Chapter II

Review of Related Literature

2.1.0 Chapter Preview

Understandingly there has been a significant quantum of research work done in the discipline of education and related issues, but comparatively research attempts are less on the content analysis of textbook of environmental education. Within these limitations, this chapter makes a humble attempt to present a brief review of the existing relevant literature on the status of content analysis of texts, textbooks, journals and library portals in the international and National based research studies. This chapter is closed with the major outcomes of the review which coverage towards the need and relevance of the present research attempt.

2.1.1 Introduction

The emergence of the conservation of the environment along with the developmental activities poses a serious challenge to the policy makers as well as the common man. It is now generally recognized that knowledge is the first step towards protection of the environment and so attempts are being made to explore ways to sensitize our citizens about our environment. Very few studies have been conducted in this area in India as yet in general and in Rajasthan in particular.
2.2.0 Literature related to Environmental Education and Attitude


The main objective of this paper is to evaluate the noise pollution problem in the Varanasi city and its effect on the exposed people. The study revealed the fact that noise levels have reached an alarming level. The result of the study indicated the fact that 85% of the people were disturbed by traffic noise, about 90% of the people reported that traffic noise is the main cause of headache, high BP problem, dizziness, and fatigue. People having higher education and income level are much aware of the health impact due to traffic noise. Marital status was found to be significantly affecting the annoyance level caused by traffic noise. Traffic noise was found to be interfering daily activities such as at resting, reading, communication etc.


This study explored the effect of place attachment on environmental attitudes among urban green space users in India. Data were collected via an on-site survey administered in March 2006. Among the English-speaking sub sample (n=219; adjusted response rate 87.6%), respondents had moderate levels of place identity and place dependence and exhibited a tendency toward pro-environmental attitudes. Additionally, stronger place identity was significantly associated with greater agreement regarding the balance between humans and nature as well as with weaker support for the domination of humans over nature. No significant relationships between place identity and ecological limits or place dependence and environmental attitudes emerged. Results suggest emotional connections with places contribute toward pro-environmental attitudes. Enhancing such connections is therefore, likely to lead to increased environmental care and concern.

Globally there is a growing environmental awareness among all segments of society, but research on the effect of environmental education in shaping the attitude of military students is lacking. Tertiary environmental education to officers of the South African Department of Defense is seated in the Department of Military Geography at the South African Military Academy. A structured questionnaire was used in 2002 and 2005 to determine whether a difference in attitude towards environmental issues between geography and non-geography students could be found at the South African Military Academy (Stellenbosch University). The military geography students outperformed their non-geography peers in both surveys.


To purpose of study was to assess the status of school environment and sanitation in rural India. This was a cross sectional study where twenty schools were randomly selected. A pre tested close-ended questionnaire was used to get the information. The minimum standards for sanitation of the school and its environment in India were used as the guiding principles to evaluate the appropriateness/ adequacy of the various attributes. The Statistical analysis used was percentages and proportions and the result obtained indicated that out of 20 schools selected, one fourth of the schools were located/ sited at inappropriate places. Only half of the schools had appropriate/ adequate structure. Eighteen (90%) of the schools were overcrowded. Ventilation and day light was adequate for 12(60%) and 14(70%) of the schools respectively. Cleanliness of school compound/classrooms was adequate in 80% of the schools. There were no separate rooms for serving the midday meals in any of the schools under study. Eighteen (90%) of the schools were having drinking water points. Liquid and solid waste disposal was unsanitary in six (30%) and eight (40%) of the schools respectively. Only half of the schools had adequate latrines for boys and
60% for girls. Only two (10%) of the schools had adequate hand washing points with soap.


This study is a survey of the environmental knowledge, attitude, and practices of pre-service secondary teachers enrolled in an undergraduate Biology Teaching Methods course. The results suggest the readiness of these teachers to realize the goal of integrating ESD in the teaching of biology in schools. Results also indicate the need for more concerted effort in teacher education to prepare them for their role in educating for and about the environment.


