Staff moral values of Islam are based on a qualitative content analysis technique

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Abstract: Contemporary organizations are operating in an environment that is increasingly complex and variable – economic globalization and technological developments in the past two decades were the driving force of these changes, the move towards a knowledge organization and growing demand for employees in the workplace and foster a rich and meaningful work, the pressure is greater, therefore, organizations need to create a work environment where employees feel challenged and meaningful work and it has become a priority for organizations, thus it represents the importance of spirituality in organizations. In this study we have investigated the background of the subject and definitions of spirituality and spirituality is presented in, and for the first time, the components of spiritual values of Islam have been examined and by using qualitative content analysis, all the verses of the Holy Quran, letters and sermons contained in the book Nahjolbalagheh, have been investigated and After coding concepts, and extract categories and main categories three propositions had been extracted as a result of content analysis, it contains spiritual values of employees in connection with God, spiritual values of employees in connection with others, spiritual values of employees in connection with self and spiritual values of organizations in the interaction with employees and an interactive model of the bidirectional relationship between these variables was presented.


Keywords: Spirituality, spiritual values of employees, spiritual values of organization, interaction model

Statement of the problem and the need for research

Today, many people feel dissatisfied and insecurity with their job (Marques, et,al, 2005) Morris believes job satisfaction, confidence and work ethic is rare in most workplaces. Many organization proceedings to change and improve in the past two decades, such as downsizing, re-engineering and suspension have caused the employees demoralized and spiritual confusion. In fact, these proceedings based on the mechanistic paradigm of modern rational have been unable to meet the demands of the employees, employees in their jobs, expect more than economic benefits.

Some researchers believe that the new paradigm to meet the challenges of managing is "Spirituality". They believed that satisfaction higher needs of employees can be traced to the model of spirituality (Kennedy, 2002) because spirituality of work causes creativity, innovation, integrity, trust and commitment in working with a growing sense of personal development of employees to join and self-actualization, and updated its full functionality and capabilities (Morris, 1997).

With the increasing complexities and irregularities that result in a recognized global scale, current institutions and processes must be studied deeply. In this regard, there is no doubt that must perform values in the workplace to protect the moral atmosphere of competitiveness and growth, should also check that what are the examples of true spirituality and what kind of organizations have been able to run some of spiritual principles and how, the aspect of spirituality in the workplace is that less attention has been paid to it, but it is essential to further understanding of spirituality (Gibbons, 2002).

In this study, the main problem is that because of the importance of spirituality in today's organizations, employee’s indices spiritual values of Islam review and identify, because the research so far has not done in this case.

The main research question

What is the components and indicators of spiritual values of employees in the perspective of Islam?

Describing and explaining the issue

The rapid growth of spirituality in the workplace and its application to the leaders, human resource managers, employees and agents of change, is very important. When different aspects of spirituality in the workplace are used Prosperity and individual creativity, organizational coordination, increase long-term commercial success.

With the spiritual working the nature of work will change, now the work has become a tool for personal development of employees. People are searching for meaning in their work that goes beyond mere economic transactions between independent individuals; they are searching for a way to connect their work life with their spiritual life, to work
together and to join the vision and goal that is beyond money. (Ryan & Konz, 1999)

Mirvis (1997) believe the importance of spirituality in organizations that tend to be associated in people's lives because people are spending most of their time at work and their colleagues are their closest friends, as a result they take their social identity from their workplace and what happens to them in the work is very important for their physical health, mental health, prosperity and happiness (Cartwright and Cooper, 1997)

**Definition of Spirituality**

According to a definition “spiritual is life force and motivation, energy that inspire people towards a certain appeal, or the goal is to transcend individuality” (Mc Knight, 1984) “spirituality as energy, meaning, purpose and awareness in life” (Cavanagh, 1999). Meyer defines spirituality as “spirituality is a constant search for meaning and purpose in life, deep understanding of the value of life, the universe expanded, natural forces, and personal belief systems” (Myers, 1990).

