CHAPTER-III
RESEARCH METHODS

3.1 Introduction

Tribal development is a long drawn process which demands close collaboration among various stakeholders involved in tribal development in the country. The Constitution of India provides several protective measures and developmental opportunities for the empowerment of tribes in India. Several organizations are involved in the process of tribal development. Studies have reported that these organizations should closely collaborate and redraw their research agenda to fulfill the goals of tribal development in India. They have suggested that all tribal development programmes should be implemented after proper analyses of the situation. Awareness drive has to be accelerated through proper media intervention programmes in order to enlist the active participation of tribes in all development projects. In particular, tribal women development is focused in the national and regional plans over a period of time. Scientific research approaches are also required to provide deep insights into the problems of the tribal development in India. This chapter enumerates the salient methodological details of the present study.

3.2. Hypotheses of the Study

The objectives of the present study and the analysis of the findings of the past studies have led to generating the following set of null hypotheses.

\textit{H1. The stakeholders of tribal women empowerment and beneficiaries of tribal women development projects have not gained adequate communications media exposure.}

\textit{H2. The stakeholders of tribal women empowerment and beneficiaries of tribal women development projects have not gained awareness about various tribal development programmes.}

\textit{H3. The stakeholders of tribal women empowerment and beneficiaries of tribal women development projects in Karnataka State have not obtained adequate communication support from the media.}
H4. The stakeholders of tribal women empowerment and tribal women beneficiaries have found that communications media did not play a vital role in the empowerment of tribal women.

H5. The stakeholders of tribal women empowerment and tribal women beneficiaries are not satisfied with the tribal development communication system from the point of view of tribal women empowerment.

3.3. Study Variables

Keeping the above hypotheses in view, the following variables were selected for the study.

3.3.1 Independent Variables
a. Gender,
b. Age,
c. Education,
d. Profession and
e. Social and Economic Status

3.3.2 Dependent Variables
a. Communications media association of the respondents.
b. Awareness about tribal development programmes.
c. Communication source of tribal development programmes.
d. Role of media in the empowerment of tribal women.
e. Drawbacks of media in trial women empowerment.

3.4. Research Design

The present study was carried out on the basis of systematic survey research method. A structured and pre-tested interview schedule was administered to the stakeholders of tribal women empowerment and tribal women beneficiaries of Karnataka state.

3.5. Selection of Study Areas

The respondents were selected from about 06 districts of Karnataka state which practically represented the four revenue divisions. The primary data were gathered from 397 respondents consisting of stakeholders of tribal women
empowerment (91) and tribal women beneficiaries (306). Two separate interview schedules were administered to them to understand the role of media in the tribal women empowerment in Karnataka State.

Table.3.1. Distribution of Study Area and Sample

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Districts</th>
<th>Stakeholders</th>
<th>Beneficiaries</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bellary</td>
<td>15</td>
<td>48</td>
<td>63</td>
</tr>
<tr>
<td>2</td>
<td>Raichur</td>
<td>15</td>
<td>46</td>
<td>61</td>
</tr>
<tr>
<td>3</td>
<td>Shimoga</td>
<td>15</td>
<td>44</td>
<td>59</td>
</tr>
<tr>
<td>4</td>
<td>Ramnagar</td>
<td>15</td>
<td>52</td>
<td>67</td>
</tr>
<tr>
<td>5</td>
<td>Chamarajanagar</td>
<td>16</td>
<td>68</td>
<td>84</td>
</tr>
<tr>
<td>6</td>
<td>Kodagu</td>
<td>15</td>
<td>48</td>
<td>63</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>91</strong></td>
<td><strong>306</strong></td>
<td><strong>397</strong></td>
</tr>
</tbody>
</table>

n = 397

3.6. Selection of Sample

Several qualitative factors were taken into consideration while determining the sample size. These include the importance of decision, the nature of research, the number of variables, the nature of analysis, sample sizes used in similar studies, incidence rate (the occurrence of behavior or characteristics in population), completion rates and resource constraints. In media research, limits on time, money and other resources can exert an overriding influence on sampling size determination. The researcher followed the incidental sampling technique, purposive sampling technique and stratified sampling techniques to select the respondents for primary data collection.

