

## CONTENT ANALYSIS AND FORECASTING OF SOCIAL SERVICES

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The content analysis /from English - *content*/ or Content Analysis is a "family" method of quality data analysis methods. It is a standard methodology of social sciences to study the content of communication. [13] The method arises at the beginning of XX century., when Harold Laswell began a study of propaganda texts from the time of the First World War. Its main objective was to determine what the propagandist puts in the spotlight in order to get a certain effect over the audience. His analysis affects many of the possible propaganda channels in America, England, France and Germany. The objects he explores are newspapers, specialized newsletters, various propaganda magazines, even sermon texts. [16], [17]

*Harold Laswell (1902-1978)* is a prominent communications scientist. It focuses on quantitative and qualitative analyzes of propaganda, understanding of its content, and the discovery of the effect of its effect on the mass audience. Laswell establishes procedures for analyzing the content of mass communications In an essay titled "Content of Communication," Laswell explains that a content analysis must take into account the frequency with which some characters appear in a million messages and the intensity of the symbols used. By understanding the content of the message, it aims to understand the "flow of influence flowing from the control of the content to the audience." [18, p.74]

The content-analysis is related to Laswell's understanding of communication, the main points of which he determines in the following way:

- Who says?
- What does he say?
- What tool does it use?
- Who does it say?
- What does it achieve? [19, p. 84]

These questions refer to the content of the message to the set of socio-psychological phenomena.

In *The Propaganda technique of the Second World War*, Laswell considers propaganda techniques through content analysis and reaches some astonishing conclusions. It shows that the content of war propaganda widely spreads to all aspects of citizens' lives in order to be effective. According to him, "the more people are reached through this propaganda, the more the objectives of the war will be achieved more effectively. [16, p. 76]

In *Democracy through the public opinion*, Ласвелл examines the effects of propaganda on public opinion and public opinion on democracy. He argues that "democratic government acts influence public opinion just as public opinion acts openly on the government." [17, p.15] The mutual influence of these relations is thanks to the existence of propaganda. It is through her that "citizens can be convinced that it is hopeless to get the truth about public affairs". [17, p. 40]

After *Laswell, Ole Holsti* [9] offers a wider definition of content analysis as "any technique for conclusions from objectively and systematically identifying certain message features." [9, p. 34] He puts the content analysis into three main categories:

1. Analysis of the reasons for the message.
2. Analysis of the characteristics of the message.
3. An analysis of the effects of the message.

It also places these categories in the context of the basic communication paradigm.

According to *Klaus Krippendorff*, six questions must be addressed in any content analysis:

1. What data are being analyzed?
2. How are these data defined?
3. What part of the people are related to them?
4. What is the context in which data is analyzed?
5. What are the boundaries of the analysis?
6. What is the purpose of the conclusions?. [11], [12]

Content-based analysis enables the researcher to explore large amounts of textual information through the frequency of the most commonly used keywords (KWIC). Around 1980, content analysis has become an increasingly important tool for measuring success in public relations (in particular media relations), programs and media profiles. This method is also being actively used by futurologists to determine the trends of human society development. In 1982, John Neisbeth published his popular *Megatrends* book, based on content analysis in the American media.

*Content-analysis is a systematic method of studying information.* It is applied to study the characteristics of the information itself and to study the social objects and phenomena related to that information. At its core is the notion of communication, as it explores the communicative process itself and its products. Through this analysis the text can be dissected so that its smallest particle carries within itself the properties of the whole, i. E. to be a sign-stimulus. In the text these incentive signs can be words, separate sentences, whole fragments of texts. It is their counting and analysis that is the basis of the content analysis.

In this method the researcher studies opinions, attitudes, expressed positions that are already "taken" on text, visual or audio material. For example, if it is necessary to trace the public attitudes about a given issue at a certain time before the time of the information gathering, it is possible to make a content analysis of the materials in the local press (information, analyzes, comments, pictures, etc.), addressing the issue.

Content analysis can be very useful, for example, when assessing the importance and /or timeliness of a particular social issue to which study/ monitoring or evaluation is oriented. The significance of this problem can be assessed by analyzing the extent of its presence in national or local media. In addition, the specific context in which this problem is considered relevant to particular social groups and their specific attitude can be analyzed. It is also possible to find specific arguments for "to" or "against" taking certain decisions or carrying out certain actions aimed at solving the problem. It would also be valuable to identify alternative solutions to the problem that are being raised by different stakeholders. In general, content analysis also has the advantage that it can be carried out more quickly and at considerably less cost than surveys.

