**Content Analysis**

In the 950s, media content proliferated as a research methodology in mass communication studies and social sciences with the arrival of television (Macnamara, 2005).Content analysis is a research method used to identify patterns in recorded communication. To conduct content analysis, one systematically collects data from a set of texts, which can be written, oral, or visual--books, newspapers, magazines, speeches and interviews, television programs, web content and social media posts.

Content analysis is a documents and communication artifacts, which might be texts of various formats, pictures, audio or video. Social scientists use content analysis to examine patterns in communication in a replicable and systematic manner. Content analysis is a method for summarizing any form of content by counting various aspects of the content.

**Definitions**

* Content analysis is an interpretative technique of textual data widely used in communication studies and social sciences (Macnamara, 2005).
* Any technique for making inferences by systematically and objectively identifying special characteristics of messages (Holsti, 1968).
* A research technique for the objective, systematic and quantitative description of the manifest content of communication. The outcomes of the analysis are then used to make conclusions on the messages within the texts, the audiences and writers (Berelson, 1952).

**Types of content analysis**

There are two general types of content analysis: (a) conceptual analysis and (b) relational analysis. Conceptual analysis determines the existence and frequency of concepts in a text. Relational analysis develops the conceptual analysis further by examining the relationships among concepts in a text.

**Purpose**

Holsti (1969) lists seven purposes for content analysis in addition to scientific hypothesis testing as under:

1. To describe trends in communication content.
2. To relate known characteristics of source to message they produce.
3. To audit communication content against standards.
4. To audit techniques of persuasion.
5. To analyze style.
6. To relate known attributes of the audience to messages produced for them, and
7. To describe patterns of communication.

**Five steps.**

1. Select the content you will analyze.
2. Define the units and categories of analysis.
3. Develop a set of rules for coding.
4. Code the text according to the rules.
5. Analyze the results and draw conclusions.

**Research question/ problem**

**Select the content you will analyze**. Based on your research question, choose the texts that you will analyze (Neal, 2013).

**For example,** If we have a research problem: **stereo type pictorial portrayal of women by weeklies Sunday magazines,** then at the start we need clear-cut questions to take initiative with clarity of mind. (e.g.) Do the magazines stereotype portrayal the woman by their pictures published on front page, central pages and other pages? Whether there is any difference among the stereotype pictorial portraying of women by Sunday magazines? Whether the portrayal of women is differentiated on the basis of presenting a woman in traditional and modern roles? Whether the portrayal of women is differentiated on the basis of women presenting in ascribed and achieved role? **Research question**: how do the selected four Sunday magazines stereos type portrayal the women by their pictures on front page, central pages, and other pages? **Research question**: how do the selected four Sunday magazines stereos type portrayal the women by their pictures on front page, central pages, and other pages?

**The magazines**

Visual magazines now tend to serve much more specific, segmented audiences. For example, bridal magazines, fashion magazines, sports magazines, and family magazines depend a great deal on visual appeal. Magazines readers cite high-quality photos and images as one reason why they still prefer reading print magazines to looking at the same. Magazines as a mass medium peaked in the 1940s and 1950s. Magazines such as ‘Look’ and ‘Life’ were losing money because much of their audience and their advertisers shifted their focus to television (Alsop, 1997).

For the survival of the sex object/or object of appeal abound on the title pages and on the central pages, the main stereotype being generated that of women being an object of appeal and pleasure. This gendered representation of women would counter the equitable development of all population segments. It will perpetuate the traditional power relations among the sexes in society with far reaching effects (Wood, 1949).

Changes in media representations supported wider changes in society. Feminist research (Tebbel, 1969) suggests that the media in the 1970s were still dominated by patriarchal values, but that by the 1980s and 1990s they offered more varied and less stereotypical depictions of women. Some young women’s magazines offered more liberated definitions of femininity than their predecessors. With print magazines, there is a constant shakeout among Internet-based magazines and most of them fail. The strongest segments of the pre—World War II publishing industry were educational, professional, and reference books (Dessauer, 1981). For both books and magazines that specialized in short stories, science fiction, and westerns (Folkerts & Teeter, 1994).

Keeping in view the traditional and religious values and norms, women are most sensitive and important part of Pakistani society. The pictorial portrayal of women in Pakistani Urdu weeklies as model often in relation to sex piece of luxury with different images of body, face, dress, and different hair styles invite the attention of the researcher. This study is designed to evaluate Urdu weeklies pictorial portrayal of women and also to explore that how frequently they are portrayed as model with different ads through almost all the pages instead of portraying them in achieved or in traditional roles.

