

• Content Analysis → Earl R. Babbie defines it as - The

↑ Study of recorded Human Communications, such as books, websites, Paintings and laws. It deals with Questions like - who says what, to whom, why, to what extent & with what effect?"

• The term Content analysis is generally applied to the analysis of written communication, documents or visual material rather than interview data, but the same technique can be applied to the analysis of answers to open-ended questions in survey research.

Ray Parson →

- 4 approaches ^{Rev}
- a) Formal ^{CA}
 - b) Thematic ^{Theme}
 - c) Textual ^{Text}
 - d) Audience.
→ response of audience.

Use of Content analysis →

- a) To make inferences about antecedents of a communication.
- b) " " " about characteristics of a communication.
- c) " " " about effects of communication.

Disadv → criticised as involving subjective Judgements.

b) Quality of content analysis is based on quality of input documents used.

c) Content analysis can decipher only Manifested meanings of communication and latent meanings are ignored.

• Projective Techniques → Qualitative technique used to measure attitude. A Projective test involves presenting a person with an ambiguous or incomplete stimulus (Picture or words). The stimulus requires interpretation from the person and the person's attitude is inferred from their interpretation of the ambiguous or incomplete stimulus.

(After Monism)
& Pluralism
- secondary sources.

Examples →

- a) Rorschach Inkblot test → ambiguous given to subjects for interpretation.
- b) Thematic Apperception test → Person is presented with ambiguous picture to interpret.

Criticism →

- a) lack of objectivity, dependent on the observer, different conclusions.