Chapter IV

Research Methodology

A research methodology is generally a system of broad principles or rules from which specific methods or procedures may be derived to interpret or solve different problems within the scope of a particular discipline.

4.1: The aim:

The aim of the study is to analyse the process and procedure of CR broadcasting and to assess the utility and effectiveness of CR system in India.

4.2: Objectives

The objectives of the study are to

1. Examine the awareness level of the community about Community Radio;

2. Examine the utility and effectiveness of Community Radio in India

3. Find out how useful is Community Radio in solving the problems of common people; and

4. Give suggestions to make Community Radio a tool of development for the country.
4.3: Research Questions

This research study explores to answer the following questions:

1. What are the characteristics of the listeners (age, sex and occupation) of the Community Radio?

2. What are the listening patterns for the Community Radio, total hours of listening per day; and the programs that are most often listened to?

3. What are the uses of Community Radio for the community people?

4. What are the public opinion about the Community Radio, its ownership, programmes and its effectiveness?

5. What is the level of public participation in different activities of Community Radio?

This research study was conducted in two phases –

In the first phase an in-depth study of the four Community Radio Stations (two form NGOs and two from Educational Institutions) was done, and

In the second phase a survey among the potential listeners of the selected Community Radio stations was conducted.

Details of Community radio selected for the study

<table>
<thead>
<tr>
<th>Sl No.</th>
<th>Name of Community Radio Station</th>
<th>State</th>
<th>Category</th>
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<tbody>
<tr>
<td></td>
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</tr>
<tr>
<td>No.</td>
<td>Radio Station</td>
<td>Location</td>
<td>Type</td>
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</tr>
<tr>
<td>1.</td>
<td>Jnan Taranga Community Radio Station</td>
<td>Guwahati</td>
<td>Assam</td>
</tr>
<tr>
<td></td>
<td>KK Handiqui State Open University,</td>
<td></td>
<td>Educational Institute</td>
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<tr>
<td></td>
<td>Guwahati</td>
<td></td>
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<tr>
<td>2.</td>
<td>CMS Community Radio</td>
<td>Lucknow</td>
<td>UP</td>
</tr>
<tr>
<td></td>
<td>City Montessori School, Gomatinagar,</td>
<td></td>
<td>Educational Institute</td>
</tr>
<tr>
<td></td>
<td>Lucknow, U P</td>
<td></td>
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<tr>
<td>3.</td>
<td>Radio Bundelkhand</td>
<td>Orchha</td>
<td>MP</td>
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<tr>
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<td>Run by Development Alternatives,</td>
<td>Tekamgarh, MP.</td>
<td>NGO</td>
</tr>
<tr>
<td></td>
<td>Orchha, Tekamgarh,MP.</td>
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<tr>
<td>4.</td>
<td>Gurgaon Ki Awaaz</td>
<td></td>
<td>Haryana</td>
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<td></td>
<td>Run by The Restoring Force (TRF),</td>
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<tr>
<td></td>
<td>Gurgaon-122 016, Haryana</td>
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</table>

**4.4: Research Design**: The researcher used Quantitative method for the research.

**4.5: Quantitative Research Method**

A questionnaire is used for an audience survey as a part of Quantitative research method. The purpose of the audience survey was to obtain objective knowledge of Community Radio stations, its programs, level of public participation and the characteristics of listeners. The reason for selecting quantitative research method for this research study was not only to complete the requirements for the research dissertation, but also to contribute in an initiative that was providing a voice to the marginalized section of the population.
4.6: Qualitative Research Vs Quantitative Research

In quantitative research, the researcher is ideally an objective observer that neither participates in nor influences what is being studied. In qualitative research, however, the researcher learns about a situation by participating in it. Furthermore, quantitative research often forces responses into categories that might not fit in order to create meaning.

Qualitative research, on the other hand, focuses on individual results and fails to make connections to larger situations or possible causes of the results. Qualitative research is appropriate for answering certain kinds of questions in certain conditions and quantitative is suitable for others. Thus, the most effective strategy is to incorporate the elements of both methods to ensure that the study is as complete as possible.

In quantitative research, randomisation is used to avoid bias in the selection of a sample and is selected in such a way that it represents the study population. In qualitative research no such attempt is made to in selecting a sample. The researcher can purposely select ‘information-rich’ respondents who will provide one with the information that one needs. In quantitative research, this is considered a biased sample.

One major difference between qualitative and quantitative research is the underlying assumptions about the role of the researcher. Both qualitative and quantitative methods can be used simultaneously to answer a research question or to get better knowledge of the subject under study. Miles and Huberman (1994) and many other researchers agree that these two research methods need each other.

