

**Title of the intervention: Content Analysis as a Research Tool in Sociological Studies: A Methodological Approach with Applied Models**

**Malika Merbah**

Faculty of Humanities and Social Sciences , Department of Sociology,  
Ibn Khaldoun University of Tiaret, Algeria. Email : [malika.merbah@univ-tiaret.dz](mailto:malika.merbah@univ-tiaret.dz)

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**Abstract:**

Scientific research in the field of sociology is a research adventure in which we may use a technique for study and analysis, but the subject and the field may impose on the researcher another method and another technique that may be the basis of this research, or may serve as a research support for the subject or alongside the method, and any technique may need another assisting or supporting technique for the subject of the study.

Therefore, the circumstances of sociological research may, through its inductive data, impose the combination of qualitative and quantitative techniques. In a single study, we may rely on the interview technique and content analysis at the same time, and empirical data may impose on us a single tool. Therefore, through this scientific attempt, we hope to open a wide door in sociological studies and impose a necessary scientific interest on the part of specialists by focusing, alongside scientific research techniques such as observation, interview, and questionnaire, on the content analysis technique. This is the technique that has received great interest and popularity in the field of communication and media. Thus, it is a research necessity that must impose itself on us as researchers in sociology in order to use this technique in our sociological studies and teach it to students.

**Keywords:** interview ; content analysis ; empirical data ; analysis technique.

**Introduction:**

The nature of research and study in various sciences, including the social sciences, is what decisively determines the method used. There is the quantitative method and the qualitative method, since alongside quantitative research there is qualitative research, the latter being considered recent compared to quantitative research.

The resort to qualitative methods has resulted from the inability of quantitative methods to explain certain phenomena. However rigorous and precise quantitative methods may seem, they cannot explain all phenomena, as qualitative research aims to extract hidden meanings.

It is no secret that the qualitative method requires a qualitative technique, which our research paper addresses, represented in content analysis, around which opinions have varied as to whether it is a tool or a method for content analysis.

Thus, content analysis is a technique that can be used to interrogate all types of communicative messages, whatever their nature may be (Tamar, 2017, 11).

Accordingly, qualitative research becomes necessary in circumstances where information about the subject of study is rare, or when information is scattered and ambiguous, requiring investigation so that it can be formulated within an integrated and coherent scientific framework (Mohsen, 2023, 103).

Content analysis is also considered one of the oldest research tools used in scientific research, as it is used as a tool in analyzing the content of media material, records, and schoolbooks. The researcher in the social sciences uses the content analysis technique in research in which it is difficult to interview the research units due to their death, geographical distance, or difficulty of access. Here, the researcher uses documents, records, articles, and tapes in order to reach answers concerning the subject of his research (Bouamoucha, 2022, 64).

It can also be said that content analysis can be a basic tool in sociological studies, and it can also be a supporting tool for the interview or observation technique in the case of the absence of some information about the respondents because they did not experience the circumstance or some of the indicators of the study. In this context, this research contribution came to address the importance of content analysis in sociological studies. The aim of this paper was to convey an epistemological message urging the researcher to apply the technique in his studies and research in the field of social sciences.

### **First: The Historical Development of the Concept of Content Analysis:**

Content analysis has passed through different historical stages until it acquired its current scientific character. The most important of these stages are:

#### **1/ The Stage of Early Application:**

At this stage, the true concept of content analysis did not emerge, but there were merely classifications and analyses of contents in heritage and the history of social and psychological literatures, such as “Benjamin Borden’s” study (1888) of a text on migration and “Thomas’s” study (1918) of some documents relating to the category of migrants (Ben Tayba, 2015, 318).

Attempts to study content continued during the First and Second World Wars, especially regarding propaganda messages during that period and the attempt to reveal the presence of Nazi agents in the American press through those topics that supported Germany at that time.