**Define the units and categories of analysis.**

Decision to take about what has to be counted in the course of content analysis is bound to be affected by the nature of research question under consideration. Units of analysis are frequently encountered and can be used guides to the kinds of objects that might the focus of attention. However, what you would need to count will be significantly dictated by you research questions (Bryman, 2001). In this proposed, for example, Pictorial portrayal of women by four weeklies Sunday magazines—Akhbar-e-Jahan(Karachi), Mashriq (Peshawar), Nawa-e-waqt (Rawalpindi) and Express (Lahore)— in terms of model, actress, singer, and dancer, or in achieved and ascribed roles, are taken as present study’s unit of analysis.

**Develop a set of rules for coding.**

Coding sheet is the key factor consists of exclusive and exhaustive categories, using for the collection of data in content analysis. To adequately deal with the data collection in a scientific way, a broad level following standardized coding sheet consists of exclusive and exhaustive categories is created.

**Example of Code sheet to be used for data collection.**

**Title page Central pages Other pages**

**Date Product women treatment space cm\* women treatment space women treatment space**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Achieved role\*1  Ascribed role\*2  As artist\*3 |  | Achieved role 1\*  Ascribed role 2\*  As artist 3\* |  | Achieved role\*1  Ascribed role\*2  As artist\*3 |  |

### cm\*: Space in centimeter

**Interpretation**

The first column of coding sheet indicates the magazine date; the second one shows the nature of product; columns 3, 5 and 7 indicate the treatment of women by in different roles (achieved role, ascribed role and model); and columns 4, 6, 8 indicate space given to women pictorial portraying.

## Achieved role 1\*: teacher, doctor, social & health worker, politician, administrator and businesswoman: showing them with traditional dress and hair style, toothpaste, hair colour, cold drink and mobile phone.

## Ascribed role 2\*: mother, housewife, sister, and daughter: showing them with traditional dress and hair style, toothpaste, hair colour, cold drink and mobile phone.

### As artist 3\*: model, actress, singer, and dancer: showing them with modern dress and hair style, Mobile phone, garments, Jewry, cream and lotion etc.

**Code the text according to the rules**. In this step a researchers requires to carefully assign numbers to the pictures of the selected magazines showing women in different roles as mentioned above for the purpose to feed the data in manageable manner in a machine to get the results.

**Analyze the results and draw conclusions.**This is the final step in which a researcher needs to analysis the results, test the hypothesis, and draw a conclusion

**Universe of the study**

One goal of scientific research is to describe the nature of a population—a group or class, subject, variable, concepts or phenomena. Wilson (1993) has defined the universe as, the entire group from which an important sample is chosen. The sum total of all the unit of analysis is called the universe or population. In this proposed study, all the pictures published on the selected four weekly magazines’ front pages, central pages, and other pages from ist January, 2017 to 31 December, 2017 are to be considered as the universe or pollution.

**Sampling**

Here are several phases in the selection of the sample for content analysis, because it is a method that can applied to different kinds of documents. Wimmer & Dominic (2010) define sample as a sub set of the population that is representative of the entire population. An important word in this definition is representative. A sample that is not representative of the population regardless of its size is inadequate for testing purposes because the results cannot be generalized. In view of the proposed nature and ensure maximum representation census method will be preferred to use. It means that all the selected weeklies published from 1st January, 2017 to 31st December of 2017 are included for analysis.

Per month per magazine 4, per year per magazine 4×12=48, multiply by 4 magazines, 48×4=**192**.

**Pilot Study**

Pilot study is made to check how reliable the coding process is (Hansen, A. et al., 1998). Reliability in content analysis is essentially about consistency: consistency between different coders (inter-coder reliability), and consistency of the individual coder’s coding practice over time (intra-coder reliability). There are several different ways of checking or measuring reliability in content analysis, from a simple check on the percentage of coding decisions which coders agree, to more complex formulae which take into account the degree to which a certain level of agreement would occur simply by chance in a set number of coding decisions (pp.120-21).

**Summary**

Content analyses create detailed profiles of media content ant identify trends in content over time. However, they can not be used to draw conclusions about the effects of the media because the audience often perceives media in different way than the researchers—or the producers of the content. Content analysis is a time-consuming task, so researcher sometimes takes only a limited sample and sometimes uses censer study (selecting the whole documents for analysis. Content analysis is the quantitative description of the content of media. Researchers begin with systematic sample of media content and apply objective definitions to classify its words, images, pictures, and themes. The purpose of content analysis is to describe trends in communication content, to audit communication content against standards, to audit techniques of persuasion, to analyze style, and to describe patterns of communication.