Chapter 3
Methodology

3.1.1 Analysis: The researcher has employed the technique of content analysis for the purpose of the study. This study evaluated foreign news coverage with emphasis on Pakistan by two Indian major English dailies The Times of India and The Hindu over a period of two years. Each news items had been recorded and collated under the various module headings: politics, religion/religious, culture and history, art and entertainment, conflict, military and security issues, economics and others. Then the researcher had undergone a close reading of each news item of the pages, particularly international page, cover page and editorial page to find out the category of a particular news story. Any factual error or obvious bias/slant was recorded. The items were cross-checked both quantitatively and qualitatively.

3.1.2 Population: All newspapers published from India

3.1.3 Sample: The two leading Indian dailies, The Times of India and The Hindu

3.1.4 Sampling justification: The newspapers, The Times of India and The Hindu are considered to be the leading dailies in India (as per the circulation and readership). Consequently they are also in the most advantageous position so far as the public opinion is concerned. Furthermore
these two newspapers are decked with separate international / global page. The researcher has selected the Guwahati edition of *The Times of India* and Kolkata edition of *The Hindu* because of accessibility.

3.1.5 **Sampling technique and selection:** The sampling technique is purposive. The researcher had selected *The Times of India* and *The Hindu* because of their credibility and having distinct international page. Each newspaper was scanned for foreign news and news from Pakistan for a period of two years i.e. January 2011-December 2012. Each sample newspaper was analyzed for one day in a week starting with Monday and once seven days were covered over a period of seven week, the researcher had reverted back to Monday on the eighth week. Thus the process ensured equal importance to all the days in a week at both conflict ridden times and normal times. Likewise each day in the week was analyzed so the total sample size was two hundred and eight (208) taking *The Times of India* and *The Hindu* together. Both the newspapers are not published on 2 days in a year on account of national holidays.

3.1.6 **Unit of analysis:** The unit of analysis was the International news items and Pakistani news items which had appeared in the front page, editorial page and global pages of *The Times of India* and *The Hindu* and the period of study is from January 2011 to December 2012.

3.1.7 **Social Significance of the study:** People form their view of the world from mainstream media. It therefore important that mainstream media to be objective and accurate, which should present diverse representations of
what goes on around the world. Sean McBride (1980) suggested free and balanced flow of information, which in the current scenario is extremely noteworthy to see whether the news flow of less developed countries is still dominated by Western news agencies. While foreign news coverage and international news flow have been investigated widely around the world, there are a few researches which dealt with foreign news coverage in Indian newspapers. It is also essential to investigate the practical utilization of media in covering foreign news which need to be empirically tested. The current study will enrich the body of literature regarding how Pakistan is being represented in Indian print media. After several consecutive terror attacks in India, it is necessary to study the attitude of Indian newspapers in portraying Pakistan. It also questions the objectivity of Indian media in covering Pakistani issues. It gives an idea of different treatment given by these two leading newspapers with different style. Thus this study may provide a guideline for the people to understand how media serve them and what parameters are used by these media channels in the portrayal of our most important neighbour.

3.2 Content analysis

Content Analysis is a research technique for the objective, systematic, and quantitative description of manifest content of communications, Bernard Berelson (1952). The research tool content analysis is focused on the manifest content and internal features of story. It is used to determine the presence of certain words, concepts, themes, phrases, characters, or sentences within texts or sets of texts and to quantify this presence in an
objective manner. There are two general categories of content analysis: conceptual analysis and relational analysis. Conceptual analysis can be thought of as establishing the existence and frequency of concepts in a text. Relational analysis builds on conceptual analysis by examining the relationships among concepts in a text.

