

Content Analysis: Need Of Present and Future Libraries

Mr. Kamlesh S. Shende

Librarian, Central Library
G.H.Raisoni Inst. of Engg. & Tech., Nagpur
India, Contact No: 9112916123
E-mail.: kamlesh.shende@rediffmail.com

Mr. Sachin P. Dhande

Librarian, 2nd Shift Polytechnic
Tulsiramji Gaikwad-Patil College of Engg. & Tech. Nagpur
India, Contact No: 9561109301
Email: librariansachin@gmail.com

Abstract

Content analysis is as old as reading, viewing or listening. Because, whenever a person reads, sees or listens to he will try to summaries, interpret and analyses the contents. Thus, content analysis is one of the basic characteristics of the human beings.

Key word : Content Analysis

I. Introduction

Content analysis is a research tool used to determine the presence of certain words or concepts within texts or sets of texts. Researchers quantify and analyses the presence, meanings and relationships of such words and concepts, then make Information about the messages within the texts, the writer(s), the audience, and even the culture and time of which these are a part. Texts can be defined broadly as books, book chapters, essays, interviews, discussions, newspaper headlines and articles, historical documents, speeches, conversations, advertising, theater, informal conversations, or really any occurrence of communicative language. To conduct a content analysis on any such text, the text is coded, or broken down, into manageable categories on a variety of levels – word, word sense, phrases, sentence, or theme—and then examined using one of content analysis basic methods: conceptual analysis or relational analysis.

Definition

Bernard berelson

Content analysis as a research technique for the objective, systematic, and quantitative description of manifest content of communications

Mitchell

According to Mitchell content analysis is concerned with message phase of three step communication

Process:-

- various motives to express these motives for a receiver.
- The message may be expected to produce various effects upon the designated audience.
- But inference content analysis may be more concerned with making inference about the

relationship between messages and the antecedents or sender producing them.

II. A brief History of Content Analysis :-

Historically, Content analysis was a time consuming process. Analysis was done manually, or slow mainframe computers were used to analyze punch cards containing data punched in by human coders. Single studies could employ thousand of these cards. Human error and time. Constraints made this method impractical for large texts. However, despite its impracticality, content analysis was already on often utilized research method by the 1940's. Although initially limited to studies that examined texts for the frequency of the occurrence of identified terms (word counts), by the mid – 1950's researches were already storing to consider the need for more sophisticated methods of analysis, focusing on concepts rather than simply words, and one semantics relationship rather than just presence (de sola Pool 1959). While both traditions still continue today, content analysis now is utilized to explore mental models, and their linguistics, effective cognitive, social cultural and historical significance.

III. Use of Content Analysis

due to the fact that it can be applied to examine any piece of writing or occurrence of recorded communication, content analysis is currently used in a dizzying array of fields, ranging from marketing and media studies, to literature and rhetoric, ethnography and cultural studies, gender and age issues, sociology and political science, psychology and cognitive science, and many other fields of inquiry. Additionally, content analysis reflects a close relationship with socio- and psycholinguistics, and is playing an integral role in the development of artificial intelligence. The following list (adapted from berelson, 1952) offers more possibilities for the uses of content analysis :

- Reveal international differences in communication content
- Detect the existence of propaganda
- Identify the intentions, focus or communication trends of an individual, group or institution

- Describe attitudinal and behavioral responses to communication
- Determine psychological or emotional state of persons or groups

IV. Types of Content Analysis

Two general categories of content analysis

- 1) conceptual analysis
- 2) relational analysis

- 1) Conceptual analysis :- traditionally, content analysis has most often been thought of in terms of conceptual analysis. In conceptual analysis, a concept is chosen for examination, and the analysis involves quantifying and tallying its presence. Also known as thematic analysis. While explicit terms obviously are easy to identify, coding for implicit terms and deciding their level of implication is complicated by the need to base judgments on a somewhat subjective system.
- 2) Relational analysis:- relational analysis, like conceptual analysis, begins with the act of identifying concepts present in a given text or set of texts. However, relational analysis seeks to go beyond presence by exploring the relationships between the concepts identified. Relational analysis has also been termed semantic analysis (palmquist, carley, & dale, 1997). In other words, the focus of relational analysis is to look for semantic, or meaningful, relationships.

