CHAPTER-III
RESEARCH METHODOLOGY

III.1. RESEARCH

As such the term ‘research’ refers to the systematic method consisting of enunciating the problem, formulating a hypothesis, collecting the facts or data, analysing the facts and reaching certain conclusions either in the form of solution(s) towards the concerned problem or in certain generalizations for some theoretical formulation.

Research means the systematic investigation into and study of materials, sources; in order to establish facts and reach new conclusions; an endeavor to discover new or collate old facts; by the scientific study of a subject or by course of critical investigation; engaged in or intended for research; work directed towards the innovation, introduction and improvement of products and processes.

Investigate

Investigate refers to inquire into; examine; make a systematic inquiry or search; seeking or serving to (journalism).

Analyse

Analyse refers to examine in detail the elements, assertain the constituents; find or show the essence.

Investigation

Investigation refers to enquiring intensively into controversial issues.
Follow up

Follow-up refers to make further investigation, to pursue a subsequent or continued action, experience.

Envisage

This refers to have a mental picture of a thing not yet in existence, conceive, a possibility or desirable future event.

**DEFINITIONS OF RESEARCH**

The first point of research is to collect facts and figures for topic of research in a systematic way and to use them. But the early researches were not conducted to achieve such planned and objectful purposes. The modern research with the use of facts and figures in a systematic way along with their practical and successful results in practice.

1. Research is a self-continual process which has its start but not the end. - Dr V.M. Sharma

2. A detailed non-controversial investigation with analysis to examine in detail the elements, to find or show the essence is called research. - Dr V.M. Sharma

3. Any literary truth worthy purified facts certified undoubtedly element coming out for reason are called research. – Dr Dev Rai Uppadhya

4. The followed up material, complete in all respects adjudged as truthful conclusion is named as research - Dr R.G. Sharma

**Kinds of Research**

1. *Subjective Research*
2. **Procedural Research**

3. **Objective Research**

4. **Critical Research**

Mainly, Basic Research, Applied Research and Action Research are different but they are co-related to each other. Although Basic Research or Theoretical Research may not be in applied form and this may not be applied even then its important. For any subject, facts were collected, analysed a conclusion reached and that became theory. Its effects were known collection made, stored and that is our Basic Research. Basic Research can be conducted by every person on any subject. But Applied Research is which has been applied or made use of. For example thermocol is a material which had been invented. This is its Basic Research but when this research will be applied then it will be named Applied Research viz. To use thermocol in different modes like moulding it into ice-box and storing in it the ice. To fix it for packaging of T.V or other delicate instruments for its safe handling or other decorative or beautifying things, as a whole, it may be said that the applications to make use of the invented thing is Applied Research. Likewise the theory is our Basic Research its use in different modes and having different conclusion is Applied Research.

After that comes Action Research. Action Research is that is done according to need. Generally, this type of research is done by the person who is related to that job and place of work or the person concerned is related with the subject of research or problem having adequate knowledge for
the same and he can do it with proficiency. This is our Action Research. In this way research has its different nature. Research means collection of facts and figures of the related subject, their composition, their practibility and conducting conclusion successfully and practically is called Research. To know about any thing with effective means is called Research.

III.2. MEDIA RESEARCH

Before media research or search in respect of medium it is necessary to know that what is media or what is research. Media is basically the plural of medium or whatever the medium of communication are available in these times, collectively it is called media. When we want to circulate our views to the public or want together information from them, we need a medium to communicate with them. We need to know that there are two kinds of media. One Print media and second Electronic media. Print media comprise of newspapers, magazines and other written material and Electronic media comprise of radio, TV, internet etc. Only by the use of these medium we get information about the happening of the world. This process is the media. Now question arises what is media research? In this way media has achieved this position and this is all the result of research. According to facility and interest of people explored new ways and reached height of progress. Now the media has expanded much more and it has become necessary to know what is media research? In fact to conduct research in respect of media is called ‘media research’. Media has many
branches e.g. print media, electronic media, in addition to this, radio, TV programmes, films, advertisements and newspapers. Also all kinds of written material and its explanatory means along- with its critical analyses - all this comes under research. Whatever we write has effects on others or upto what extent others will be affected. All such things can be explored by the research methods. How much material is given to any particular media who are the readers, audience or viewers of that media? At what time that be displayed, all this is the part of media research.