#### **2/ The Stage of Establishing Content Analysis:**

Content analysis actually took shape with “Lasswell” and “Harold Dwight” during their study of press media at the beginning of the twentieth century. This means that content analysis was associated with the development of the media communication system. The development witnessed by media and communication means since the middle of the last century played a prominent role in the emergence of content analysis for conducting social research. During this stage, content analysis took on a methodological form, as it was initially classified as a research technique aiming at the objective description of communicative phenomena.

Therefore, it should be noted that this technique did not develop until after the realization of the new need for content analysis. Consequently, analysis came to rely on the descriptive, quantitative, and qualitative aspects together.

Its use during the founding stage was in the field of political science with “Harold Lasswell” in analyzing the propaganda messages that characterized the period between the two world wars, which witnessed competition and psychological warfare between the two poles of the war, the Allied Powers and the Axis Powers, in the attempt of each pole to distort the image of the other and influence it. Then its use moved to other disciplines, especially media and communication sciences, to analyze media messages directed to the masses and reveal their content and true backgrounds (Jellouli, 2022, 32).

#### **3/ The Stage of Maturity and Development:**

At this stage, content analysis witnessed remarkable development through the development of quantitative analysis mechanisms that statistically describe the categories and units of analysis, as well as qualitative analysis mechanisms that attempt to reveal the latent meanings behind quantitative data and provide implicit interpretations of the material under analysis, going beyond that to criticism and deduction at advanced levels of research (Zahraoui, 2022, 20).

### **Second: Content Analysis, the Old-New Technique:**

Content analysis, in its analytical sense, is part of our daily life and our interaction with others. In every communicative moment with the other, we try to understand his various messages through analysis, and accordingly we determine our positions and roles within a specific social context, which is also specific.

The search for the nature of content analysis may take us back to distant ages in the history of sciences, as many scholars, religions, and even philosophers used it in its analytical spirit without clear and codified methodological procedures.

This is what the writer “Tamar Youcef” mentioned in his book “The Origins and Techniques of Content Analysis.”

Many Muslims, for example, used content analysis without the existence of a methodological framework in the form it has today. Interpreters such as “Muhammad ibn Jarir al-Tabari,” who died in 310, and “Imad al-Din Abu al-Fida ibn Kathir al-Qurashi,” known as Ibn Kathir, who died in 774, analyzed the content of Quranic verses or selected a specific topic from among a group of verses through the method of interpreting the Quran by the Quran or interpreting it through the Prophetic Hadiths. This is the same method followed by Hadith scholars, including “Ibn Majah” (824/886), “al-Nasa’i,” and “al-Tirmidhi” (824/892). Also, in the field of poetry and literature, content analysis was simulated through extracting the nature of the environment of feelings and its orientations.

Likewise, philosophical and theological discourses were broken down into parts forming topics and then given rooted meanings.

Content analysis remained in that form until the twentieth century, when the media and communication field in particular witnessed astonishing development.

Between (1940/1950), content analysis belonged to political studies, and one of its main objectives was the conflict that shook the world at that time, represented by the Second World War.

“Scheyler Foster,” who was a student of Harold “Lasswell” during the Second World War, is considered one of those who studied communication contents, which allowed him to discover Nazi elements (Youcef, 2017, 12).

Content analysis was also used to measure the effectiveness of friendly propaganda and its means, such as cinema and radio. This was done by describing only the manifest content of this content, and not the meanings latent behind it.

As for the period between (1950/1960), content analysis witnessed an expansion in its spread across many fields of knowledge, such as ethnology, history, neurology, psychology, linguistics, and sociology. This spread produced new epistemological and methodological dimensions for the content analysis technique (Hamza, 2006, 11).

At the methodological level, another kind of conflict appeared between the quantitative approach and the qualitative approach. Some attributed the use of the qualitative approach in content analysis to the researcher “George,” who, in 1959, explored the differences between quantitative and qualitative methods and adopted the qualitative ones, explaining their usefulness and flexibility.

