Chapter – IV
Research Methods
and Materials
4.1 Introduction

Research refers to search for knowledge. Research methodology helps to approach a research problem in a scientific way. Research methodology is an important part of any research because it acts as the backbone of the study by providing suitable methods that the researcher applies to achieve the objectives (Cohen, Mansion and Morrison, 2007).

This chapter deals with methods and a process undertaken to achieve the goal of the study. The entire research plan is outlined; the statement of the problem, aim and objectives of the study, research design, hypotheses, scope of the study, universe of the study, sampling frame, tools of data collection, method of data collection, pre-testing, sources of data, analysis of data, statistical process involved, limitations of the study and chapterization are explained systematically.

4.2 Statement of the Problem

Human Resource Department play an important role in an organization taking care of various aspects relating to employees welfare, ranging from recruitment to retirement. The role of Human Resources Department is indispensable for manpower planning, talent acquisition, training and development, talent management, employee engagement, performance management, payroll process, compensation and benefits, and other activities.

Training and development activities play a vital role in acquisition of knowledge, attitude and skill in employees. In today’s scenario business is driven by knowledge, creativity and innovations. In the current competitive scenario, organization needs creative and innovative employees who are capable of thinking out of the box.

For a majority of the employees training programmes are a scope for learning that is initiated by the organization in order to upgrade knowledge base and to fine tune their skills. Apart from knowledge and skill upgradation training helps in building the confidence of the employees in suitably taking decisions on work related issues. Training can increase commitment and decrease attrition (Barrett and Connell, 2001). Organizational effectiveness is possible through training (Prasanna Deshmuk, Sujay Khadilkar, 2011).
Importance of Human resources in an organization, be it in media or otherwise, can never be neglected, since they make or break the organization. Trained human resources are always an asset to any organization, print and electronic media are not an exception. These two media has a large number of human resources which contribute in their own way to achieve organizational goals.

Print and electronic media invests a lot of money, resource and time to develop the skill set of their employees. However, both print and electronic media are unaware of the specific skills needed to be developed among their employees to perceive their enterprises’ objectives. Hence, both the Medias are interested in ascertaining the effectiveness of training practices, as well as the perception of employees with respect to training programmes conducted for their benefit. The problem was identified and thus the present study on the training and development practices in print and electronic media was undertaken.

Though a few studies on media are available they give an understanding that many more studies are required to fill the gap, as global competitiveness demands such skills.

4.3 Aim and Objectives of the study

The main aim of the research is to study the existing training and development practices of print and electronic media and suggest ways and means of improvement.

Specific Objectives:

1. To assess various aspects of training and development programmes between print and electronic media.
2. To critically analyze the different types and methods of training and development programmes offered by print and electronic media.
3. To understand the organizations commitment to training and development activities among print and electronic media.
4. To understand the motivation of the respondents during training and development programmes in print and electronic media.
5. To collect opinions of respondents regarding present training and development practices in print and electronic media.
6. To study the effectiveness of training and development practices in print and electronic media.

7. To analyse the problems faced by the organizations while implementing training and development programmes, both in print and electronic media.

8. To suggest ways and means to improve the existing training and development practices.

4.4 Hypotheses

Based on the objectives, the following hypotheses were postulated:

1. Print and Electronic media differ in their types and methods of Training and Development.

2. Respondents differ significantly in their opinions on Training and Development in Print and Electronic Media

3. Print and Electronic media differ in their commitment to training and development.

4. There is a significant difference between print and electronic media regarding training and development practices.

5. There is a significant difference between print and electronic media relating to the problems faced by the organizations while implementing training and development programmes.

6. Respondents from print and electronic media differ significantly as far as the suggestions offered by them to improve training and development programmes are concerned.

4.5 Research Design

Research design is the systematic and structured method for exploring the required information. It is the blueprint of the whole research process. It specifies the objectives of study, methodology, process and technique followed for achieving the objectives.

The main reason for the conception of the study is to analyze and differentiate the practices of training from print media to electronic media. We have several sets of organizations that have shown highly progressive approach to managing the affairs of training, while some other organizations have registered a downward trend in the
changing scenario. Therefore, this study concerns with identifying the aspects that make an organization successful or unsuccessful in implementing the training programme, among all print media and electronic media selected for the study.

