CHAPTER IV
METHODOLOGY

The present study mainly focused on the ‘Impact of political communication on voting behaviour’. A comparative study in Karnataka, Kerala & Tamil Nadu. With the main objectives in mind the researcher has studied the content of prominent newspapers and Television channels of Karnataka, Kerala & Tamil Nadu over a period of 18 months between 2007 to 2009 to know the different manifestations of political communication in these three states. Thus the researcher could identify the political communication on important policies, personalities and issues which have figured in both newspapers and television channels in Karnataka, Kerala & Tamil Nadu. Based on the political content of newspapers and TV channels in these three states the researcher has conducted a survey with a scientifically designed questionnaire among the voters of these three states to study the ‘Impact of political communication on voting behavior’.

Definition of terms and operational definitions:

Political Communication: A pure discussion about the allocation of public resources (revenues), official authority (who is given the power to make legal, legislative and executive decision), and official sanctions (what the state rewards or punishes) (Denton & Woodward

Voting: The act or process of casting a vote especially in a political election. (Definition in Webster’s Third New International Dictionary)

Behavior: The manner in which the electorate behaves in reacting to social stimuli or the day today political events.

Causation: The process by which one or more factors result in the occurrence of an event, behavior, or attitude. A variety of factors cause human behaviour. For example, genetics.
**Critical approach:** Research approach that studies the connections between media and society and the impact of those connections on culture.

**Elections:** An act or process of choosing public officials for office, position or membership by voting a sovereign state or a corporation or a council.

**Electorates:** People who are above 18 years of age, Indian citizens and residents of Karnataka, Kerala & Tamil Nadu. (Every adult citizen of 18 and above irrespective of his race, creed or sex, has the right to vote provided he or she is not otherwise disqualified.)

**In-Depth interviewing:** A researcher selects subjects for study and conducts several detailed interviews at different times.

**Political Parties:** The officially registered political parties in Election Commission of India, an autonomous body that overview the election process of national and state level. Political parties both big and small in the states like Karnataka, Kerala & Tamil Nadu.

Politics: Politics may be succinctly described as ‘the act of the possible’.

**Participant Observation:** Researchers join activities so they can observe research subjects in every behavior.

**Survey Research:** A quantitative research method that involves randomly selecting a small group of people, called a sample, from a larger group, called a population and asking them questions from a questionnaire.

**State Legislature:** The Legislative assembly is the popular chamber and the real centre of power in the state. It is composed of members directly elected by the people.

**Political Parties:** No definition of ‘Party’ is ever entirely satisfactory but, perhaps, the most useful as well as the most common are those that focus on the political acts likely to be performed by party. Fred Riggs, for example, sees ‘party’ as ‘any organization which nominates candidates for election to legislature’. Joseph La Palombara and Myron Weiner say that to deserve the name of party an organization
must set up local units, seek electoral support from the general public, play a part in
political recruitment and be ‘committed to the capture or for maintenance of power,
either alone or in coalition with others’. Joseph Schlesinger settles for ‘the political
organization which actively and effectively engages in the competition for elective
office’.

**Politician:** A person actively engaged in politics, especially party politics,
professionally or otherwise, often a person holding or seeking political office
(Webster’s New World Dictionary).

**Politics:** Politics may be described as the ‘art of the possible’

**Party Functionaries:** In this study ‘political functionaries’ refers to the office-
bearers of all prominent political parties at the block level, district level and State
level in Kerala.

**Kerala:**

Left Democratic Front (LDF) consists of the following political parties at the
time of the study.

1. CPI (M) - Communist Party of India (Marxist)
2. CPI - Communist Party of India
3. KCJ- Kerala Congress (J)
4. JD- Janatha Dal
5. Congress (S)
6. Revolutionary Socialist Party

United Democratic Front (UDF) consists of the following political parties at the
time of the study.

1. Congress I – Cong I
2. Indian Union Muslim League- IUML
3. Kerala Congress (M)
4. CMP
5. NDP
BJP: Bharathiya Janatha Party
NCP: Nationalist Congress Party

**Tamil Nadu:**
DMK: Dravida Munnete Kazhagam
AIADMK: All India Anna Dravida Munnete Kazhagam
PMK: Pattali Makkal Katchi
MDMK: Marumalarchi Dravida Munnetra Kazhagam
DMDK: Desiya Murpokku Dravida Kazhagam
CPI (M): Communist Party of India (Marxist)
CPI: Communist Party of India
Cong (I): Congress (I)
IND: Independent

**Karnataka:**
Cong (I): Congress I
JD (S): Janatha Dal (S)
BJP: Bharathiya Janatha Party
CPI (M): Communist Party of India (Marxist)
CPI: Communist Party of India

**Tools of Data Collection:**

The researcher has taken two important media in Karnataka, Kerala & Tamil Nadu, the newspapers and television channels for the purpose of the study. With the most important objectives in mind, the researcher has studied contemporary political
issues and discussions on them in the newspapers and TV channels of Karnataka, Kerala and Tamil Nadu over a period of 18 months. After detailed scanning of the political content of the newspapers and television channels, the researcher has prepared three separate questionnaires with the content of the political communication in Karnataka, Kerala and Tamil Nadu.

