

# A Study in Content Analysis

1971-80

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## Introduction

The content-analysis of **The Nursing Journal of India** for 1961-1970 was undertaken by the senior investigator and Prema Sampson and was published in the June, 1973 issue of the Journal. The Secretary of TNAI invited the investigators to undertake the content-analysis of the Journal for the 1971-1980 decade on similar lines. The present investigators offered their services to undertake this assignment.

The explicit purpose of the assignment is not only to highlight the type of material published in the Journal during the decade under review, but also to compare the material, both quantitatively and qualitatively, published in the two decades, 1961-1970 and 1971-1980.

## Methodology and Analysis:

All the issues of the Journal published during the period of the last decade (1971-1980), were collected by the investigators which proved a Herculean task, and an irritating cause of undesirable delay. Each issue of the Journal was scanned and scrutinised by the two investigators, independent of each other. A preliminary survey of the contents was undertaken and 16 categories were selected for the purpose of content-analysis. The 13 categories under which the content-analysis of the 1961-1970 decade was conducted, were still found to be relevant and valid and required very minor and insignificant changes. Hence these categories with minor adjustments were retained in the present investigation as well. The content-analysis categories used in 1961-1970 investigation and the present investigation, have been presented in Table I, for a comparative reference.

As a first step, all the journals were arranged month-wise and year-wise. Table II shows actual paging of the Journals for each month as it appeared in the journals, the total number of pages published during the year and during the decade (given in bold type).

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**Table I**

**Showing Content-Analysis Categories used for  
The 1961-76 Investigation and 1971-80, Investigation**

| Sr. No. | 1961-70                                       | 1971-80                                       |
|---------|-----------------------------------------------|-----------------------------------------------|
| 1.      | Advertisements                                | Advertisements                                |
| 2.      | Nursing articles by Nursing personnel         | Nursing articles by Nursing personnel         |
| 3.      | Nursing articles by Non-Nursing personnel     | Nursing articles by Non-Nursing personnel     |
| 4.      | Wanted                                        | Wanted : Admission notices                    |
| 5.      | Non-Nursing articles by Nursing personnel     | Non-Nursing articles by Nursing personnel     |
| 6.      | Non-Nursing articles by Non-Nursing personnel | Non-Nursing articles by non-Nursing personnel |
| 7.      | With courtesy                                 | With courtesy : Donations                     |
| 8.      | News : Editorials; Your Questions             | News : Editorial; Branch affairs              |
| 9.      | Reports : Conferences                         | Reports : Conferences; Workshops              |
| 10.     | Hindi section                                 | Hindi section                                 |
| 11.     | Around the world; Jokes                       | Around the world: Nursing world               |
| 12.     | Cross-words                                   | Cross-words: Your questions                   |
| 13.     | Miscellaneous                                 | Students Forum: Open forum                    |
| 14.     |                                               | Books                                         |
| 15.     | ...                                           | Readers' views: Letters to the editor         |
| 16.     | ...                                           | Miscellaneous                                 |

It was decided to include in the analysis the content upto one fourth of a page, as was done in the earlier investigation. Whenever the content could not be included in the clear-cut categories, it was included under "Miscellaneous" category.

Each issue of the journal was scrutinised and analysed in terms of the 16 categories, by the two investigators, independent of each other. Whenever there was a difference of judgement, a con-

Table II

Showing actual paging of the Journal for each month as it appeared in the Journal, the total number of pages printed each month (given in brackets), and the total number of pages printed during the year and during the decade (given in bold type)