### 3.2.1 Advantages of Content Analysis

Content analysis offers several advantages to researchers who consider using it. In particular, content analysis:

1. Looks directly at communication via texts or transcripts and hence gets at the central aspect of social interaction,

2. Can be used to interpret texts for purposes such as the development of expert systems (since knowledge and rules can both be coded in terms of explicit statements about the relationships among concepts),

3. Is an unobtrusive means of analyzing interactions,

4. Can allow for both quantitative and qualitative operations,

5. Can provide valuable historical/cultural insights over time through analysis of texts,

6. Allows closeness to text which can alternate between specific categories and relationships and also statistically analyzes the coded form of the text.
3.2.2 Disadvantages of Content Analysis

Content analysis is not free from certain disadvantages, in particular, content analysis:

1. Can be extremely time consuming and is often laborious and tedious,

2. Is subject to increased error, particularly when relational analysis is used to attain a higher level of interpretation,

3. Is often devoid of theoretical base, or attempts too liberally to draw meaningful inferences about the relationships and impacts implied in a study,

4. Is inherently reductive, particularly when dealing with complex texts,

5. Can be difficult to automate or computerize,

3.3 Correlation Coefficient

Correlation method signifies that the variables both independent and dependant are in at a higher level of measurement i.e. interval and ratio level. Then only correlation method can be employed to measure association and relationship between variables and also to test hypothesis and research questions. It is actually a measure that determines the degree to which two variable's movements are associated.
The degree of extent of association between variables is measured by co-relation coefficient. There are three types of correlation- positive, negative and no correlation. A correlation greater than 0.05 is generally described as \textit{strong}, whereas a correlation less than 0.05 is generally described as \textit{weak}. These values can vary based upon the "type" of data being examined. The most popular and common correlation is Karl Pearson’s Product Movement Correlation Coefficient.

\textbf{3.4 Inter-coder reliability}

For assuring reliability, the researcher has conducted inter-coder reliability and thus hired two coders. For ascertaining inter-coder reliability both the coders swapped the issues of both the newspapers (\textit{The Times of India} and \textit{The Hindu}) they had coded. Each then coded what the other had coded and the results were compared. The sample which was coded for inter-coder reliability consisted of 42 issues, 21 of \textit{The Times of India} and 21 of The Hindu. The figure represented 20.19\% of the sample, as the total sample size is 208. Sizes of not less than 10\% of the sample are considered adequate for purposes of determining inter coder reliability (Lombard, Snyder-Duch & Bracken 2005; Wimmer and Dominick 1997:128). A similar - way of coding has been carried by Pamela J. Shoemaker in November 2003.

\textbf{3.4.1 Coding}

Holsti’s method is considered as the simplest method of accessing agreement by far. Holsti’s (1969), method simply counts up the number of
judgments that are the same and divides this sum by the total number of judgments made. The coding of the sample was done by two coders; the coders were provided with a coding sheet and the coding instructions and the researcher had elaborated the matter in front of both the coders clearly and precisely. Coders have coded three things they mainly dealt with total number of international news appeared in both the newspapers and total number of Pakistani news and then the results were compared and analysed. Second they coded the total number of international pictures and total number of Pakistani pictures that was published within the specific period of time and then they coded the sources of International news and Pakistani news. And finally reliability test was done to know the category (conflict) of Pakistani news covered

3.5 Inter-coder reliability for The Times of India

3.5.1 Reliability test of The Times of India in case of the number of International news and Pakistani news

Inter-coder reliability for the study was made by following the Holsti method. The computation was performed using a calculator. The result of the study showed an agreement of .902 on the total number of international stories.

Manual calculation of Holst'i’s reliability co-efficient the total number of international news was done as follows:
Holsti’s reliability  = \(2M \div N1 + N2\)

\[= 2 \times 214 \div 237 + 237\]

\[= .902\]

‘M’ represents the total number of coding events about whose categories the two coders agreed upon. ‘N1’ represents the total number of coding decisions by the first coder and ‘N2’ represents the total number of coding decisions by the second coder (Wimmer & Dominick 1997:128; Ding & Hu 1999:102). Intercoder reliability was established at .902. The figure represents very high agreement on number of international news using Holsti’s index.