In order to get proper data through quantitative research methods, an audience survey was
The audience survey includes a sample study of potential listeners of selected Community Radio.

4.7: Qualitative Research Method

The goal of qualitative technique should be to develop concepts in order to gain a better understanding of the phenomena represented by the concepts themselves (Morse and Micham, 2002). Qualitative techniques are generally used to explore new or little or little known phenomena. They are also used to explore phenomena that was not conceptualized or adequately understood. In the course of qualitative research, hypotheses and theories emerge from data during the data collection or data analysis. In such a naturalistic tradition, the prime sources of data are the words and actions of the people being interviewed or observed. They are recorded using notes as well as via photographs, actions through a combination of observing, listening and asking (Lofland and Lofland, 1984).

The researcher visited the Community Radio stations and gained experiences in the operation of a community radio in different parts of India. The researcher conducted few interviews with the stake holders and station’s managers.

4.8: Population and sampling

The selection of a sample in quantitative and qualitative method is guided by two opposing philosophies. In quantitative research one attempts to select a sample in such a way that it is unbiased and represents the population from where it is selected. In qualitative research, number considerations may influence the selection of a sample such as: the ease in accessing the potential respondents; the researcher’s judgment that the person has
extensive knowledge about an episode, an event or a situation of interest to the researcher; how typical the case is of a category of individuals or simply that it is totally different from the others. Every effort is made to select either a case that is similar to the rest of the group or the one which is totally different. Such considerations are not acceptable in quantitative research.

The purpose of sampling in quantitative research is to draw inferences about the group from which the sample is selected, whereas in qualitative research it is designed either to gain in-depth knowledge about a situation or about an event or about any episode or to know as much as possible about different aspects of an individual on the assumption that the individual is typical of the group and hence will provide insight into the group.

Quantitative research is guided by a predetermined sample size that is based upon a number of other considerations in addition to the resources available. However, in qualitative research there is no predetermined sample size but during the data collection phase one waits to reach a point of data saturation. Considerable importance is placed on the sample size in quantitative research, depending upon the type of study and the possible use of the findings. Studies which are designed to formulate policies, to test associations or relationships, or to establish impact assessments place a considerable emphasis on large sample size.

This is based upon the principle that a larger sample size will ensure the inclusion of people with diverse backgrounds, thus making the sample representative of the study population. The sample size in qualitative research does not play any significant role as the purpose is to study only one or a few cases in order to identify the spread of diversity and not its magnitude. In such situations the data saturation stage during data collection determines the sample size.
The audience survey used a sample survey method as part of quantitative research method. The population for the audience survey comprises of the active and potential listeners of selected Community Radio from the community. The sample size for the audience survey was 100 selected from the communities located within the coverage area of the selected community radio.

4.9: Population

The population for the audience survey comprises of the potential listeners of selected Community Radio from the community.

4.10: Sample

Roger D. Wimmer and Joseph R. Dominick in his book titled Mass Media Research: An introduction writes, determining the adequate sample size is one of the most controversial aspects of sampling. How large must a sample be to provide the desired level of confidence in the results? Unfortunately, there is no simple answer. Certain sample sizes are suggested for various statistical procedures, but no single sample size formula or method is available for every research method or statistical procedure. The size of the sample required for a study depends on at one or more of the factors, like, project type, project purpose, time constraints, financial constraints, etc.

For this research study Four Community Radio stations (two run by educational institutions and two run by NGOs) working in India, and 100 listeners from the coverage area of each Community Radio. The sample size for the audience survey was 400 selected from the communities located within the coverage area of the selected community radio.
4.11: Sampling method

The researcher used convenience sampling method to select the sample. From the coverage area of each Community Radio 100 listeners were considered as sample for this study purpose.

4.12: Procedure to select samples

Four Community Radio Stations was selected through purposive sampling method. The coverage area of the selected Community Radio Stations was divided into 5 regions i.e. North, South, East, West and Central Region. From each region 20 listeners were selected through random purposive sampling. From each region 20 respondents were selected and 100 respondents from each selected Community Radio means 100 X 4 = 400 respondents were considered for this study purpose.

With regard to the qualitative research technique, In-depth interviews were conducted which included interviews with community station’s managers and other stakeholders. The sample units for the qualitative method were not selected randomly; rather ‘information-rich’ respondents were selected purposely who could provide with the information relevant to the researcher’s study.