3.7. Tools of Data Collection

The researcher designed two set of interview schedule for the stakeholders of tribal women empowerment and tribal women beneficiaries. There were common questions which dealt with media habits, attitude of the respondents towards tribal women empowerment, uses of tribal women empowerment centered media services, gratifications of tribal women empowerment centered media services and limitations of tribal women empowerment centered media services with special reference to Karnataka state. Besides interview schedule and gathering primary data through interview, the researcher also adopted indirect observation and informal consultation methods to understand the role of media in the empowerment of tribal women.
3.8. Primary Data Collection

The primary data were gathered from about 397 respondents representing stakeholders of tribal women empowerment (91) and tribal women beneficiaries (306) spread across the developing and under-developed districts of Karnataka state from tribal women empowerment point of view. The study was conducted in two phases. In the first phase, general information regarding demographic features of the stakeholders and beneficiaries were collected from the subjects of the study. The data on the socio-economic status of the respondents were also collected by administering the interview schedules. In the second phase of the study, the standardized interview schedules scales on the role of the media in the empowerment of tribal women were administered to the subjects. The responses from about 397 subjects were noted down by the researcher and a team of trained investigators after interacting with the subjects and explaining the aims and objectives of the study.

3.9. Secondary Data Collection

The present study was also systematically carried out on the basis of relevant secondary data such as constitutional provisions, planning commission reports, central and state government projects, reports of various committees, evaluation reports, empirical study materials, professional journal articles, media comments and criticisms, dissertations of various universities and Internet-based materials on tribal development in general and tribal women empowerment in particular. These sources also contained authoritative comments and criticisms made by the scholars and specialists on various aspects of media intervention for tribal women empowerment in Karnataka state. The scholarly communication produced by the various sources were also systematically analyzed for the purpose of gathering additional authentic information on the scientific study of the role of media in the empowerment of tribal women in Karnataka state.

3.10. Statistical Analysis

The primary data were analyzed on the basis of certain standardized statistical tests which include – percentage analysis, graphical representation, Chi-square test, and cross tabulation. All the statistical methods were carried out through the SPSS for Windows (version 16.0). A brief discussion of these statistical tests is as follows.
Descriptive Procedure

The descriptive procedure displays uni-variate summary statistics for several variables in a single table and calculates standardized (z-scores). Variables can be ordered by the size of their means (in ascending or descending order), alphabetically, or by the order in which the researcher specifies.

Frequencies and Percentages

The frequencies procedure provides statistics and graphical displays that are useful for describing many types of variables. For a first look at the data, frequencies procedure is a good place to start. Further, percentages provide the values out of hundred for each group or sector selected with frequencies.

Cross-Tabs

The cross-tabs procedure forms two-way and multi-way tables and provides a variety of tests and measures of association for two-way tables. The structure of the table and whether categories are ordered determine what test or measure to use. Contingency coefficient analysis was employed in the present study.

Chi Square Test ($\chi^2$)

The $\chi^2$ test applies only to discrete data counted rather than measured values. It is a test of independence, the idea that one variable is not affected by, or related to, another variable. The $\chi^2$ is not a measure of the degree of relationship. In the present study, it was primarily used to estimate the likelihood that some factor other than chance (sampling error) accounts for the apparent relationship. Usually, the null hypothesis states that there is no relationship (the variables are independent). The test merely evaluates the probability that the observed relationship results from chance. A finding of a statistically significant $\chi^2$ value does not necessarily indicate a cause-and-effect relationship, a limitation that was observed when interpreting a coefficient of correlation in the present statistical analysis. However, the Chi square observations were organized in systematic cross break form by the researcher.
3.11. Reliability and Validity of Data

**Reliability**

The results of the investigation have to be reliable both practically and statistically. The data becomes reliable if nothing changes in a population between two investigations in the same purpose. The data becomes reliable from a deductive point of view if the measure yields the same results on different occasions or from an inductive point of view if similar observations be made different researches on different occasions. Scholars have identified certain threats to reliability such as subject error, subject bias, and observer error and observer bias. The researcher is primarily responsible for the understanding, documentation and inferences drawn about the relationship between the independent and dependent variables.

