

- Lack of motivation in respondents

CONSTANT Analysis:

- qualitative and library research
- interpretative researches
- The main focus is on 'what' and 'why'!
- objective and systematic method
- used in social sciences
- also known as document analysis
- Philosophical, Phenomenological, Historical, ethnographic, grounded and case study research

- questionnaire & observation method is not used.
- Sources - documents, written or spoken, communication, books, newspapers, TV programmes, Autobiographies are analysed and conclusion is drawn.
- Simple quantification is done like frequency %, words counted, sentences, drawings, cartoons etc. are analysed in terms of their various characteristics.
- Interest, meaning & feelings are also analysed.

Purpose - describe the present trend and interpretation.

- analyse quality as well as errors
- analyse presentation style
- " symbol ^{used for any} organization

~~Types~~ Methods.

- ① Specifying the universe being studied eg. Power relations in Mahabharata
- ② Unit of analysis - Dimension of study are analysed eg - Newspapers - Natio./Inter/Regional, Politics - News/Business news/Sports news etc.

(B) Quantification - min. manifestation
is den

Types

(1) Textual Analysis - in terms of
language or mode of the codes
to discern hidden & meaning

(2) Thematic Analysis - in terms of - answers
which subject matter is united