This study primarily aims to investigate primary school student teachers’ environmental knowledge, to find out their attitudes about environmental problems and to see whether their attitudes vary significantly depending on some variables. As data collection tools, the environmental Attitude Inventory and the Environmental Knowledge Test, adapted by Uzun and Sağlam (2006), were used. The data were collected in the 2007–2008 academic year. Five hundred forty-two student teachers from Cukurova University, The Elementary Education Department participated in the study. For the analysis of the data, t-test and variance analysis were used. The results based on the mean values showed that the Environmental Behaviour sub-scale was 37.63 and the Environmental Opinion sub-scale was 29.55. The total score of the Environmental Attitude Inventory was 67.19 and the total score of the Environmental Knowledge test was 17.08. According to the grade variable, the meaningful differences were found in favor of the fourth grade students at the Environmental Behaviour sub-scale and the Environmental Knowledge test. As for gender, the meaningful differences were found in favor of the female students in the
Environmental Behaviour sub-scale and in favor of the male students in the Environmental Opinion sub-scale. As for taking the Environment Course or not, the differences among scores were found to be meaningful in favor of the student teachers who took this course at the Environmental Behaviour sub-scale.


The purpose of the study was to assess knowledge and attitudes on health effects of environmental risk of university students in the region of Kocaeli as an industrial city. A questionnaire was developed that focused on university students' knowledge and attitudes of environmental risk. The questionnaire was distributed randomly to university students in Kocaeli, and completed and returned anonymously. The highest rate (74.3 %) of correct answers was obtained with the question about smoking “tobacco smoking is a risk factor for respiratory disease.’’ The lowest rate of correct answers (30.1 %) was obtained with the question “residential exposure to radon gas is a risk factor for lung cancer.’’ When university students were asked to self-rate “environmental risks and resulting threat to health,’’ 59.1 % of answers were indicating, “the most significant threat is water pollution,’’ 15.2 % of answers were indicating that “the lowest threat aspect is noise’’. School education on significant environmental risks is extremely needed for these university students in order to correct misconceptions, provide accurate information and to develop a positive attitude towards environmental risks.


The Environmental (2-MEV) Scale questionnaire was developed in Europe to measure adolescents' attitudes and gauge the effectiveness of educational programs. It also formed the basis for the Theory of Ecological Attitudes. In the present four-year study, the 2-MEV Scale was modified for use with 9-12-year-old children in the
United States. Initial results led to wording revisions and elimination of some items. Confirmatory Factor Analyses indicated that the remaining items fit the Theory of Ecological Attitude well. The Revised 2-MEV Scale was able to measure statistically significant changes in the environmental attitudes of participants in earth education programs but not in a control group. The Revised ENV Scale can be used to evaluate programs and to investigate the relationship between environmental attitudes and other variables.


This article investigates benefits and challenges of forest education in view of 257 Swiss elementary school teachers (1st-3rd grade), by means of a written questionnaire and 15 in-depth interviews. Two thirds of the teachers carried out forest education during normal lesson hours (mean visits = eight per year). Forests were clearly considered as an educational setting, and especially suitable for the enhancement of personal and social skills. Setting rules was seen as indispensable for successful forest education and a must to communicate to 'novice' teachers. Moreover, the didactic of forest education should be implemented in teacher education curricula.


This study is a comparative analysis of the environmental philosophies of college undergraduates enrolled in a Midwestern university. Two courses were used for the research, one from a recreation management curriculum and the other from environmental studies. The study utilized a survey instrument called the Environmental Action and Philosophy Matrix to determine the extent to which students' environmental attitudes are based on scientific or religious rationale, as well as anthropocentric or biocentric perspectives. Findings show students to possess scientific underpinnings for their viewpoints, regardless of anthropocentric or
biocentric tendencies. In addition, the environmental studies students displayed more biocentric attitudes than the recreation management students.