In the first instance, research is done to know as to which media will be more effective. An area is chosen and survey is done. What is the population, number of area, interest of population and age group of the target population is known. At first age group are year marked – illiterate, literate or employed; women’s – literacy, illiteracy, their percentage of literacy, illiteracy, housewives or service holders or co-operate with husband in his business, number of children, their age group, number of adults, their working habits or retired or joined business after retirement. After doing research of the said points we find the media for use, which can be given effect. In case of illiterates, newspaper is not considered best. There must be radio, TV to step forward. If poverty exists then instead of TV, Radio will be more effective. Therefore these points are taken into consideration when research is conducted. Figures are collected; these are altogether set and estimated.

Media Research relates to media characteristics. Media
has various techniques and effects. To know media research it is necessary to know research techniques of media. Let us explain different areas of media research.

**Research in Print media**

Research in print media started between 1920-30 decade. In the beginning the research was comparatively small viz effect of type and printing of newspaper, expression of text material, analysiation of informative material etc. Numerative research came into existence in 1930. The reading of newspaper and magazines was compiled on percentage of text materials. Wilber Shraam (1957) published research paper in the research magazine ‘Public Opinion Quarterly’.

In 1960 Print Media faced competition in other mediums. In the same period researchers conducted studies about press and readers extensively. New research journals were published on the basis of newspapers and magazines studies. Now, most of the popular newspapers take care on the research figures and with the help of research organization they make changes in the policy of circulation and publication.

**Types of Research in Print Media**

In newspaper and magazines process there are mainly five areas of study- readers, circulation typeface and layout design, management, reading capability. Most of the studies are centered on the readers.
1. **Study on readers**

Surveying readers is the important process of print media research. The newspaper and magazine organizations conduct reader surveys from time to time. These surveys comprise of how many people read newspapers, who reads the newspaper and what are their likes and interests. The increased number of newspapers and their competitive strategies.

2. **Study of circulation**

In the study of newspaper and magazines circulation, their reach, circulation trends, comparative study of different areas, problems involved in circulation etc are the main points.

3. **Study of management**

A newspaper is a management related organization. The competitiveness of newspaper and magazines business has improved management skill. The print media has emerged as a new industry in which employment of competitive personnel has been in consideration. The study of management related methods are surveying, personnel studies, explanatory interlocations analysis, statistical theories. In this type of research - type of proprietorship, objective of management, material of newspaper and quality, their effect on internal adjustment etc are studied.

4. **Study of makeup and typography**

This type of research is conducted on the make up, typography and design of the newspaper. Analyses are made.
on the design of newspaper, make up and typography and its effect on readers.

5. **Study of readability**

In this method research is applied as to know and to what extent the reader can understand the text material i.e. up to an average speed and interest.

In addition to these methods magazines conduct surveys by post, telephone, interviews etc. The main problem by conducting research through magazines is shortage of employees, time and money. According to researchers in this type of research we must take care on the effects of advertisements. In addition to these points, Press rules, history of press, development of printing processes, changing trends of print media etc are the main points to be studied for research.

The same position is for newspapers. As in the present times more and more newspapers are coming up in the market and every one is trying to be number one in this age of competition. Research plays a vital role here as to what the said newspaper is supplying to readers, what is the circulation number of the said newspaper etc and keeping in view all aspects what new column is to be introduced in the newspapers which can create new effect to establish new image of the newspaper. To include such new things research is necessary. By the facts and figures collected through research help to understand as what kind of new material the reader wants to read or what have tired him of reading. To select one subject and publish it with complete good make up
comes under the category of research.

Instead, research is also conducted to know as to in which areas the said newspaper has its influence and what are the interests of their readers, what is the educational standard of these readers, their philosophy etc. Keeping in view these aspects, the material is prepared and published. If the status of any newspaper is going down then its reasons are collected. A comparative study is conducted from first issue to the present issue of newspaper. The difference is noted and analysed for improvement purposes. For example the title of page of Hindustan Times was earlier with different type font. Suddenly the type font was changed and circulation in this way decreased as readers could not be impressed. This problem came up through research methodology.

In this way we can say that whatever is shown in media or whatever will be the media type, this all is obtained by way of media research. In such a large country the facts and figures can not be obtained from door-to-door surveys. For this purpose some areas are selected and facts and figures related to that area are collected and on the supposition or reality basis its ratio is assumed and then it is worked out.