Whereas to find out Holsti’s reliability co-efficient for the total number of Pakistani news:

\[2M \div N1 + N2 = 2 \times 32 \div 43 + 43\]

Holsti’s reliability = .744

3.5.2 Reliability test of The Times of India in case of International Pictures and Pakistani Pictures

The inter-coder reliability on International Pictures was calculated manually. The manual calculation was used to establish Holsti’s coefficient index.
Holsti’s reliability = 2M + N1 + N2

= 2 x 94 ÷ 109 + 109

= .862

The inter-coder reliability on Pakistani Pictures was done in the same way by using Holsti’s coefficient index.

Holsti’s reliability = 2M + N1 + N2

= 2 x 14 ÷ 17 + 17

= .823

3.5.3 Reliability test of The Times of India to find out the sources of news

Each unit of analysis was analysed by both the coders for sources of news. The source of the news story was defined as the person who may be staff reporter or special correspondent or the organisation (international or national) to which the authorship of the news item was credited.

3.5.4 Reliability test of The Times of India to find out the sources of news

In each news story, the sources are invariably indicated at the beginning or at the end or both. In discussions relating to the international flow of news,
Reuters, AFP, and AP UPI, Itar-Tass and the Xinhua press are usually described as dominating the collection, processing and sale of news (UNESCO 1984:73; Boyd-Barret 1998:19; Fahmy 2005:389). So, the coders are asked to code the stories which are taken from International news agencies as Reuters, AFP, and AP, UPI, IANS, Graphic News and the Xinhua press.

Establishing reliability

The inter-coder reliability for sources of news items was calculated manually and the manual calculation was used to establish Holsti’s coefficient.

\[2M + N1 + N2\]

\[= 2 \times 49 + 58 + 58\]

Holsti’s reliability = .844

Establishing reliability

The inter-coder reliability to find out the dominance of international news agencies in covering Pakistani news items was calculated manually and the manual calculation was used to establish Holsti’s coefficient.

\[2M + N1 + N2 = 2 \times 8 + 10 + 10\]

Holsti’s reliability = .80
3.5.5 Reliability test to know the category (conflict) of Pakistani news covered

Establishing reliability: \( 2M \div N1 + N2 \)

\[
2 \times 15 = 18 + 18
\]

\[= .833\]

3.6 Inter-coder reliability for *The Hindu*

3.6.1 Reliability test of *The Hindu* in case of the number of International news and Pakistani news

Inter-coder reliability for the study was made by following the Holsti method. The computation was performed using a calculator. Both the coders coded the given unit of analysis, and the result of the study showed an agreement of \(.767\) on the total number of international news.

Manual calculation of Holsti’s reliability co-efficient the total number of international news was done as follows:

Holsti’s reliability = \( 2M \div N1 + N2 \)

\[
= 2 \times 172 + 224 + 224
\]

\[= .767\]
Whereas to find out Holsti's reliability co-efficient for the total number of Pakistani news:

\[ \text{Holsti's reliability} = 2M + N1 + N2 \]

\[ = 2 \times 45 \div 60 + 60 \]

\[ = .75 \]

**3.6.2 Reliability test for The Hindu in case of International Pictures and Pakistani Pictures**

The inter-coder reliability on International Pictures was calculated manually. The manual calculation was used to establish Holsti's coefficient index.

\[ 2M + N1 + N2 \]

\[ = 2 \times 51 \div 57 + 57 \]

Holsti's reliability = .89

The inter-coder reliability on Pakistani Pictures was in the same way by using Holsti's coefficient index.

\[ 2M + N1 + N2 \]

\[ = 2 \times 6 \div 7 + 7 \]

Holsti's reliability = .857
3.6.3 Reliability test of *The Hindu* to find out the sources of news

Each unit of analysis of *The Hindu* was analysed by both the coders for sources of news. Here the coders are instructed to code the international news agencies as Reuters, AFP, and AP UPI, IANS, Graphic News and the Xinhua press.