This paper explores the relationship between students' interests in environmental issues, attitudes to environmental responsibility and biocentric values in school science education. The factors were investigated within the framework of three moderators: gender, school and residential area of the school. The survey was carried out using the international ROSE questionnaire with ninth-grade students (N = 3626) from 68 schools. Likert-type items were categorized with explorative factor analysis, and multivariate analysis of variance was used to study the importance of the moderators. There were significant correlations between the attitude and value factors. Interest and attitude were also significantly correlated, but the correlation between interest and value was negligible. Girls' attitude was significantly more positive and their biocentric value stronger than those of the boys, while in terms of interest, the gender difference was small. The effect of residential area was negligible, but there were significant differences between schools in all the factors studied. A school's own environmental projects and participation in programmes linked to environmental education or education for sustainable development was suggested to enhance students' interest in environmental issues. The role of interests, attitudes and values in teaching environmental issues are important fields for future research in science, environmental and sustainability education.

2.2.1 Literature related to Environmental Education and Awareness

Chatterjee, Deba Prashad (2008). Oriental Disadvantage versus Occidental Exuberance: Appraising Environmental Concern in India — A Case Study in a Local Context, *International Sociology; Vol. 23 Issue 1, pp. 5-33*
This exploratory study is an attempt to appraise concern for environmental pollution in India, in a local context. Taking into account a possible East-West difference in conceptualizing environmental concern, it attempts to understand the role of different socio-demographic variables in predicting 'environmental concern' in an Indian context. The much exercised HEP-NEP distinction developed in the West seems inappropriate in the Indian context due to wide differences in traditions and the dominant worldviews. Collecting data from a purposive household survey of 375 respondents, an understanding of major socio-demographic determinants of environmental concern using correlation and multivariate regression analysis has been attempted. The findings are also compared with results from other studies in the West on the whole along with the Health of the Planet (HOP) Survey, 1993 findings on 'Willingness to Pay' for India, in particular. The study exhibits a significant positive association of environmental concern with residence, education and income, supporting social class analysis based on a post materialism thesis. While age fails to show any significant influence, 'caste', a traditional Indian institution, reflects a positive association supporting the elitist bias hypothesis of environmental concern. The study emphasizes the need for further empirical explorations in this regard in order to examine environmental concern in India in a more effective way.


The purpose of the study is to assess the awareness and attitudes of student teachers in Turkey. The relationship between the student teachers’ attitudes and their gender, academic major, grade level, geographical region and socioeconomic status (level of family income, their parents’ education level and occupation, residence) was evaluated with an instrument developed by the researcher. The present descriptive study was carried out at the University of Adıyaman in Turkey, Faculty of Education on 830 Subjects. A 30-item Likert-type questionnaire containing four dimensions (awareness of environmental issues-AEI, awareness of individual responsibility-AIR, general attitudes towards environmental problems-GAEP and general attitudes
towards environmental solutions-GAES) was developed to measure student teachers’ environmental attitudes by the researcher. Results of T-test and ANOVA showed that the female elementary student teachers in the last year of an instruction programme who have less than three brothers and sisters with high socioeconomic level (student teachers’ income level of family, father’s job and education, mother’s job, living residence) living in Marmara Region had more positive attitudes towards the four dimensions of environmental attitude than the other student teachers.


The realization on part of the State and Central Government in India that indigenous knowledge and skill of local community plays a pivotal role in understanding the effective management of natural resources though late has paved way for seeking participation of locals in its policy and decision-making process related to the environment. The author in this article highlights the fact that community participation initiatives on earlier occasions had failed due to improper communication on part of policy makers, and at times due to misconceptions on part of local beneficiaries. Hence, the article is an attempt to identify the lacunae’s on part of States and Centre in involving the local community in its decision-making process. The author examines the evolution of this symbiotic relationship between indigenous community and conservation of environment in five different sections beginning with pre-colonial, colonial and post-colonial period and goes on to suggest that creating awareness through environment education is the need of the hour in enhancing the community participation.


This article aims to analyze the interface of reflexivity, knowledge and ecologic awareness in the context of hospital work, based on data collected in a qualitative case study carried out at a public hospital. Field observation data and interviews are
discussed in the light of sociologic and philosophic references. Workers expressed the interface between knowledge and action, in which there is a cycle of lack of knowledge, automatism in the actions and lack of environmental awareness, posing limits to individual awareness and to responsibility towards environmental preservation. Increased debate and education, including the environmental issue, are needed in the context of hospital work. Although hospital work is reflexively affected by the environmental problem, that does not guarantee the reorientation of practices and responsible action towards the environment.