| Month        | Year        |             |             |             |             |             |             |             |             |                    |
|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------|
|              | 1971        | 1972        | 1973        | 1974        | 1975        | 1976        | 1977        | 1978        | 1979        | 1980               |
| Jan.         | 32<br>(32)  | 36<br>(36)  | 36<br>(36)  | 32<br>(32)  | 24<br>(24)  | 24<br>(24)  | 36*<br>(36) | 24<br>(24)  | 24<br>(24)  | 28<br>(28)         |
| Feb.         | 64<br>(32)  | 68<br>(32)  | 68<br>(32)  | 64<br>(32)  | 48<br>(24)  | 52<br>(28)  | 68<br>(32)  | 48<br>(24)  | 52<br>(28)  | 60<br>(32)         |
| March        | 100<br>(36) | 108<br>(40) | 104<br>(36) | 96<br>(32)  | 72<br>(24)  | 76<br>(24)  | 92<br>(24)  | 72<br>(24)  | 80<br>(28)  | 88<br>(28)         |
| April        | 136<br>(36) | 144<br>(40) | 148<br>(44) | 128<br>(32) | 96<br>(24)  | 100<br>(24) | 120<br>(28) | 96<br>(24)  | 108<br>(28) | 116<br>(28)        |
| May          | 168<br>(32) | 180<br>(36) | 180<br>(32) | 160<br>(32) | 120<br>(24) | 124<br>(24) | 142<br>(22) | 120<br>(24) | 140<br>(32) | 140<br>(24)        |
| June         | 208<br>(40) | 216<br>(36) | 220<br>(40) | 180<br>(20) | 144<br>(24) | 152<br>(28) | 166<br>(24) | 144<br>(24) | 168<br>(28) | 172<br>(32)        |
| July         | 240<br>(32) | 252<br>(36) | 256<br>(36) | 204<br>(24) | 168<br>(24) | 180<br>(28) | 190<br>(24) | 168<br>(24) | 196<br>(28) | 204<br>(32)        |
| Aug.         | 280<br>(40) | 288<br>(36) | 292<br>(36) | 224<br>(20) | 192<br>(24) | 208<br>(28) | 214<br>(24) | 192<br>(24) | 224<br>(28) | 232<br>(28)        |
| Sept.        | 316<br>(36) | 328<br>(40) | 324<br>(32) | 256<br>(32) | 220<br>(28) | 232<br>(24) | 238<br>(24) | 216<br>(24) | 252<br>(28) | 256<br>(24)        |
| Oct.         | 348<br>(32) | 364<br>(36) | 364<br>(40) | 288<br>(32) | 244<br>(24) | 256<br>(24) | 262<br>(24) | 242<br>(26) | 280<br>(28) | 284<br>(26)        |
| Nov.         | 384<br>(36) | 396<br>(32) | 396<br>(32) | 308<br>(20) | 264<br>(20) | 280<br>(24) | 286<br>(24) | 264<br>(22) | 308<br>(28) | 312<br>(28)        |
| Dec.         | 420<br>(36) | 436<br>(40) | 432<br>(36) | 334<br>(26) | 284<br>(20) | 304<br>(24) | 310<br>(24) | 292<br>(28) | 348<br>(40) | 340<br>(28)        |
| <b>Total</b> | <b>420</b>  | <b>436</b>  | <b>432</b>  | <b>334</b>  | <b>284</b>  | <b>304</b>  | <b>310*</b> | <b>292</b>  | <b>348</b>  | <b>340=3500+4*</b> |

\*Alphabetically numbered pages A, B, C, and D.

sensus was arrived at. 120 tables were prepared for month-wise content-analysis and a composite table was prepared for each year of the 1971-1980 decade. Table III shows the total number of pages printed for the 16 categories of the

content-analysis, at yearly level and during the decade.

