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Content analysis research and its stages

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Abstract
The present study is a library and activity research to find the unknown (content analysis research and its analysis and evaluation stages) for which no one has provided an answer so far in the context of Afghanistan. After extracting the concepts and descriptions of key terms, the author deals with the main topic, and the purpose of this article is to clearly and accurately identify the nature of content analysis research, the main objectives of content analysis and its evaluation stages.

Keywords: Research, analysis, content, evaluation

Introduction
Research has been associated with humans since ancient times and has been done in different ways and methods throughout history. If man had not become acquainted with research and did not undertake it, modern knowledge would not have reached this stage of development. A person who does not have investigation and research in his life, will not benefit from growth and development.

Content analysis research is a type of research that studies the qualitative content of scientific and literary observations and research in a quantitative way and converts quantitative information into qualitative information. This article includes topics such as: description of the concepts of key terms such as: (research, analysis, content), how the nature of content analysis research, stages of evaluation of research articles, main objectives of content analysis, criteria for analysis and evaluation of research writing and the most important types of content analysis research is. It should be noted that research is one of the most valuable issues that research methods cannot be presented in the papers of this limited article. But this article can be a small first step in the field of content analysis research and its stages and can be somewhat useful.

Research Objectives
- Understanding the lexical meaning and definition of the key terms in this article;
- (Research, analysis, content).
- Understanding what content analysis research is and its' nature.
- Understanding the objectives of content analysis.
- Recognizing the types of research in Content analysis research.
- Familiarity with the stages of analysis and evaluation of research articles.

Significance of Study
Familiarity with content analysis research helps us understand the nature of content analysis research, discover the goals of content analysis, and the stages of analyzing and evaluating research articles.

Research Method
My method of writing this article is scientific and inquiry-based, and to reach the main topic, I have referred to seventeen valid sources to complete this article.

Research Background
However, many works have been written about research, and scientists and researchers in their works, such as:
1. Writing instructions and research methods. From Dr. Mohammad Hossein Yamin.
2. Library and social research methods. By Javid Ahmadi.
3. Research method and knowledge of literary references. From Mohammad Gholam Rezaei.
4. The ritual of writing a research article. By Mahmoud Fotouhi.

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5. Book of writing and composition. By Hassan Zolfaghari.

And other scientists have written many works and articles on research methods and types of research articles. But so far, no book or article has been published independently under the title of content analysis research and its evaluation stages. Therefore, the value of the subject and the need of the researchers in the field made me write this article.

Research Questions
1. What is research, what is analysis, what is content?
2. What is content analysis research?
3. What are the main objectives of content analysis?
4. What are the most popular types of content analysis research?
5. What is the criteria for analysis and evaluation of research writing?

Before addressing the main point, in order to better understand the subject, it is necessary to have a brief look at the nature of the key terms of the subject.

Definition of Key Terms
Researchers and investigators during their research work are engaged in specific mental and theoretical activities such as: research, analysis, content and other alike words. Such words are used a lot in research method books and writing instructions. They may seem very familiar, but they have certain differences and distinctions that the researcher must know such terms accurately and clearly. Therefore, it is necessary to first describe and define the key terms of this article based on the theoretical method of research and in the context of a specific theory.

What is research?
Research is an Arabic word that literally means to investigate the truth, to investigate and interrogate, and to correct. And in dictionaries with various meanings and concepts such as correct and accurate. (Dehkhoda, 1998: 6484) [7], Systematic and purposeful theoretical or practical study and investigation conducted to find out something or discover a truth (Anvari, 1393: 1639) [4]. It means receiving accurate and real information about a specific and definite subject and describing its results. Something that is obtained. (Yamin, 1396: 72) [17]

In other words, research is the proof of a problem with valid reasons, which in Dari means truth, correctness, and verification. Scientifically, research is about searching, refining, finding something, and trying to access a reality that we have not yet realized is important. The English word (research) consists of two parts, one (re) and the other (search) means to search again.

Scientific research is a systematic attempt to obtain as complete information as possible about a particular subject and to discover vague, obscure, clear, and undiscovered facts.