Kaziranga National Park and World Heritage Site, Assam, India, situated in a region with a large and diverse human population, was recently expanded due to its global importance for the conservation of many endangered species. Here, we develop detailed demographic and socio-economic profiles of residents around Kaziranga to study conservation attitudes and awareness using a semi-structured survey of 590 households in 37 villages. Results show high variation in attitudes and awareness as a function of ethno-religious group, educational level, and socio-economic and immigration status, indicating more and different needs for economic interventions within some communities than others. We found a high degree of conservation awareness, but most people expressed negative conservation attitudes and almost all lost crops to wildlife. We highlight the complexity of conflict in the area and present a basis for electing a microsite planning approach for conservation and development in areas characterized by high ethnic diversity, high human population densities, and land-dependent large mammals that pose economic risks. The findings imply that highly localized development schemes and participatory approaches to resource management at the village level, coupled with greater efforts at education, are especially needed to achieve conservation and development goals in such cases.
Roberts, Nina S. (2009). Impacts of the National Green Corps Program (Eco-Clubs) on students in India and their participation in environmental education activities, Environmental Education Research; Vol. 15 Issue 4, pp. 443-464

India's National Green Corps (NGC) Eco-Clubs are a unique opportunity to educate youth about environmental issues. NGC objectives include: (1) educate children about their immediate environment by increasing awareness; (2) impart knowledge about eco-systems, their interdependence and need for survival, through visits and demonstrations; (3) mobilize youth by instilling a spirit of scientific inquiry into environmental problems; and (4) involve youth in active environmental preservation efforts. In 2005-2006, Eco-Clubs existed in nearly 68,000 schools across India representing 150 Eco-Clubs per district. During the 2007-2008 school year, the number of Eco-Clubs increased to approximately 97,000 in 519 districts. The purpose of the study reported here was to document and evaluate the effectiveness of Eco-Clubs and assess their organizational framework. An extensive document review of secondary data was employed and focus group interviews were conducted in two locations. Findings show that the partnership programs developed by schools with non-governmental organizations to propel the Eco-Club concept forward have contributed greatly to their ability to provide ongoing, quality programs for students. Recommendations include directing different agencies to work cohesively towards program success, clarifying the future NGC vision, and addressing existing operational shortcomings.


In year 2007, a survey was conducted in the Sultanate of Oman in order to evaluate the current environmental awareness of the Omani general public and their willingness to protect the environment. The focus of the survey was to explore the role played by demographic factors (sex, age, and education level) in determining the environmental awareness of the Omani public. The survey was administered to 425 respondents among all areas of the entire Muscat governorate in Oman. The results of
the survey revealed that the environmental awareness of the Omani public was related to gender, age, and education level. Males were found to have a higher level of knowledge about environmental issues than females. Males were also more environmentally concerned and tended to engage in more environmental behaviours than females. Younger and more educated respondents tended to be more knowledgeable and concerned about the environment than older and less educated respondents.


Concerns regarding the profound physical, social, and psychological problems associated with childhood nature deprivation have catalyzed extensive growth in nature-based education programmes. Recent environmental education (EE) initiatives and legislative measures, such as the proposed No Child Left inside Act, have stressed the importance of EE in the formal education sector. However, out-of-school EE programmes remain an appealing alternative to in-class science education. Non-formal programmes provide children with a unique opportunity to experience substantial outdoor immersion and often influence affective development. These benefits suggest that an expansion of the depth and scope of non-formal outdoor programmes is necessary to achieve the long-term goal of an environmentally literate population. Efforts to develop strategies for implementing and evaluating affective changes associated with EE programmes could place a greater emphasis on the environmental orientations of children from different backgrounds. This exploratory study employed a new instrument, the Children’s Environmental Perceptions Scale, to investigate baseline differences in the environmental orientations of 133 six to thirteen-year old children from different gender, age, and racial/ethnic groups in Athens-Clarke County, Georgia. This study used a mixed-method, pre-test, post-test approach to examine the effects of a one-week EE summer program sponsored by the State Botanical Garden of Georgia on children’s eco-affinity, eco-awareness, and environmental knowledge.
Responses of EE program participants were compared to a control group of students enrolled in local after-school programmes. Brief personal interviews and open-ended evaluations supplemented quantitative survey data. Results did not reveal gender differences in baseline environmental orientations. However, eco-affinity levels were significantly lower in participants age ten or older. African American children also displayed significantly lower eco-awareness and environmental knowledge scores than white children prior to the EE program. Interviews detailing children’s unique interactions with nature yielded several possible explanations for these discrepancies. The EE programme produced significantly higher adjusted mean eco-affinity and environmental knowledge post-test scores than the control group, regardless of gender, age, or race/ethnicity. The summer camp’s influence on eco-affinity, an affective component of environmental orientations that is difficult to alter, was especially encouraging. Fun and exciting concepts expressed through physical activity appeared to be a key component of effective EE programming. Overall, results suggested that non-formal EE programmes in public parks and other recreation areas provide an ideal forum for stimulating positive environmental orientations in a diverse group of children and may generate future support for outreach efforts in underserved communities.


