

# CONTENT ANALYSIS

Content analysis is a research method that analyzes the meanings of content, which could take the form of textual, visual, aural, and otherwise multimodal texts.

## OVERVIEW

Generally, a content analysis will seek meanings and relationships of certain words and concepts within the text or corpus of texts, and generate thematic data that reveals deeper insights into the text's meanings. Prasad (2008) defines it as: "...the study of the content with reference to the meanings, contexts and intentions contained in messages." (p. 174)

## EXAMPLE

A company launches a new product and wants to understand the public's reactions to it. They analyze comments on their social media posts about the product. They choose specific concepts such as "like", "dislike", "awesome", etc. The frequency of these words in the comments give them an idea about the public's sentiment towards the product.

# Content Analysis

**PT Brinkman**



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