The research is conducted according to certain principles. Which is called the research method. Therefore, the research method is a documented, systematic, measured and organic process that is performed by a specialist in the field with a scientific qualification. The person who completes this process is called a researcher and must have the necessary knowledge and level of awareness to be able to make sound judgments. (Ariana Encyclopedia, 2008: 728) [1]

An Indian scientist named (Kutadi) has defined research as follows
"Research is the search for knowledge by certain and systematic methods for obtaining solutions to certain problems." (Ahmadi, 1395: 22, 23) [2] Also in philosophy and logic and in the custom of scholars, research means proving the problem with It is the reason and it refers to the issue of propositions that are discussed in every science, and its purpose is to prove the issues. (Haddad Adel, 2001: 671-672)
In general, research includes two main concepts:
A. Public searches.
B. Specialized searches.

In public research, the results of research are: shaping, generalizing, and applying things that are usually "familiar to everyone."
But in specialized research (specialized research), the results of research are knowledge that is proposed for the first time, and no one knows anything about it. This type of research is done in scientific institutions and universities and the main goal of university research is to gain new knowledge. And it is unprecedented (Fotouhi, 1387: 27) [13] In any case, it is clear that the common denominator in all definitions and views is the search for truth, that is, reaching the nature and essence of truth and contemplation in science and literature. (Ahmadi, 2016: 24) [2]
Given the nature of the literature, it can be said that research is the study of a particular subject. In order to achieve a result by collecting information and analysis and comparing and criticizing them.
Most literary research is based on other people's books, articles, and writings. And these are the means to reach the truth of the subject, and of course in this way, the method of work, taste, initiative and inference of the researcher play a major role. (Rezaei, 1385: 34) [9]
The overall goal of academic research is to gain an understanding and an idea that is innovative and new. And the achievement of that knowledge is that no one has achieved before. (Fotouhi, 1387: 25) [13]

What is analysis?
Literally, analysis in Persian culture means to solve and to open, and in Latin (analytice) and in Greek (analusis). The word analysis is a general term that refers to the systematic testing of the nature or cause of something. (Ariana Encyclopedia, 2008: 728, 729) [1]
Analysis as a word means exploring and examining issues, using systematic procedures and methods (with structure and system). 6488) and also means examining the details of a subject to obtain more information or to be sure of its accuracy or critique (Anwari, 1393: 1641).
One of the ways to deal with literary works, whether in writing (for example in the form of an article) or orally (for example in the form of a lecture in a literary association, or teaching in university classes) is analysis (Payendeh, 1389: 14)
Analysis is one of the most appropriate research features that studies the components of a text and describes the inter-relationships of those components. For example, in social sciences, when we want to talk about the effects of addiction, we mention the effects and consequences of each

addict (Zolfaghari, 1387: 71) [8]

The term analysis in literary studies is borrowed from the science of chemistry, which in literary studies (analysis) refers to the type of study of literary texts in which the elements that make up a particular text are identified one by one and then the interconnectedness of these elements and how they are structured in the text is examined and it refers to the analysis of an activity that by analyzing the text into its constituent elements creates a basis for the application of theory. (Payendeh, 1389: 14)

However, in the term of analysis, it is the connection of related components in a body and explaining how those components are related to the overall structure of the subject. It also, explains, considers the accuracy, accessibility, justification and relevance of the work to the content of the work and pays attention to how words, combinations, and textures are used, as well as to the issues, semantics, and composition that are relevant to the work. Meanwhile, it talks about the relationship of the work with other works that have been created in the same field or close to it, whether the speech and message are new or not, and what is the purpose of creating the work? (Qavim, 1387: 82)

What is content?

Content as a word means something that is inside something else and is included. (Amid, 1383: 1038) Content means what a work of art is about (Ryan, 1392: 7) and more clearly, it is the collection of components that are woven around the message. (Farzad, 1379: 27) [14]

The content is the meaning and concept of the work of art, which is a combination of subject, theme, tone, feeling, motif, sound, mask, and the like. In his critique and analysis of literary works, Richards identifies four types of meaning and content:

1. Meaning and subject (sense): what is practically expressed.
2. Feeling: The author's emotional point of view on the subject.
3. Tone: The writer's point of view towards his reader.
4. Intention: The author's purpose and the effect he intends to make. (Shamisa, 1388: 407) [11]

The meaning of the content is the subjects of writing and the type of thoughts, emotions, feelings, moods and experiences of the author and the purposes in which they have expressed their scientific and literary words and creations.

However, the intentions of the authors are limited and sometimes a possible goal that is itself composed of different topics and influenced by different experiences. In general, texts can be divided into types such as: epic, lyrical, didactic, allegorical, mystical, religious, critical, etc. in terms of content and topics and the type of thought and feeling of the speakers.