The research design adopted in this study is descriptive as well as explorative. It aims to find the existing training and development practices, organization commitment towards training and development activities, effectiveness of training and the problems faced by the management for implementing the training programme and exploring possible ways to make it more successful.

4.6 Scope of the Study

The scope of the study is to find out how far training and development has contributed to the acquisition of knowledge and skills. Scope of the study is considered on three parameters

1. Temporal perspective - importance of training and development. Training and development programs increase productivity, employee morale, creative thinking, job satisfaction and commitment of the employees towards the organizational goals.

2. Geographical perspective - The present study is conducted in Bengaluru city.

3. Respondent perspective - Employees of print and electronic media who have a minimum of two years of experience and have undergone at least one training programme during their tenure constitute the respondent for this study.

Since there is sporadic study done in this area, an in-depth study is necessitated to explore the different dimensional facts of training and development in print and electronic media.

The findings of this study are confined to Bengaluru city only, thus the findings and conclusions drawn from this study cannot be generalized.

4.7 Universe of the Study

All the personnel working in print and electronic media organization constitute the universe of this study. The organizations identified are six major existing newspapers as per Audit bureau of Circulation (ABC) and Indian Readership Survey and 14 existing television channels.
<table>
<thead>
<tr>
<th>Sl No</th>
<th>Name of the Organisation</th>
<th>Total Number of employee on Rolls in Karnataka</th>
<th>Total of Employees in Bengaluru City</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Vijay Karnataka.</td>
<td>865</td>
<td>295</td>
</tr>
<tr>
<td>2</td>
<td>Times of India</td>
<td>400</td>
<td>280</td>
</tr>
<tr>
<td>3</td>
<td>Vijaya Vani</td>
<td>920</td>
<td>325</td>
</tr>
<tr>
<td>4</td>
<td>Prajavani</td>
<td>925</td>
<td>280</td>
</tr>
<tr>
<td>5</td>
<td>Kannada Prabha</td>
<td>650</td>
<td>260</td>
</tr>
<tr>
<td>6</td>
<td>Deccan Herald</td>
<td>300</td>
<td>200</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>4060</strong></td>
<td><strong>1640</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Name of the Organization</th>
<th>Total Number of employee on Rolls in Karnataka</th>
<th>Total of Employees in Bengaluru City</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>TV9 Kannada</td>
<td>410</td>
<td>275</td>
</tr>
<tr>
<td>2</td>
<td>Public TV</td>
<td>370</td>
<td>220</td>
</tr>
<tr>
<td>3</td>
<td>Samaya TV</td>
<td>372</td>
<td>240</td>
</tr>
<tr>
<td>4</td>
<td>Suvena News</td>
<td>345</td>
<td>190</td>
</tr>
<tr>
<td>5</td>
<td>Udaya News</td>
<td>225</td>
<td>187</td>
</tr>
<tr>
<td>6</td>
<td>Kaustri News</td>
<td>238</td>
<td>148</td>
</tr>
<tr>
<td>7</td>
<td>ETV News Kannada</td>
<td>250</td>
<td>140</td>
</tr>
<tr>
<td>8</td>
<td>Praja TV</td>
<td>250</td>
<td>168</td>
</tr>
<tr>
<td>9</td>
<td>B TV</td>
<td>245</td>
<td>160</td>
</tr>
<tr>
<td>10</td>
<td>News 9</td>
<td>180</td>
<td>112</td>
</tr>
<tr>
<td>11</td>
<td>Janashri</td>
<td>285</td>
<td>198</td>
</tr>
<tr>
<td>12</td>
<td>Suddi TV</td>
<td>240</td>
<td>160</td>
</tr>
<tr>
<td>13</td>
<td>Raj News</td>
<td>200</td>
<td>128</td>
</tr>
<tr>
<td>14</td>
<td>Digvijaya News</td>
<td>210</td>
<td>120</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>3820</strong></td>
<td><strong>2446</strong></td>
</tr>
</tbody>
</table>

In print media there are 4060 employees out of which 1640 are working in Bengaluru city. In Electronic media there are 3820 employees out of which 2446 are working in Bengaluru city.