This is all possible by conducting research. Now it is questioned why we need media research, what is its importance and what role it plays in our society. This information can be obtained by the following steps. Whatever is done or changed this can be known through research. This is the effect of media that some years ago men wore shirts in
homes, but wearing jeans by ladies was not considered healthy practice but today is not considered an evil. This concludes that media has changed our thinking. Researchers have shown that media is the only medium to help changes in lifestyles and social get together. Whatever process of media is adopted either advertisements, play, films, news or any other mode of information all kind of preparations are made through researches keeping in view the fact whether there is any more popular brand is available in the market. In all mediums the main objective is to introduce the product with stability in the market. If it is newspaper or any other consumerable article. Wherever you want to introduce the product you will have to conduct a research to know whether some another brand is available there, people interact about the product keeping in mind these points the media research is conducted.

Secondly, the banner of newspaper also plays an important role in selecting a newspaper. For instance during survey from door-to-door it has been found that the newspaper namely ‘Pioneer’ or ‘Statesman’ are popular in the public and in other area the same figures and facts are the same for these newspaper then the figures and facts at state level are compared and assumed that which newspaper has the highest circulation number. Then, This point is considered as media research. To understand the interest of readers and reader groups is also the subject of research.

Media researches is also conducted sometime, to find out the reasons of sudden downfall of a newspaper and
magazines advertisements sale graph which has been on top in the market. By way of research the interests of readers are picked up and viewed thoroughly and a decision is taken to make new efforts so that status graph of the newspaper can be increased. Recently, ‘Kaun Banega Crorepati’ was adjudged famous programme. Due to this the image of Star Plus improved a lot. Following this strategy ‘Sony’ launched ‘Dus Ka Dum’ and it proved hit. They conducted research about KBC and analysed for a new vision. They displayed the programme and got success. So, to establish and product in the market media research is very important factor.

We can say that to collect all information about the product launches viz. to collect facts and figures is media research. Media research tells us as to what news is to be done so that status can be claimed. The success of any brand, channel and magazine lies in its media research. It is not obvious to say that without media research we should not do anything new. Only media research helps us to find new ways and this is the function of media research.

III.3. RESEARCH METHODOLOGY AND PROCESS

To understand the Research Methodology and Process we must have know-how about its characteristics and vision completely, As it is important to get best results of the research. In this research we will apply the statistical science and processes, these processes include collection of figures and arriving at the conclusion, such as collection of figures, presentation, analysis and explanation etc. In this regard Dr N.L. Bowle has given some definitions of statistics certainly,
‘statistics is the science of mediums.’ Some other scholar Crawston and Cowden have given a definition, ‘Statistics is collection of statistical figures, presentation and explanation of the same.’ According to Shigman, ‘Statistics is the science which throws light on the objective of any subject, its figures collection, factorisation, demonstration, comparison and explanation processes.’

**III.4. ORIGIN OF THE STUDY**

Increase in population, changes in life styles, change in media habits, demand for newspapers etc have made people to accept changes in social perspective. By studying these changes the circulation number of newspapers can be increased. In the earlier period the newspapers published from outside Haryana could not find nerve of readers of Haryana.

Due to increase in population, literacy rate, changes in life style of the readers, increase in media habits, readers interests, attitude towards media developed in people, day-to-day the demand for newspapers increased. The people of Haryana wanted to read their own newspaper which will show their interests, language and culture. Some 10-12 years ago there were two newspapers. Punjab Kesari (Jallandhar Edition) and Dainik Tribune (Chandigarh Edition), meaning no newspaper was from Haryana.

In the year 1992 Captain Abhimanyu made a start from Rohtak and started ‘Hari-Bhomi’ newspaper. It was a weekly newspaper and later on it was converted into daily newspaper. In other words it was the first newspaper of Haryana. In the year 2000 ‘Dainik Bhaskar’ and ‘Dainik
Jagran’ set up their presses in Panipat and Hisar and covered the local market. At the local market, “Punjab Kesari” which was selling per copy at the rate of Rs.3/- had to reduce the sale price at the rate of Rs. 1.50/- per copy. In this way the circulation of newspapers in Haryana reached up to 10 lakhs. How this circulation increased so high? From where the new reader came up? What were the reasons that newspaper coming from outside Haryana (Dainik Jagran, Dainik Bhaskar and Amar Ujala) could establish and become able to find readers. In this way, this type of research was needed as to know the reasons and facts by virtue of which so many readers were explored by these newspapers coming from outside Haryana.

