

Content Analysis of Homoeopathic Journals

Mr. Ramkisan A. More

Librarian, Navnirman Shikshan Sanstha's, Laxmibai Sitaram Halbe College of Arts, Commerce and Science,
Dodamarg, Dist. Sindhudurg
Email id: ramkisanmore@yahoo.com

Abstract: The study aims to analyze the contents of articles published in homoeopathic journals, to find out the research methods data analysis techniques productive country contributing highest number of article, highest contributing author, year wise publication, etc. during 2004 – 2007. A total of 549 articles were published in the selected homoeopathic journals. Data analysis revealed, India is the most productive country contributing articles published in the selected homoeopathic journals.

Keywords: Content Analysis, Homoeopathic Journals, Author, Bibliometric, Scientometrics

Introduction: The analysis of content is a central topic in all of the sciences dealing with man. The capacity for speech is man's most striking characteristic, and language is bound up with rational thought, emotions, and all of the distinctively human parts of man's internal life. Content Analysis is a core problem in the study of man, and to work at solving it could alter the social and behavioral sciences in fundamental ways. Homoeopathy is a complete system of medicine which aims at promoting general health by reinforcing body's own natural health capacity. Content analysis is a methodology in social sciences for studying the content of communication.

Earl Babbie defines it as "The study of recorded human communications, such as books, websites, paintings, and laws". It is most commonly used by researchers in the social sciences to analyse the record transcripts of interviews with participants. Content analysis is also considered a scholarly methodology in the humanities by which texts are studied as to authorship, authenticity of meaning. Powell defined content analysis as "A systematic analysis of the occurrence of words, phrases, concepts etc. in books, films, and other kinds of materials"

Need of Content Analysis: Content analysis is rapidly becoming less of a tool to be used in the experimental manipulation of the communication process. Content analysis appears to have two general and major functions

- To provide descriptive abstract of any document at a level and of such a nature as will indicate what information may be found in it.
- To provide guidelines in transforming document content from one medium to another end in reducing content for ease of bibliographic access.

Review of Literature: Review of literature gives an overview of what methods and methodologies are useful. As such, it is not in itself primary research, but rather it reports on another finding. Review of relevant literature is an important step for research after formulating research problem. According to Busha C.H. and Harter S.P. "literature review is a critical summary of different facets of research problem as reported in existing sources." The process of reviewing literature was started by referring the bibliography of research on the subject. A bibliography is a basic information source for finding out research carried out in the subject of library and information science. Different bibliographies are available for this purpose. Association of Indian University publishing bibliography of doctoral dissertation in social science is the basic material in this regard. In support of this bibliography of research in library and information science in India compiled by Pathak Vijay and Ramaiah L.S. and P.S.G. Kumar were scanned as they have covered research conducted at post graduate and Ph. D. level.

Scope and Limitation of this study: This study covers journals namely Homoeopathic Heritage, Homoeopathy for All, Homoeo Times published during 2004 to 2007. The papers presented in the journals are analyzed using content analysis technique. The study is limited to the total numbers of 549 Articles published in above mentioned journals during 2004 to 2007.

Objectives of this study: The main objective of this study is to analyze the content of homoeopathic journals and make the quantitative assessment of status of the journal by way of analyzing the following features of journals

- To study year wise growth of publication
- To study geographical distribution of research output
- To study authorship and collaboration pattern in the publication
- To find out the extent of international collaboration
- To find out most productive authors in the field
- To find out organization wise distribution of publication
- To find out the channels of communications used by the scientists
- To find out the high frequency keyword appeared in the channels of communication

Research Methodology: For this study articles published in Homoeopathic Heritage, Homoeopathy for All and Homoeo Times were selected during the period of 2004 to 2007. The research papers were analyzed using content analysis method. The data were collected and analyzed from different aspects such as highest contributing author, year wise publication, authorship pattern etc.

Data Analysis and Interpretation: For this study articles were collected from selected journal namely Homoeopathic Heritage, Homoeopathy for All and Homoeo Times from the year 2004 to 2007. The data were collected and analyzed from different aspects such as highest contributing author, year wise publication, authorship pattern etc

Year wise Publication Productivity and Collaboration Rate

During 2004-2007 a total of 549 articles were published in the selected Homoeopathic Journals. The highest numbers of articles 157 were published in the year 2007. It can be clearly seen from the table that the growth of the literature was very fast during 2004-2007.

Table No. 1

Year	Single Authored Articles	Multi authored Articles	Total No. of Articles	Collaboration Rate
2004	91	08	99	0.08
2005	145	07	152	0.04
2006	134	07	141	0.04
2007	154	03	157	0.01

Geographical Distribution of Articles

Table No. 2

Sr. No.	Country	Articles	Percentage
1	India	494	89.98
2	Great Britain	25	4.55
3	USA	09	1.63
4	Germany	03	0.54

There were four countries carrying out research and produced 549 Articles. India is the top most country with 494 articles of the output, followed by Great Britain with 17 articles, USA with 9 Germany with 3 Articles.

There were 461 organization involved in research activity. The above table shows that Bakson's Homoeopathy Research Foundation topped the list with 26 articles followed by Vinayaka Mission's Homoeopathy Medical College (India) with 12 articles, Surmeet Homoeopathic Clinic with 10 articles, Central Council of Homoeopathy with 9 articles and British Institute of Homoeopathy with 7 articles.

Preference of Channels of Communications by Authors

Table No. 7

Sr. No.	Channels of Communication	Number of Papers	Percentage
1	Book Club	1310	32.72
2	Articles	548	13.68
3	News	430	10.74
4	Events	417	10.41
5	Monthly Forecast	384	9.59
6	Feedback	279	6.96
7	Book Review	152	3.79
8	Editorial	119	2.97
9	Pioneer	48	1.19
10	Photo Quiz	46	1.14
11	D. Quiz	46	1.14
12	Webpeep	43	1.07
13	H. Crisscross	40	0.99
14	Communication	39	0.97
15	Crack the Case	36	0.89
16	Bio Chemic System	3	0.87
17	Pondering View	31	0.77
	Total	4003	100%

Channels, in communication, refer to the medium used to convey information from a sender to a receiver. The above table shows that 32.72 of the literature were published in journals. Book Club (32.72) followed by articles (13.68) and news (10.74).

Distribution of Keyword

Table No. 8

Sr. No.	Keyword	Frequency
1	Homoeopathy	77
2	Disease	26
3	Remedy	15
4	Medicine	13
5	Psora	13
6	Disorder	10

Keyword is a word that succinctly and accurately describes the subject discussed in a document. It can be observed from the above table that, the high frequency keywords were Homoeopathy (77), Disease (26), Remedy (15), Medicine (13), Psora (13) and Disorder (10).

Conclusion

The study concludes with the following observations

- India is the top producing country with 494 Articles.
- There were two international collaborative papers.
- Majority of the affiliated institution are from India

References

1. Berelson, B. (1952). *Content Analysis in Communications Research*. New York: Macmillan Pub Co.
2. *Bibliography of Doctorate Dissertation in Social Sciences*. (1997). New Delhi: Association of Indian University.
3. Buscha, C. H. (1980). *Research Methods in Librarianship: Techniques and Interpretation (Library and Information Science Series)*. California: Academic Press Inc.
4. P.S.G., K. (1997). *Research in Library and Information Science in India*. New Delhi: Concept Publishing Co.
5. Pathak, V. (1986). *Bibliography of Research in Library and Information Science in India*. New Delhi, India: South Asia Books.