Chapter - II

A study on globalization and its influence on the socio-cultural life of Koragas of Udupi district – Methodology used

2.1. Introduction

The Koragas are a Scheduled Tribe living in both Udupi as well as Kasargod districts, of Karnataka and Kerala, both with the coast off the Arabian Sea. The present study aimed to understand specifically the impact of globalization via various influences on the socio-cultural life of Koragas at present. Has globalization changed the Koraga? If so, how much? The study focused on the fallouts of globalization on both rural and urban Koragas in Udupi district.

2.2. Methodology

According to *The Pocket Oxford Dictionary*, methodology refers to the body of methods used in a certain activity, or to the science of method. Why do we need methodology in the social sciences? To make research a successful activity, to search for facts and get answers to questions and solutions to problems. Immanuel Kant once said, ‘Ideas without experience are sterile, and experience without ideas is blindness.’ So we can go one of two ways to acquire knowledge: we can either be arbitrary, or scientific. Arbitrary methods include imagination, blind belief, opinion, impression, is subjective, and findings on the same subject differ from person to person.

The scientific method though is (believed to be) systematic, rational and attempts to be objective. All research should be done through the scientific method. As Krishnaswami and Ranganatham say, ‘Research is a systematic and logical study of an issue or problem or phenomenon through scientific method.’ Research is necessary to discover new facts or see if older facts are still valid, to analyze the
logical order, ‘interrelationships, and causal explanations.’ With research, social sciences like anthropology can evolve new scientific methods, discover concepts, and theories that can aid in a better study of *homo sapiens*.

Research is a systematic study of a subject that excludes as much as possible subjectivity. It emphasizes the scientific method. It helps fine tune solutions for problems, or helps in getting a better perspective. If the objective of research is to contribute to theory building in a particular field, then research has to follow the scientific method. Field is wider than, and much broader based than the community. Field embraces the social world and its extension through time and space... from micro forces within the group to macro forces, higher level structures, causes, etc.

2.3. Method

Each scientific discipline has developed a set of techniques for gathering and handling data, but there is, in general, a single scientific method. The method is based on three assumptions: (1) that reality is ‘out there’ to be discovered; (2) that direct observation is the way to discover it; and (3) that material explanations for observable phenomena are always sufficient and metaphysical explanations are never needed. (Russell)

1. **Internal states.** These include attitudes, beliefs, values, and perceptions. Cognition is an internal state.

2. **External states.** These include characteristics of people, such as age, wealth, health status, height, weight, gender, and so on.

3. **Behavior.** This covers what people eat, who they communicate with, how much they work and play—in short, everything that people do and much of what social scientists are interested in understanding.
4. **Artifacts.** These include all physical residue from human behavior-waste, fish and meat bones, cell phones, arrowheads, computer disks, baskets, Viagra, skyscrapers everything.

5. **Environment.** This includes physical and social environmental characteristics. The amount of rainfall, the amount of biomass per square kilometer, location on a river or ocean front - these are physical features that influence human thought and behavior. Humans also live in a social environment. Living under a democratic vs. an authoritarian regime or working in an organization that tolerates or does not tolerate sexual harassment are examples of social environments. (Russell)

**2.4. Scientific Method**

Research is scientific, uses theory to further accumulate knowledge, is objective, ethically neutral, and picks up and extends empirical evidence. Once established, scientific fact is verifiable in any subject. Scientific research is as thorough as a good criminal investigation, which also uses certain scientific research principles. A commitment to objectivity and a dependence on applicable concepts are part of research. Generalization and verifiability are also part of the scientific method.

**2.5. Evidence**

Many facts are garnered through evidence. Of the innumerable stimuli coming our way in any kind of scientific research, the brain needs to sort out the wheat from the chaff. The evidence is run past concepts, theories, parameters of validation, verification and replication, logic, to arrive at a conclusion that is as close to objectivity as possible. When unverifiable, scientific fact is replaced by newer scientific facts, which have their basis in evidence. Accuracy is arrived at based on
evidence. Evidence is collected based on several facts, and observation, and using techniques of collection like the questionnaire.

2.6. The anthropological technique of the questionnaire

All theories in anthropology are rooted in some form of philosophy. All theories are also subjective… when we classify, and study other cultures; we view them from the objectivity of our own mental paradigms. In this thesis, the sociological technique of the questionnaire has been used to elicit pertinent data. Regarding this thesis on the influence of globalization on the Koragas, hidden aspects of globalization can be retrieved from data about market forces, distribution of foreign aid given by local agencies, and consumer-product lines, and other features. In this study, more than five hundred Koraga respondents were interviewed – a cross section equally divided between both rural and urban areas.