This study focuses on the pre-service teachers' reflection on an environmental knowledge questionnaire administered in an introductory environmental education course. Reflection sheets that addressed pre-/post-course knowledge questionnaires were collected from 75 students who took the course in three consecutive years. The students represented diverse ethnic and professional background, which is typical in teacher training programs in Israel. The students' initial environmental knowledge was poor but increased substantially after the course. Their reflections addressed their knowledge acquisition, as well as their growing awareness. They reflected upon the
variety of teaching methods and especially on the online debate forum and on the field trips, claiming that these methods contributed a great deal to their learning. However, fewer statements addressed behavioral changes with respect to the environment. In spite of the improvement in the students' awareness and knowledge, it is suggested that further environmental education is required to continue the transformation process.

2.2.2 Literature related to Content Analysis


This study used content analysis to measure the frequencies and forms of food, beverage, and nutrition advertisements and their associated health-promotional message in three U.S. consumer magazines during two 3-year periods: 1980-1982 and 1990-1992. The study showed statistically significant differences among the three magazines in both frequencies and types of major promotional messages in the advertisements. Differences between the advertisements in Ebony and Essence, the readerships of which were primarily African-American, and those found in Ladies Home Journal were noted, as were changes in the two time periods.


This study's objective was to employ the statistics-documentation portion of a word-processing program's grammar-check feature as a final, definitive, and objective tool for content analyses - used in tandem with qualitative analyses - to determine authorship. Investigators concluded there was significant evidence from both modalities to support their theory that Henry Watterson, long-time editor of the Louisville Courier-Journal, probably was the South's famed Civil War correspondent.
"Shadow" and to rule out another prime suspect, John H. Linebaugh of the Memphis Daily Appeal. Until now, this Civil War mystery has never been conclusively solved, puzzling historians specializing in Confederate journalism.


This study explores a variety of approaches to decide sample size in analyzing magazine content. Having tested random samples of size six, eight, ten, twelve, fourteen, and sixteen issues, the authors show that a monthly-stratified sample of twelve issues is the most efficient method for inferring to a year's issues.


For years, scholars have been interested in how the media report political campaigns. Until recently, however, few researchers have focused attention on how the media cover televised political ads. In response to the increasing number of ads capturing media and public attention, we conducted a content analysis of 1992 print and broadcast presidential ad watches. The findings offer much support for previous research but point to inconsistencies in neutrality, fairness, and analysis of televised presidential ads. Findings also show a lack of coverage of Clinton in broadcast ad watches and an unsystematic coverage of candidates. We urge journalists to attempt a systematic approach to the study of televised presidential campaign ads.


Twenty-five new psychiatric outpatients were clinically evaluated and were administered a brief psychological screening battery which included measurements of symptoms, personality, and cognitive function. Included in this assessment procedure
were the Gottschalk-Gleser Content Analysis Scales on which scores were derived from five minute speech samples by means of an artificial intelligence-based computer program. The use of this computerized content analysis procedure for initial, rapid diagnostic neuropsychiatric appraisal is supported by this research.


