

## PEDAGOGY

***Lyudmila G. Vakalova<sup>1</sup>, Natalia V. Fedorchenko<sup>2</sup>***

*(<sup>1, 2</sup>Lesgaft National State University of Physical Education, Sport and Health, St. Petersburg, Russian Federation)*

### **Content analysis as a method of theoretical research of the conceptual apparatus in pedagogical science**

An example of using content analysis as a theoretical, qualitative and formalized method of analyzing the definition of a pedagogical concept is given and described. The sequence of content analysis described by S.G. Vershlovsky and M.D. Matyushkina is taken as a basis. This technique is complemented by techniques typical of Internet marketing and information technology.

**Key words:** methodology of pedagogical research, content analysis, theoretical research in pedagogy, semantic core of definition, conceptual framework.

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***January 6, 2025***