A bare look at Table II will establish that the total number of pages printed during the ten years period, is 3504, ranging every year between

Table III

Showing the total number of pages printed for the 16 categories of the content-analysis at yearly level and during the decade

| Year/<br>content<br>category | 1            | 2            | 3          | 4          | 5           | 6          | 7           | 8            | 9            | 10        | 11           | 12        | 13        | 14        | 15         | 16           | Total         |
|------------------------------|--------------|--------------|------------|------------|-------------|------------|-------------|--------------|--------------|-----------|--------------|-----------|-----------|-----------|------------|--------------|---------------|
| 1971                         | 74.5         | 66           | 47.5       | 17         | 6           | 11         | 2.5         | 50.5         | 32.5         | 3         | 25.5         | 17.5      | 1         | 6         | 11         | 48.5         | 420           |
| 1972                         | 77           | 64.5         | 36         | 20         | 5.5         | 13.5       | 0.5         | 65.5         | 38.5         | 5.5       | 30           | 11.5      | 7         | 6         | 10         | 45           | 436           |
| 1973                         | 66.5         | 88.5         | 43         | 17         | 3           | 16         | 1           | 65           | 44           | 4         | 26           | 4         | 6.5       | 3.5       | 13.5       | 30.5         | 432           |
| 1974                         | 41           | 63.5         | 48.5       | 12.5       | 1           | 11         | 3.5         | 40           | 16.5         | 1         | 28           | 6         | 13        | 2         | 8.5        | 38           | 334           |
| 1975                         | 24           | 41.5         | 34.5       | 16.5       | 5           | 18.5       | 1.5         | 37.5         | 31           | 8.5       | 17.5         | —         | 4         | 2         | 7.5        | 34.5         | 284           |
| 1976                         | 38.5         | 72           | 5          | 24         | 6           | 7          | 0.5         | 55           | 28           | 2         | 15.5         | —         | 8         | 4         | 8.5        | 30           | 304           |
| 1977                         | 29.5         | 71.5         | 5.5        | 23.5       | 11          | 16.5       | 2           | 42           | 27           | 4.5       | 15           | —         | 25.5      | 5         | 12         | 23.5         | 310+4         |
| 1978                         | 37.5         | 40           | 17         | 24         | —           | —          | 2.5         | 23           | 60.5         | 2         | 13           | —         | 21        | —         | 12.5       | 39           | 292           |
| 1979                         | 21.5         | 72           | 3.5        | 23         | 23.5        | 39.5       | 2           | 60.5         | 41.5         | 4         | 13.5         | 3         | 4         | 1.5       | 10         | 25           | 348           |
| 1980                         | 31.5         | 91           | 13.5       | 27.5       | 20.5        | 17         | 3.5         | 69.5         | 19           | 0.5       | 16.5         | —         | —         | 1         | 12.5       | 16.5         | 340           |
| <b>Total</b>                 | <b>441.5</b> | <b>670.5</b> | <b>254</b> | <b>205</b> | <b>81.5</b> | <b>150</b> | <b>19.5</b> | <b>598.5</b> | <b>333.5</b> | <b>35</b> | <b>200.5</b> | <b>42</b> | <b>90</b> | <b>31</b> | <b>106</b> | <b>330.5</b> | <b>3500+4</b> |

284 to 340 pages. The average pages of a monthly issue thus come to approximately 29.2 pages. Table IV shows the range of pages in the monthly issues of the journal during each year of the decade.

**Table IV**

Showing range of pages in each year of the decade and the fluctuation in the number of pages in various issues in the year

| Year | Range | Fluctuation in pages |
|------|-------|----------------------|
| 1971 | 32-40 | 8                    |
| 1972 | 32-40 | 8                    |
| 1973 | 32-44 | 12                   |
| 1974 | 20-32 | 12                   |
| 1975 | 20-28 | 8                    |
| 1976 | 24-28 | 4                    |
| 1977 | 22-36 | 14                   |
| 1978 | 22-28 | 6                    |
| 1979 | 24-40 | 16                   |
| 1980 | 24-32 | 8                    |

During the decade, there has been a journal of 20 pages as well as well as a journal of 44 pages. Table IV also shows the extent of fluctuation in pages in each year. Table V gives a detailed analysis of the fluctuation in the page-wise issues of the journal printed during the ten years.

No cogent and meaningful explanation can be offered for this fluctuation in the printed pages of the different issues. However, this fact definitely points to the need to follow and maintain some uniform standard of pages per issue of the journal.

