



## CONTENT ANALYSIS: A USEFUL METHODOLOGY

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**Abstract:-** This article characterizes content analysis as systematic rigorous approach to analyzing documents obtained or generated in the course of research. This paper aims to study the concepts of content analysis, methods of content analysis, steps involved in content analysis, advantages and disadvantages of content analysis. The article also serves use of content analysis method in LIS and use of computers in content analysis in the field of LIS.

**Keywords:** Content Analysis, Library and Information Science, Content Analysis in Computer.

### INTRODUCTION:

The term content analysis has a history of more than fifty years of using communication, journalism, sociology, psychology, business and research. Content analysis is the fastest growing techniques in qualitative and quantitative research. It has been the fastest growing technique in the field of mass communication over the past twenty years. Content analysis is the scientific tool.

Content analysis is the research method that uses a set of procedures to make valid inferences from text. Content analysis is potentially one of the most important research techniques in the social science. Content analysis is highly flexible research method that has been widely used in LIS studies with varying research goals and objectives. Content analysis is briefly defined as the systematic, objective, quantitative analysis message characteristics. The various techniques that make up the methodology of Content analysis have been growing in usage and variety. Today's content analysis is different, in aim and in method from the past.

Contemporary Content analysis has three distinguishing characteristic i.e. First, Content analysis is an empirically grounded method, exploratory in process and predictive method or inferential in intent. Secondly, Contemporary Content analysis is transcends traditional notions of symbol, contents and intents. and thirdly Contemporary Content analysis has been forced to develop a methodology of its own, one that enables researchers to plan, execute, communicate, reproduce and critically evaluate their analysis whatever the particulars results.

### DEFINITIONS:-

Krippendorff defines Content analysis as "a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the context of their use."

According to Berelson "Content analysis is a research technique for the objective, systematic and quantitative description of the manifest content of communication."

Kaplan and Goldson defines "The Content analysis aims at quantitative classification of a given body to content, in terms of a system of categories devised to yield relevant to specific hypotheses concerning that content"

In simple words Content analysis is an in depth analyzing using quantitative or qualitative techniques of messages using a scientific method.

### **TYPES OF CONTENT ANALYSIS:-**

Basically there are two types of content analysis. One is Conceptual Analysis and second is Relational Analysis

#### **1. Conceptual Analysis:-**

Conceptual Analysis can be thought of as establishing the existence and frequency of concepts most of often represented by words or phrases. With the help of conceptual analysis one can determine how many times the words are repeated in volume. In conceptual analysis, a concept is chosen for examination and the analysis involves quantifying and tallying its presence. It is also known as thematic analysis.

#### **Steps for conducting conceptual analysis:-**

1. Decide the level of analysis.
2. Decide how many concepts to code for.
3. Decide whether to code for existence or frequency of concept.
4. Decide on how you will distinguish among concepts.
5. Develop rules for coding your texts.
6. Decide what to do with 'irrelevant' information.
7. Code the text.
8. Analyse your results.

#### **2. Relational Analysis:-**

Relational Analysis goes one step further by examining the relationship among concepts in a text. With the help of relational analysis one could identify what other word or phrases appear next to and then determine what different meanings emerge as a result of these groupings. Relational analysis seeks to go beyond presence by exploring the relationship between the concepts. Relational Analysis has also been termed as 'semantic analyses'. The focus of Relational Analysis is to look for semantic or meaningful relations.

#### **Steps for conducting Relational Analysis:-**

1. Identify the question.
2. Choose a sample or samples for analysis.
3. Determine the types of analysis.
4. Reduce the text to categories and code for words or patterns.
5. Explore the relationship between concepts.
6. Code the relationship.
7. Perform the statistical analysis.
8. Map out the representation.

#### **Advantages of Content Analysis:-**

1. Content analysis helps to save the time, energy and efforts of the researchers.
2. It helps to foster the quality service and elevates the status of the library.
3. It makes easy to understand the utility of thesis in the research work.
4. It is useful for both quantitative and qualitative operations.
5. Content analysis helps to provide valuable historical / cultural insights over time through analysis of texts.
6. Allows closeness to text that can alternate between specific categories and relationship and also statistically analyses the coded form of the text.
7. It is used as an unobtrusive means of analyzing interactions.
8. Content analysis is used to interpret texts for purposes such as the development of expert system (since knowledge and rules can both be coded in terms of explicit statements about the relationships among concepts.)
9. Provides insight into complex models of human thought and language use.
10. Content analysis is a cost effective method and it is considered as a relatively 'exact' research method.

#### **DISADVANTAGES OF CONTENT ANALYSIS:-**

1. It can be extremely time consuming.
2. It is subject to increased error, particularly when relational analysis is used to attain a higher level of interpretation
3. It is often devoid of theoretical base, or attempts to liberally to draw meaningful inferences about the relationships and impacts implied in a study.
4. It is sometimes reductive, especially when dealing with complex texts.
5. It is difficult to automate or computerize.

#### **CONTENT ANALYSIS METHOD IN LIBRARY SCIENCES:-**

Content analysis is now-a-days highly flexible research method used in library information science. LIS has used Content analysis to illustrate the concepts. Content analysis is a standard methodology for studying the content of LIS. It is an in depth analyzing using qualitative and quantitative techniques using scientific method.

In librarianship, it has been used to study aspects related with content relevance of library collections, content comparisons in novels, books, journals and movies, and the analysis of documents published by public libraries directors, to determine the impact of depression in metropolitan libraries. It is also used to find out subject areas of current literature published, Content analysis method is also used to find out the number of articles published in each volume and to find out the number of authors and authorship pattern It is used to know the length of the articles, to know the publication output ect..

Content analysis is also used to know the library's image and public perceptions. It helps in promotion and used to compare and analyze changes in perceptions, concepts. It has been used for its primary objectives of Information dissemination in the field of LIS.

#### **COMPUTERS CAN AID CONTENT ANALYSIS:-**

As text in electronic form is more readily available and optical character reading and textual analyzing software have become cheaper and more accessible, so use of computers has become important for variety of task.

#### **Uses of computer programs for content analysis:**

1. It work as assistant, supporting, and making easier the steps of test analysis on screen. (Working through material, underlining, writing marginal notes, defining category definitions and coding rules, recording comments on the material) It offers helpful tools handling the text (searching, collecting and editing the content)
2. It works as documentation center, recoding all steps of analysis of all interpreters, making the analysis comprehensible and replicable (e.g. to trace back in the material causes of non-reliabilities between to coders)
3. It offers links to quantitative analysis (often already implemented within the program). E.g. to compare frequencies of categories without the dangers of errors in data transfer by hand to another computer program.
4. The most important reason for using computer in content analysis is their ability to process large volumes of data at high speed.
5. Every day, more and more books, journals and research reports are available in electronic form, and more and more people able to access ever-growing electronic full text database.
6. Computers are useful in content analysis for their ability to process textual material reliably.

#### **CONCLUSION**

The use of content analysis in different studies presents a series of related advantages, like its relative ease of application producing quantifiable data, as well as the great variety and quantity of subjects on which it may be used regardless of the time they were produced. Therefore, it may be stated that every information in LIS is susceptible to be analyze by this methods.

Although content analysis is considered a method with a relative is for its application and its effectiveness to meet the proposed objective has also been demonstrated. It is used to carry out investigations in the area of LIS.

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