

Method	Type	Primary Secondary	Positivist Interpretivist	Quantitative Qualitative	Reliability Validity	Advantages	Disadvantages	Studies
Content Analysis This refers to the secondary analysis of published or unpublished information and/or data.	It can be qualitative (Thematic analysis) and quantitative (Formal analysis)	Analyses secondary data.	Positivist for quantitative formal analyses. Interpretivist for qualitative (thematic/semiology).	Quantitative and Qualitative depending on type of content analyses.	Formal analyses is said to be reliable, whereas the emphasis in thematic analyses is on validity.	<ul style="list-style-type: none"> <li>Can be used to promote change e.g. Campaign for racism in the media (CARM) and Women's monitoring network have used content analysis of the media and this has led to certain adverts being withdrawn.</li> <li>Quantitative analysis allows comparisons to be made and any changes overtime can be measured.</li> <li>Relatively easy to do as there are accessible sources, and cheap to carry out.</li> <li>Qualitative analyses can uncover 'hidden' messages in the media.</li> <li>Unobtrusive.</li> <li>Thematic analyses allows insight into meanings</li> </ul>	<ul style="list-style-type: none"> <li>Subjective – especially qualitative content analysis.</li> <li>Assumes (rather than proves) that media affects the audience.</li> <li>Biased interpretation possible i.e. researcher finds what they are looking for.</li> <li>Only gives a "Snapshot in time". To be reliable large scale, long-term research is needed.</li> <li>Methods can be time consuming and require considerable skill of analysis and interpretation. E.g. to interpret statistical data you requires a degree of mathematical competence and increasingly, computer literacy. To interpret more qualitative information requires focused analytical skills</li> <li>Quantitative fails to tell us the meanings behind statistics.</li> </ul>	<ul style="list-style-type: none"> <li><b>McRobbie.</b> – Analysis of teenage magazines, stories revolve around romance, sex etc. Encourages an ideology of romance (Qualitative).</li> <li><b>GUMG</b> – analysed contents of the media for any bias. Used content analysis on a series of press and TV coverage of media events (of strikes in workplace). They produced evidence that TV news coverage favoured certain points of view rather than maintaining a balance (formal).</li> <li><b>Tuchman (1977)</b> – Found that on US television, men outnumbered women by 3 to 1 (formal).</li> </ul>

## Summary of Research Methods: Content Analyses

Method	Type	Primary Secondary	Positivist Interpretivist	Quantitative Qualitative	Reliability Validity	Advantages	Disadvantages	Studies
THEMATIC ANALYSIS / SEMIOLOGY		SECONDARY	INTERPRETIVE	QUALITATIVE	VALID	<p>EXTREMELY VALID</p> <p>UNCOVERS IDEOLOGIES AND BIAS OF THE PRODUCERS OF THE DOCUMENT</p> <p>GIVES DEEPER UNDERSTANDING</p> <p>SHOWS INFLUENCE OF THE MEDIA</p> <p>EASY TO FIND DOCUMENTS</p>	<p>MAKES ASSUMPTIONS</p> <p>UNRELIABLE</p> <p>ASSUMES READER IS PASSIVE RECIEVER</p> <p>QUICKLY BECOMES OUT OF DATE</p> <p>IMPOSSIBLE TO FALIFY AN INTERPRETATION</p>	<p>WILLIAMSON (1978) DECODED ADVERTISEMENTS</p> <p>MCRORBIE (1978) STUDIED THE 'JACKIE' MAGAZINE FOR GIRLS AND SHOWED THE IDEOLOGY OF FEMININITY</p> <p>HEDBRIDGE (1979) STUDIED THE MUSIC ANDD DRESS OF YOUTH GROUPS AND INTERPRETED IT AS A FORM OF RESISTANCE TO SOCIETY</p>

## Summary of Research Methods: Thematic/Semiology