

Comm480

Literature, Russian Literature



Methodology: Content Analysis Content analysis is the best way to answer my research question because it explores various elements of content displayed on television such as headlines and size of texts, time allocated for given programs among other contents. In turn, this results in an objective evaluation, and thus effective in answering the research question. The strength of content analysis are that it is easy to understand it, requires no contact with people, and inexpensive. However, it also has a limitation, which is it is limited to the content provided by the media, that is, availability by the media. I will minimize this weakness by observing the content over a long period to ensure that I develop the trend of media or TV presentations. Analyzing a lot of content over an extended period gives a full picture of the television representation trends, perceptions, and attitude.

Effective sampling in content analysis looks at the time available and the amount of material or programs to be covered. I will then use the decision rule to decide on my final sample in order to avoid bias. The materials that will be utilized for the content analysis include visual and audio materials, and content analysis software. Further, Baxter and Babbie give useful information regarding content analysis that I will use in my research. This includes having a clear and well defined content to be analyzed. Avoiding bias in sample selection, as well as analysis of data. Having a good insight into the topic that one is researching in order to understand it fully.