

Media analyses

**Steps**

*Topic 3*



## *First steps*

- 1) Selecting the topic - subject
- 2) Define the aim

Explicit intention to collect data in such a way that they can answer the main question and verify or disprove the hypothesis. For example: *“Aim of this analysis is to find out how the media are portraying certain topics.”*

- 3) Defined the **main question**

The inquiry the analyst wants to know the answer to, e.g. “What is the relationship between ....? What is the best way to ...? What happens if ...?”



# *Hypothesis*

It is a statement about the nature of a certain situation or matter in the world. It is a proposal of the assumed relationship between research variables and can also include assumptions related to cause and effect of actions.

During the research (and analysis), the hypothesis is **confirmed or disproved** on the basis of empirical evidence.

Example of the hypothesis: “Media are mostly portraying certain topics in a biased way.”

Simple analyses don't require creation of the hypothesis - it's enough to define its aim.



## ***Choosing the right method***

Choosing the right one is important, otherwise it may not be possible to find the answers to questions and verify/falsify the hypothesis.

Various methods can be **complementary** to each other.

**Comparison** of various texts from one or more sources that have been analysed using methods mentioned above helps to find the answer to the main question as well.



## *Specific questions*

Since the hypothesis is still very broad, the list of questions helps researcher to analyse the media content and find enough evidence to confirm or disprove the hypothesis.

1) Basic analysis, e.g.:

Where and how is the reportage presented? Is space given to various (opposing) sides? Is the reportage biased, or balanced?

2) Advanced analysis, e.g.:

What headlines, pictures, or graphics are used and how? Are there any mistakes (factual, grammatical) in the media piece?



## ***Finding the answer***

**Verification** – an aim to confirm the hypothesis, prove that something is correct.

**Falsification** – an aim to disprove the hypothesis, prove that something is wrong. Falsifiability means that a statement, theory or hypothesis can be contradicted by evidence. For example, the statement "All swans are white" is falsifiable because one can observe that black swans exist.

Falsifiability was introduced by the philosopher of science Karl Popper in his book *Logik der Forschung*.