Content analysis research

It is a type of research that examines the qualitative content of observations, historical research, and documents in a quantitative manner and converts statistical data and information into qualitative data and information. This method has been defined as the objective and systematic study of the content of the message to achieve the interpretation of the message and is widely used in psychology, sociology, educational sciences, communication, politics, literature, etc.

Therefore, the main goals of content analysis are: message feature analysis, message background analysis and message consequences analysis. In this method, the researcher looks for messages in communication products such as: newspaper, book, report, film, series, letter, memoir, photo and lecture. But he is not in direct contact with the sender of the message, who is a human being. (Fotouhi, 1393: 149, 150) [13]

Purpose of content analysis

The content analysis research method pursues two goals:

1. Semantic meaning: (examining the meaning and recognizing the message)
2. The relationship between the signs:
3. (Examining the style and construction of the message or its aesthetic aspect)

In general, content analysis pursues one of the following goals

*   Analyze the characteristics of the message to describe it and answer the questions "What news?", "To whom?" And "How?"
*   Analyze the background of the message to describe the sender and answer the questions "Who?" And "Why?"
*   Analyzing the consequences of the message in order to recognize its impact on the audience and answer the question "What effect?" (Fotouhi, 1393: 150) [13]

Types of content analysis research

There are several types of content analysis research, the most popular of which are:

1. Content category analysis: In this method, first the desired text such as: (movie, story, lecture, book, magazine, article, etc.) is broken down into components, then the components are classified into categories. For example: "Political, economic, social, scientific and literary category. Then, by counting the frequency of each category, they determine the percentage of them and finally" analyze the statistics.
2. Value analysis of content: Speech is valuable when the speaker has a specific position on the subject. Assessing the strengths and weaknesses of this stance and the type of signification is important for content analysis. For this purpose, they use the content analysis method of content
3. In this method, value-added speeches are considered in the sentence unit. If the sentences are compound, they break them down into simple sentences. Then in each simple sentence, the subject, predicate, verb and adverb are specified. Then, based on the value they give to the intensity and weakness of the subject, predicate, adverb, and verb, for example, "value between (3+) to (3 -) determine the type of intensity of speech, and then about whether it is valuable or Comment on the non-valuable content of the text.
4. Content correlation analysis: This method does not seek to count the content units and not like value analysis to measure the strength and weakness of speech, but its purpose is to show which units are put together or repel each other. (Fotouhi, 1393: 151) [13]

Analysis and evaluation steps

The main purpose of research journals is to publish accurate, original and useful information. In order for the

validity and authenticity of the subject to be clear and the findings of a research paper to be scientifically confirmed, it must be reviewed and evaluated by experts in that field.

University departments, directors of research institutes, editors of research journals, as well as reputable publishers usually send research papers to at least two judges and, in case of disagreement, to three expert judges. The most important criteria for analyzing and evaluating research papers The exact definitions are as follows:

A) Analysis and evaluation of the subject
1. Novelty and clarity of the research topic.
2. The role and necessity of the subject in the development of knowledge.
3. Accessibility of the title and its relevance to the content of the article.

B) Method analysis and evaluation
- Proportion of article volume with content.
- Proportion of keywords with the main topic and titles.
- Definition of basic terms.
- Clarity and eloquence of the abstract.
- Explain the introduction to the objectives, necessity and method of research.
- Configuration and logical order of discussions and captivity skills.
- Speech and appropriateness of sub-main and main titles.
- Eloquence of writing, language, style and melody, writing signs.
- Proper application of research methods.
- Validity and authenticity of resources.

C) Content analysis and evaluation
- Initiation in presenting a new theory.
- The power of analysis, reasoning and reasoning.
- Value of scientific results, quality of conclusions and summaries.
- Usually, the same criteria are considered in the evaluation of research projects and dissertations.

Results
Content analysis is a type of research that examines a text in a quantitative way and converts statistical information into qualitative information.

Content refers to the subject matter of the writing and the type of thoughts, emotions and feelings and experiences and intentions of the author.

Content analysis research pursues three goals:
1. Analyze the characteristics of the message, in order to describe it and answer what news questions? (To whom?) And ((How?)
2. Analyze the background of the message, to describe the sender and answer the questions (Who?) And (Why?)
3. Analyze the consequences of the message, in order to recognize its effect on the audience and answer the question (What effect?)

The main purpose of research journals is to publish accurate, original and useful information. In order for the validity and originality of the subject to be clear and the findings of a research paper to have a scientific impact, it must be analyzed, evaluated and evaluated by experts in the same field.

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