

CONTENT ANALYSIS

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Content analysis is a method of social research that aims at analysis of content - qualitative or quantitative of documents books magazines, newspapers and other forms of written material.

As a qualitative technique it is directed towards more subjective information such as attitudes motives values etc. Some examples of topics to be studied through content analysis are communal riots, match fixing, drug addiction etc.

Content analysis is done through written materials five sources are important in collecting data
① printed material as newspapers,
② books and magazines ③ documents ④ filmed material
⑤ records.

Content analysis is not news but the analysis of news. For example - the case of badoor abduction and murder of two girls came into light. After that the views of many sociologists, social thinkers, editors are coming everyday on TV, news and newspapers. Their views can be said as content analysis.

MEASUREMENT

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There are three criteria for evaluating measurement. reliability, validity and sensitivity.

① Reliability - A scale may be said to be reliable when it gives same measurement under similar conditions. Reliability is a degree to which measures are free from error so that they give same results when repeat measurements are made under constant conditions.

② Validity - A scale can be said to be valid when it correctly measures what is expected to measure.

Reliability is achieved when there is uniformity of measurement but validity depends upon correct measurement. If a scale makes equal error every time, it would be reliable but it would not be valid. It is valid when measurement is real and correct.

SCALES

Scales are used for measuring attitudes. They consist of a number of statements or questions to be related to scales.

① Bogardus Social distance Scale - This was developed by Emery S. Bogardus for measuring social distance or having associations or closeness of contact with different groups. He had used this scale for studying associations b/w Americans and Albanians as living in same country.

- ② Thurstone Scale - Devised by L.L. Thurstone in 1920 in America. He attempted to devise a method that would represent attitudes of a group on specified issue in the form of frequency distribution. The base line indicates whole range of attitudes gradation from most favourable at one end to least favourable at the other end with neutral zone in between.
- ③ Likert Scaling - Developed in 1932 is used to determine relative intensity of different items. Also known as internal consistency scale.
- ④ Guttman Scaling - Louis Guttman devised scalogram analysis in 1944 to ensure that there is only one combination of responses for each scale ~~section~~ score.
- ⑤ Sociometric measurement - This measure of social distance was adopted by J.L. Moreno and Helen H. Jennings to measure the degree of attraction and repulsion b/w individuals within a small group.