V. Purpose of Content Analysis:-

The purpose of content analysis varies depending upon the activity to which this technique is applied in social sciences, content analysis is a research technique to identify, infer or interpret an author's intention. The research of the audience to the message is representative and indicative of the meaning behind it, as intended by the sender and as received by the target audience content analysis may consider the message. Its purpose is delineated under four heads :-

- Substance and form of content
- The producers of content
- The audience for the content
- The audience for the content
- The effects of the content on the audience.

VI. Methods of Content Analysis :-

- 1) Counseling content analysis :-
 - Fundamental to all human activity
 - It is essential in primary group experience analysis such as facility

- Reference groups forms bulk of information on community level.
- The data collection techniques like interviewing, questionnaires and other observational protocols are used evening counseling constant analysis
- Main characteristics of content analysis is oral and verbal communication.
- Listening is the heart of counseling content analysis

2) Inferential content analysis

- Sampling and describing content requires precise technique for condensing and relating these analysis to the hypotheses for condensing and relating these analysis to the hypotheses under discussion.
- Measurement is an essential element in inferential content analysis
- According to some rules for selecting and combining appropriate communication indicated in the data.
- It deals with symbols that constitute communication ménages
- Procedure followed are exact and repeatable and eliminate bias
- This is used to describe research situations where in written or spoken message is analyzed to infer the intensions of a source who mass not be present.
- Mostly uses quantitative methods as opposed to classification methods of analyzing documents.

3) Descriptive content analysis :-

- Mostly used in library and information science processing professionals
- Administrative use of content analysis is used to analyses employers new letters staff bulleting
- Both quantitative and qualitative analyses are used for this study.
- Used in communication retrieval system on demand with high precision. Book selection evaluation of reference tools.

Descriptive cataloguing classification writing of annotations for reader guidance selection of news paper for clipping are all standard library procedures based on intensive analysis of the content of library materials information science language and text processing subject analysis subject classification retrieval guidance.

VII. Content Analysis Activities Commonly Carried Out in Libraries

Content analysis as well as audience research are basic methods understanding and solving library problems

Lester Asheim states succinctly that Book selection
Evaluation of reference tools Descriptive cataloguing

Classification Writing annotations for reader guidance

Selection of new papers clippings

Information processing professionals are concerned with activities such as :-

Material selection

Subject analysis of document for indexing

Subject headings or classification purposes

Retrieval strategies

VIII. Stages in Content Analysis

Richard Budd has delineates six stages in research involving content analysis as a method.

- 1) the researcher formulates a research question, theory and hypothesis.
- 2) He selects a sample and defines categories
- 3) He reads and codes the contents according to objective rules
- 4) He may scale item or in some way arrive at scores
- 5) Compares these scores with measurements of the other variables
- 6) Interprets the findings according to appropriate concepts or theories

IX. Advantages of Content Analysis :-

Content analysis offers several advantages to researchers who consider using it. In particular, content analysis :

- Looks directly at communication via texts or transcripts, and hence gets at the central aspect of social interaction.
- Can allow for both quantitative and qualitative operations.
- Can provides valuable historical / cultural insights over time through analysis of texts.
- Allows a closeness to text which can alternate between specific categories and relationships and also statistically analyzes the coded form of the text.
- Can be used to interpret texts for purposes such as the development of expert systems (Since knowledge and rules can both be coded in terms of explicit statements about the relationships among concepts).
- Is an unobtrusive means of analyzing interactions.
- Provides insight into complex models of human thought and language use.

- When done well, is considered as a relatively “exact” research method (based on hard facts, as apposed to Discourse Analysis).

X. Disadvantages of Content Analysis :-

Several advantages, both theoretical and procedural. In particular, content analysis:

- Can be extremely time consuming.
- Is subject to increased error, particularly when relational analysis is used to attain a higher level of interpretation.
- If often devoid of theoretical base, or attempts too liberally to draw meaningful inferences about the relationships and implied in a study.
- Is inherently reductive, particularly. When dealing with complex texts.
- Tends too often to simply consist of word counts.
- Often disregards the context that produced the text, as well as the state of things after the text is produced. Can be difficult to automate or computerize.

XI. CONCLUSION :

Research is the most remarkable phenomenon of development in any subject. It is the most important tool for the advancement of knowledge scientific discoveries, technological achievement and scholarly publications. It is carried out to develop new concept and theories and contribute to ware new knowledge.

All subject require continuous research support to develop as discipline Library and Information science, which has developed as an independent and vital discipline in the last century needs constant improvement and development through research. The aim of research work in Library and Information science like any other discipline has been towards the advancement of subject t and contribution to wards new knowledge.

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