Secondly, what is the increasing rate in the last five years in Haryana in respect of these newspapers? The need was felt to know how the circulation of these newspapers increased, what factors influenced increase and what is that theory on the basis of which this reflection was seen in the newspapers of Haryana. Circulation is important for a newspaper or to say, this is the lifeline of a newspaper. For this reason the present research, “Study Of Factors Affecting The Circulation Of Newspapers In Haryana.” was chosen. The conclusions and suggestions of this research will help various publishers. These conclusions will point such things by which the newspapers will ensure their marketing qualities. In addition, common readers and people too, will be benefited because they will be enabling to know the reasons of increase demand of newspapers. This research will help further researches and researchers.
III.5. THE STATEMENT OF THE PROBLEM

The present study is stated as

‘STUDY OF FACTORS AFFECTING THE CIRCULATION OF NEWSPAPERS IN HARYANA’

III.6. SELECTING THE RESEARCH METHOD

The starting point of the study of this nature is identification of the competitive marketing strategies in the Hindi newspaper industry in recent times. Observation is best method in doing so.

III.6.1. OBSERVATION METHOD

Observation is defined as the process of recognizing and noting people, objects and occurrences rather than asking for information. Observation is considered to be a handy tool in marketing research. The strategies a newspaper adopts related to its place of publication, circulation, distribution, pricing, promotion, space selling etc are identifiable from the very product by observation.

Launching of new newspaper, old newspaper pre-launching tactics, supplements, magazines, events, branding programmes, district agenda setting strategies, zone-wise press establishing etc are all taken from first hand observation. Similar the existence of old newspaper and entry of new newspaper in the market. Such lists from the memory lane were cross checked with published articles in journals or magazines or from the concerned paper offices and press.

III.6.2. STATISTICAL METHOD

According to Lavitt, ‘Statistical method explanation of
an event, details and comparative calculation of statistical facts, their classification and tabulation is done’. In statistical method it is a comparative study of individual unit.

Study can be done easily. Because in this method numerical facts are considered as the basis of conclusion. Therefore, in comparison to another method the conclusions of this or rules of this can be more truthful, provided the numerical facts are found true. In this method, first of all we collect the related numerical facts or data and then streamline and organize those figures or editing the organized figures, their classification and tabulation or earmarking. After analysing those facts we reach a fixed conclusion. In this way, in this method from beginning to end the numerical facts are the basis of study and conclusion and therefore, evaluation of objective events is made possible. But the main defect in this method is that with this method only study of those events is possible which we explain in figures.

According to Newshem, “Statistical method may be understood as a major means of research, but there are some limitations too, and to control them is impossible and therefore we should take care of them. In the words of renowned statistical scholar Tipet, “To conduct research in technical or any other field, the use of statistical ways is based on some radiations and with some limitations and often gives indefinite conclusions.”

Where statistical method makes numerical analysis easy and comfortable thereby it is successful in the study of
complex human behaviour, perception and multiple behaviour. The statistical methods like other research methods; are useful in a particular field. They have their limitations which will be clarified by the following analysis:

**Importance of Statistical Method**

Statistical method not only in social science has proved meaningful, relative, useful and helpful but it is used a lot in media or communication research.

In the words of G. Kalton, “In most of the media or communication or social research, at different levels the inclusion of statistical information is found. This is why that in the present times any of the social scholar or media researcher or communicative research work for the success of editorial work, use statistical methods in their planning. Because to start any research planning the knowledge of economics is essential.” According to Robert Bugges, “The basic objective of statistical method is to increase such effective areas, setting aside the region of ignorance, favourtism, traditionalism, self interesting, inaccurate decision, legacy and egoism. Where the decisions are taken on the basis of analized figure facts and principles are followed. These principles have importance in sociological or media or communicative studies analysis or research. In this regard the views of Wallis and Roberts are as under: “The statistical method is such type of a tool which can be used for experimental solution investments to overcome problems found in any area or to find out solution. So, today economics is called arthmatic of human welfare. In media or
communication research the statistical method is considered important due to its originality, reliability, subjectivity, legality etc. This method has the following importance characteristics:

1. Facts can be measured by the statistical method. Side-by-side in this method by use of the co-ordinate and measurement procedures, the media or communication related multiplicative units can be solved in their calculated manner, which can be called media matrices.