Table VI gives a comparative picture of pages printed, both annually and during the two decades, 1961-70 and 1971-80.

There is a difference of 342 pages between the two decades. The decade under investigation

**Table VI**

Showing comparative year-wise printed pages of the Journal for the decades of 1961-1970 and 1971-1980

| Years | 1961-1970 | 1971-1980      |
|-------|-----------|----------------|
| 1.    | 356       | 420            |
| 2.    | 400       | 436            |
| 3.    | 338       | 432            |
| 4.    | 368       | 334            |
| 5.    | 364       | 284            |
| 6.    | 380       | 304            |
| 7.    | 344       | 310+4          |
| 8.    | 420       | 292            |
| 9.    | 456       | 348            |
| 10.   | 420       | 340            |
| TOTAL | 3846      | 3504           |
|       |           | Difference—342 |

**Table VII**

Showing pages covered by the 16 categories in a hypothetical journal of 29 pages.

| No. | Category                                      | Pages |
|-----|-----------------------------------------------|-------|
| 1.  | Advertisements                                | 3.68  |
| 2.  | Nursing articles by nursing personnel         | 5.59  |
| 3.  | Nursing articles by non-nursing personnel     | 2.10  |
| 4.  | Wanted; Admission notices                     | 1.70  |
| 5.  | Non-nursing articles by nursing personnel     | 0.70  |
| 6.  | Non-nursing articles by non-nursing personnel | 1.25  |
| 7.  | With courtesy : Donations                     | 0.16  |
| 8.  | News; Editorial; Branch affairs               | 4.24  |
| 9.  | Reports; Workshops; Conferences               | 2.80  |
| 10. | Hindi section                                 | 0.30  |
| 11. | Around the world; Nursing world               | 1.66  |
| 12. | Crosswords; Your questions                    | 0.35  |
| 13. | Students forum; Open forum                    | 0.75  |
| 14. | Books                                         | 0.25  |
| 15. | Readers views: Letters to the editor          | 0.90  |
| 16. | Miscellaneous                                 | 2.80  |
|     | TOTAL                                         | 29.20 |

occupied almost 9 per cent less printed space than the previous decade. This indicates that the journal has been deteriorating as regards the printed space. This negative trend must be checked.

The content analysis was conducted under 16

**Table V**

Showing pages-wise issues of the Journal printed during the decade

| Pages | Years |    |    |    |    |    |    |    |    |    | Total | %     |
|-------|-------|----|----|----|----|----|----|----|----|----|-------|-------|
|       | 71    | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 |       |       |
| 20    |       |    |    | 3  | 2  |    |    |    |    |    | 5     |       |
| 22    |       |    |    |    |    |    | 1  | 1  |    |    | 2     |       |
| 24    |       |    |    | 1  | 9  | 8  | 8  | 9  | 1  | 2  | 38    | 31.66 |
| 26    |       |    |    | 1  |    |    |    | 1  |    |    | 2     |       |
| 28    |       |    |    |    | 1  | 4  | 1  | 1  | 9  | 7  | 23    | 19.17 |
| 32    | 5     | 2  | 4  | 7  |    |    | 1  |    | 1  | 3  | 23    | 19.17 |
| 36    | 5     | 7  | 5  |    |    |    | 1  |    |    |    | 18    | 15.00 |
| 40    | 2     | 3  | 2  |    |    |    |    |    | 1  |    | 8     |       |
| 44    |       |    | 1  |    |    |    |    |    |    |    | 1     |       |
|       |       |    |    |    |    |    |    |    |    |    | 120   |       |

categories as shown in Table I. The average printed space occupied by the 16 categories in a hypothetical journal of 29.2 pages, is given in Table VII.