All the three questionnaires consisted of 33 questions each, covering contemporary political policies, issues, welfare programs adopted and implemented by the ruling parties and the opposition parties, the political currents and the undercurrents. In nutshell the questionnaire covered the drift of politics and political communication in Karnataka, Kerala & Tamil Nadu. It also covered questions meant to elicit personal and demographic information. Further each questionnaire consisted of both open ended and closed questions. Though the questionnaires were identical in nature, there were differences in the political content of these three questionnaires meant for Karnataka, Kerala and Tamil Nadu.

Thus for the purpose of the study the researcher has used survey method by adopting a random sample of 385 voters of Karnataka, Kerala and 380 voters of Tamil Nadu were selected to study the Impact of Political Communication on voting behavior in these three states. The necessary data for the study were collected through personal survey conducted among the voters of Karnataka, Kerala and Tamil Nadu, giving representation to various segments of the society in these three states. The researcher has also taken necessary care to give adequate representation to all political groups, education, age, occupation and regions. Though there were instructions in all the three questionnaires, the researcher with a view to eliciting complete information, personally met all the voter respondents and assured them that their answers would be used only for research purpose and would be kept confidential. All respondents were personally interviewed by the researcher with the three separate questionnaires in Karnataka, Kerala and Tamil Nadu.

Thus the data collected from these three states was supplemented by extensive field notes obtained through discussions with the voters in these three states as well as personal observation of the interviewer. All efforts were made to
make the date exhaustive and reliable. Thus the researcher was able to collect 385 questionnaires with complete information in Karnataka and Kerala and 380 questionnaire with complete information from Tamilnadu. Though the researcher collected more than 380 questionnaires, the incomplete ones were eliminated from the list of respondents.

Thus the data obtained from the field survey in Karnataka, Kerala and Tamil Nadu has been analyzed statistically on the basis of the following methods:

1. Tabular representation according to relevant characteristics
2. Chi- Square Test for independence of character.

Specific Objectives:

1. To find out the impact and the role of media, especially newspapers and television on the political decision making process (voting) in Karnataka, Kerala and Tamil Nadu.

2. To find out the impact of election manifesto on voting behavior of the people in Karnataka, Kerala and Tamil Nadu.

3. To find out the views of the voters on the newspaper trend of the misuse of news columns for the purpose of personality cult than for development purpose.

4. To find out the impact of demographic factors on various policies implemented in the Karnataka, Kerala and Tamil Nadu.

5. To find out the most preferred political leader to rule Karnataka, Kerala and Tamil Nadu.

6. To find out the impact of socio-economic policies implemented by the contemporary governments and political parties during its tenure of 5 years on voting behavior of the voters in Karnataka, Kerala and Tamil Nadu.
7. To find out the impact of election campaigns on voting behavior during election

8. To find out the objectivity of newspapers and television channels in matters of political news reporting in Karnataka, Kerala and Tamil Nadu.

9. To find out the impact of socio-economic issues, political and religious discussions, development programs and its political communication through newspapers and television channels and its impact on the voting behavior of the voters in Karnataka, Kerala and Tamil Nadu.

Limitations of the study:

Though various classical studies have conducted on the effects and impact of mass media on voting behavior in American context and in the other developed countries, only very few efforts were made in India. Moreover even the countries which have conducted the voting studies were unable to identify the real factors which affected the voting behavior of individuals due to the absence of adequate parameters to measure the complexity of political communication on voting behaviour.

The lack of adequate studies on the political communication and voting behavior in India also posed problems for the researchers to get adequate amount of literature for the present study.

In spite of all these limitations the researcher has taken pain to consult with research guide and several communication experts in the country at every stage of the research procedure. Thus the researcher has tried to minimize the possible flaws of the study.

Hypothesis: NH₁ - Views regarding the impact of political communication through media on voting behavior of the voters in Karnataka is not associated with the background differential of the voters in Karnataka.
NH2 - Views regarding the impact of political communication through media on voting behavior of the voters in Kerala is not associated with the background differential of the voters in Kerala.

NH3 - Views regarding the impact of political communication through media on voting behavior of the voters in Tamilnadu is not associated with the background differential of the voters in Tamilnadu.

NH4 - Views regarding the impact of political communication through newspapers on voting behavior of the voters in Karnataka is not associated with background differential of voters in Karnataka.

NH5 - Views regarding the impact of political communication through newspapers on voting behavior of the voters in Kerala is not associated with background differential of voters in Kerala.

NH6 - Views regarding the impact of political communication through newspapers on voting behavior of the voters in Tamil Nadu is not associated with background differential of voters in Tamilnadu.

NH7 - Views regarding the impact of political communication through television on voting behavior of the voters in Karnataka is not associated with background differential of the voters in Karnataka.

NH8 - Views regarding the impact of political communication through television on voting behavior of the voters in Kerala is not associated with background differential of the voters in Kerala.