But in a relatively comprehensive and precise definition; spirituality is “an attempt to develop sensitivity to themselves, others, and inhuman creatures (superior force) God, or searched for a man to get what is needed, and Search save considered to achieve full humanity” (Hinnells, 1995). It seems that the definition of both theoretical and practical terms is important. On the one hand, refers to the aspects of human communication, it is inevitable at least in one dimension, on the other hand, efforts and sensitivity training for all humanity offers.

**Definition of spirituality at work**

The definition of “Spirit at Work” defines spirituality as a very different and difficult, some definitions of the term are listed in Table 1.

<table>
<thead>
<tr>
<th>Row</th>
<th>Defining spirituality involved</th>
<th>Provider</th>
<th>References</th>
<th>Key elements of the definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The concept involves a sense of integrity (wholeness), cohesion (connectedness) work and deep appreciation of the work.</td>
<td>Gibbons</td>
<td>Gibbons, 1999</td>
<td>A deep sense of interdependence of all things / work with meaning</td>
</tr>
<tr>
<td>2</td>
<td>In order to establish the relationship between the individual and the way his colleagues and others who have contributed.</td>
<td>Mitroff and Denton</td>
<td>Mitroff and Denton, 1999</td>
<td>Targeted work / communicate effectively with colleagues / alignment between personal values and organizational values</td>
</tr>
<tr>
<td>3</td>
<td>Subsequent identification of an individual to understand and work life that is growing within and through social work education is a meaningful life.</td>
<td>Ashmos and Duchon</td>
<td>Ashmos and Duchon (2000)</td>
<td>Communicate effectively with their own / meaningful work / sensitivity of others</td>
</tr>
<tr>
<td>4</td>
<td>Journey to the integration of spirituality for individuals and organizations for excellence and integrity in the workplace provides.</td>
<td>Gibbons</td>
<td>Gibbons, 2002</td>
<td>Combining working life and spiritual life / orientation / perfection or non / sense of oneness with everything</td>
</tr>
<tr>
<td>5</td>
<td>Inspiring force for continuing to find meaning and purpose in life work, deep and profound understanding of the value of work, life, vast universe of natural species and personal belief system.</td>
<td>Myers</td>
<td>Myers, 1990</td>
<td>Existential dimensions include human / spiritual dimension is part of the spiritual dimensions.</td>
</tr>
<tr>
<td>6</td>
<td>Specific circumstances of the individual by the physical dimensions, emotional (Affective), Cognitive, interpersonal, spiritual, Mystical, describing closed. The physical dimensions; feel desirable physical expression of motivation and positive energy. Emotional dimension; is associated with a profound sense of joy. Cognitive dimension, having a sense of self-approval and certification of conformity with his personal values and beliefs, having to do with the means employed and the aim of the observer is transcendental. Interpersonal dimension includes feelings connect with others and share their goals. Spiritual dimension; feelings connect us to something beyond itself; such as a higher power, the universe and human nature. After work; feel perfection and excellence, life is described.</td>
<td>Knjerski and Strypnek</td>
<td>Knjerski and Strypnek (2004)</td>
<td>Existential dimensions include human / spiritual dimension is part of the spiritual dimensions.</td>
</tr>
<tr>
<td>7</td>
<td>Include health, happiness, wisdom, Success and intrinsic satisfaction (Fulfillment).</td>
<td>Dennis, Schmit and Travis</td>
<td>Dennis, Schmit and Travis (2004)</td>
<td>Growth and development, spirituality, hope, peace, joy, inner satisfaction.</td>
</tr>
</tbody>
</table>

As was mentioned, the definition of spirituality at work is different; everyone has been defined based on their perspective. Achieve an acceptable definition of the majority, if not impossible, at least very difficult, to appear. But given a fairly comprehensive definition that covers some aspects of the above definitions, it can be helpful. It is used to help define spirituality and spiritual work according to certain features and content types is defined as follows:

“Spirituality at work, efforts to develop sensitivity to the Super Personal, Inter Personal, Intra Personal and Exo Personal relationship outside of work life in order to achieve excellence in human development.”

