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THE TECHNIQUE OF CONTENT ANALYSIS OF PUBLICATIONS ON VOCATIONAL TRAINING OF PUBLIC SERVANTS

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The Technique of Content Analysis of Publications on Vocational Training of Public Servants

Found that descriptive style is the main defect of the master's works. Therefore, future public servants need to be taught to develop and apply specific methodologies and techniques for obtaining primary data.

Developed by the authors, and introduced into practice the technique of content analysis of publications on training of public servants in Ukraine is presented in this article. Development of a system of categories and units of content-analysis was carried out based on the structural components of pedagogical system of N.V. Kuzmina.

The article is illustrated with examples of the final Protocol and cards for the content analysis of publications on this issue. The use of this technique will help to transform the descriptive style of master's degree papers of future public servants on the analytic style and the improvement the quality of this papers.

Key words: professional training, public service, content analysis, protocol of content analysis, card for content analysis.

Actual problem of the theory and methodology of professional education is to find ways to improve the quality of professional training of Masters of Public Administration. This is referred to both in government documents and in researches of different authors [1 - 6, 8, 9, etc.]. Important part of professional Masters training is the exercise of master's research and writing the master's thesis on this basis. However, the analysis of publications and our own experience shows that the main drawback of master works is mainly their summary-descriptive nature. Considering this, the search for ways to improve the quality of master works by strengthening their research component is topical.

Solution of this task will be contributed to acquirement masters not only knowledge of the methodology and methods of scientific investigation, but their possession specific technique of implementation of various acquiring data methods.

The aim of this article is to present authored and introduced into practice in the implementation of research within a Master's thesis training of masters in "Civil Service", method of content analysis publications in the field of civil servants training.

More often, content analysis of master works is carried out by means of the traditional method of text documents analysis, based on intuitive understanding, summarizing the content, interpretation and rationale of future findings, statements.

The main disadvantage of the traditional method of publications' analysis, which is realized by applying analysis and synthesis, comparison, identification, evaluation, interpretation, is the potential for subjective influences on the results. We therefore consider it appropriate to use in the course of master studies to analyze existing regulations, research publications and dissertations method of content analysis.

Let us consider how this method was used during the Master's study on "The formation and development of civil servants training in Ukraine".

To implement a content analysis of publications in the field of civil servants training, it is needed to develop special methodological tools – rubricator or codificator, the form of the final report content analysis and cards for fixing the results of individual publications' analysis. For the development of these documents it was necessary to justify the so-called "category analysis", "unit of analysis", "counting unit".

Categories of analysis are general key concepts that meet the objective of the research, and according to which, the units of analysis will be sorted. The system of categories indicates what exactly we will seek in the content of the publication. The units of analysis are semantic or qualitative features that stand out as the elements summarized under particular category as manifestation of categories. For example, the category of "primary data acquisition methods" corresponds to the following

items: "poll", "observation", "document analysis", "experiment". Sometimes at first category is divided into subcategories, and then the units of analysis are outlined. The frequency of occurrence units of analysis was chosen as the standard unit of counting.

Since the subject of this master research is the system of civil servants training in Ukraine, then in the development of content analysis methods, we relied on the theory of educational systems, in particular on the structure of the educational system, proved by N. V. Kuzmina [7]. First, we have identified two categories:

1. Description of the current system of professional civil servants training.

2. Suggestions for improvement of the professional civil servants training.

Two subcategories were introduced for the first category:

1.1. The disadvantages of the existing system of training civil servants.

1.2. The advantages of the current system of training civil servants.

As the units of analysis for each of the categories/subcategories were structural components of educational system (by N. V. Kuzmina): the purpose of training, content of training, institutional forms of training, methods and technologies of training

(N. V. Kuzmina uses the term "means of educational communication" by which she means series of forms and methods of preparation), subjects (teachers) and objects (masters-future civil servants). In addition, to each category/subcategory we added unit of analysis such as "financing" (as the previous review of works showed that their authors quite often touched these matters) and "other", which we attributed to the analysis of the characteristics and suggestions that go beyond the specified units. For instance, a proposal to introduce Bachelor specializing in "civil service" given by O. Melnikov [6] was attributed to the category "other".

Table 1 shows the form of content analysis protocol of publications and dissertations on professional civil servants training.