From the above, it can be said that the first beginnings of the content analysis technique were within many sciences such as philosophy, literature, and religion. Its spread and the determination of its concept, style, and quantitative and qualitative methodology came later with the researcher “George.” What can be mentioned is that most books analyzing content analysis are in the specialization of media and communication at the Algerian university, and the researcher in the social sciences can take these ideas and apply them to the various specializations of the social sciences. However, this does not prevent developing them and developing their uses and methods by giving importance and purpose to this technique as an assisting tool for the researcher in sociology.

### **Third: The Nature of Content Analysis:**

#### **Many definitions and one concept:**

Content analysis in media studies means the study of the material presented by the medium in order to reveal what this medium wants to communicate to its audience and to study the effect of reading, listening, or watching on this audience (Hussein, 1995, 153).

We will try to present several definitions of content analysis, and our aim is to provide a sample that is widespread in methodological literature in order to form both a theoretical and an applied idea about this tool. We find the following:

Maurice Angers defined it as follows: he sees content analysis as an indirect technique used in written, audio, or audiovisual products issued by individuals or a group, whose content appears in a coded form (Tamar, 2014, 7).

In another definition: content analysis is a method that starts from the researcher’s hypotheses and the questions he wants to answer, so he establishes a grid of categories and subcategories that express the hypotheses within the objectively predetermined categories (Boujellal, n.d., 437).

In another definition: it is a research means used by the researcher to describe the manifest content of the media study quantitatively, objectively, and methodologically, within a set of methodological steps that seek to discover the latent meanings in the content and the correlational relationships of these meanings, through the systematic objective quantitative research of the features of the phenomenon in the content (Gharib, 2012, 227).

In another definition: content analysis is an analytical method because it aims to follow methodological steps that lead to an analytical reading of sociological discourse, according to a set of stages that help understand the method and facilitate the process of applying it to every text or content (Charfa, 2012, 120).

Professor “Tamar Youcef” clarified, through his writings on content analysis and through his experience, that content analysis depends on a clear plan, as mentioned elsewhere, meaning that the steps followed in using it must be precise and objective. Content analysis should also be a technique with credibility, and therefore it is subject to some precise and strict methodological requirements. “Berelson” also emphasized its organized objective character (Tamar, 2017, 12).

### **Fourth: The Methodological Practice of Content Analysis:**

**1/ The importance of content analysis:** Some of it can be summarized as follows:

- It is useful in analyzing textual information resulting from recordings of non-standardized interviews, or from transcribing questionnaires that rely on open-ended questions, or recordings of focus group interviews.
- It contributes to knowing the general and specific essence in individual, group, and community studies by inferring this essence from what is observed in speech or action.

- The importance of content analysis appears in benefiting from it through identifying the material to be studied, the concepts to be measured, and classifying the contents of the studied material (Naeem, 2022, 66).

**2/ Objectives of content analysis:** The objectives of content analysis are numerous and can be summarized as follows:

- Identifying the internal structure of the analyzed things or materials.
- Revealing the laws governing internal relationships (Hassan, 2007, 70).
- Identifying the psychological and social condition of individuals and groups in emergency and ordinary situations through analyzing the messages by which they express themselves in any form.
- The state's identification of information, intentions, and goals of other states, especially in cases of conflict and wars, as each party seeks to analyze documents, statements, speeches, and what the media publish about the other party.
- Content analysis studies aim to identify the objectives of the providers of communication materials and their personal characteristics, determine the psychological state of the individuals and groups who are parties to the communication process, and reveal the causes of propaganda latent in communication materials (Najm, 2015, 192).

**3 - Steps for conducting the content analysis technique:**

- Choosing the research topic, sample, or document whose content is to be analyzed.
- Determining the nature of the content analysis topic, its objectives, problem, and hypotheses.
- Providing the devices and tools necessary for analyzing the selected content.
- Extracting the results by comparing the results of the analysis with the previous experience that determined the structure of the analyzed material.
- Writing the research report (Shrouh, 2003, 163).