As well as it was before, the above definition encompasses all aspects of human existence to a recent WHO Mental Health - Physiological Human is a means of biological, psychological, social and spiritual. The spirituality of the inner (spiritual and emotional) and external (social and biological) is.
Table 2 Proposed framework for organizing both organizational and individual spirituality in working with internal and external dimensions provided.

Table 2 proposed framework for the organizing the spirituality at work (Gibbons, 2002)

<table>
<thead>
<tr>
<th>Levels of Organization</th>
<th>Internal</th>
<th>External</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual</td>
<td>- Reflection and private prayer</td>
<td>- Observable behaviors</td>
</tr>
<tr>
<td></td>
<td>- A spiritual attitude to work and colleagues</td>
<td>- Symbols and words of spiritual</td>
</tr>
<tr>
<td></td>
<td>- Deep beliefs about the nature of God, the world, humanity, order /</td>
<td>- Leadership based on spiritual principles</td>
</tr>
<tr>
<td></td>
<td>disorder</td>
<td>- Career development based on moral principles</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Empirical research on spirituality (motivation and, effectiveness at</td>
</tr>
<tr>
<td>Organizational</td>
<td>- A set of principles and values (such as organizing principles</td>
<td>work)</td>
</tr>
<tr>
<td></td>
<td>provided by Mytrof and Denton)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Moral attitude</td>
<td>- Structural properties (such as hierarchy, reward systems)</td>
</tr>
<tr>
<td></td>
<td>- History and mission of organization</td>
<td>- Spiritual goals (multiple stakeholders, the objectives immaterial)</td>
</tr>
<tr>
<td></td>
<td>- Programs about values</td>
<td>- Spiritual tools (participation, lack of staff layoffs)</td>
</tr>
<tr>
<td></td>
<td>- Culture, stories, legends</td>
<td>- Adopt policies to implement the spiritual principles of the organization</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Strengthening personal spirituality</td>
</tr>
</tbody>
</table>

This shows that the framework for a better understanding of spirituality in what areas of research should be done. This category will help better empirical studies done on various forms of spirituality, because spirituality itself is a huge global phenomenon (Gibbons, 2002).

The outer phenomena observed in experimental studies and evaluation methods. However, inter-organizational phenomena requires approaches and phenomenological approaches, deductive, or Narrative, according to the study of spiritual values which are related to the internal organization, Qualitative content analysis techniques have been applied.

About the analysis of spirituality in the levels of organization, the levels that have been provided by Milliman and colleagues is also important because links to three levels of individual, team and organizational (Milliman et al., 2003).

Figure (1) spirituality at work in three levels of individual, group and organizational

Individual level
- Meaningful work
- Enjoy working
- Taking Power and Energy from working

Group level
- Sense of integrity
- Solidarity with colleagues
- Staff supports each other

Organizational level
- Consistency and alignment with organizational values
- Feel connected and correlated with organizational goals
- Identify the organization’s mission and value

Spiritual values in the perspective of Islam

It seems that, in view of Islam, in addition to social factors and traditions vary there are some fundamental principles and moral values that have inherent source. The origin of these values can be culture and civilization of society, such as religion, science, ethics, traditions, spiritual practices, and history. It can be said that the value system of Islam has been extracted from spirit of Quranic messages and guidance from religious authorities in achieving human perfection and closeness to God.

The value of voluntary action depends on the impact of these actions to achieve true perfection of man (Ali Ahmadi and Ali Ahmadi, 2004).

Background of research
This section refers to some researches that have been done about the spirituality.