**Validity**

Scholars have identified certain tests for validity such as construct validity which establishes correct operational measures for the concepts being studied. The internal validity is applicable for explanatory and causal studies only. The external validity establishes the domain to which a study’s findings can be generalized. The researcher has to collect and interpret data on the basis of absolute clarity and objectivity. Since this study is descriptive no consideration is taken into account from internal validity point of view. As for external validity, this study could be generalized with a 95 percent level of certainty and a 5 percent margin of error as usual.

3.12. Definitions of the Terms Used in the Study

3.12.1 Scheduled Tribes

The Scheduled Tribes are identified on the basis of certain well defined criteria including the traditional homeland of a definite geographical area, distinctive culture and general lack of development. The list of Scheduled Tribes was notified by the President of India in accordance with the provisions of Article 342 of the constitution. The welfare and development of Scheduled Tribes is not viewed in terms of materials needs but in terms of non-material needs including human rights and inclusive development.
1.12.2 National Commission for Scheduled Tribes

The Government of India has constituted the National Commission for Scheduled Tribes as per the separate special legislation which seeks to take concrete steps to prevent atrocities on tribes and facilitate their empowerment as per the constitutional norms and direction. The commission has punitive powers to take appropriate action against those who exploit the tribes in the country.

1.12.3 Empowerment of Women

Women constitute more than 50% of the national population in India. They are marginalized section of the society mainly due to male domination. Women are marginalized by society at large, but governments are often unwitting or enthusiastic participants according to empirical evidence. Women are not treated on par with men on account of lack of political will and social activism. Women are entitled to several constitutional protective measures and developmental privileges. The status of women has not improved in all walks of life especially in the post-independence era. Hence, the subject of empowerment assumes significance in a developing nation like India. Practically, empowerment of women is an integrated process which includes educational, social, economic and political advancement of women.

1.12.4 Tribal Women Empowerment

Tribal women are the most marginalized section of Indian society. They are practically the most malnourished from development point of view. They are excluded from the national mainstream. They suffer from social, educational and economic inequality since they live in inaccessible forest areas. The State has to promote with special care the educational and economic interest of tribal women with due respect to constitutional provisions and humanitarian considerations. The tribal women empowerment is the most challenging task. There is a need for periodical review to empower the tribal women who are extremely marginalized in Indian society and acquire economic wherewithal denied to them in spite of protections and provisions favoring such entitlements.

1.12.5 Integrated Tribal Development Project

The Scheduled Tribes belonging to over 250 tribes had their own distinct socio-cultural and ecological milieu. The Five Year Plans have been implemented in India with specific objectives of reducing poverty, improving educational status and
eliminating exploitation of the tribal families. There are 192 Integrated Tribal Development Project (ITDPs) / Integrated Tribal Development Agencies (ITDAs) spread over 19 States / Union Territories in the country. The Ministry of Tribal Affairs releases grant to the State Governments for the implementation of the schemes/ programmes for Scheduled Tribes meant for their socio-economic development and protection against exploitation. The concerned State Governments implement these schemes/ programme by releasing funds and allied facilities. The ITDP is the nodal agency in the country which is responsible for the overall development of tribes through implementation of area-specific and target group specific tribal development programmes.

1.12.6 Stakeholders of Tribal Women Empowerment

The empowerment of tribal women is not a uni-dimensional task but it is indeed a multi-dimensional responsibility collectively shouldered by several stakeholders representing both government and non-government sectors. The policy makers, administrators, implementers, organizers, change agents, catalysts of development, activists, educators, trainers, researchers and other basically constitute the stakeholders of tribal women empowerment in modern society. These stakeholders are required to come under a common platform, coordinate tribal women development programmes and achieve the goal of tribal women empowerment as missionaries.

