Chapter - 4

Research Methods: A Critical Evaluation

Since July 1991, Cable Television networks with dish antennae became widely prevalent. Cable Television brings variety of national and international channels to the cable linked households. The popularity of Cable Television among the Mizos could not be underestimated. Cable Television programmes are widely viewed by young and old alike. Further, with the availability of television set at a cheaper price and on installment basis, access to television programmes at home is no longer restricted based on economic status and condition as earlier. At the sametime, as Television became a popular social form there has been widespread discussion of its effects. As such it is necessary to understand the television viewing culture among the Mizos so that one can guard against the adverse effects of Cable television. In fact, a significant research has yet to be conducted on the effect of Cable Television among viewers in Mizoram. It is crucial that a study with regards to this issue must be carried out.
This study makes an attempt to collect reliable data on the extent of effects Cable Television programmes have on its audiences. Moreover, it is necessary to understand better the media use habits and attitudes of audiences, what factor contributed to the popularity of Local Cable Television channels. An understanding of these matters is likely to help the policy-makers to take appropriate measures.

This chapter contained the Theoretical Framework of the study, plan of study and profile of the study area.

4:1 Theoretical Framework of the Study

The theoretical perspective of the research is based on the Uses and gratifications theory along with the Social Learning theory.

Uses and gratifications theory attempts to explain the uses and functions of the media for individuals, groups, and society in general. There are three objectives in developing uses and gratifications theory: 1) To explain how individuals use mass communication to gratify their needs. “What do people do with the media”. 2) To discover underlying motives for individuals’ media use.
3) To identify the positive and the negative consequences of individual media use. At the core of uses and gratifications theory lies the assumption that audience members actively seek out the mass media to satisfy individual need.79

The uses and gratification tradition was developed from the Functionalist theory of well known sociologist researchers, like, Jay Blumler and Elihu Katz. The functionalist paradigm insists on media effects towards people, such as the frequently used model of the "hypodermic needle" or a "bullet theory" aimed at a passive audience (Severin & Tankard, 1997). This model was used by practitioners from the 1920's to the 1940's, but a shift occurred during the middle of the 20th century that lead mass media to further develop and understand the notion of Uses and Gratifications. The Uses and Gratification approach was first denoted by Elihu Katz in 1959. This theory shifted the focus from what the media do to the people to what people do with the media. And so the question asked is now "How do people use the mass media and why"? Nevertheless, the uses and gratification approach, within the Functionalist theory, shifted the focus from the purposes of the communication to the purpose of the reader/viewer (Severin

and Tankard, 1997). And at the same time it also opened a door to a modern understanding of mass communication.

According to Blumler and Katz, media users took an active part in choosing and using the media. Users play an active role in the communication process and are goal oriented in their media use. The theorists say that a media user seeks out a media source that best fulfills the needs of the user. Uses and gratifications assume that the user has alternate choices to satisfy their need. Uses and gratifications theory takes a more humanistic approach to looking at media use. Blumler and Katz believe that there is not merely one way that the populace uses media. Instead, they believe there are as many reasons for using the media, as there are media users. According to the theory, media consumers have a free will to decide how they will use the media and how it will affect them. Blumler and Katz values are clearly seen by the fact that they believe that media consumers can choose the influence media has on them as well as the idea that users choose media alternatives merely as a means to an end. Uses and gratification is the optimist’s view of the media. The theory takes out the possibility that the media can have an unconscious influence over our lives and how we view the world. The idea that we simply use the media to satisfy a given need does not seem to fully recognize the power of the media.
in today's society. In fact, the uses of mass media are dependent on the perception, selectivity and previously held beliefs, values, and interests of the people.

Uses and gratification theory can be seen in cases such as personal music selection. We select music not only to fit a particular mood but also in attempts to show empowerment or other socially conscience motives. There are many different types of music and we choose from them to fulfill a particular need. Similarly, this could also apply to a viewer's programme selection, the kind of programme he/she chooses to gratify his/her need.