4.13: Tools and instrument: Questionnaire/ Schedule

The researcher used survey method for collecting the data. A schedule covering all the variables mentioned above was prepared for the survey purpose. The questions were
prepared as per the objectives of the study.

A questionnaire is a written list of questions, the answers to which are recorded by respondents. In a questionnaire respondents read the questions, interpret what is expected and then write down the answers. The only difference between an interview schedule and a questionnaire is that in the former it is the interviewer who asks the questions and records the respondent’s replies on an interview schedule, and in the latter replies are recorded by the respondents themselves.

In the case of a questionnaire, as there is no one to explain the meaning of questions to respondents, it is important that the questions are clear and easy to understand. Also, the layout of a questionnaire should be such that it is easy to read and pleasant to the eye and the sequence of the questions is easy to follow.

A questionnaire should be developed in an interactive style. This means respondents should feel as if someone is talking to them. A sensitive question or a question that respondents may feel hesitant about answering should be prefaced by an interactive statement explaining the relevance of the question.

The form and wording of questions used in an interview or a questionnaire are extremely important in a research instrument as they have an effect on the type and quality of information obtained from a respondent. The wordings and structure of questions should therefore be appropriate, relevant and free from any of the problems. There are two types of questions in a questionnaire, open ended and closed ended questions. In an open-ended question the possible responses are not given.

In the case of a questionnaire, the respondent writes down the answers in his/her words, but in the case of an interview schedule the investigator records the answers either
verbatim or in a summary. In a closed question the possible answers are set out in the questionnaire or schedule and the respondent or the investigator ticks the category that best describes the respondent’s answer.

The researcher used survey method for collecting the data. A schedule covering all the objectives/variables mentioned above was prepared for the survey purpose. The questions were prepared as per the objectives of the study.

The following were the specific objectives of the listener’s survey:

- to explore the profile of radio listeners (age, sex, occupation)
- to explore radio listening patterns i.e. total hours of listening per day, and information about programmes most often listened by the listeners.
- to explore the ownership and use of an electronic media, such as radio.
- to explore listeners opinion about Community Radio of their locality.
- to explore the level of participation in different activities of the radio station.

4.14: Data collection design

The researcher used primary data collection. Primary data is the first hand data which collected by the researcher. A schedule covering all the variables mentioned above was prepared for the survey purpose. The questions were prepared as per the objectives of the study.

4.15: Data Collection:

Data was collected through the schedule filled during the survey work.
4.16: Data analysis design

The researcher use quantitative analysis design where the data was coded into numbers and percentage was taken out from each of the questions.

4.17: Schedule of Activities:

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Activities</th>
<th>Duration</th>
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<tbody>
<tr>
<td>1.</td>
<td>Course Work</td>
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<td>Synopsis</td>
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<tr>
<td>3.</td>
<td>Data Collection/ Survey</td>
<td>July 2011 - April 2012</td>
</tr>
<tr>
<td>4.</td>
<td>Analysis of the Data</td>
<td>June 2012 - September 2012</td>
</tr>
<tr>
<td>5.</td>
<td>Publication &amp; Submission of thesis</td>
<td>October 2012 - December 2012</td>
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4.18: The Limitations

As such researcher didn’t have to face any major difficulty during the data collection process. The CR stations staff members, volunteers and people from the community have been very participative during the entire research process.

The only challenge that came into the way of research was financial. Since, the research was for academic purpose and most of the expenditure including travelling, food and
lodging was born by the researcher so somehow it was very taxing to the researcher. For this study only four Community Radio stations were selected. So there is a possibility that a better part of the country where CRs is working properly and effectively might not be included in this study.

Another major constraint was the time. As this study was suppose to be completed within the stipulated time so it was little difficult for the researcher to manage the survey work and other related jobs of the research. The researcher would like to go for more research on this topic to get a further understanding on this very important topic of community participation in CR programme and its effectiveness. The further research on this topic will help to fulfill this information gap by reviewing the effectiveness of community radio stations.

This research study was carried out by utilizing data from secondary sources and primary data collected through survey work conducted by the researcher. While going about the survey work, the researcher had to face a few difficult situations while collecting data because many a times respondents were unable to respond effectively in the way they were expected to.

Another problem has been the non availability of any earlier research work in this direction which could has been taken as a source of data or as a guide for going ahead in the research process. Of course, in another way this could be termed as a benefit also as this has been made the researcher’s job more challenging.

References:


Berger, Arthur Asa. MEDIA AND COMMUNICATION RESEARCH METHODS: An