Using content analysis, the authors categorize all Social Issues in Management (SIM) Division papers and abstracts (636) from 1972 through 1996 by subject matter and methodology. Showing the development of the field over time, the authors integrate their findings into previous SIM frameworks. Adaptation to the changing business environment is apparent in the subject matter. Although terminology and context (such as employee rights concerning electronic mail) may have changed, the topics are similar. Nevertheless, evolution in the SIM field is apparent. Methodology has become much more sophisticated as researchers use existing and newly created databases and more rigorous techniques—such as event studies and meta-analysis.


An examination of past research efforts provides an understanding of research direction and boundaries of a field or discipline. This study reports the findings of content analysis performed on 1,073 main articles published in five primary hospitality management journals for a 7-year period (1990-1996) based on both subject areas focused and research methods used. The findings revealed some shifts in subject areas and statistical techniques used over the years as well as the orientation of selected hospitality journals. Most articles focused on human resource area and lodging and food service industry segment combined. Survey method was the most frequently employed research design, including non probability sampling techniques,
whereas field studies and experiments were the least used ones. Studies using multivariate or inferential statistics showed incremental increase over the period studied, although majority of studies used descriptive and univariate statistics.


Language teaching is value-laden and based on theories about language and learning. Textbook blurbs are an important site for the visibility of the theories-in-use of the teaching community. However, little research has been done on this site to identify aspects of pedagogy considered particularly important in ELT. A content analysis was made of a corpus of back cover blurbs of textbooks, which were best sellers in Auckland, New Zealand, 1998. Results indicated that the ELT community value practical solutions in preference to theoretical rationalization, 'buy into' techniques and practices derived from a cognitive theory of language learning and view language as at core a set of grammatical structures.


In keeping with the inclusive reform movement, several United State education departments have adopted policies/position statements on inclusion. Despite the existence of these policies/ position statements, no studies have been found that have examined their content and characteristics. In light of the potential impact of state education agencies’ policies/position statements on inclusive education practices in schools, this study was designed to examine their content and characteristics. Seventeen state education agencies were found to have adopted official policies/position statements on inclusion. Results of the investigation revealed that the state education agencies’ policies/position statements on inclusion address a number of factors, including considerations concerning the meaning of the term inclusion the philosophy of inclusion, laws and court decisions pertaining to inclusion, instructional
issues, assessment issues, personnel issues, and placement issues. Implications and limitations of the study are discussed.


Test item review is a specialized type of content analysis conducted to identify and correct test item flaws early in the test development process. Test item reviewers not only examine the targeted content of a test but also remove inappropriate content and balance various types of incidental content. An automated content analysis implementation of Hiller’s verbal ambiguity scales and Laffal’s *General Concept Dictionary of English* was used to examine 576 multiple-choice test items before and after test item review and revision by experienced item editors. Hiller’s scales detected some problems with item clarity. Laffal’s categories detected content imbalance between test forms but not inappropriate item content.


Scholarship over the past three decades has generated considerable insight into the roles of the media, politicians, and law enforcement officials in constructing images of criminal justice; still, that body of research has rarely ventured into the realm of corrections. Filling this void, we drew a sample of 206 newspaper articles on corrections published in the New York Times for the purpose of examining news sources and their quoted statements. Our findings reveal that the New York Times relies heavily on political and government sources who--not surprisingly--express support for the prevailing correctional policies and practices. Whereas the New York Times also quoted sources critical of the government's correctional strategies, the dominance of political sources in the press offers evidence of agenda setting in the debate over corrections.

Since its inception, the Journal of Black Psychology has only undergone a period of self-reflection once. To that end, this study examined the content of the Journal of Black Psychology. A content analysis of articles published for a 15-year period (1985-1999) was conducted. A total of 245 articles were classified into 15 content categories. Authors and institutions that were the most frequently published were identified and ranked. The categories of articles that received the most activity were in the areas of personality (i.e. racial identity), reactions and commentary, social behaviour, and physiological functioning and health psychology. These 4 categories accounted for 52% of the articles examined.


