

# A Study on Development of Media Content Analysis and Quantitative Content Analysis

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This paper investigates whether there is significant association between the content of newspaper articles and TV programs in contemporary Japan, where it is already known that the influence of television and the Internet is pervasive. The quantitative content analysis indicated a significant association between newspaper content and responses to the open-ended questions (agenda-setting theory). Thus, we argue that a content analysis of media can be utilized as a research method in detail.