It is true that an individual chooses the media to satisfy his need, the things he observes would no doubt have an impact on his behavior and attitudes. This is what the Social Learning theory implies. According to Albert Bandura, “Most human behavior is learned observationally through modeling: from observing others, one forms an idea of how new behaviors are performed, and on later occasions this coded information serves as a guide for action”. Social learning theory explains human behavior in terms of continuous reciprocal interaction between cognitive, behavioral, and environmental influences.

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In the view of Bandura, behaviours and response that are repeated, perceived as real, distinct, functional and salient are more likely to be attended to, thus more likely to be learned. When observing an event, which receives some kind of reward like social approval, pleasant experience and when the observer feels confident to perform, its symbolic imitation is facilitated. The social cognitive principle has been widely employed to explain the TV effects on a variety of social issues such as aggression, ethnic stereotypes and alcohol attitudes and behavior. It also stresses the importance of viewer's cognitive activities when consuming TV messages.\(^\text{81}\)

The Social Learning theory explains how new behaviours are acquired by people from media portrayals and depictions. Modelling theory is helpful in describing this concept. An individual observes a character, identifies himself/herself with the model and remembers the actions of the model and performs them when confronted with similar circumstances.\(^\text{82}\) The Social Learning theory, without doubt, establishes that the media can serve as agents in the socialization process.

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Based on the Uses and gratification theory and the Social Learning theory, the present study is designed to explore viewers’ preference of Television programmes and channels. In what way the actions and character of the programmes can influence and serve as a model for viewers to imitate. With the availability of different channels and programmes to choose, crucial questions like: What factors compelled them to choose and view a particular programme? Does a viewer attitude and mind-set reflect what he/she has seen on the screen? Do Television programmes affect viewers’ social activities? In order to understand better the possible influence and effect, it is vital to learning the contents of Television Channels better, and here specifically the kind of stories dominating the popular local newscasts.

The study aims at finding out whether and to what extent Cable Television Programmes influence the attitudes of audiences. The Researcher aimed at finding answers to questions such as whether viewers experience an impact of Television programmes on their attitudes or not, what kind of news story grab their interest, whether they consider the News contents as trustworthy and reliable and so on.
4:2 Objectives

The study looks at the Television viewing pattern among viewers in Aizawl; and aims at exploring the socio-cultural implications of Cable Television programmes on Audiences. Moreover, a comparative distribution of types of Local Cable television Networks’ programmes was carried out with special emphasis on local based news service. The following are identified as specific objectives of the study:

4.2:1 Specific Objectives:

- To check the Television use habits and attitudes of Cable Television Audiences.

- To examine the popularity of local originated programmes among audiences and what factors contributed to their popularity.

- To find out the relation between viewing of Cable Television Programmes and acceptance of Western lifestyles.
- To find out the relation between viewing of Cable Television Programmes and acceptance of Western sexual norms.

- To conduct content analysis of Local Cable Television News and Doordarshan Kendra, Aizawl; and find out which type of News stories dominate the Local News culture.

In addition to these Objectives, an attempt was also made to examine and find out (i) How long the Respondent think he/she will be able to stay without television, (ii) Do they discussed programme viewed on T.V at home, and (iii) Whether viewers are compelled to buy a product because of Television Advertisement.

4:3 Hypotheses:

H1 – “Genders plays a significant role in channels preference”

H2 - “The preference for sports programmes is greater among Male viewers than Female viewers”

H3 - “The preference for serials is greater among Female viewers than Male viewers”
H4 - “Very heavy and heavy viewers of Cable Television programmes tend to show greater degree of acceptance of Western lifestyles than Moderate and Low viewers”

H5 – “Among Very heavy and heavy viewers of Cable Television programmes, Female viewers tend to show a greater degree of acceptance of Western lifestyles than Male viewers”

