

## Document Analysis

### What is document analysis?

Document analysis is a social research method and is an important research tool in its own right and is an invaluable part of most schemes of triangulation. Documentary work involves reading lots of written material (it helps to scan the documents onto a computer and use a qualitative analysis package). A document is something that we can read and which relates to some aspect of the social world. Official documents are intended to be read as objective statements of fact but they are themselves socially produced.

### Sources of Documents:

1. Public records
2. The media
3. Private papers
4. Biography
5. Visual documents

The term '**biography**' has two meanings in social research. Firstly, it is a particular style of interviewing, where the informant is encouraged to describe how his or her life (or some aspect of it) has changed and developed over time. In doing so, they reflect his/her own conception of self, identity and personal history. Secondly, 'biography' refers to a work that draws on whatever materials are available to an author to represent an account of a person's life and achievements. Narrative analysis is used to elicit results. This is a form of analysis used for chronologically told stories. It focuses on how elements are sequenced, why some elements are evaluated differently from others and how the past shapes perceptions of the present and how the present shapes perceptions of the past and of course, how both shape perceptions of the future. It is especially used in feminist research.

### Types of Analysis

#### Quantitative:

Content Analysis

#### Qualitative:

Semiotics

Discourse analysis

Interpretative analysis

Conversation analysis

Grounded Theory

### Content Analysis

Content analysis is like a social survey but uses a sample of images rather than people.

1. Choose a question which can be measured with variables and use a coding scheme to capture them.
2. Make a sampling frame, choosing the cases to analyse that are representative and unbiased. To get a sampling frame, search for relevant cases in contemporary or historical archives. The sample has to be representative, yet small enough for analyzing in depth. Very often you are counting words - e.g. how many times does the word 'hooligan' appear in articles sensationalising the reporting of disturbances at football matches?
3. Code all the cases and analyze the resulting data.
4. Produce semi-quantitative results using cross-tabulations, charts or graphs and where there are few cases, use tables.
5. Report in a standard 'scientific' format.

Content analysis is formal and systematic. It lends structure to your research. Variables are categorised in a precise manner so you can count them. However, content analysis ignores context and multiple meanings.

### Semiotics

Semiotics is a science that studies the life of signs in society. It is the opposite to the postivist method of content analysis. It is used a lot in media analysis. In semiotics, the analyst seeks to connect the *signifier* (an expression which can be words, a picture or sound) with what is *signified* (another word, description or image). The use of language is noted as it is considered to be a description of actions. As part of language, certain signs match up with certain meanings. Semiotics seeks to understand the underlining messages in visual texts. It is related to discourse analysis and forms the basis for interpretive analysis.

### Discourse Analysis

This is concerned with the production of meaning through talk and texts. Language is viewed as the topic of the research and how people use language to construct their accounts of the social world is important.

### Intpretative Analysis

This aims to capture hidden meaning and ambiguity. It looks how messages are encoded, latent or hidden. You are also acutely aware of who the audience is.

### Conversation Analysis

This is concerned with the underlying structures of talk in interaction and with the achievement of interaction.

### Grounded Theory

This is inductive, interpretative and can be social constructionist. Central focus is on inductively generating novel theoretical ideas or hypotheses from the data. These new theories arise out of the data and are supported by the data. So they are said to be grounded.

## Evaluation and Interpretation

### Authenticity

Is it genuine, complete, reliable and of unquestioned authorship?

### Credibility

Is the document free from error or distortion?

### Representativeness

Can the documents available be said to constitute a representative sample of the documents that originally existed?

### Meaning

What is the surface meaning? Is there a deeper/semiotic meaning?

Source: <http://www.drcath.net/toolkit/document.html>

## Psychological Analysis of Brochure Readers

By *Kaye Marks*

In order to truly get readers to pay attention and read your color brochures, there is no need to follow any kind of brochure templates. What you need is to have a psychological understanding of the reader.

This is done so that you can match the kind of brochure printing tactics your target readers may need. In this guide to printing and design, I will teach you on how to psychologically analyze your brochure reader and the questions they ask themselves as they evaluate your designs.

I hope that this should give you some great insight on how to approach your design composition for brochures. So read on and learn about the psychology of a brochure reader.

• **Can they see it/notice it?** - The first part of the whole psychology is attention. The reader must see or notice your marketing material first before anything can happen of course. While you may think it is as simple as placing them in plain sight, this is not actually the case. It is quite difficult to catch the attention of the people since they are always preoccupied with whatever it is that they are thinking of, feeling, doing, wanting and needing. To break through all these preoccupations, you need marketing materials that will help distract. They should be prominent enough in the environment so that people would pick them up.

This means that you will need to break the psychology of ignorance by using designs that are loud and attractive to people. You will need to use noticeable colors, awe striking headlines and of course eye catching images. These all must combine into a distracting that breaks preoccupied people so that they pay attention to your message. So think of something inviting and distracting to get through this initial psychological state of the brochure reader.

• **Is it interesting enough for me?** - The next phase is interest. Readers will typically try to determine if the content is interesting enough for them. Is the issue being discussed or is the offer being displayed in the brochure something that matters to the reader's life? Is it really something they must be concerned with? You will need to compose a message that makes your marketing material matter to them. So make sure that you do your research so that you can write the correct words that will capture the interest of your target readers. Otherwise, after glancing at your materials, they might possibly just throw them away like junk.

• **Can I understand it?** - Another important part is comprehension. Most readers will be turned off immediately if the content looks long and hard to understand. You should remedy this in the layout by composing text that is written concisely in the shortest possible way. Moreover, you should not use any complex words and styles that your target readers cannot understand. You have to fit the complexity of your content to the competency of your readers. So make sure you do your market research and write specifically on the level of your target readers.

• **What is in it for me?** - A big part of the psychoanalysis is the benefit. They always try to ask themselves, what is in it for me? What can I get from the thing I am reading? You will have to explain this to the readers specifically so that they feel that your materials are worth reading. Do they get the value of learning something? Do they get an opportunity for a discount on something? Do they get a free item? You must make it obvious that the reader is getting something worthwhile so that they will like reading.

• **What do I have to do?** - Finally, and perhaps most importantly for you, part of what readers expect is being told what to do. They must know what they should do after they read. Do they need to sign a petition? Should they order something now? Do they need to call somebody or log into your website? The call to action must be obvious for them to act the way you want them to. Otherwise, they will just do nothing after reading those brochures.

Source: <http://ezinearticles.com/?Psychological-Analysis-of-Brochure-Readers&id=4552445>