

# **Content analysis**

# Definition

- Content analysis is a research technique for the objective, systematic, and quantitative description of the manifest content of communication.

Bernard Berelson (1952) Content Analysis in Communication, cited in Hansen, 1998.

# Content analysis

- Attempts to convert the symbolic behaviour into scientific data
- Applied to literature produced for a research / service purpose
- The units of analysis are words, themes, character, items, space and time measures
- All analysis are potentially quantifiable
- The computer has revolutionized content analysis
- The methodology is infrequently used in behavioural sciences.

# Nature

- Both quantitative and/or qualitative in nature.
- Will be quantitative if it deals with the frequency of occurrence, trend of coverage of the content, the duration of an event, and time
- Is qualitative if it deals with the characteristics of the content like the information level of the content, the direction of the content, or motives, attitudes, values and the origination of the content.

*(Mulay and Sabarathanam, 1980)*

## **Strengths**

- Suited for analysing and mapping characteristics of large bodies of texts
- Lends itself well to the systematic charting of long-term changes and trends in media coverage
- Compatible with wider research projects as well as qualitative inquiries

## **Content Analysis: Key Steps**

- The research question
- Identification of sources
- Formulation of objectives and hypotheses
- Definition of the universe
- Sampling of the universe
- Categorization and sub categorization of content
- Units of analysis
- Coding and analysis
- Inferences and interpretations

## **The Research Question**

The first step in content analysis is the selection of an appropriate problem

Selection of the problem depends upon the type of research question that has sparked in the mind of the researcher

## **Identification of Sources**

- Some of the appropriate sources of content analysis:
- Farm broadcast programme of All India Radio,
- Farm telecast programme,
- Agricultural magazines
- Newspaper; leaflets, pamphlets, bulletins
- Films on agriculture,
- Websites / Web portals, various e-Platforms
- Folk songs and dramas used for dissemination of agricultural information

# **Formulation of objectives and hypotheses**

Based on the research questions asked and the sources identified, possible numbers of objectives are to be formulated and specific hypotheses worked out

# **Definition of the universe**

After objectives and hypotheses are formulated, the universe of content or population of content that is to be analyzed has to be clearly defined.

## **Sampling of the universe**

- After selecting the universe, sampling has to be done in order to make the analysis of the content comprehensive
- This depends upon the nature of the objective and the universe
- In some cases the entire universe may have to be taken for content analysis like the census method

## **Categorization**

- Is the division of content for the purpose of easy analysis
- Indicate variables of the analysis
- Forming of categories is achieved after going through a content material which is same as that of actual content analyzed
- The categories must be exhaustive. They should not overlap and free from ambiguity. Major categories can be further categorized into sub-categories.

## **Units of analysis**

- Depends upon the objective characteristics which the researcher considers significant in the source he has chosen for the research.
- Units of content analysis in extension are
  - sentences of different lengths,
  - words that appear to be difficult,
  - picture and tables in an article of a magazine,
  - newspaper or frequencies, lines or pages or time devoted to each topic and
  - kind of content i.e. articles, interviews, feature stories, success stories, etc.

# Coding and Analysis

1. Formulation of suitable codes is essential
2. Coding refers to working out of procedure by which the units chosen for analysis are quantified in an orderly way
3. Coding categories have many forms depending upon the unit:
  - The number of occurrence of an item during a period
4. Working out suitable index – The readability (unit of analysis) of the content can be measured by the Fog index of Gunning (1952)

## Coding sheet

### Farm information coverage in indian dailies: a content analysis

Name of newspaper\_\_\_\_\_ Month \_\_\_\_\_ Year\_\_\_\_\_

Date	Nature of news	Mode of presentation	Head line (in cm.)	Words in headline	Length of text (in sq. cm.)	Words in text	Page No.	Position of the news on the page (upper/lower)	Source of news	Readability	Total Page

## Inferences and Interpretations

The data obtained' through coding and analysis are used for making meaningful interpretation in terms of the objective of the study after presenting the analyzed data in suitable tables

# Conclusion

- An instrument to develop quality content
- Evaluation of existing content and improving the contents based on outcomes of evaluation
- Provide need based contents to various stakeholders