H6 – “Very heavy and heavy viewers of Cable Television programmes tend to show greater degree of acceptance of Western sexual norms than Moderate and Low viewers”

H7 – “Among Very heavy and heavy viewers of Cable Television programmes, Male viewers tend to show a greater degree of acceptance of Western sexual norms than Female viewers”

4:4 Method of Research

Television research in cultural studies can be divided into two kinds, that which focuses on media texts, and that which focuses on media audiences. However, it was felt that the Objectives and goals of this study could be sufficiently illuminated only by different qualitative and quantitative research methods. For this purpose, the two types have been used in this study. For instance,
while a textual analysis of Cable Television programmes in Aizawl would undoubtedly reveal a great deal about the assumptions made by Television Producers on the interest of indigenous community, it was equally important to find out the frequency of such presentations through more quantitative means. As such a combination of research methods were used to gather empirical data in support of the objectives in this study. “Empirical methods are concerned with studying actually existing recoverable artifacts. These may include quantitative data – the numbers and statistics that may result from content analysis, censuses and surveys. Or the data may be qualitative, e.g. that collected via participant observation or ethnographic methods. Both quantitative and qualitative data may be suitable for generalisation”. These qualitative and quantitative methods provided us a ‘multifaceted’ understanding of television production and identity in Mizoram with special reference to Aizawl. Qualitative methods helped to unravel the way in which stereotypes of indigenous people of Mizoram are constructed on television. They also yielded rich insights into the way that Mizo identity is projected on television by media producers and understood by viewers. Quantitative methods provided

additional statistical information that supplemented these insights. These methods are not, however, infallible. The theoretical and practical advantages and drawbacks involved in the use of the selected research methods are discussed below.

4.5 Critical Appraisal of Research Methods and Difficulties Encountered In Their Use

It is important to note that neither qualitative nor quantitative methods are unproblematic ways of apprehending social or cultural phenomenon. While the convergence of research methods from qualitative and quantitative traditions is a central preoccupation of contemporary communication research, these methods, independently or in combination, continue to be the subject of intense debate among scholars who critique their epistemological assumptions and the degree of sociological success one might achieve through their use.

4.5.1 Survey

"Survey" method is employed in this study. While communication researchers have privileged more participatory

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qualitative methods in recent years, the survey continues to be used along with these methods as an effective way to understand media production and use\textsuperscript{86}. Media researchers have used quantitative surveys to determine the extent to which exposure to the media affects collective and individual behavior\textsuperscript{87}. The survey is a non-experimental, descriptive research method. The Survey method "obtains the data from large representative but diverse and widely scattered groups of the population".\textsuperscript{88} Surveys "are not simply restricted to the collection of information about things, and this makes them useful method for finding out about the individual opinions, attitudes, behavior and so on towards a whole range of topics and issues".\textsuperscript{89} The basic objective of survey research is, in fact, to obtain accurate information about people's attitudes, beliefs, and behaviours. While describing the characteristics of a set of cases, it explains causes of phenomena as well. The "survey analysis tries to locate causes by comparing cases".\textsuperscript{90} Surveys have also been used to

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\textsuperscript{87} Hasan, 2008: 26.


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demonstrate how the media can influence public opinion about a particular political, social, economic or cultural issue. At the same time, Survey studies also have several inherent limitations, for example - since respondents know they are being studied, and have at least some idea why, they may change their answers, either consciously or unconsciously, to show themselves in a better light or to conform to the expectations of those who are studying them. It is also possible for experimenters to deliberately or inadvertently write survey questions that bias people to respond the way they want them to (Doyle, 199). Moreover, the tendency to generalize from restricted samples has been highlighted in criticisms of the survey method. The representative claim of a sample can often be compromised when there is a discrepancy between the values of the sample and those of the population. Again, a sample may be inherently biased giving disproportionate emphasis to some aspects of the population at the expense of others. The problem of non-response is significant as well in the sense that within a randomly selected sample there is no way of guaranteeing that respondents who did not answer questions had the same views as those who did. In this study as well, problems of non-response were encountered in questionnaires distributed among audiences.
4.5:2  Interviews