Quantitative data reinforces the idea of a world increasingly economically integrated. National and state markets have begun to accommodate international, state and global trade. Thanks to the Internet, financial markets communicate instantaneously with any part of the world. And, today it is the order of the day, multinational (or transnational) corporations lease out production and distribution to different markets, and local labor markets ignore national borders… as their goods or services are meant for consumers beyond the immediate neighborhood. Globalization impacts socio-cultural, economic, familial, marital, political and health aspects of people. The Koragas are no exception to the winds of change. Whether the data collected reinforces the effects of globalization will be inspected in the pages to follow.
Apart from administering the questionnaire, and field work, ‘archival research analyses of public discourse, interviews, journalism, fiction, or statistical representation of collectivities’ are also done. (Gupta and Ferguson, 1997:38)

2.7. Induction

After a sizable number of cases are interviewed, we can derive some kind of generalized conclusion. In the present study of the effects of globalization on the Koragas, four conditions made the study pertinent. First, observation and generalization lead to a conclusion that should be subjected to further study to be proved right. To be proved right, it is imperative that observation be done accurately, and data be recorded properly. Second, observation should be confined to a particular universe, in this case, the rural and urban Koragas of Udupi. Third, there should be enough cases for proper representation. About ten percent of the Koragas in the chosen location were taken for the study. Fourth, all conclusions should be only from the data collected on the pertinent cases. Information on non-Koragas should be strictly kept out. This was also followed.

2.8. Enumerative induction

Enumerative induction is based on generalizations from case histories, and the generalization is based on a disciplined analysis of data. Graphs, tables and analyses support enumerative induction, and can be found in this thesis.

Analytic induction uses a case by case analysis of particular attributes. So only a few cases are used, to prove a hypothesis. If a case doesn’t fit the hypothesis, the hypothesis is reformulated with greater precision, or in some cases, excluded. Continue to do this for each case, changing or excluding, until a universal relation is established. In this thesis, the method of enumerative induction has been used.
2.9. From general to particular: the art of deduction

Deduction is the inferring of particular instances from a general law or principle. The general law or principle should be accurate, only then would the particular instance bring forth the correct deduction. Both induction and deduction are used simultaneously. According to Krishnaswami, ‘this process of fact/ question/ hypothesis/ deducted fact/ confirmation/question’ must continue till the truth or final explanation is arrived at.

2.10. Pointers to good scientific method

The Advisory Committee on Economic and Social Research of the Council of Social Science Research recommends the following for the correct scientific method:

a. Careful logical reasoning of the problem

b. Accurate definition of terms, concepts, statistical units and measures, so that others can understand properly and be able to replicate and test the generalizations

c. Collection of data that covers the hypothesis and research topic

d. Classification of data

e. Expression of variables in quantitative terms each and every time

f. Meticulous statistical procedure to summarize data, and isolating variables

g. Logical reasoning that tests the hypothesis and results in correct generalizations

h. A conclusion that is derived from a correct assessment

i. A rigidly correct statement of generalization that others can also test
j. A complete exclusion of the personal, subjective element

k. A step by step reportage of the research process, definitions and methods of analysis so that others can also test the generalizations with new data

2.11. The Scientific Approach

The standard approach to the scientific method covers the following steps:

a. Define the problem

b. Establish hypothesis of the problem

c. Assemble data

d. Analyze data and check if hypothesis is correct or not

After the subject and area and hypothesis were decided, the fieldwork was conducted during 2010-12. A total of 12 visits were made, before 2013, to the field area to collect data through interviews and questionnaires. The study sought to discover the impact of globalization on the lifestyle of Koragas at present. The study covered both rural and urban Koragas of Udupi taluk. (Kasargod Koragas were excluded.) Contacts with the Koraga were made through ITDP (Integrated Tribal Development Program) officers. Local Gram Panchayat officers were also contacted. Some leading, vocal Koragas were interviewed in detail, about education, alcoholism, breastfeeding practices and other health issues, marital practices, changes in occupation, and other important parameters. A study of globalization includes travel to different destinations within the field and meeting with local volunteer agencies is part of it. An Excel spreadsheet, photos, and videotapes of the Koragas, in digital format are available on CD.
2.12. Selection of samples

A proper sampling technique was employed during fieldwork. The present study was conducted in Udupi district, in Karnataka State. Data was collected from the Koragas, a Scheduled Tribe from 2010 to 2013. The Koraga live in Kasargod, Kerala, and Udupi district, Karnataka.

First, 560 respondents – heads of households – were interviewed (280 respondents each for the rural and urban areas in Udupi district). These people were chosen with the help of various officials (like ITDP) involved in Koraga development. Koraga settlements were selected from different villages from both developed and backward areas. Contact was established with the help of school teachers, students, social workers, Anganvadi teachers, Panchayath authorities, etc. who are familiar with the Koraga and trusted by them. Focus group studies targeted active members of the Koraga tribe who worked their people to improve quality of life parameters.

