

## **Advantages of Content Analysis**

Content analysis offers several advantages to researchers who consider using it. The following advantages could be understood (2):

- It provides a social communication among scholars via texts or transcripts.
- A text can be analyzed both qualitatively and quantitatively. Thus understanding the relationship of concepts.
- Insight of old civilizations can be understood by analyzing the text of inscriptions.
- It allows closeness to text, which can alternate between specific categories and relationships and also statistically analyzes the coded form of the text.
- It can be used to interpret texts for the development of expert systems to develop the rule base or inference engine showing the relationship among the concepts.
- It can be used to understand the way human mind thinks.

## **Disadvantages of Content Analysis**

There are some disadvantages associated with content analysis:

- It takes time to be done.
- Relational analysis is a matter of high interpretation, hence is prone to inaccuracy.
- It is based on few steps; there is no sound theory to date, behind doing content analysis, which may reduce the precision of study sometimes.
- In content analysis a large concept is reduced to a code. Often there can be mistakes while coding, particularly dealing with complex texts and can result in 'information loss'.
- Often content analysis is criticized to be as word count.
- Often we need to understand the context while drawing a conclusion from an analyzed text because there could be many possible interpretations.