# Automated Content Analysis

Automated Content Analysis (ACA) refers to a collection of techniques used to automatically analyze media content. Because people often analyze textual data, it is also referred to with terms as Automated Text Analysis – however, there is no inherent reason why one could not include images or other media in one’s analysis.

Given that more and more communication happens online and is available in a digital format, it makes sense to analyze this huge amount of data in an automated fashion.