<table>
<thead>
<tr>
<th>Research</th>
<th>Researchers</th>
</tr>
</thead>
</table>
Spirituality and Family Therapy
Prest & Keller, 1991

Spirituality and Stress Management
Quick, Nelson & Hurrell, 1998

Spirituality in Clinical Nursing
(Merarigia, 1999)

Spirituality and Counseling
(Garrett & Wilbar, 1999; Benjamin & Loby, 1996; Parker, Horton & Shelton, 1997; Westgate, 1996)

Spirituality and Social Work Education
(Roof, 1998)

Spirituality and Adult Education
(Zinn, 1997)

Spirituality and Social and Political Sciences
(Vasegh, 1997)

Spirituality and Counseling
(Howard & Howard, 1997)

Spirituality and Occupational Therapy
(Okundaye & Gray, 1999)

Spirituality and Development Program
(Lamone & Obernoluf, 1999)

Spirituality and Sports
(Dillion & Tarit, 2000)

- Students build a spiritual experience scale, Gharbari Bonab and others (2005).
- The theory of spiritual needs in Islam and its correspondence with the Maslow hierarchy of needs, Shojaei (2007).
- Psychometric characteristics of questionnaires and spiritual attitudes in university students, Shari fi and others, (2008).
- Spiritually oriented Qur'an Roodgar (2009).
- The role of human resources empowerment in spiritual organizations, Rezaei and Solomon (1388).
- Mediating role of spirituality in the relationship between organizational justice aspects and outcomes of spirituality, Yazdani and others (2010).

As is clear from the results of the background check, most studies examined the relationship between spirituality variable and another variable and there is no review about the indicators of spiritual values of employees especially from the perspective of Islam.

**Method of research**

In this study, through the technique of content analysis those verses and phrases about spiritual values that are mentioned in the holy Quran and Nahjolbalagheh have been studied and summarized.

**Content Analysis**

To check the contents of text messages, content analysis method can be used. In this method, explicit content and message is described systematic and quantitative (Bazargan and Sarmad, 1385) Content analysis refers to any type of technical analysis derive in a systematic and objective characteristics are used in a text.

This study reviewed and summarized in the following verses of holy Quran and Nahjolbalagheh book, the main concepts related to spiritual values have been appeared and then through open coding, primary categories were extracted from the concepts.

Then, through axial coding, the main categories were extracted of basic categories and finally through selective coding, the main propositions were obtained as results of the qualitative content analysis.

It contains spiritual values of employees in connection with God, spiritual values of employees in connection with others, spiritual values of employees in connection with self.

But another factor was derived from the content analysis results, spiritual values of organizations in interaction with employees, so that we can argue that Islam has not only given rise to the spiritual values of the people, but to accept spiritual values by employers and organizations have a strong emphasis on interaction with employees and it is rational that there is an interactive and reciprocal relationship between the variables.

**Open coding of concepts related to God**

<table>
<thead>
<tr>
<th>Concepts</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Praying, fasting, Vigilance , reciting Qur'an, adoring, Jihad in Allah's way</td>
<td>Worship</td>
</tr>
<tr>
<td>Faith in God and the Prophet and the Qur'an, obedience, fear, piety, worship God, following God</td>
<td>Virtue</td>
</tr>
<tr>
<td>Thanksgiving, Reliance</td>
<td>Reliance</td>
</tr>
<tr>
<td>To God, independence, remember God, hope in God's mercy</td>
<td></td>
</tr>
<tr>
<td>Ask forgiveness, fear of the hereafter and the punishment of God, believe in heaven and hell, remember death</td>
<td>Failure to insist on guilt</td>
</tr>
<tr>
<td>God's satisfaction</td>
<td>To obtain God's satisfaction</td>
</tr>
<tr>
<td>Regular praying, always remember God</td>
<td>Continuous relationship with God</td>
</tr>
</tbody>
</table>

3547
Purity in faith, defend the faith, keep the tradition of the Prophet  |  Sincerity
Thanksgiving  |  Thanksgiving
To fulfill that promise with God  |  To fulfill that promise with God