2.13. Interview schedule and questionnaires

Interview schedules mostly begin with a questionnaire. A questionnaire is ‘a formulated series of questions especially for statistical analyses’. Anthropology makes uses of questionnaires for statistical analysis. Initially, the Koraga questionnaire was used to elicit information. Later, some of the very vocal respondents who were knowledgeable and intelligent enough to communicate their viewpoints clearly, were extensively interviewed - Sushila Nada is a Koraga case in point. Demographic details were collected from 560 respondents through questionnaires. Information collected included name, age, marital status, occupation, residence types, education levels, monthly wage earned, alcohol consumption, participation in local governance; travel within and outside the country for work, food habits, etc. The respondents were
heads of the families. A random sampling technique was used to select them. Before selection of sample households, Grama Panchayath members, the Grama Panchayath President, Taluk Panchayath members, the President, Zilla Panchayath members, Tahasildars, social welfare officers, officials connected with ITDP (Integrated Tribal Development Program), officials in the Deputy Commissioner’s Office and others were consulted to obtain background information on Koraga settlements and villages. In this connection, the Revenue Department’s sub staff was also contacted. The questionnaire was adjusted to cover those details that were not covered by the first set of questions. The small adjustments were made to make the info more relevant and understand better the changes the community has undergone. In Udupi district, rural areas and urban areas are on average, about five or more kilometers apart.

2.14. Participant observation and interview techniques

Participant observation and interview techniques were used in this study. An interview is an oral examination of an applicant, or a face-to-face meeting for consultation.

The data pertaining to past history was obtained through discussion with the elder members and educated members of the community. Apart from the interviews and questionnaires, procedures included videotapes, photography, case studies, and meetings with important government officials connected to the Koraga under the Integrated Tribal Development Program. Observation and capture of behavior was done through photography, and sometimes with videos. Audiovisual records of knowledgeable Koragas were made.

The problem with interviews is: they can be very subjective and kowtow to the biases of the interviewer. And interviews can also be colored by the respondent’s own
mental condition at the time of interview. Building trust was an important pre-
interview component so that the respondents felt free in giving answers.

2.15. Breaking the ice - visits to Koraga homesteads

To study Koraga living conditions, visits to Koraga settlements, participation
in their social and religious activities like festivals, marriages, dances, expeditions,
worship, collection of herbal plants, mat making, etc. (whatever work they do in their
routine life) was also part of this study.

2.16. Participant observation and the questionnaire

Besides collecting data through participant observation, the interview schedule
containing both pre-coded and open ended questions were administered to the heads
of the households. Basic information like age, sex, marital status, number of children,
wages, type of family, educational level, are easy to measure. Difficulties in analyses
arise when something can be interpreted in several ways. For instance, features like
political participation, or orientation are multidimensional, and more difficult to
measure, since, as tribals, the Koragas are also representatives of a tribe, making them
a vote bank, and also have other affiliations.

2.17. The interview schedule

The interviews (in English) were administered in local Dravidian languages -
Kannada and Tulu. Group discussions were conducted to understand different aspects
of the tribal community. These discussions allowed respondents to frankly express
their own views. When the first stage of field investigation was completed, the data
was turned into graphs, tables, analysis, based on the data collected. Analysis was
done on various aspects of Koraga socio-cultural and economic aspects, and how far
globalization had impacted the community. Additional questions were also asked for any lacunae.

2.18. Establishing rapport

Establishing rapport was the most important step in the interview process, which was mostly obstacle free once rapport was built between the interviewer and the respondents. But establishing rapport with the Koragas took some time since they are reserved by nature, sometimes had an inferiority complex or were shy. Therefore, people familiar to the Koragas were used to establish rapport with the respondents. Use of a local language like Tulu helped to build a good rapport during personal interviews, group discussions and participant observation.

2.19. Data collection from primary and secondary sources

Data was also collected from tribal books, journals, reports, articles, encyclopedias, subject dictionaries, manuals, and, Census records, records maintained by the Social Welfare Department; District Gazetteers and other sources such as dailies, weeklies and monthlies, websites, encyclopedias, and publications relevant to the research project. Individual in depth interviews were also recorded on subjects like alcoholism, breast feeding, and levels of indebtedness. The social sciences should be skeptical towards intuition and interpretations that are neither derived from, nor testable by, systematically derived data.

2.20. Audiovisual material

Photographs and video films were collected on the Koragas. Plenty of audiovisual material was also amassed on the Koragas.