2. Statistical method is useful in media or communicative facts to find out calculated explanation. With the calculative material the circulation number, number of advertisers, viewer’s number, and audience number can easily be assessed. The statistical method is also useful and meaningful to find out clear facts, determinative and correct explanation of the pictures, Tables and Graphs.

3. This method is very useful and meaningful in maintaining objectivity. The position of any media or communication is understood in different view points by the people, such as reliability of the media is understood differently by people through different measures. Only by way of speaking or viewing the position of media reliability cannot be assumed. By the use of measurement method, providing some selective elements of reliability if the numbers can be affixed then the researcher by way of impartiality can find the ability in numbers. Therefore the statistical method increases impartiality.
4. In media research this method is not only helpful in present facts analysis and study but can predict for the future for inter-calculation and exter-calculation there are some special theories. Statistical methods provide scientific method for such predictions. In case of casual supposition the statistical suppositions are more meaningful. The meaning is that after comparison of some last year facts, these facts can be increased or decreased and for future the supposition can be made.

5. In media research, comparative study of different figures is done through statistical method. By virtue of place, time and symptoms the calculative and objective measurement can be made easy. The comparison of two news channels or newspapers can be done easily and comfortably in respect of their circulation ratio, interview ratio increase etc.

6. In media research, through statistical method, any two facts co-axial and co-relation quantity can be find out. If there is co-relation in adventure journalism increase ratio and crime increase ratio. Then with the facts it can be proved that what the ratio of this relation is.

The fact is that in media research the role of statistical method is very much important. With this method in media research – objectivity, factfulness, purity and meaning fullness are found completely exact in multiplicative units study. But this method due to its uses has results essentially important to find out truthful results, legality and reliability in media research.
Limitations of Statistical Method

1. The events relating to media or communication are often crucial. To explain them in number is almost difficult but becomes impossible. The concern expression, interest, honesty, popularity, tension, capacity, capability etc of a man can not be measured. This means that statistical method finds itself limited in the study of multiplicative part of media research.

2. The statistical method can not be framed in the individual units. This method is group centred. For example in a media center the media personnel collectively may be more in number but some of the media personnel are there which receive very small wages. The statistical method is helpless in pointing out these characteristics and differences.

3. Statistical method is not effective in deep concerns. The human behaviour is so complex that by writing two to four answers of questions facts, calculation can not find the true position. With long time period, patience and labour rules can not be framed.

4. The statistical method can not be applied completely or changeable faculty or management. The society and media is changeable. Here, changes occur frequently. New options are up-coming also. Geographical conditions language, culture and heredity. Their interests, habits, psychology behaviour and customs are found differently. On the other hand, the natural science is still stand. The physical materials are alike one every where. The elements
are the same in their manufacturing. So their effects in general conditions are the same. Therefore the statistical method is found useful and meaningful on natural sciences. But due to changeability in media and society, the statistical method in media research is comparatively less useful.

5. The statistical method can manage the present situation but how that situation is generated that is impossible to be derived. The behavioural exciting power of man can not be experienced in statistical method. If the media is weak then public mechanism will also be weak. The statistical method can explain the working procedure of media and public mechanism but it can not explain that due to a weak public mechanism the media becoming weak.

The meaning is that on one hand where the statistical method has proved useful, relative, profitable and meaningful in media or communication research; thereby on the other hand it has its own limitations. According to N.P. Bowle, “Statistical method which is dangerous in the hands of such persons and which are ignorant in its practicability and mechanism.”

The usability and limitations of this statistical method will elapse completely with criticism of its own. Because statistical method in fact is completely based on statistics. To imagine, starting from life sciences and astrology this method has introduced in natural sciences, economics, psychology, sociology and now it introduced in media and communication sectors. In media research it is a new experiment. Statistical
method is a calculative process by which a mathematical scaling is aimed for media or communication related events. For this reason, with the help of this method the research can be done effectively and scientifically.

