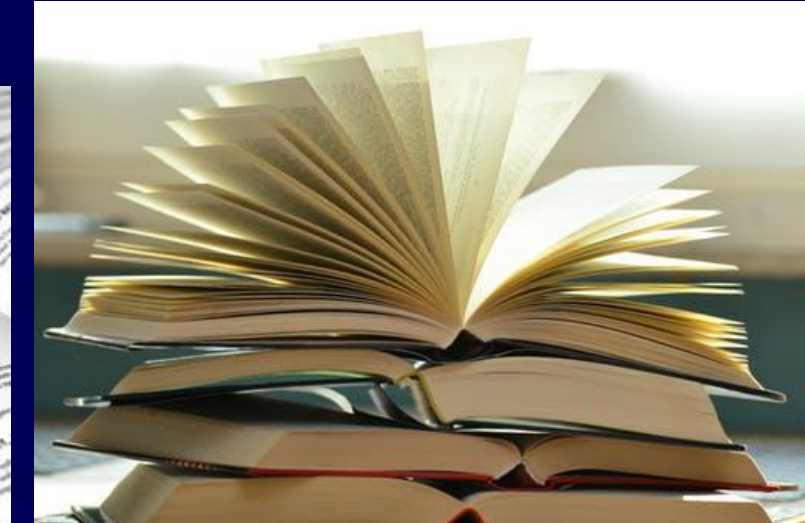
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What is Content Analysis?

- It is a tool used to determine the presence of certain words or concepts within texts or sets of texts.
- research technique for the objective, systematic and quantitative description of manifest content of communications.

Content.....

- Books
- Book Chapters
- Articles
- Essays
- Interviews
- Discussions
- Newspaper
- Speeches
- Advertisements
- Historical Documents



Defining Content Analysis

Berelson : A research technique for the objective, systematic and quantitative description of the manifest content of communication.

Krippendorff :systematic reading of texts and symbolic matter not necessarily from an author's perspective.

Holsti: Any technique for making inferences by objectively and systematically identifying specified characteristics of messages.

Kaplan: Content Analysis attempts to characterize the meanings in a given body of discourse in a systematic and quantitative fashion.

Characteristics of Content Analysis

- It is a systematic and quantitative technique.
- It is related to communication and linguistic expressions.
- It is verifiable and objective.
- It can present the qualitative statements to quantitative facts.

Unites of Content Analysis

- Words
- Sentence
- Reference
- Participants/ Character
- Item
- Theme
- Place and Time

According to Krippendorff, six questions must be addressed in every content analysis:

- 1) Which data are analyzed?
- 2) How are they defined?
- 3) What is the population from which they are drawn?
- 4) What is the context relative to which the data are analyzed?
- 5) What are the boundaries of the analysis?
- 6) What is the target of the inferences?

Process of Content Analysis

- Formulation of the Outline of Study (Research Design)
- Selection of Units
- Collection of Facts
- Classification of Units
- Testing Of Classes
- Measurement of Units
- Analytical Explanation
- Report Writing

Types of Content Analysis

- **Conceptual Analysis**
 - Conceptual analysis, a concept is chosen for examination, and the analysis involves quantifying and tallying its presence.
- **Relational Analysis**
 - Relational analysis seeks to go beyond presence by exploring the relationships between the concepts identified.

Advantages of Content Analysis

- can allow for both quantitative and qualitative operations
- can provides valuable historical/cultural insights over time through analysis of texts/
- looks directly at communication via texts or transcripts, and hence gets at the central aspects of social interaction
- provides insights into complex models of human thought and language use.

Disadvantages of Content Analysis

- can be extremely time consuming
- is subject to increased error
- problem to define the universe
- tends too often to simply consist of word count

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Thank You



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