**Content Analysis for the Web: Theme Analysis of a Web Genre**

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*Introduction*

I am performing a thematic analysis for 5 websites providing discussion forum for ladies staying on H-4 visa in USA. The websites are H4 Visa Forums, Indus Ladies, BoardReader, SeattleIndian and R2IClub. The URL’s for the websites are provided in the appendix. The unit of analysis is continuous text from different topics and comments from users having atleast more than 400 words. The website was sampled through convenience sampling; I am personally using all of these websites and also know many of my friends using. These are by far the most websites for H-4 related discussion. Only the number of topics/queries and comments on the homepage is considered for analysis resulting in different number of posts on each website homepage. Total number of posts (continuous text) per website used for analysis is as follows:

H4 Visa Forums-37

Indus Ladies-28

BoardReader-52

SeattleIndian-28

R2IClub-40

*Codebook*

|  |  |
| --- | --- |
| Variables | Values |
| Purpose of posts | Support, seeking advice, seeking information, finding resources, whining, query |
| Tone of posts | Positive, negative, neutral |
| Purpose of comments | Support, sharing advice, sharing information, agony, whining |
| Tone of comments | Positive, negative, neutral |
| Intimacy | Generic, personal, intimate |
| Nature of experience | Positive, negative, neutral |

The variables selected for my analysis have similar values of purpose and tone of posts. It was a little difficult to code this because, the comments for the queries can in turn be a query or a support statement or advice and so on. There was a clashing of values. I have segregated the values based on the posts to the best I could by going to through post and comments and understanding the underlyting emotions and meanings for the tone of posts. Coming to Intimacy, here it does not have anything to do with sexual meaning, instead it is the level of intimacy the users of website have when they share their contents with other users. This was hard as well for me to frame values. There are people sharing the visa related information like the expiry, state of issuance, I have tagged them as personal. Surprisingly, there are people sharing their emotions and problems like suicidal attempts, domestic violence by husband, not enough money to get a lawyer etc., and have been getting very supportive responses as well. This kind of posts and comments have been tagged as intimate level.

*Result*

**Purpose of posts**

**Purpose of comments**

**Tone- Posts Tone-Comments**

**Nature of experience Intimacy**

**Interpretation**

Posts are supportive, informative and whiny, comments however are positive in terms of supporting the negativity of the posts. Tone of the posts is confusing, people felt helpless and lot of expectation regarding the changes to be made and the voices heard were clearly made out of the posts. Educated people with software background felt their career was being ruined and they were scared about time being wasted. It was lonely and depressing for many to stay at home idle and doing nothing. Many ladies expected work permit would be given in near future, which would increase the income in the family. The ladies were from different educational and cultural backgrounds. Many ladies gave up hope that was analyzed through the intimacy analysis between users and their tone of posts. Some were very determined and found or were willing to find alternatives. Many ladies underwent through lot of mental disturbances. Their husband’s wanted them to be financially independent as one earning in the salary was not sufficient while the family became bigger with kids, women could not even file for divorce as they could not afford for it.

Appendix:

URL’s of the websites-

<http://www.indusladies.com/forums/h4-indian-ladies/>

<http://boardreader.com/tp/H4%20visa.html>

<http://h4-visa.com/>

<http://www.seattleindian.com/seattle/immigration-h4-visa.asp>

<http://www.r2iclubforums.com/forums/>