Research methods in a short way

1. **Observation method**

2. **Statistical method**

   (a) Organising the Data

   (b) Analyzing the Data

   (c) Presentation the Data

**Data**

(i) Primary Data, (ii) Secondary Data

(a) Collection of Data

(b) Editing the Data

(c) Presentation of Data

   (i) Tabulation, (ii) Graphical Presentation

   (i) Bar Diagrams, (ii) Graphs

(d) Analysis of Data

**III.6.3. STATISTICAL PROCESS**

Like social research, the statistical process in media research is divided in three parts, so our research also be divided in the three parts like

A. Organization of data

B. Analyzing of data
C. Presentation of data

To collect figures relating to media or communication problems, statistics is more easy and comfortable.

Statistical method the analysis of data is done through numerical figures. The statistical analysis not only provides the mutual relationship of two facts but also provides their measurement and quantity. The relation executive reasons and the targeted measurement are done in the statistical analysis.

The last phase of the statistical processes is to present the last data with conclusions. Nobody wants to remain puzzled in data. Therefore to present facts in an effective styles are both necessary and useful. In addition groups and figures have importance in this method. The objective of data is to co-ordinate the nature of events, co-relation, expression, confusion and forecasting etc.

Main features of statistics with regard to statistical process in our research to achieve the objectives are

1. Collection of Data

To collect the figures in respect of any problem is the first process in statistics. It is decided in advance to collect figures, when, how, where and how much for the required job. So first of all we also collect the required Data of ABC.

2. Editing of Data

In this process the figures are edited. This is done in two ways – 1. Factorisation. 2. Tabulation. All the Data of ABC (Audit Bureau of Circulation) will be edited and
tabulated in the various tables according to the requirement of objectives.

3. **Presentation of Data**

   A common man wants that the data figures be shown in such a way that these can be understood in shortest time and these can leave a permanent effect in his mind. For this objective the data figures are shown with the help of graphs and diagrams.

4. **Analysis of Data**

   The basis step for presentation of figures is analysis. To analyse the figures there are so many methods in statistics such as 1. To measure the central tendency. 2. to measure of variation. 3. Co-relation analysis. 4. Index numbers

5. **To draw interfaces from Data**

   To arrive at a conclusion analyst experience is necessary. The concluded figures are spelt in easy words so that common man too, can understand those. On the basis of this conclusion some decision are taken, forecast is prepared and announced. In brief, to collect statistical figures, organize them, their presentation, analysed and on conclusion basis we will conclude the statistical figures.

   In statistical research first of all the figures are collected. These figures are called the basic or correct data figures.

   To classify and show these figures different methods are used. It is also necessary to explain these methods as under:

   1. Ascending distribution
2. Collective ascending distribution
3. Relative frequency distribution
4. Chart
5. Point linear of show.

By these methods the presentation and classification is carried out. We will find the objectives of research by showing our figures in chart and linear point sketches. To understand these methods, we must need to understand regarding the figures, first

III.7. DATA

Data are the particular numerical facts. These are the basic elements of statistical research. Collection of data is the first basic process in statistical research. While collecting these, intensive care should be taken. If the collected facts & figure remain incorrect and insufficient then the conclusions carried out with full of corrections and doubtful. Basically, data are two types. First is Primary Data and second is Secondary Data. First we should know the difference among both the data and what type of data we have to require for our research.

III.7.1. PRIMARY DATA

There are those data which are collected by the researcher himself for the purpose at the first time. In the words of Wesle, “The data collected basically regarding research process are called Primary data.” For example, you are working in a factory and want to collect data regarding wages of workers. So, you will go to the workers colony and
get data by contacting them. These data are called primary related data which are collected by the researcher under his controlling the field. These are mainly new data and can be used first time. For example, to know about a product of any company, the figures collected so, through survey or the data collected to know the facilities available in an educational institution.

Any type of data used in research can be used in another research naming secondary data. For example, census data of a country can be utilized as primary data to know the area of population. When these data are utilized district-wise in population distribution system these will be called secondary data.

In the next example, “for any hardwood factory figures collected through survey and utilized by the researcher public management commercial branch for his research, then these will be called secondary data.

Some methods to collect Primary Data are discussed here under.

1. Suspension method

In this method the researcher himself meets the people and collects figures. In this process the researcher notes down the respondents behaviour and collects figures. For example, to read the behavior of customers in a bank during working hours and also there behaviour in different situation. By this process the behavior of customers can be understood directly.