Global mega trends including economic restructuring, migration, and environmental degradation have profoundly transformed planning practice; this reality needs to be reflected in planning education. To this end, a content analysis of sixty-nine planning syllabi was conducted to identify how and to what extent global themes are being included. The analysis highlighted the interdisciplinary nature of globalized planning pedagogy and the greater emphasis on planning theory and history and economic development. The courses were clustered according to common themes, and these are discussed as they relate to planning practice.


The content of advertisements broadcast in 1993 and 1999 during top-ranked Saturday morning children's network television programs was analyzed and compared with dietary recommendations and advertising guidelines. Study data were compared
to earlier work to create a longitudinal perspective. One fourth to one sixth of broadcast time was devoted to commercials. Over the past three decades, food was the largest advertisement category. Produce, protein-rich foods, and dairy products were rarely advertised. Advertisements for breakfast cereals and foods high in sugar or fat predominated. Food advertisements over the past 30 years are not reflective of dietary recommendations. However, most adhered to advertising guidelines.


Universities and research organizations are expected to present themselves as service enterprises that cater to the needs of the customer and give a modern impression to compete internationally. Realizing that scientists have to step out of the “Arcanum” of the ivory tower has led to an intensified dialogue between science, the economy, the state, and society. The Internet provided new possibilities for global science communication. Answering this statement is the main objective of the research project titled “Science Communication Online,” which was carried out at the Free University of Berlin. This article summarizes the results of a content analysis made in the early summer of 2000. As the empirical basis of the study, Web pages of German universities and non-university-based research institutions were examined. The selected institutions are among the most renowned research centers worldwide, according to the Science Citation Index.


The present study examined smoking culture and lifestyle Web sites listed on Yahoo!, a popular Internet search catalog, to determine whether the sites were easily accessible to youth, featured age or health warnings, and mentioned specific tobacco brands. A content analysis of photographs on these sites assessed the demographics of individuals depicted and the amount of smoking and nudity in the photographs.
The sample included 30 Web sites, all of which were accessible to youth and did not require age verification services to enter them. Cigarette brand names were mentioned in writing on 35% of the sites, and brand images were present on 24% of the sites. Nearly all of the photographs (95%) depicted smoking, 92% featured women, and 7% contained partial or full nudity. These results underscore the need for greater research and monitoring of smoking-related Internet content by health educators and tobacco control advocates.


Content analysis is a widely used qualitative research technique. Rather than being a single method, current applications of content analysis show three distinct approaches: conventional, directed, or summative. All three approaches are used to interpret meaning from the content of text data and, hence, adhere to the naturalistic paradigm. The major differences among the approaches are coding schemes, origins of codes, and threats to trustworthiness.

In conventional content analysis, coding categories are derived directly from the text data. With a directed approach, analysis starts with a theory or relevant research findings as guidance for initial codes. A summative content analysis involves counting and comparisons, usually of keywords or content, followed by the Discussion of the underlying context. The authors delineate analytic procedures specific to each approach and techniques addressing trustworthiness with hypothetical examples drawn from the area of end-of-life care.


This paper provides some disturbing facts and figures about the amount of television being watched by children. In addition, it reports on the volume and type of television advertising aimed at young people, both in the United Kingdom and other
developed countries. In view of recent public and professional concern as to the possible adverse effects of food advertising on children's health, this study set out to examine what proportion of television advertisements, directed at children, promoted products potentially harmful to dental health. Forty-one hours of children's television programming broadcast on ITV1, the main UK commercial channel, were recorded on to videotape for subsequent analysis. Almost 1,000 adverts were analysed; each was timed and broadly categorised as relating to a food/drink product or non food/drink product. Advertisements for food and drink were further subdivided according to their sugar and/or acid content. We found that, on average, 24 adverts were shown per broadcast hour, which accounted for 15.8% of the total schedule time. 34.8% of adverts related to food/drink products, and 95.3% of these promoted products that were deemed potentially cariogenic or erosive. The most frequently promoted food/drink products included breakfast cereals with added sugar (26.3%), confectionery (23.7%) and non-carbonated soft drinks (18.1%). It is very concerning that, despite recent specific codes of practice outlined by the Independent Television Commission for Children's Advertising, many food and drink products promoted during children's programming are potentially damaging to dental health.