NH9 - Views regarding the impact of political communication through television on voting behavior of the voters in Tamilnadu is not associated with background differential of the voters in Tamilnadu.

NH10 - Views regarding the impact of Election Manifesto on voting behavior of the voters in Karnataka is not associated with the background differential of the voters in Karnataka.
NH11 - Views regarding the impact of Election Manifesto on voting behavior of the voters in Kerala is not associated with the background differential of the voters in Kerala.

NH12 - Views regarding the impact of Election Manifesto on voting behavior of the voters in Tamilnadu is not associated with the background differential of the voters in Tamilnadu.

NH13 - Views regarding the newspaper trend of the misuse of news columns for the purpose of personality cult than for development purpose is not associated with the background differential of voters in Karnataka, Kerala and Tamilnadu.

NH14 – Views regarding the most preferred political leader to become the Chief Minister of Karnataka, Kerala and Tamilnadu is not associated with the background differential of the voters in Karnataka, Kerala and Tamilnadu.

NH15 – Views regarding the Impact of demographic factors in connection with political communication through media and its impact on voting behavior of the voters in Karnataka, Kerala and Tamilnadu is not associated with the background differential of the voters in Karnataka, Kerala and Tamilnadu.

NH16 – Views regarding the Impact of demographic factors in connection with political communication through newspapers and its impact on voting behavior in Karnataka, Kerala and Tamilnadu is not associated with the background differential of the voters Karnataka, Kerala and Tamilnadu.

NH17 – Views regarding the Impact of demographic factors in connection with the political communication through television and its impact on voting behavior in Karnataka, Kerala and Tamilnadu is not associated with the background differential of the voters in Karnataka, Kerala and Tamilnadu.

Table 1: Profile of the Voter Respondent in Karnataka, Kerala and Tamil Nadu

<table>
<thead>
<tr>
<th>STATE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>KARNATAKA</td>
<td>236</td>
<td>149</td>
<td>385</td>
</tr>
<tr>
<td>KERALA</td>
<td>298</td>
<td>87</td>
<td>385</td>
</tr>
<tr>
<td>TAMILNADU</td>
<td>297</td>
<td>83</td>
<td>380</td>
</tr>
</tbody>
</table>
Table 1.1 : Profile of the voter respondents and background characteristics of the sample in Karnataka.

<table>
<thead>
<tr>
<th></th>
<th>MALE</th>
<th>FEMALE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>236</td>
<td>149</td>
<td>385</td>
</tr>
</tbody>
</table>

Table 1.2 : Break up of the voters in the sample according to educational status in Karnataka

<table>
<thead>
<tr>
<th>GENDER</th>
<th>BELOW MATRICULATION</th>
<th>MATRICULATION TO DEGREE</th>
<th>P.G &amp; ABOVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>17</td>
<td>128</td>
<td>91</td>
</tr>
<tr>
<td>FEMALE</td>
<td>0</td>
<td>74</td>
<td>75</td>
</tr>
<tr>
<td>TOTAL</td>
<td>17</td>
<td>202</td>
<td>166</td>
</tr>
</tbody>
</table>

Table 2.1 : Profile of the voter respondents and background characteristics of the sample in Kerala.

<table>
<thead>
<tr>
<th></th>
<th>MALE</th>
<th>FEMALE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>298</td>
<td>87</td>
<td>385</td>
</tr>
</tbody>
</table>

Table 2.2 : Break up of the voters in the sample according to educational status in Kerala

<table>
<thead>
<tr>
<th>GENDER</th>
<th>BELOW MATRICULATION</th>
<th>MATRICULATION TO DEGREE</th>
<th>P.G &amp; ABOVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>36</td>
<td>230</td>
<td>32</td>
</tr>
<tr>
<td>FEMALE</td>
<td>1</td>
<td>56</td>
<td>30</td>
</tr>
<tr>
<td>TOTAL</td>
<td>37</td>
<td>286</td>
<td>62</td>
</tr>
</tbody>
</table>
Table 3.1: Profile of the voter respondents and background characteristics of the sample in Tamilnadu.

<table>
<thead>
<tr>
<th>GENDER</th>
<th>MALE</th>
<th>FEMALE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>297</td>
<td>83</td>
<td>380</td>
</tr>
</tbody>
</table>

Table 3.2: Break up of the voters in the sample according to educational status in Tamilnadu

<table>
<thead>
<tr>
<th>GENDER</th>
<th>BELOW MATRICULATION</th>
<th>MATRICULATION TO DEGREE</th>
<th>P.G &amp; ABOVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>13</td>
<td>219</td>
<td>65</td>
</tr>
<tr>
<td>FEMALE</td>
<td>0</td>
<td>58</td>
<td>25</td>
</tr>
<tr>
<td>TOTAL (380)</td>
<td>13</td>
<td>277</td>
<td>90</td>
</tr>
</tbody>
</table>

The data obtained from the field survey have been analysed statistically and is presented in the next chapter.