**Interview**

This surveying method in which figures of questionnaire are collected. In this both the interviewer and interview remain present face-to-face. Under the direction of the researcher interviews of a large number of people are conducted by this method.

2. **Interview on telephone**

By this method, the figures are collected on phone by asking questions. This method is considered very costly.

3. **Mail Survey**

In this method hoping respondents are questioned through mails and figures collected. The question paper is sent to the respondents by mail and they send back the same with answers in the same way.

**III.7.2. SECONDARY DATA**

Secondary data are those which were collected by other person or institutions. According to Wesle, “*The data that are collected by other persons are called secondary data.*” These are not collected by the researcher but he only uses them. For example, you want to know the wages figures of factory workers. For that purposes you have to go to the wages Registrar or from printed report of the factory. These data are called secondary data. These are used for the first time or for the future time. These data can be collected with little labor, cost and in short time. Many a times more accurate and exact figures are collected only in these secondary data. Secondary data are collected by different methods which can
be divided into parts.

There are two main sources to collect the secondary data

1. Published Sources

(a) Government publication

The central and state government departments, time & again collect figures of various subjects and publish them such as Reserve Bank of India Bulletin, India Commerce Journal, Economic Survey of India, Audit Bureau of Circulation, Readership Survey of India, National Readership Survey of India etc.

(b) International Publication

International organizations such as International Labour Organization, International Monetary Fund and Foreign Governments etc publish important information from time to time. The figures of these publications are used as secondary figures.

(c) Report of commission and committees

To get investigation on different issues and to have opinion of the experts, the government appoints commissions and committees; from the report of which important figures are received.

(d) Semi-Government Publication

Semi government official organizations such as Municipal Committees, Municipal Corporation, District Councils, village Council also publish from time to time data of birth/death, public health, education etc. These data are
found exact and useful for research work.

(e) Research institution publication

Various research institutions and universities publish their research works results from time to time.

(f) Papers and Magazines


(g) Reports of commercial organisation

Various commercial organizations publish figures of their business from time to time.

(h) Publications of Individual Research Institutions

Individual researches also publish their research figures and results.

To study the origin and development process of popular newspapers in Haryana, various books, newspapers, websites were consulted and for this purpose management personal and other media officials were contacted to get information in this regard, to verify the development figures of circulation number during the period of research. The study of all the six newspapers circulation numbers were conducted. On the basis of comparative study and development ratio, the research work will proceed further.

To find out low circulation and higher circulation of newspapers in Haryana, our research will depend on Secondary Data i.e. the ABC (Audit Bureau of Circulation)
These reports were analysed in detail. For our research we will have to depend on these figures as the circulation number report is published by the ABC and this report we can calculate the increased rate and by the use of graph we will find the increasing and decreasing reasons for year under report, so this will be possible through ABC figures only.

**III.8. PRESENTATION OF DATA**

After collecting the reliable data, we have to present the data serially for that we must adopt the method of Tabulation. In this method the statistical data are presented serially and in lines or columns. This process is called Tabulation. According to Prof. Blaire, “Widely meaning the data entered serially in columns and lives is called the process of Tabulation.”

**Main Objective of Tabulation**

1. **Easy to understand**

   Tabulation presents data in such a way to understand easily.

2. **Briefing**

   With the help of Tabulation the data are tabulated in lesser space briefing their presentation so that much more information can be obtained.

3. **Comparative study**

   It is easy to compare data through tabulation process because the comparable data are entered in nearby lines and columns.
Inquiry of mistakes

Mistakes in data can successfully be inquired through tabulation

4. Easy to remember

The main characteristics of data are focused classified through tabulation which help in remembering the data easily.

Kinds of Tabulation

The statistical tables can be classified on various bases but according to the necessity of research. We use easy tabulation method.

Easy Tabulation

When only one characteristic of specialty of figures is presented through Tabulation that is called easy tabulation. Instead of this, on the basis of originality physical and reproduced tabulation are also used.

Original Tabulation

This is the tabulation where data are presented in the original form from where these were collected.

Reproduced Tabulation

This is the tabulation where instead of using original data, the total, ratio, percentages and median factors etc are presented out of the original data.