This study explores 11 years of content in three well-circulating Croatian newspapers, Vjesnik, Slobodna Dalmacija and Feral Tribune. Utilizing framing theory, the author examines how the three papers differed in their presentation of the Croatian government from 1990 through 2000. Using a sample of 1400 articles, the use of specific frames and the presentation of antagonists and protagonists in the articles’ content are examined.

Building on existing research examining customers’ complaints about service experiences, this study examined restaurant consumers’ episode-specific reactions to service failures. In the first stage of this work, restaurant patrons were asked to describe a recent service experience where they complained about some element of the service they received. From these statements, a coding scheme was developed to classify the consumers’ qualitative descriptions of the service episodes where they experienced a service failure and remedy. The consumers’ reports addressed three issues: (a) the issue that triggered the complaint, (b) the complaint remedy further broken down on two dimensions based upon the degree of correction and whether the remedy produced a positive or negative outcome, and (c) how (and if) the service failure and remedy influenced repatronage intentions. Following the content analysis and the coding of the critical incidents, logistic-regression analyses revealed that the extent to which a service failure is corrected is important to customer satisfaction and satisfaction with a specific service remedy is connected to a consumer’s desire to return to the restaurant.


Content analysis was used to examine the content analysis literature in organization studies. Given the benefits of content analysis, it is no surprise that its use in organization studies has been growing in the course of the past 25 years (Erdener & Dunn, 1990; Jauch, Osborn, & Martin 1980). First, principles and the advantages associated with the method were reviewed. Then, how the methodology has been applied in the literature in terms of research themes, data sources, and methodological refinements were assessed. Although content analysis had been applied to research topics across the sub domains of management research, research in strategy and managerial cognition have yielded particularly interesting results. Suggestions for enhancing the utility of content analytic methods in organization studies were furnished as a result of findings.

This article shows how content analysis of textual archival data facilitates elaboration of adolescent theories. Drawing on the framework of a well-developed theory offered by Bacharach, the authors explain how specific protocols in content analysis can facilitate elaboration of three theoretical elements underdeveloped in adolescent theories: scientific robustness, relationship identification, and boundary establishment. Using an empirical example from a health care study, they illustrate the use of content analysis protocols to elaborate some theoretical elements of the attention-based view of the firm. The article contributes to content analysis and more generally to research methodology by specifying closer linkages between theory elaboration and content analysis.


Contemporary psychologists in the Arabic-speaking world remain deeply concerned with many of the same foundational issues that have impeded the development of sustainable research traditions since at least the 1950s. As a means of assessing historical and current trends in regional research practices, the project reported in this article employs a content analysis method to assess the cultural sensitivity of peer reviewed English-language empirical studies conducted on peoples of the Arabic-speaking world. Results suggest that cultural sensitivity is quite low on many of the dimensions assessed, including whether/how findings are applied to everyday settings, validity of methodological procedures employed, the way cultural contributions to psychological processes are discussed, the local relevance of conclusions drawn from empirical findings, and how theories and concepts are transferred from mainstream (Western) psychology. The current findings are used to
suggest some strategic and potentially controversial connections between culturally sensitive research and developing an appropriate psychology.


This study observes that all the library portals of Indian Institutes of Technology are different from one another in many respects. IITs are identified as premier institutes of higher education and research in Technology in India. Having common goal, there is need for library cooperation among the libraries of the IITs.

To achieve this kind of cooperation, there is need to design and develop a unique type of library portals containing resources and services of their individual libraries and also providing links libraries of other IITs. Further, there is also need to form an educational network specialised among the IIT libraries.

The researcher examines problems in using periodical indexes to construct research samples via the use of content analysis and culture indicator research.

### 2.3.0 Summary of the literature review and previous research

The literature review endeavour undertaken and presented above reveals many interesting bit of information about the role of content analysis and how, content analysis is capable of capturing a richer sense of concepts within the data. Also, many theoretical foundations were further strengthened by the above studies. Hence, the existing literature with sufficient authenticity establishes that content analysis is a powerful research tool.
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