**4 - Units of content analysis:**

They are the units of content that can be subjected to counting and measurement, and their presence, absence, and repetition give indications that help the researcher interpret the quantitative results.

There are five main units:

**1/ The word unit: it expresses a symbol, concept, or meaning.**

**2/ The topic and idea unit:** it is a sentence or an idea around which the subject of analysis revolves, such as the topic of education, for example.

**3/ The character unit:** it refers to the persons or the person who is the focus of interest, for example, concerning the child.

**4/ The natural unit of media material:** it may be a speech, a book, or a television program, and the researcher can classify the television program into political, economic, or cultural programs, for example, a school curriculum presented to the child.

**5/ Measures of space and time:** the physical measures that the researcher follows to identify the space occupied by the material published in books or printed newspapers, or the duration taken by the material in the media. The results obtained from using this method often provide us with a huge amount of data (Abdel Salam, Boussekra, 2022, 237).

**5 - Categories of analysis and their indicators:**

Definition of categories of analysis: determining the categories of content analysis enables us to collect data that indicate the research problem included in the documents and studied materials that were selected according to their relevance to the subject of the study, and to know the nature of these data and the extent of their quantifiability through the nature of the units that we use in the selection

process. Categorization is basically the process of dividing content into measurable and countable units, starting from collecting the common characteristics or features in the content and reclassifying them under comprehensive meaningful headings that have a direct relationship with the problem of the study and its questions (Belkbi, 2019, 142).

#### **6 - Characteristics of categories of analysis:**

**1/ Comprehensiveness:** the categories must allow the classification of all communication content that suits the problem of the study, its questions, and its hypotheses. Therefore, the technical process must take into account every unit of analysis.

**2/ Independence:** that is, the categories should not overlap with each other.

**3/ Clarity:** the categorization process must be clear and precise so that the analysis process can be controlled.

**4/ Suitability:** the categories that have been determined must be related to the objectives of the study. In this context, it is often advised to make the main and secondary questions of the study itself the main and secondary categories of analysis, so that complete harmony can be achieved between the questions and the required analysis.

**5/ Building categories of analysis:** the formulation of categories is considered one of the most important stages of content analysis. Indeed, success in achieving objective and correct results for a study of a given content depends primarily on the researcher's ability to provide precise categories to measure the required dimensions (Bouhafid, Ketfi, 2021, 49).

#### **Fifth: The Quantitative and Qualitative Approach in Content Analysis:**

##### **5-1 Quantitative Analysis as a Content Analysis Technique :**

We must define the quantitative approach with regard to content analysis, that is, what does it mean that content analysis is a quantitative technique? This means that the researcher makes use of what the exact sciences have produced, such as mathematics, statistics, and even computer science, that is, studies that adhere to statistics and mathematical models, in order to approach the content under analysis. It is an approach based on frequencies and percentages, based on scientific control and scientific rigor, and does not allow intervention by the researcher, that is, the absence of value interference. This orientation was the first characteristic that distinguished the content analysis technique from its beginning. Qualitative trends were not commonly used compared to quantitative trends, and the reason for this was the bias of content analysis from its beginning toward quantitative trends, and the reason for this was the bias of scientific journals against qualitative trends. The percentage of qualitative research in them was (25.6%), and quantitative research was (71.9%).

Accordingly, quantitative analysis may not be suitable for revealing the various dimensions that produced the phenomenon under study, or at least it is not sufficient on its own.

The scientific need required the use of auxiliary sciences, methods, and techniques, and content analysis witnessed an expansion in its spread across many fields of knowledge, including: history, medicine, neurology, psychology, linguistics, and sociology.