Establishing reliability

The inter-coder reliability for sources of international news items was calculated to establish Holisti’s coefficient.

\[
2M \div N1 + N2 \\
= 2 \times 42 \div 49 + 49 \\
\]

Holsti’s reliability = .857

The inter-coder reliability for sources of Pakistani news items used to establish Holisti’s coefficient.

\[
2M \div N1 + N2 \\
= 2 \times 1 + 1 + 1 \\
\]

Holsti’s reliability = 1 indicating complete agreement.
Reliability test to know the category (conflict) of Pakistani news covered:

Establishing reliability: \(2M \div N1 + N2\)

\[=2 \times 31 \div 35 + 35\]

\[=.885\]

### 3.7 Validity

#### 3.7.1 Measuring instrument and procedures

The validity of the study is provided based on earlier researches that used the same technique of data collection. A similar way of measurement has been carried by Rajan Zed (1996) in his study *The coverage of Gandhi in the New York Times and Times London (1924-1947)*. Here the space was measured in column centimetres. The measuring instrument was a ruler.

The unit of analysis of the study is the cover page, editorial page and the global page/ international page having different number of columns and dissimilar width (for both the newspapers). So to avoid such circumstances the researcher measured 4.2 as the standard column width and standard number of columns for both the newspapers is 8.

So the formula used for measuring a particular news items is:

\[8 \div 4.2 \times \text{length of the news item}\]  (the same formula is applicable for all the different page of both the newspapers)
Thus, the area of each news was calculated using the standard formula of length multiplied by width. To know the total space of a particular news story, the researcher first analysed both pictures and text together, the calculation of the area occupied by the news item included the amount of space occupied by any picture accompanying the news item. Then the researcher separately measured the pictures including caption of the picture to know the space occupied by a particular picture. A stand alone picture was treated as a news item and space was calculated using the same procedure described for a text news item. The gutters were included in calculation of area because they were considered as a part of the space occupied by news items.

3.8 Operational Definitions

Foreign news or international news: Foreign news in newspaper indicates how pictures and stories originating from other countries as well as about other countries are selected and processed. Foreign news refers to news coverage of events in foreign context which would normally be of interest to those of other localities or otherwise be of national or international scope. Here, the news items from foreign countries or one which was based in India but had foreign origins and sometimes has global significance.

Coverage of Pakistan: The news items which are originated and based in Pakistan are being covered by Indian newspapers, can be termed as coverage of Pakistan. It can be supplied by its own correspondent or obtained through national or international news agencies.
**Total print space:** It is the total printed area of the newspaper which includes news as well as non-news content / material.

**News hole:** The amount of space in a newspaper or time in broadcast news show that remains dedicated to news after the space for advertisement is allotted. Essentially it refers to the amount of content a news provider is allowed to provide despite advertising in every publishing cycle.

**Quantitative analysis:** Quantitative analysis refers to the systematic empirical investigation of quantitative properties and phenomena and their relationships. The process of measurement is central to quantitative analysis. Quantitative methods can be used to verify hypothesis.

**Qualitative analysis:** Qualitative analysis aim to gather an in-depth understanding of human behaviour and the reasons that govern such behaviour. The qualitative method investigates the *why* and *how* of decision making, not just *what, where, when*. In this research the qualitative indicators are slant, mood, negative words, positive words, truthfulness, credibility, accountability.

**Comparative study:** The study which is done by measuring or judging and estimating the similarity or dissimilarity between one thing and another. Here the researcher has undergone comparative study between two newspapers- *The Times of India* and The Hindu. Here the reportage pattern is judged by analysing and the same contents which have been appeared in both the newspapers.
Political news: The news which is relating to the state, government, the body politic, public administration and policy-making can be categorized as political news. In the present research, the researcher selected news as political news which tells civil aspects of Pakistani government as distinguished from the military or relating to the parties and the partisan aspects of politics which is organized or ordered with respect to government.