In many cases, much of survey research data is collected through telephone or personal interviews. A survey interview is a conversation between the interviewer and the respondent with the objective of eliciting the desired information from the respondent. Interviews allow audiences to provide ‘oral testimonies’, in their own language and hence are more detailed than the survey (Jensen 2000). Researchers who have examined the influence of the media in shaping cultural identities have found the in-depth personal interview a particularly useful way of gaining insights into the manner in which the media get “stitched into the fabric of domestic cultures”91. Nevertheless there are a number of problems associated with the use of interviews as a research tool. In the first place, it is advisable to be critical about the ostensibly richer insights afforded by the interview since people may not be willing to divulge their real feelings about a topic or may not have thought very deeply about it.92 Interviewees may feel obliged to impress the interviewer or conform to social standards or simply give their account of the ‘truth’. Sources always have differing levels of experience and

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knowledge, a fact which has to be kept in mind while deciding what sort of value to place on their evidence. The biases of the researcher and also of the respondent remain an inescapable part of the interview process.

Nevertheless, interviews with audiences, however, proved to be more successful and yielded rich insights into how local communities culturally interpret and use television.

4.5:3 Content Analysis

Content analysis is a technique for drawing inferences from existing records or documents (ranging from the Congressional Record to personal ads in the newspaper) in a systematic and unbiased way. Its advantages include an ability to study large populations and document naturally occurring trends over time; however, it is subject to biases of interpretation and the researcher cannot control the collection of data (Weber, 1985). Here, Content Analysis method is adopted for a comparative study of Local Cable Television News stories. Content Analysis is “a social-science method of investigating mass-mediated texts with a view to making wider claims about the content of various media channels. It is based on

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the concept of frequency, and involves investigating the frequency of presence or absence of predetermined categories. Concerned with the collection and interrogation of statistical information, it aspires to objectivity. Recent practitioners, however, have acknowledged the subjective element inherent in the process, especially when creating dimensions for research”.94 Casey et al. argues that one of the advantages of content analysis ‘is that it requires adherence to systematic rules and procedures’. This includes precise definitions of research objectives, objects of study and terms utilized in the project. In addition, the size of sample must be significant for the desired outcome of the research.95 The sample size of the study is determined by research objectives; since the aim was tracing a trend in content, it involves a large number of samples, taken randomly over a span of approximately three years i.e. from November, 2005 to July, 2008, with full statistical safeguards. However, one of the problems inherent in content analysis is that the classification of content is necessarily open to challenge. This is why Casay et al. note that content analysis ‘tends more often to be used as a starting point or in conjunction with other methodologies


than as a method standing alone’. Though Content analysis is reassuringly quantitative, in this study, it is carried out in conjunction with careful textual analysis and audience research to show how the findings about frequency of occurrence connect with the form in which such content is actually experienced by viewers. 96

4.5:4 Textual Analysis

Textual analysis is “a particularist, empirical, analytical methodology that is central to the work of cultural and media studies. It is not a tool to find the correct interpretation of a text, rather it is used to understand what interpretations are possible. Textual analysis is interested in the cultural and political implications of representations, not only in how meaning is constructed..............For example, this can refer to conventions of genre, the intertextuality of an actor, the narrative of the text, as well as discourses that are evoked in discussions of the subject in other media texts. It is the interplay of meanings both inside and outside the text that textual analysis works towards uncovering and a way of understanding the variety of interpretations likely to be

generated by such analysis”. This particular study employed a combination of quantitative and qualitative approaches in order to critically assess programmes on the local cable television channels. Since it was important to establish not only the kinds of programmes that were made on the community and the particular stereotypes that were either reinforced or contested, but also how often such programmes were aired and such stereotyping occurred, a certain amount of ‘counting’ to establish frequency was combined with a more interpretative approach. Thus, in addition to establishing frequency, the attempt was to qualitatively describe the general features of a range of texts, produced in local contexts, in order to establish whether they have a broad convergence of perspective or differ significantly from each other on a particular subject. In addition to the categorisation of stories done by the channels themselves, stories were further divided thematically in order to better study their content. The content of the stories dictated these thematic divisions. Among the logistical problems adherent with this method, the time required to collect logistic data/samples and categorizing the programme type are the prominent complexities.

