



Understanding the Qualitative and Quantitative Methods in the Context of Content Analysis

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The content analysis is increasingly employed as a means to facilitate data analysis of researchers in the field of marketing and media studies, to literature, ethnography and cultural studies, gender and age issues, sociology and political science, library, psychology and cognitive science and many other fields of inquiry. First of all this paper discusses of the theoretical background of content analysis; its conceptual and relational analysis. This paper analyses many theoretical considerations which are the main part of the data analysis. It analyses the concept of qualitative and quantitative methods in the content analysis as a data collection and analysis by different researchers in their respective field. It emphasizes in the content of the importance of the theoretical background of the understanding of qualitative and quantitative methods used by the researchers to analyze their data. It also depicts how the qualitative and quantitative data are interrelated and their current-status is highlighted. Again it emphasizes nature of inquiry of qualitative and quantitative in the data analysis; lastly the qualitative and quantitative validity are also sketched in this theoretical knowledge regarding the analysis of data of the respective study. In the concluding part it shows that qualitative and quantitative methods in the context of content analysis is very important is highlighted.

Key Words: qualitative, quantitative, relational, conceptual, content analysis.