

WEEK 6

CONTENT ANALYSIS

1. **Content analysis** (sometimes called **textual analysis**) is a standard methodology in the social sciences for studying the content of communication. Earl Babbie defines it as "the study of recorded human communications, such as books, websites, paintings and laws."
2. "Content analysis is a summarizing, quantitative analysis of messages that relies on the scientific method (including attention to objectivity-inter-subjectivity, a priori design, reliability, validity, generalisability, replicability, and hypothesis testing) and is not limited as to the types of variables that may be measured or the context in which the messages are created or presented."