

## Examrace

# Psychology Study Material: Content Analysis and Focus Groups

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## Content Analysis

Part of archival research: An approach for systematically categorizing and analysing the content of the behaviour or its related aspects/variables being studied.



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- The analysis may cover contents of live human behaviour, books, journals, magazines, poetry, drama, movies, folktales, TV programs, school textbooks and curricula, advertisements etc.
- Inferences are made, and conclusions are drawn after objective identification of specific characteristics of contents.
- Content analysis is done keeping specific goals, objectives, themes and constructs in mind.
- Example: Content analysis of textbooks with reference to gender equity and equality; analysis of TV programs with reference to portrayal of women.

## Focus Groups

- A variety of interviews conducted in a group setting.

- The researcher talks to the participants in order to learn about their opinions, attitudes, preferences, likes/dislikes and tries to find out their reasons/cause.
- Used as a source of data collection in surveys but also used otherwise as well.

### **Meta-Analysis**

- A statistics-based method
- A way of reviewing existing research literature in the same field, about the same phenomena
- The analysis covers the results of several independent experiments within the same field
- Computer aided statistical analysis yields overall conclusions.

### **Experimental Research**

- Experimental method: the use of experimentation for studying a phenomenon.
- Experimental design: the plan/structure/lay out of an experiment.
- Experiment: the variable of interest (independent variable) is manipulated/altered and the effect of this manipulation is studied.

### **Why Experiments Are Conducted?**

- For testing hypotheses
- To test the impact of a treatment or a program on behaviour
- The main feature of experimentation is CONTROL; keeping all those variables and conditions under control, that can have an impact on the findings of the study i.e. , variables that can interfere with the impact of the independent variable.

### **Variables**

i. Independent Variable

ii. Dependent Variable

iii. Control Variable

- Independent Variable (IV) : The variable whose impact is being studied; that is manipulated ... in terms of kind or level
- Dependent Variable (DV) : The measure of behaviour on which the impact of independent variable is being studied
- Control variable (CV) : A potential independent variable that can have an impact upon dependent variable; it has to be controlled

## Groups in a Typical Experiment

- Experimental Group: This is treated with the independent variable.
- Control Group, the no-treatment group that is kept under controlled conditions.

## Experimental Designs

- Within- Subjects Design
- Between- Subjects Design

### Within Subject Design

- The experimental design in which the subjects' performance is compared with their own performance i.e., only one group of subjects is used.
- Before-After No Control Group Design: Varieties of Before-after no control group designs: ABABA and ABABABBA designs

### Between Subjects Experimental Design

The experimental design in which two or more groups of subjects are used and their performance is compared with each other:

- Classical Experimental Design
- After- Only Experimental Design

### Problems associated with experimental research:

- Artificiality of behaviour is a possibility
- Subjects may be under stress or pressure
- Time consuming and expensive
- Ethical issues: can we tell all about the nature of experiment to the subjects? ? ?

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