*The stages of implementation of the content-analysis are:*

1. Define the subject, the objectives, the research questions and the research hypotheses.
2. Create the required sample of documents.
3. Determination of classification principles.
4. Determining the categories of analysis.
5. Determination of units of analysis.
6. Specifying Reporting Units.
7. Developing a researcher's instruction.
8. Pilotage of the methodology.
9. Collecting primary information.

## 10. Quantitative processing of information. [2],[5]

The realization of the content-analysis and the complexity of his toolkit too often discourages novice scientists from the possibility of making a number of mistakes, among which the most common are:

- the documents analyzed are not related to the research hypotheses;
- the authenticity of the document has not been verified;
- authorship of the document is not specified;
- Objectives insufficiently substantiated;
- categories of analysis are not defined to an extent that allows for a clear distinction between the content units of the text document;
- the analysis of the document is done without preparation of the complex of necessary methodical tools. [3]

*The units of the analyte can be distributed generally in two types - record units and contextual units.* [1],[14],[15]

*Recording units* are single words, whole themes, or social characters (child, man, woman, politician, artist, social worker, etc.). Recording units can also be grammatical forms - sentence, metaphor, paragraph. Typically, topics and characters are more inconspicuous, obscure than individual words or paragraphs. In some cases, record units can only be understood in the context. Researchers then focus on context analysis and search for contextual units.

*Contextual units* can be the grammatical categories (subject, scriptable, adjective), the content of the text, the paragraph, the sentence. The larger the context is taken into account, the more accurate the content-analysis is. It should be borne in mind that, depending on the context, words also contain some uncertainty.

To understand the context of a word or phrase, *clusters* are built. They encompass, for example, a specific noun, and all adjectives related to it, the verbs of which may be subject, and so on. Clusters reveal the content of a word or phrase in a more detailed manner. The word can also express a symbolic meaning that is related to subconscious reactions.

One of the most important coding rules for content analysis is *measurement*. However, it is not always a matter of measurement. It is often considered that the frequency of occurrence of an indicator in the text is a measure of its significance.

By examining the values or attitudes about a given problem, this presumption is not satisfactory, as the frequency of occurrence of a word does not correctly indicate what our attitude to the subject of study is.

Texts are submitted to two-way content analysis [3] :

1. Studying the creation of the texts and their understanding. The empirical indicators of the analysis are: the theme, the genre, the type of information (event, commentary, artistic, reference), the modality of the speech (directivity, advisability, neutrality), the communicator's objectives, the criticality of the information, standardization (lexical, grammatical, , the degree of reflection in the text of different opinions (the head, the communicator, etc.), the meaning - denotational and connotative, etc.

2. The content analysis can be used to examine the characteristics of the communicator as well as to examine the characteristics of the audience.

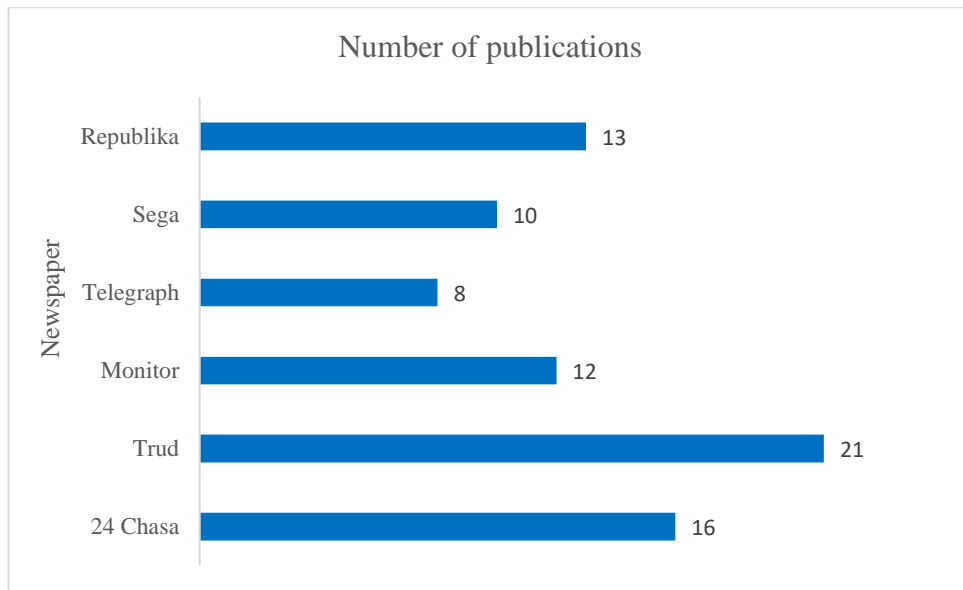
Content-analysis is a research method with many *positive aspects*: the elimination of the effect of observer's presence and hence the high objectivity, the high degree of reliability - the documents are most convenient for verification, the possibility of repetition of the study, the possibility of control by an independent researcher, the possibility of historical research.