### Axial coding

<table>
<thead>
<tr>
<th>Sub-categories</th>
<th>The main category</th>
</tr>
</thead>
<tbody>
<tr>
<td>worship / Sincerity / Thanksgiving / continuous relationship with God</td>
<td>Humility and obedience to the God</td>
</tr>
<tr>
<td>Virtue / not insist on sin / God's satisfaction</td>
<td>To obtain God's satisfaction</td>
</tr>
<tr>
<td>Reliance</td>
<td>Reliance</td>
</tr>
<tr>
<td>To fulfill that promise with God</td>
<td>To fulfill that promise with God</td>
</tr>
</tbody>
</table>

### Selective coding

**proposition:** spiritual values in connection with God

### Open coding of concepts related to others

<table>
<thead>
<tr>
<th>Concepts</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overtaking in goodness, charity, charity Without expecting</td>
<td>Goodness</td>
</tr>
<tr>
<td>To fulfill that promise, Trusteeship, Secrecy</td>
<td>To fulfill that promise</td>
</tr>
<tr>
<td>Peace, good speech, good morals, eliminate anger, politeness, refrain from arrogance and pride</td>
<td>Magnanimity</td>
</tr>
<tr>
<td>Forgiveness, patience, humility</td>
<td>assist and protect the believers</td>
</tr>
<tr>
<td>Alliance, assist and protect the believers</td>
<td>guiding others</td>
</tr>
<tr>
<td>Invite good and avoid bad, giving advice to others</td>
<td>Social Justice</td>
</tr>
<tr>
<td>judge with justice, Rule according to the holy Quran, the accuracy of measurement, respect the rights of others, justice in the treasury division</td>
<td>Honesty</td>
</tr>
<tr>
<td>Veracity, constant speech and belief, Being identical in appearance and inner</td>
<td>Moderation</td>
</tr>
<tr>
<td>Avoidance of Bribery and points, Just do the responsibilities, loyalty</td>
<td>Rectitude</td>
</tr>
</tbody>
</table>

### Selective coding

**proposition:** spiritual values in connection with others

### Open coding of concepts related to self

<table>
<thead>
<tr>
<th>Concepts</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thinking, researching</td>
<td>Contemplation</td>
</tr>
<tr>
<td>Diligence, solvent wage</td>
<td>Diligence</td>
</tr>
<tr>
<td>Interest of science operate with insight knowledge, wisdom, foresight, seize good opportunities</td>
<td>Wisdom</td>
</tr>
<tr>
<td>Not being dependent on wealth and offspring</td>
<td>Indifference to the world</td>
</tr>
<tr>
<td>Adornment appearance, remove clothing</td>
<td>Adornment</td>
</tr>
<tr>
<td>patience through obedience, patience against sin, patience for Passion</td>
<td>Patience</td>
</tr>
<tr>
<td>Modesty, self-blame, fear of sins, Struggle with self, leave all the ugliness earlier of all</td>
<td>Self-purification</td>
</tr>
<tr>
<td>Not wanting excesses</td>
<td>Contentment</td>
</tr>
<tr>
<td>Order</td>
<td>Order</td>
</tr>
</tbody>
</table>

### Axial coding

<table>
<thead>
<tr>
<th>Sub categories</th>
<th>original concept</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contemplation/wisdom</td>
<td>Intelligence</td>
</tr>
<tr>
<td>Diligence / Contentment / Self-purification indifference to the world</td>
<td>Self-purification</td>
</tr>
<tr>
<td>Order / Appearance Adornment</td>
<td>Adornment</td>
</tr>
<tr>
<td>Patience</td>
<td>Patience</td>
</tr>
</tbody>
</table>

### Selective coding

**Proposition:** spiritual values in connection with self

### Open coding of concepts related to organization

<table>
<thead>
<tr>
<th>Concepts</th>
<th>category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training subordinates for guidance and wisdom, self-educated leader before others</td>
<td>education and self education</td>
</tr>
</tbody>
</table>
The organizations believe that human resources are the main source of value creation in an organization and a competitive advantage, effective communication with the superior force (God), with self, with others and with all environmental phenomena causes employees have meaningful work, their work to be targeted. All their talents to be flourished, they can find a sense of unity and continuity with anything and believe that everything is effective in perfect job and communicate with it.