##### **5-2/ Qualitative Analysis in the Content Analysis Technique as Content:**

Qualitative analysis relies on a set of tools, the most important of which are the case study, participant observation, interview, and discussion groups, etc., in order to collect qualitative data, with the aim of discovering the individual's way of thinking in a certain environment with its various dimensions, as well as observing different behaviors (experiences) and statements (meanings) that the individual may show in certain circumstances and at certain times.

As for the content analysis technique, which relies more on the study and analysis of messages (contents), qualitative analysis may take another character without departing from the principle of observation and participation and the attempt to interpret behavior and meanings. In qualitative studies, the researcher relies on tools not specifically intended for content analysis, such as the interview, since the interview and observation tool is more useful when studying actors, that is, in the language of communication, the sender of the message. As for the content analysis technique, it is concerned with the message, that is: what was said? And how was it said? in the communication process.

What, then, is the nature of the qualitative analysis intended in the content analysis technique?

The importance of topics, words, and concepts does not lie in quantification.

That is, the use of the results of qualitative analysis in interpreting and explaining quantitative results and indicators in a narrative and descriptive style that relies on phrases and sentences that clarify the nature of those phenomena.

Therefore, quantitative analysis is considered, for the researcher, the starting point that helps him approach the content qualitatively.

As for the contexts that are often referred to in the characteristics of qualitative analysis, what is meant by them in the content analysis technique is what appears within the framework of the content in terms of dimensions that may be cultural, political, discursive, or advertising-related (Tamar, 2019, 116).

#### **Sixth: Presenting Applied Models of the Content Analysis Technique:**

These models are practical examples of how to analyze content:

**Example No. 01:** Analysis of the content of an article published by the daily newspaper El Chourouk on Sunday, March 9, 2008, issue 2044, p. 7.

We start from a hypothesis stating that: the socio-professional situation in which the executives find themselves determines the act of leaving Sonatrach. First, we must read the article carefully, so that we can accurately determine the appropriate category of analysis for it. After careful and focused reading, we can determine the topic category as the appropriate category for this article, which addresses the subject of executives leaving the Sonatrach company and the motive behind it.

After the researcher determines the category, he proceeds to analyze the text or article, that is, to divide or reduce it into its parts that are related to the hypothesis. Through dividing the article, we can obtain the following:

#### **Sentences with meanings related to the variables of the hypothesis:**

1 – Attracting competencies, 2- delay in addressing the phenomenon, 2 continuing silence, 1 attracting Algerian executives, 3 lack of appreciation of effort, 4 social pressures, 1 wages and benefits proposed by foreign companies, 1 the wage gap, 5 mass escape operations, 1 searching for qualified engineers and technicians to work in the Gulf and African countries, 2 the complete silence of the group's management regarding the phenomenon, 3 the existence of a current working to empty Sonatrach of its executives.

We try to group (merge) the sentences and expressions that have the same meaning in order to extract from them the same units of analysis, by grouping the sentences and expressions that have the same number. We can arrive at placing a content analysis table as follows:

**Table No.: (01) Content Analysis of an Article Published by the Daily Newspaper El Chourouk.**

Unit No.	Units of Analysis	F (Frequency)	Percentage
1.	Attracting executives with high wages	5	41.67%
2.	Failure to address the phenomenon of leaving	3	25.00%
3.	Lack of appreciation for effort	2	16.67%
4.	Mass exodus	1	08.33%
5.	Social pressures	1	08.33%
<b>Total</b>		<b>12</b>	<b>100%</b>

Thus, the content analysis of this article gives us the topic category and five units of analysis. As for the statistical commentary on this table, it is as follows:

We notice from this table that (41.67%) of the determinants of the act of executives leaving Sonatrach concern attracting these executives with high wages, as shown by analysis unit No. (01), compared to (25%) concerning the failure to address the phenomenon of leaving, as shown by analysis unit No. (02), and compared to (16.67%) where the reasons for leaving are due to the lack of appreciation of the efforts of these executives, as stated in analysis unit No. (03). In contrast, two equal and balanced percentages estimated at (8.33%) led to mass escape and social pressures, as shown by units No. (4-5), respectively. This, then, is how to prepare the table and read it in a very simplified manner (Saboun, 2012, 242-245).