These 4086 employees working in Bengaluru city constitutes the universe of this research work.
### 4.8 Sample Design

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Type of Media</th>
<th>Media Organizations Selected for the Study</th>
<th>Total No of Employees eligible for this Study</th>
<th>Respondents Selected</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Print</td>
<td>3 Out of 6 Major Newspaper</td>
<td>900</td>
<td>75 x 3 = 225</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Vijay Karnataka</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Times of India</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Vijaya Vani</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Electronic</td>
<td>7 Out of 14 News Channels</td>
<td>1400</td>
<td>50 x 7 = 350</td>
</tr>
<tr>
<td></td>
<td></td>
<td>TV9 Kannada</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Public TV</td>
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<td></td>
<td>Kaustri News</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>ETV News Kannada</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>10 Organizations</td>
<td>2300</td>
<td></td>
<td>575</td>
</tr>
</tbody>
</table>

Three out of six major newspapers are selected for the study under print media. 7 out of 14 news channels were selected for the study under electronic media by **adopting purposive sampling method**. Thus the subject constitutes 575 respondents from both the medias.

Employees who have put in two years of service and attended one minimum training programme are selected; Accordingly 225 and 350 employees are selected from Print and Electronic media respectively.

Purposive sampling is based on the presumption that with good judgment (D.K. Laldas 2004) one can select the sample units that are satisfactory in relation to one's requirement. The organizers of the inquiry purposively chose the particular units of the universe for constituting a sample (C.R. Kothari 2001). On the basis the samples they selected out of huge sample, one representative will be typical or representative of the whole.

The sample of the respondents provides the diverse mix of employees from different culture, linguistic and socio-economic backgrounds.
4.9 **Tools of the Study**

The research tools adopted for data collection are as follows:

1) A structured questionnaire was prepared and adopted to collect the opinion of the managers, sectional heads and departmental heads regarding training and development practices. This questionnaire has two sections covering all the objectives of the study. It is to understand and collect the opinion of the middle and senior level management about training and development practices of the organizations selected for the study. It also gives a broader picture about how a media organization is committed to training and development practices by allotting a special budget every year.

The researcher has also used Dr. T.V. Rao's Training Effectiveness Questionnaire. This questionnaire measures the extent to which the training function is effective in an organization.

One predefined format was administered to the HR managers/Training officers to collect the details of training and development, organizational profile and other relevant information.

2) An interview schedule was used to collect the information from the employees regarding training and development practices. This self-prepared Interview Schedule is to understand the level of participation of the employees in training, their involvement, attitude and opinion towards training. This interview Schedule has total of 4 sections covering all the objectives of the study.

4.10 **Pre-testing**

For designing an effective questionnaire and interview schedule, Pre-testing was conducted with Print and electronic media respondents. The structured questionnaire was administered to 25 respondents both from print and electronic media in order to find out the clarity and suitability of the tools. The respondents suggested certain changes and modifications in the tools. After discussion with the subject experts, HR Department officers and research guide, suitable modifications and corrections were made and finalized accordingly.
4.11 **Sources of Data and Method of Data Collection**

The data required for this research work are based on the objectives of the study, demographic details of the respondents and subject specific details such as various aspects of training and development programme in print and electronic media, type and methods of training and development, organization commitment to training and development activities, motivation of the respondents during training and development, opinion of the respondents regarding present training and development practices, effectiveness of training and development practices, problems faced by the organizations while implementing training and development programme etc.

- **Primary Data**

  A structured questionnaire and an interview schedule were used to collect primary data. Before handing over the questioner and collecting the information from the respondents, the researcher explained the purpose of his study to all the respondents and requested them to give their frank opinion. The interviews were conducted in a convenient location where the respondents could respond for the questions posed by the researcher. Interviews were conducted with prior appointment. Most of the interviews were conducted during leisure hours, holidays or during free time of the respondents to answer freely without any hurry.

- **Secondary Data**

  Secondary data is the data collected by other researchers for achieving set objectives which may have relevance to the present research topic. They are available in published form in Newspapers, magazines, journals, organization, records, web portals, web page pamphlets, documents etc.