The maximum printed space occupied by the five categories, is in the following rank-order:

|                                              | Pages |
|----------------------------------------------|-------|
| 1. Nursing articles by Nursing personnel     | 5.59  |
| 2. News; Editorial; Branch affairs           | 4.24  |
| 3. Advertisements                            | 3.68  |
| 4. Reports; Workshops; Conferences           | 2.80  |
| 5. Nursing articles by non-Nursing personnel | 2.10  |

There is a significant shift in this regard from the content-analysis of the 1961-1970 decade. At that time, the five categories which occupied the maximum printed space, had the following rank-order:

|                                                  | Pages |
|--------------------------------------------------|-------|
| 1. Advertisements                                | 7     |
| 2. News; Editorials; Your questions              | 5.75  |
| 3. Nursing articles by Nursing personnel         | 4.50  |
| 4. Reports; Conferences                          | 3.75  |
| 5. Non-Nursing articles by non-nursing personnel | 2.75  |

This shift is both desirable and encouraging because the Journal has reflected the activities and the aspirations of the Nursing profession in a better manner.

This shift in the content material acquires more significance, because the maximum printed space occupied by the five categories is out of 29.2 pages, whereas in the 1961-1970 content-analysis, the maximum printed space occupied by the five categories was out of 32 pages. Table VIII gives a comparative picture of the printed space occupied by the thirteen common categories of content-analysis of the two decades, 1961-1970 and 1971-1980.

The present investigation reveals that approximately one-fourth printed space of the Journal during the decade has been occupied by material of both academic and professional nature. The rest of the contents are of 'information' nature. However, some very good articles on research methodology and some reports of nicely controlled scientific studies have also decorated the pages of the journal. There is lot of room for improvement in this area. The information-cum-news can be communicated to the TNAI members through some **TNAI Newsletter** every month and a Journal containing only academic-research-scientific reports can be published on a quarterly basis. The activities of the professional body should be separated from the

**Table VIII**

**Showing comparative printed pages of the 13 common categories of content-analysis for the decades of 1961-1970 and 1971-1980**

| Category                                         | 1961-1970    | 1971-1980    |
|--------------------------------------------------|--------------|--------------|
| 1. Advertisements                                | 7.00         | 3.68         |
| 2. Nursing articles by Nursing personnel         | 4.50         | 5.59         |
| 3. Nursing articles by non-Nursing personnel     | 0.75         | 2.10         |
| 4. Wanted; Admission notices                     | 1.75         | 1.70         |
| 5. Non-nursing articles by Nursing personnel     | 0.25         | 0.70         |
| 6. Non-nursing articles by non-Nursing personnel | 2.75         | 1.25         |
| 7. With courtesy ; Donations                     | 0.75         | 0.16         |
| 8. News Editorial : Branch affairs               | 5.75         | 4.24         |
| 9. Reports : Workshop; Conferences               | 3.75         | 2.80         |
| 10. Hindi section                                | 1.00         | 0.30         |
| 11. Around the world ; Nursing world             | 0.25         | 1.66         |
| 12. Cross words : Your question                  | Negligible   | 0.35         |
| 13. Miscellaneous                                | 3.50         | 2.80         |
| <b>Total</b>                                     | <b>32.00</b> | <b>27.33</b> |

research-cum-educational experiments fermenting the nursing profession today in the country. The demands of the university-based Nursing Education and the aspirations of the highly intelligent new entrants to the Nursing profession can be satisfied by providing a forum of publication as already envisaged. The impetus to nursing research and its communication is the demand of the day. The Journal can easily meet these new exigencies, new demands and new aspirations.

Many suggestions made in the 1961-1970 content-analysis, have not been implemented. The two most urgent recommendations needing immediate attention are (a) setting up of an Editorial Board, to help the Editor, and (b) supply of reprints to the contributors whose articles are published in the journal.

There is no dearth of academic/research material for publication in the Journal, because of the big impetus, new ferment and wide proliferation in the field of Nursing Education. The Journal can definitely acquire a stature of professional publication of international standards if it becomes the mouthpiece of the new and virile generation of nurses. The investigators wish glorious success in this regard to all the productive and progressive members of the Nursing fraternity.