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Variables of the Study

The Variables selected in the study, namely lifestyles and sex norms have been explained below in detail.

Lifestyles

A lifestyle is the way a person lives. A lifestyle is a characteristic bundle of behaviors that makes sense to both others and oneself in a given time and place, including social relations, consumption, entertainment, and dress. The behaviors and practices within lifestyles are a mixture of habits, conventional ways of doing things, and reasoned actions. A lifestyle typically also reflects an individual's attitudes, values or worldview. Therefore, a lifestyle is a means of forging a sense of self and to create cultural symbols that resonate with personal identity. Not all aspects of a lifestyle are entirely voluntaristic. Surrounding social and technical systems can constrain the lifestyle choices available to the individual and the symbols she/he is able to project to others and the self.²⁸

There are certain differences between Western culture and that of the Mizo culture in general. These differences are more

visible in the community and family institutions. The Mizos’ are very close-nit society, neighbours live like family, and the family set-up is more or less joint family oriented. Children live with their parents and in turn look after the parents in their old age. Being a well-knit society, social life is given much importance. However, there is no caste or class system. The community life is comprehensive and free from any rank or status consciousness. They participate in all social or religious functions without any consideration of social hierarchy.

At the sametime, a man’s respectability is often measured according to his contribution and participation at a community or church activities or at a societal level. In contrast, individualism is given importance in the Western society. Children are expected to leave their parents’ home and take care of themselves when they reach the age of 18. Aged people are usually consigned to old age home. Nevertheless, it is a common believe that Christianity made the Mizos adaptable to western culture.

With the introduction of Cable Television, a number of western originated programmes and channels depicting western lifestyles became available to the Mizo people. It is possible that viewing of such programmes and channels could have an influence
over its viewers irrespective of Age groups and brought about irrevocable changes in the Mizos’ value system.

The dependent variable lifestyle is operationalised into six (6) components. The study aims at finding out how Cable television programmes influence the lifestyles such as food habits, dress designs and hairstyles, mannerisms and behavioural patterns, jargon and accent used by character in television programmes and identifying oneself with characters.

4.6:2 Sexual Norms

A sexual norm can refer to a personal or a social norm. Most cultures have social norms regarding sexuality, and define normal sexuality to consist only of certain legal sex acts between individuals who meet specific criteria of age, relatedness or social role and status. In most societies, the term 'normal' is actually a spectrum. In other words, rather than each act being simply classified as "acceptable" or "not acceptable", in practice many acts are viewed as "more or less accepted" by different people, and the opinion on how normal or acceptable they are greatly depends on the individual making the opinion as well as the culture itself. Based
on information gained from sexological studies, a great many ordinary people's sex lives are very often quite different from popular beliefs about normal, in private.95

In the words of Vijaylakshmi, "For long, sex was regarded as a personal and private issue. But in recent years, with media liberalization, there has been an invasion of privacy of the Indian households by the Western media. A large number of Western television programmes with a high degree of sexually explicit scenes and information are now freely available and suddenly sex seems to lose its old taboo. Moreover, there is evidence that the media do exercise some influence over the development of worldviews including values and norms with respect to gender and sexual orientation." 100

Similar to Western norms, courting and love marriage is a common practice in the Mizo society. However, given the religious beliefs and practices, unmarried sexual relationship and extramarital relationship are punishable with expulsion from the church for a given period. In general, unmarried sexual relationship is considered as a 'sin'. In contrast, Sexual intercourse seems to have