Filling out the final content analysis protocol of publications and theses on civil servants training was followed by filling cards for each of the analyzed documents. Card, fragment of which is shown in picture 1, has the same form as the protocol, except the last column, entitled "manifestation of unity in the text". For example, O. Melnikov in his article noted his shortcomings forms and methods of the present

system of professional civil servants training have the expression in the text "insufficient spread of new forms of training", "lack of prevalence of new training methods".

Table 1

The form of content analysis protocol of publications and dissertations on professional civil servants training

Categories of analysis	Subcategories	Units of analysis	Units of counting
Characteristics of the existing civil servants training system	Disadvantages of existing system of PCST	Aim of training	
		Contentof training	
		Forms of training	
		Methods and technologies of training	
		Subjects (teachers)	
		Objects (future civil servants)	
		Financing	
		Other (specify)	
	Advantages of existing system of PCST	Aim of training	
		Content of training	
		Forms of training	
		Methods and technologies of training	
		Subjects (teachers)	
		Objects (future civil servants)	
		Financing	
		Other (specify)	
Suggestions for improving the system PCST		Aim of training	
		Content of training	
		Forms of training	
		Methods and technologies of training	
		Subjects (teachers)	
		Objects (future civil servants)	
		Financing	
		Other (specify)	

Author: OleksandrMelnikov
Title: "Problems of professional civil servants training and the prospects for their solution"

Categories of analysis	Subcategories	Units of analysis	The manifestation of unity in the text
Description of the existing civil servants training system	Disadvantages of existing system of PCST	Aim of training	
		Content of training	Imperfect State standard of civil servants training
		Forms of training	The low prevalence of new training forms
		Methods and technologies of training	The low prevalence of new training methods
		Subiects (teachers)	
		Objects (future civil servants)	
		Lack of financing	
		Other (specify)	1) Inadequate distribution of functions for the organization of vocational training between the Main Department of Civil Service of Ukraine, local authorities and the National Academy of Public Administration under the President of Ukraine; 2) Absence of a defined system of monitoring the needs of civil servants in vocational training and monitoring needs of the authorities in skilled workers; 3) Unsolved problems with customers for professional training, re-training of specialists in the field of public administration.
	Advantages of existing system of PCST	Aim of training	Providing high professionalism of civil servants, which makes the dynamic development of civil servants that can effectively perform their tasks and functions

Picture 1. Fragment of the completed card to analyze publications and dissertations

Practice showed that the application of the developed method could improve the objectivity of analysis, make it "transparent", direct master to structured, and, accordingly, much clear statement of the contents of the master's work.

Promising directions for further research is to develop a bank of content analysis techniques of legislative and normative documents, scientific publications and theses, where variety of topical problems of public service is displayed.

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Адаменко О. В., Ткаченко О. В.

Методика контент-аналізу публікацій з питань професійної підготовки державних службовців

У статті представлено розроблену авторами й впроваджену в практику методику контент-аналізу публікацій з питань професійної підготовки державних службовців в Україні. В основу розробки системи категорій та одиниць контент-аналізу покладено структурні компоненти педагогічної системи за Н. В. Кузьміною. Статтю проілюстровано прикладами підсумкового протоколу та картки для контент-аналізу публікацій з означеної проблеми. Застосування цієї методики сприятиме зміні реферативно-описового характеру випускних робіт магістрантів спеціальності „Державна служба" на аналітичний і поліпшенню якості цих робіт.

Ключові слова: професійна підготовка, державна служба, контент-аналіз, рубрикатор контент-аналізу, протокол контент-аналізу, картка для контент-аналізу.

Адаменко Е. В., Ткаченко Е. В.

Методика контент-анализа публикаций по вопросам профессиональной подготовки государственных служащих

В статье представлена разработанная авторами и внедренная в практику методика контент-анализа публикаций по вопросам профессиональной подготовки государственных служащих в Украине. Разработка системы категорий и единиц контент-анализа осуществлялась с опорой на структурные

компоненты педагогической системы по Н. В. Кузьминой. Статья проиллюстрирована примерами итогового протокола и карточки для контент-анализа публикаций по названной проблеме. Применение этой методики будет способствовать изменению реферативно-описательного характера выпускных работ магистрантов специальности „Государственная служба" на аналитический и улучшению их качества.

Ключевые слова: профессиональная подготовка, государственная служба, контент-анализ, рубрикатор контент-анализа, протокол контент-анализа, карточка для контент-анализа.

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