The content of the essay can be applied alone and in combination with other methods.

Together with the students of Social Pedagogy, a Content Analysis was conducted to examine the extent to which the issue of the project topic was on the media and society agenda.

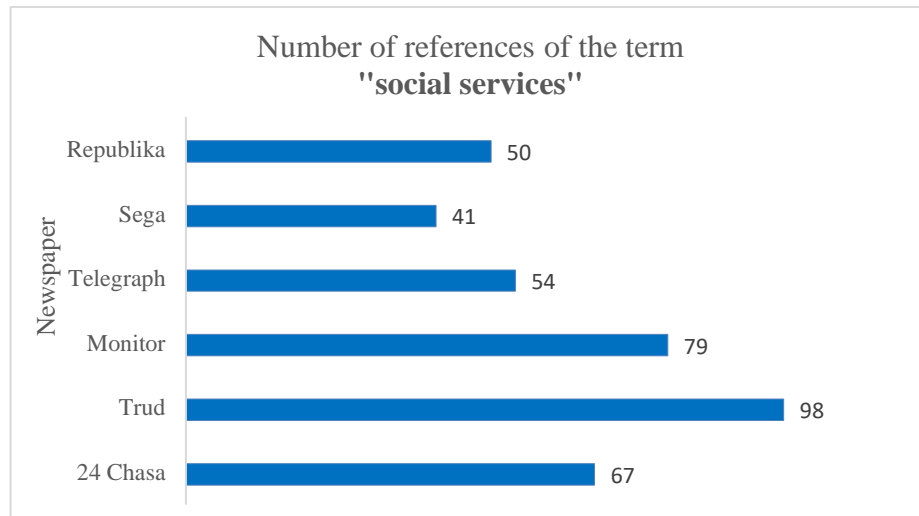
National daily newspapers such as *24 Chasa, Trud, Monitor, Telegraph, Sega, Republika*, for the month of November 2018 have been studied. The subject of social services in Bulgaria is as follows:

<i>newspapwer</i>	<i>24 Chasa</i>	<i>Trud</i>	<i>Monitor</i>	<i>Telegraph</i>	<i>Sega</i>	<i>Republika</i>
<i>number of publications</i>	16	21	12	8	10	13



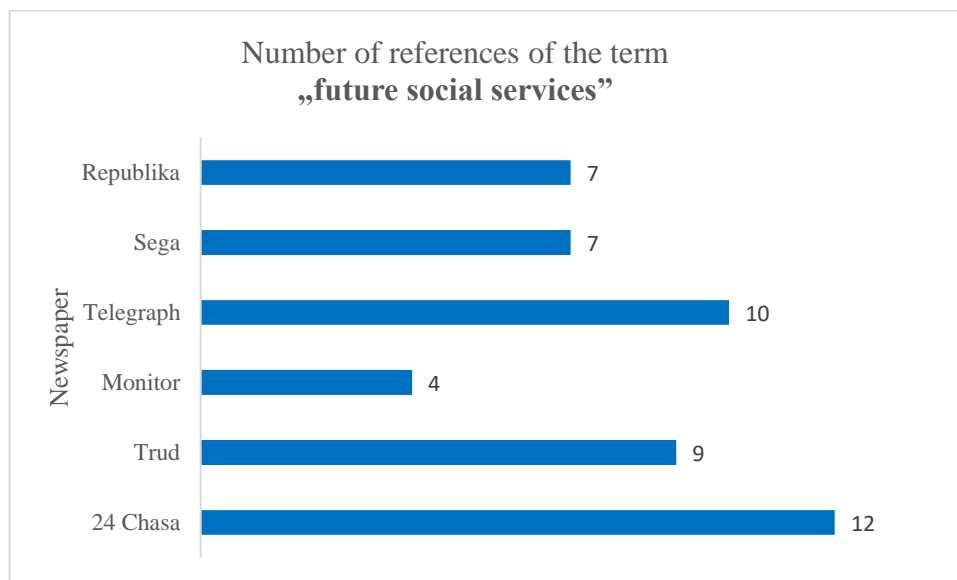
Intensity of use of the term **social services** in the surveyed media is:

<i>newspapwer</i>	<i>24 Chasa</i>	<i>Trud</i>	<i>Monitor</i>	<i>Telegraph</i>	<i>Sega</i>	<i>Republika</i>
<i>number of references of the term "social services"</i>	67	98	79	54	41	50



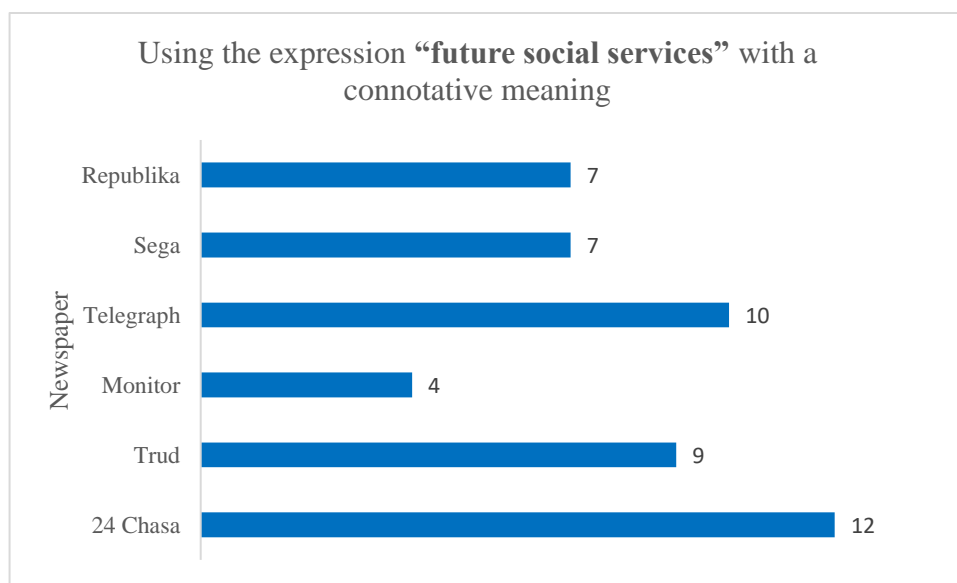
The intensity of use of the term **future social services** is as follows:

<i>newspapwer</i>	<i>24 Chasa</i>	<i>Trud</i>	<i>Monitor</i>	<i>Telegraph</i>	<i>Sega</i>	<i>Republika</i>
<i>number of references of the term „future social services ”</i>	4	7	9	4	3	8



Using the expression **future social services** with a connotative meaning:

newspaper	24 Chasa	Trud	Monitor	Telegraph	Sega	Republika
Using the expression “ <b>future social services</b> ” with a connotative meaning	12	9	4	10	7	7



Main themes that reflect **the future social services** in Bulgaria in the surveyed dailies:

TOPICS	NUMBER OF REFERENCES
Closure of Institutions for Children in Bulgaria by 2015	49
Future expansion of foster care for children.	45
Future expansion of the scope of the “Personal Assistant” social service.	12
Future technological improvement of personal aids for people with disabilities.	4
Improving the quality of social services in the direction of their computerization.	7
Reducing the number of users of social services related to the rapid development of nanotechnology over the next 10-15 years and, in this connection, to the disabled.	2
Reducing the number of users of social services in the next 10-15 years among Roma people, related to the effective implementation of state policies in relation to them.	8
Increase the number of persons and institutions providing social services for the elderly with a view to the aging of the Bulgarian nation.	3

**The general conclusions** drawn from the conducted analysis of the futuristic forecast for social services in the foreseeable future of Bulgaria over the next 10-15 years are aimed at:

1. social services for children - closure of childcare institutions and extension of foster care;
2. improvement of social services as a result of the development of information and nanotechnology;
3. Limiting social services for Roma people through effective state measures;
4. expanding the volume of social services aimed at the elderly people from the aging Bulgarian nation.

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