  For the purpose of this research work secondary data is collected from as many sources as possible. The researcher visited the entire media agencies and collected information through records maintained by the agencies; specifically the profile of the organization, their circulation, readership, and television rating points – (TRP). Popular brands show their manpower strength, classification of employees, organizational hierarchy, training budget allotted and expenditure etc.
• **Observation**

Spending quality time in the field, the researcher had an opportunity to witness a few live training programmes in the organizations. This added value to the knowledge of the training practices like, different methods adopted for training, types of training programmes organized, participation/involvement of the trainees in the training process, different tools used for training, trainers knowledge and competency, course material provided, infrastructure provided, etc. These observations supported the findings of the study.

• **Field work and problems faced by the researcher**

Getting permission from the media organization for the study was the biggest challenge. The researcher had to meet the respondents many a time to get the duly filled in questionnaire. Even though prior appointment was fixed, the researcher had to wait for long hours to meet the respondents. Some respondents did not show any interest in filling the questionnaire, they started complaining that they don’t have time to attend any training for their development activity, even thought we are nominated. Some said that they were forced to work and could not to attend any training due to work pressure and emergencies. The researcher had to provide new questionnaires to the respondents who had misplaced them. The Researcher made very frequent visits to the media organizations to collect the filled in questionnaire.

### 4.12 Data Analysis and Interpretation

On completion of the data collection, the researcher checked and scrutinized each questionnaire and ensured that all the required information was collected. The collected data was coded, edited and analyzed. Data analysis was done by using various tools such as simple percentage analysis, chi-Square test, t-test, analysis of variance (ANOVA) standard deviations, mean deviation etc. A statistical package SPSS vers 17.0 was used to do the analysis.

The collected data after it was coded, edited and analyzed was later fed into tables pie chat, graphs and diagrams mechanically and then, it was interpreted and presented systematically using simple percentage analysis to assess the importance of respondents distributed in each category.
1. Simple percentage analysis is done to assess the importance of respondents distributed in each category.

2. The Chi-Square test is used to test the independence of two attributes, it is also used to test the influence of one factor over other

3. Analysis of variance is used to test the similarity of several means

4. T-test is used to check whether there were any significant differences in mean score of two groups

4.13 Ethical Issues Considered

- Identity of the respondents is not disclosed
- Complete details regarding the purpose of the study was explained to each respondent before collecting the data
- Each question was explained in detail to ensure that the respondent understood it clearly
- While asking questions, privacy was maintained among the respondents

Inclusive Criteria:

- Employees who have attended minimum one training programme and completed two years of service are included for the study

Exclusive Criteria:

Employees who have not attended training programmes and put in at least two years of service are not considered in this study.

4.14 Presentation of the Research Work

The present research work is broadly divided into seven chapters.

Chapter 1: Introduction

This chapter deals with the introduction to the topic with emphasis on conceptual Inputs on training and development and historical development of training and development in different parts of the world as well as India.
Chapter 2: Review of Literature

This chapter analyses various literature that are reviewed to support this study, studies relating to attributes of training and development, motivation for training and development, effectiveness of training and development are included in this chapter.

Chapter 3: Profile of the Organizations

This chapter provides the profile of the organizations selected for the study, which includes the background of the organizations, their services and strength of the workforce etc.

Chapter 4: Research Methods and Materials

This chapter provides details regarding aim and objectives of the study, statement of the problem, research design, universe of the study, sampling technique, methods of data collection, tools of data collection and statistical analysis used in this research is explained.

Chapter 5: Data Analysis and Interpretation

This chapter relates to the analysis and interpretation of the study, the statistical tools used for analysis and the results are displayed in the form of tables, figures and are interpreted.

Chapter 6: Findings and Summary of the Study

This chapter summaries the whole research work and also explains the major findings obtained from the study.

Chapter 7: This chapter includes suggestions and conclusion of the study followed by bibliography and appendices.

Reference:

3. Lal Das D.K; Practice of Social Research, Social Work perspective, Rawat Publications, Jaipur and Delhi, Page 63.

Pictures of data collection and pre-testing by the researcher