These outcomes are in response to the four basic needs of man, biological, psychological, social and spiritual that are effective in job growth and will bring joy, hope and peace and the ultimate objective is inner satisfaction and as a result is job satisfaction.

Therefore, considering the importance of the issue and note that the indices of spirituality values of employee, especially from the perspective of Islam, had not been examined, in this study, based on the holy Quran and Nahjolbalagheh, this issue was investigated.

AS a result of the qualitative content analysis of mentioned texts, it was determined that in the religion of Islam, Not only the obligation of the spiritual values is emphasized for all people, but it is emphasized that employers also need to accept the spiritual values in interaction with their employees. And it can be concluded that in Islam, before that organizations expect employees to accept spiritual values, must provide the necessary context for the institutionalization of spiritual values in their employees by accepting spiritual values in interactions with them.

Therefore it could be imagine that there is a two-way interactive relationship between variables of the spiritual values of employees and variables of the spiritual values of organization.

Also, it can reasonably be argued that there is a bilateral relationship between the components of the spiritual values of employees, because when a man in connection with God is adhere to spiritual values, in connection with himself and others will consider the spiritual values and thus more in connection with God is committed to spiritual values, so there will be this form of interaction between components of spiritual values of employees. The interactive relationships among variables are shown in the model below.

For further research in the future, the model can be tested by survey in organizations.
Resources

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Sharifi, (2008), Psychometric characteristics of questionnaires and spiritual attitudes in university students.
- Shojaei (2007), The theory of spiritual needs in Islam and its correspondence with the Maslow hierarchy of needs.
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Content analysis is the study of documents and communication artifacts, which might be texts of various formats, pictures, audio or video. Social scientists use content analysis to examine patterns in communication in a replicable and systematic manner. One of the key advantages of using content analysis to analyse social phenomena is its non-invasive nature, in contrast to simulating social experiences or collecting survey answers. Reflecting on religious and moral values in Islam, Halstead (2007) argues that the link between Islam and morality is reflected in many passages in the Qur’an (2:25, 95:6, 103:2). By forming a good relationship with their parents and teachers, a child follows their example out of love and respect. The Prevent Duty has created a securitisation mentality amongst some staff and potential tension between some teachers and students in the school.

Reflecting on religious and moral values in Islam, Halstead (2007) argues that the link between Islam and morality is reflected in many passages in the Qur’an (2:25, 95:6, 103:2). By forming a good relationship with their parents and teachers, a child follows their example out of love and respect. The Prevent Duty has created a securitisation mentality amongst some staff and potential tension between some teachers and students in the school.

Community (ubudiyah) values can be translated through the built environment including architecture. But the Qualitative Content Analysis itself is to be understood as a data analysis technique within a rule guided research process, and this research process is bound to common (qualitative and quantitative) research standards as shown in the next chapter. 1.5 Basic Research Steps. On this basis we try to develop a step-by-step model of the research process which is valuable for qualitative and quantitative (and mixed methods) research.

In Qualitative Content Analysis the category systems are developed inductively out of the concrete material or deductively put together individually for the specific study. Therefore, those elements have to be pilot tested as well for gaining methodological strength. 2. Qualitative Content Analysis. 3. Conceptual Analysis. 4. Conceptual Content Analysis Example.

Content Analysis is a quantitative as well as a qualitative method that offers a more objective evaluation of the content. It will, for sure, be more accurate than the comparison based upon the impressions of any listener. It is more effective than a review or evaluation. You will find the essential numbers and percentages to gauge the performance of your content. All in all, Content Analysis is an expert level technique that helps in finding out the purpose, effects, and messages of any form of communication content. Let us now have a look upon the types of texts in Content Analysis-. The written text for instance papers and books. Oral text for instant theatrical performance and speech.