1.12.7 Beneficiaries of Tribal Women Development Projects

Tribal women are the most backward, vulnerable and marginalized sections of Indian society. They should be educated, organized, emancipated and empowered in accordance with the constitutional provisions and directions of central and state governments. The stakeholders are required to reach out to the unreached tribal women in the remote forest and hill areas. They must inspire the tribal women to take active part in the mainstream of development. The stakeholders should also identify deserving tribal women and provide the benefits of development on the basis of certain well defined criteria. Tribal women are also required to assert their rights and enjoy the benefit of inclusive and integrated development.
1.12.8 Social Status of Stakeholders and Beneficiaries

The people are classified into different social groups according to their ascribed and achieved statuses. The betterment of social status on the basis of self-achievement is called as the achieved status. But, some people enjoy the benefit of ascribed status which is fixed for them at birth even though they have not achieved anything significantly. In India, there are more people who enjoy the ascribed status rather than achieved status on account of prevailing caste system. In the present study, the social status of the stakeholders of tribal development and beneficiaries of tribal development was taken into account as an important independent variable.

1.12.9 Economic Status of Stakeholders and Beneficiaries

The economic status of people is measured in terms of education, employment, income and wealth statuses. The economic status is classified into high, middle and low according to these parameters. In a pluralistic and caste oriented Indian society, the high caste people naturally enjoy the benefit of access to wealth, power, education and other privileges which determine the economic status of people. Practically, the indigenous people produce the wealth of the country but they do not share the wealth because of ascribed status. In the present study, the stakeholders and beneficiaries of tribal development were classified according to their economic status which is a prominent independent variable.

1.12.10 Media Association

The communications media are considered as the fourth estate of democracy. They are also well known in the society as informal universities since they provide food for thought and action to the people from birth to death. The communications media also contribute immensely for the public opinion formation which matters most in a democracy. Active association of people with media results in better connectivity development and awareness development which are crucial factors from human personality development point of view. In the present study, the communications media association of the stakeholders and beneficiaries of tribal development was studied as a dependent variable.

1.12.11 Attitude of Stakeholders and Tribal Women Beneficiaries

The mindset of the people matters most from individual and collective development point of view. The policy makers, officials, change agents, community
leaders, social organizers, local intellectuals and others constitute the group of stakeholders from tribal women empowerment point of view. The mindset of tribal women beneficiaries also matters from the point of view of social mobility, modernization and development of tribal women. The achievement of the goal of tribal women empowerment is primarily dependent on the attitude of the stakeholders and beneficiaries. In the present study, the attitude of stakeholders and beneficiaries was studied as a dependent variable.

1.12.12 Uses of Media Services for Tribal Women Empowerment

The media services are useful to the mankind in several ways. Scholars have noted that communications media facilitate the development of people in all walks of life. The people are also aware of the power of media in modern society since they are the gateways of progress. The communications media are also responsible for the inclusive, integrated and sustainable development of tribes in modern society. The uses and gratification theory of communication emphasizes that communications media should provide useful services to the mankind and satisfy their needs. Besides this, the communications media should also facilitate the development of people as a matter of corporate social responsibility. In the present study, the uses of various communications media were examined as a prominent dependent variable.

1.12.13 Gratifications of Media Services for Tribal Women Empowerment

The communications media are required to fulfill the aspirations of people. They should also function as the catalysts of development in modern society. Scholars have observed the gratifications derived by the people on account of media exposure, media association and media use patterns of the people. In reality, the communications media have hardly catered to the developmental needs of the tribes who have protected our natural resources with great commitment and responsibility. In the present study, the gratifications of communications media among the stakeholders of tribal development and beneficiaries of tribal women development were examined as an important dependent variable.

3.13. Summary

The role of communications media in the empowerment of tribal women of Karnataka state is less understood due to lack of comprehensive media investigations according to the review of literature. The primary data were collected from 397
respondents (91 stakeholders and 306 beneficiaries) on the basis of incidental sampling and stratified sampling techniques. The present study approached the problem through a systematic survey method. Besides survey method, non-participant observation, informal discussions and several secondary sources of information were also used as other methods to examine the role of media in the empowerment of tribal women in Karnataka state. The analysis of data was done by using percentage analysis, graphical representation, cross tabulation and Chi-square test. The usual limitations of the survey method, namely, time, human inadequacies, resource inadequacies, recollection and communication were experienced by the researcher.