Objectivity: Objectivity can be understood as synonymous with neutrality. Objectivity in news means it should free from reporters own feelings, biases or prejudices.

Proximity: Proximity refers to the physical or emotional closeness of a news story to a media outlet’s audience and it helps readers/viewers to relate a story on a more personal level. Precisely, events happening in the newspaper circulation area or the broadcast area are likely to be the covered zone. However, if something happens far away but involves local people, then the news value increases because of proximity.

Conflict: Conflict may have different connotation to different people. Causes of conflict may be of commodities, relationship, territory or principle. Here conflict includes war / terrorism that galvanize the nation to serious action. Conflicts have as minimum two necessary characteristics: 1) the presence of organized groups 2) engaged in intense armed fighting. In this research conflict refers to conflict or dispute between two or more countries which included international conflict or political conflict during an election, conflict of opinion, conflict between two sporting teams etc. Conflict is a major news
value because it greatly encourages readers, listeners and viewers to take one side or the other. Therefore they become emotionally invested in the story.

**Military and security issues:** Military and security issues comprises of dispute, Army, Para-military forces or the police and security issues as national integrity and national fabric.

**News determinant:** News Determinants are the yardstick by which an editor determines what portion of the day's news minimum he/she will use. The higher the readership, the more likely it is to be used. Readership will be determined by these questions: Is it timely? Is it local? And is it important?

**Western news agency:** Western news agencies are mainly the dominant four news agencies popularly known as *Big Four:* British Reuters, French AFP, and Associated Press and United Press International of the United States. Western news agencies also include the Russian Itar-Tass and the Xinhua press agency of the People’s Republic of China.

**Diplomatic exchange:** It is a practice of conducting secret negotiation by accredited envoys (though political leaders also negotiate) and international agreements and laws. The goal of diplomatic exchange is to safeguard the state's independence, security, and integrity. It is basically an art of conducting relationships for gain without conflict by preserving the widest possible freedom of action for the state.
Pictorial Coverage: The coverage of news in form of pictures or the news stories accompanied with pictures, sketches and cartoons are pictorial coverage

Reader's feedback: In these research readers feedback is a unit of analysis. This section generally appeared in the editorial page of the newspapers. Here reader's feedback is studied in the forms of letters to the editor. It's an open forum where a reader can naturally share their opinion, views and ideas on a certain topic. They don’t bother what may the editorial policy or if there is any strategy of the newspaper. In general sense feedback is reaction, so here the reaction is quoted where the reader can also come with particular solution of a problem.

Negative story: Negative stories within the scheme of research have been identified as that stories which are critical of Pakistan’s politics, social situation and economic policies. The researcher has tried to find out the words which are markedly negative and sometimes the presence of negative tone has been taken into consideration. Simultaneously news items that describe disasters, civil unrest, famine, war, murder, accidents or political crises are undoubtedly negative news.

Positive story: Positive news stories in this research are the news items which tells positive about Pakistan. The word “positive" has different connotations here positive means using of constructive words in the letters to the editor section regarding Pakistan and also the news items which typically
discusses on how the relationship between the two countries can be rectified or improved.

**Neutral Story:** Neutral news stories are those which are neither negative nor positive. It is very difficult to find out the neutral stories where no such idea, slant, mood or tone remains there to direct the news towards positive or negative way.

**Reliability:** Reliability is the technique of finding out the truthfulness and accuracy of any research. The three major methods of estimating the Reliability are the test retest method, the parallel forms technique and split half method.

**Inter coder reliability:** Intercoder (or interrater) reliability can be defined as “the extent to which independent coders evaluate a characteristic of a message or artifact and reach the same conclusion” (Lombard, Synder-Duch, & Bracken, 2002, p. 589). It is an essential criterion for validating subjectively-coded data that is assessed widely throughout the social sciences. Intercoder reliability is generally regarded as a standard method of summarizing the substance of a set of mediated messages often deployed as a component of content analysis.
References:


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