CONTENT ANALYSIS OF WEB PORTALS: Questions and challenges of quality education

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Abstract. The research which I am involved in right now is a part of my final work at faculty. The theme which I have chosen is "Content analysis of Web Portals: Questions and challenges of quality education". It seemed interesting because it contained the content analysis part. My research is based on reading the articles written in news portals, more precisely, Croatian news portal "24 sata". Where in the limited time period, I will be finding all articles that are related to education. The time period which I have chosen is three months. The content analysis will be conducted by the table which I have created. It contains quantitative and qualitative categories which will lead me to my final results. Some of the questions based on quantitative category are: "How many times in the article is the word education mentioned?", "How many times is phrase preschool education mentioned?" etc. For qualitative categories I have chosen some interesting questions such as: "In which countries do the events within the articles take place?", "Does any of the articles mention social injustice towards any of the mentioned persons, if yes, towards who?", "Is any great achievement, of a certain individual or a group mentioned, if the answer is yes, what is the achievement?". So the questions on which I will be finding an answer, related to quantitative categories are: "What are the most relative words associated to education?", "Do the positive articles outweigh the negative articles?", "What is the ratio of the types of education mentioned as a percentage?". By answering the questions related to qualitative categories I will be able to find out the answers about the following questions: "Are the articles more relative to Croatian education or foreign education?", "How is the social injustice perceived in the articles?" and "Which achievements are most commonly written about?".

Keywords. content analysis, education, news portal, achievement, social injustice

Acknowledgments

References

Multiple articles taken from the Croatian news portal "24 sata"