**Example No. 02: Content analysis of an advertisement for the scent of a new liquid “OMO”:**

Preliminary data related to the medium:

- The month of May from 10 to 28 - 2017.
- The time period from six to nine in the evening.
- Category of the advertised nationality: foreign.
- Category of the advertised goods: cleaning products.
- Category of values promoted by the advertising shot: comfort and saving effort.
- Category of gratifications focused on by the television advertisement: social needs.
- Category of active persons: a group of women.
- Category of the type of clothing used in the advertising shot: Western clothing.
- Category of the décor used in the advertisement: natural landscapes.
- Category of the effects used: audiovisual stimulus.
- Category of how time is purchased: program sponsorship.
- Category of language levels used: Standard Arabic, translated.
- Category of formats used: acting, dialogue, and commentary on the image.

**Example No. 03: Content analysis of a washing machine advertisement:**

Preliminary data related to the medium:

- Month: May from 10 to 28, 2017.
- Time period: from six to nine in the evening.
- Category of the advertised nationality: foreign.
- Category of the advertised product: household electrical appliances.
- Category of values promoted by the advertising shot: comfort and saving effort.
- Category of gratifications focused on by the television advertisement: the feeling of safety.
- Category of active persons: a group of women and a specialist in household electrical appliances.

- Category of the type of clothing used in the advertising shot: Western clothing.
- Category of the décor used in the advertisement: natural landscapes.
- Category of the effects used: audiovisual stimulus.
- Category of how time is purchased: program sponsorship.
- Category of language levels used: Standard Arabic, translated.
- Category of formats used: acting, dialogue, and commentary on the image.

Since we know that the hypotheses of the study linked advertising to the change in women's values and the change in consumer behavior in clothing, food, décor, and dealings, we present the following analysis of these advertising shots:

In these examples, which seem similar for some advertising shots, we first carried out a structural description of the advertising shots. In the second stage, we analyzed the meanings of these symbols, whether cultural, commercial, or otherwise, then identified the relationship of these symbols with the hypotheses of the study. The analysis of these shots is not complete until it is supplemented by distributing a questionnaire to the respondents or conducting interviews with a sample of women, so that, in the end, we build a content analysis of the answers and advertising shots in relation to the hypotheses.

Since the goods are foreign, it is likely that the content of the advertising shot is marked by the cultural specificity of the country of origin of the product. This appears in the type of décor, music, colors, and actors who activate the advertising shot, namely the woman who is used to influence the viewers' inclinations, especially since the shot uses attraction, boldness, and freedom. It also uses various effects such as colors, lighting, and music, and focuses on quality and the role of experts in influencing the viewers' tastes and consumer inclinations.

The repetition of advertising shots on television, compared to the relatively long time that women allocate to watching programs that broadcast these advertising shots, especially series and films, and presenting the cultural content of advertising shots as the ideal model that is in line with changes in contemporary society regardless of local cultural specificities, which have retreated before contents considered "global" and, at best, acceptable by broad social groups, makes these forms of consumer culture spread easily in contemporary societies to the extent that local cultural specificities disappear. Moreover, observing the tangible effects of these consumer materials, effects that we notice in effectiveness in terms of saving time and effort, or effectiveness in cleanliness and performance, and generally the effectiveness achieved by household electrical appliances, each according to its function, makes it easy to consume these appliances, especially since they have become an integral part of the daily life of broad social groups. However, as material and civilizational products, they have been associated in the social imagination, especially in women's imagination, with non-local cultural patterns. This means that the foreign product has become associated with foreign cultural values. On this basis, the foreign product is consumed accompanied by the cultural values attached to it or that have been attached to it, and it has become difficult to separate the product from the cultural background of the product, which has become a global phenomenon that dominates local cultures. In this case, one can investigate the hypothesis of the influence of the material aspect of civilization on the moral aspects of civilization. Perhaps this predominance comes from the fact that the audience is influenced by what is material and tangible more than by what is moral, because it has a faster effect in changing the aspects of daily life.