Keeping in view the necessity of research, the tabulation is also used on the basis of their objectives. On the basis of objectives there can two types of tabulation.
III.8.1. GRAPHICAL PRESENTATION OF DATA

After tabulation of data, it is necessary to present it in a simple and beautiful form so that every one can understand the meaning and explanation of these data. For this we can adopt the many ways in statistical method, which are explained in following paragraphs in detail.

To produce statistical data through Bar diagrams, rectangle, pie-diagrams, pictographs and cartography process is called graphical presentation. Mr. William Playfare exposed this process of data presentation.

Objectives of Graphical Presentation of Data

It is cleared by the facts as under

1. To simplify data.
2. To make attractive and pleasing.
3. Remember able for long time.
4. Graphs are interesting.
5. Simple knowledge necessary.

To present graphical data various kinds of pictures are used. They are of many kinds.

1. Bar Diagrams
2. Rectangle Diagrams
3. Pie- Diagrams
4. Pictographs
5. Cartographs
For the necessity of our research we will use the simple bar diagrams. These diagrams are of the same type such as population circulation number, production, sale etc presented in simple bar diagrams. The diagrams are changed according to the value of figures.

*Characteristics of Point Graphs Presentations*

1. Attractive and impressionable presentation.
2. Easy
3. Study of medians.
4. Helpful in internal and external counting.

In brief, according to M.M. Blare - The main shape of chart is graph, which is easy to understand, easy to draw and easy to compare.

So having taken a look at the context of the study and its objectives we consider these methods for our research and analysis the data so that the results of the study are tenable.

**III.9. UNIVERSE OF THE STUDY**

In this research our area of research is Haryana. The circulation number of newspapers of Haryana will be included in this study. There is the reader who reads the newspapers duly purchased, meaning these are the readers and customers too.

**III.10. SELECTION OF NEWSPAPER**

Keeping in view the objectives of research we will select six Hindi popular newspapers of Haryana for our
study. Before selecting these newspapers we have taken care of their circulation and readership, brand and group, language, reader’s interests, popularity in readers. These popular newspapers are **1. Dainik Bhaskar, 2. Dainik Jagran, 3. Dainik Tribune, 4. Punjab Kesari, 5. Hari bhoomi, 6. Amar Ujala.** A brief introduction of these will also be given.

**III.10.1. WHY THE SELECTION OF HINDI NEWSPAPERS**

Haryana is a Hindi speaking state and Hindi is used in general working and reading. Situated nearby National capital and U.T. Chandigarh, Haryana has not made progress in English language. To speak of the newspapers the position is clear. According to the book, “Land and people of Indian States and Union Territory”; edition 36 of 2001, has made a description on the circulation of newspaper. S.C. Bhatt and Gopal K. Bhargava have written in their book the circulation increases tables, on page 379-385. The circulation number figures have been shown 656090 copies for the newspapers in Haryana. These figures are of the 42 newspapers which were in vogue and the ABC had issued certificate according to its report circulated. According to report circulation of Hindi newspapers was 604865 copies, whereas English newspapers circulation was 41225 copies. Other languages like Urdu, Punjabi and dual language circulation of newspaper was 10000 copies. Keeping in view these figures, the daily circulation of Hindi newspapers was 92% whereas English newspapers circulation was 6% and others were only 2% in circulation.
As the market share of the newspapers was 92% so it was natural to choose Hindi newspaper for the research. The important thing is that up to 2004 no English newspaper has created business network. The main Hindi newspapers had opened their bureau offices with circulation managers but no English newspapers had such type of mechanisms.

The difference in Hindi and English newspaper circulation is so high that no English newspaper can be compared with the circulation of Hindi newspaper. As the comparison is impossible so the factors of circulation are also different. That is why, Hindi newspapers were selected for research because the research is based on the main newspapers and the circulation of English newspaper is so small, it cannot be considered for research keeping in view the small circulation.

III.11. TIME PERIOD OF THE STUDY

It is necessary to fix time period for our study for research and for this period of research the figures relating to the period will be collected. In our study the figures for the year 2004 to 2008 will be calculated and used. Therefore the six monthly reports from 2004 to 2008 of ABC according to round-I and round-II will be calculated. The reason being year 2004 to 2008, the increase in circulation of newspapers in Haryana was very much existing. Therefore in these five years, what were the major reasons for the increase in circulation? This mainly is the objective of our research.