There are many research models that have applied the content analysis method. However, the use of the content analysis technique has witnessed a chronological development in various fields and many

uses within the recognized methodological procedures and rules. We mention, by way of example and not limitation, the following studies:

**Table No. (2): Presentation of the most famous summaries of research studies in which the content analysis method was used:**

Research Topic	Research Summary
<p>The study of the Polish peasant, conducted in 1918, which falls within research concerned with European migration to the United States of America.</p>	<p>Content analysis was relied upon for a large collection of official and personal documents, newspaper articles, minutes of meetings, and associations of immigrants from Europe to America. The most prominent results were as follows:</p> <p>Weakness of marital relationships</p> <p>and the spread of divorce, as American courts were not at all concerned with resolving disputes and finding solutions for hundreds of divorce cases and marital problems. The researcher explains this by referring to American arbitration, which legally views the spouses as two parties to a dispute, with rights and claims, requiring fair and balanced solutions and the settlement of cases from the perspective of conflict rather than solidarity and humanitarian assistance, in addition to the spread of crimes, juvenile delinquency, and the economic independence of immigrants.</p>
<p>The study of “Sayed Goweis” on the phenomenon of sending letters to Imam Al-Shafi‘i: content analysis of the letters.</p>	<p>It is one of the distinguished studies in the Arab world using the content analysis method. In it, 163 letters were analyzed, collected over several years of correspondence by mail. The letters were addressed to the shrine of Imam Al-Shafi‘i in Egypt. Many of them contained complaints about attacks on property, family and professional problems, while others included requests for revenge, justice, and healing, based on the belief that the shrine could fulfill demands and remove injustice, knowing that Al-Shafi‘i, may Allah have mercy on him, had died 1050 years earlier. The study produced results related to the lack</p>

Research Topic	Research Summary
	of trust in security personnel and the failure to seek justice for the various crimes mentioned in the letters.

(Qassem, Allan, 2025, 62).

**Conclusion:**

Through our research paper, we intended to show that content analysis is both a technique and a method at the same time, while to this day there has not been a satisfactory answer as to whether it is a method or a technique.

In addition, we attempted to correct students’ view that this technique is very important in our sociological research, especially when the sample that experienced the phenomenon is not available. The importance of this lies in the possibility of relying on this technique as a supporting or basic tool for field study.

Many researchers and students may avoid this technique, perhaps because they are not able to apply it in the field, but this is not a sufficient scientific argument.

It must therefore be learned and taught. Thus, the content analysis technique is that qualitative technique, perhaps in a quantitative form sometimes when constructing and reading tables.

Field or empirical experience gives us the flexibility to construct tables in a quantitative form through their content, and we can also construct tables qualitatively through the context of the speech or sentence found in the content analysis document.

Accordingly, it has become useless to rely only on the questionnaire technique as a quantitative technique. Rather, the scientific necessity and inevitability of sociological studies require us, as researchers, to adopt a qualitative technique with a qualitative method alongside the quantitative method. Thus, this combination of the two methods is a form of integration and harmony that we observe in our sociological analysis. Therefore, the ongoing debate about whether content analysis is a method or an analytical tool, or whether it is a quantitative or qualitative technique, will not develop the effectiveness of scientific research in our sociological studies.

However, we can overcome this by paying attention to content analysis studies and delving deeper into them in the field of sociology. This is what communication and media sciences have done: they developed it and made it an effective tool.

As specialists, we can develop content analysis through methodological practices, methods of using it, analyzing it, and categorizing it in different contexts. All of this achieves scientific, methodological, and sociological knowledge of indispensable importance.

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