95 "Social customs 'hide child sex abuse'", BBC (2003-01-21).
become an integral part of unmarried heterosexual relationships in the US. More notably, acceptance of unmarried sexual relationships seems to have evolved into acceptance of ‘live-in’ relationship. In the US, researchers have also recognized near universal participation in unmarried sex and increasing rates of partnership-turnover.\(^\text{101}\) Lawson’s study has also documented that in the US, one quarter to one-half of married women have at least one extra-marital relationship after marriage and that about 50 to 65 percent of the married men stray before the age of 40.\(^\text{102}\)

It must be noted that the Western originated television programmes depicted certain amount of Western sexual practices. And it is possible that these programmes could influence and nurture acceptance towards such sexual norms among Cable Television viewers.

Here, an attempt was made to study the correlation between viewing of Cable television programmes and change in attitudes towards sex norms. The dependent variable sexual norm is operationalised into 4 components. Opinions on whether exposure to Cable television programmes arouse interest in sex, encourage freethinking of sex and tempt them to indulge in casual sex as well as

premarital, extramarital and ‘abnormal’ sexual relationships (such as homosexualism and lesbinionism).

4:7 Terms Used in the Study

The major terms used in the study are explained and defined as below:

4.7:1 Cable Television programmes

Cable Television programmes comprises the contents or programmes in different Cable channels like MTV, VH1, Star Movies, HBO, Star Sports, ESPN, Pogo, etc which are accessible for viewing among the residents of Aizawl District.

4.7:2 Local Cable Television Channel/Networks

Specifically, the Local Cable Television Channel/Networks refer to the three main Cable Operators – LPS Vision, Skylinks and Zonet (having sub-operators in different localities) operating in the District of Aizawl which originate a local based channels and programmes of their own.
4.7:3 Level of Viewing

Level of viewing refers to the number of hours devoted for viewing Cable Television programmes on a regular day.

Low Viewer

The respondent who watches Cable Television programmes for 1 to 2 (one to two) hours on a regular day.

Moderate Viewer

The respondent who watches Cable Television programmes for 3 to 4 (three to five) hours on a regular day.

Heavy Viewer

The respondent who watches Cable Television programmes for 5 to 6 (six to eight) hours on a regular day.

Very heavy Viewer

The respondent who watches Cable Television programmes for more than 7 (nine) hours on a regular day.

4.7:4 Audiences

The term audience is used to describe a large number of unidentifiable people, usually united by their participation in media
Audiences enable media organizations to sell advertising or to fulfill their public and statutory obligations, whether for television, radio, magazine or the press. Here, audience refers to people residing in Aizawl who has access to Cable Television programmes.

4.7:5 Genders

A categorization that separates men and women on the basis of assumed behaviours, values, attitudes and beliefs.

4.7:6 Habits

Habituated routines of behavior that are repeated regularly. They tend to occur subconsciously, and tend to occur without directly thinking consciously about those behaviors. Habitual behavior sometimes goes unnoticed in persons exhibiting these behaviors, because it is oftentimes unnecessary to engage in self-analysis when undertaking in routine tasks.

4.7:7 Attitudes

A hypothetical construct that represents an individual's like or dislike for an item. Attitudes are positive, negative or neutral.
views of an "attitude object", i.e. a person, behaviour or event. People can also be "ambivalent" towards a target, meaning that they simultaneously possess a positive and a negative bias towards the attitude in question.\textsuperscript{105} Here, Attitudes denote a person’s outlook shaped by Television programmes.

4.7:8 Genre

"Genre" can be understood as the categorization of Television contents according to shared characteristics. Here, Television contents are classified as News, Serials, Talk shows, Documentary, Interviews, Music, Sports, Quiz, Fashion, Reality Shows, Educational, Feature Films, and Human Interest Stories.

4.7:9 Lifestyles

The dimension of lifestyle is operationalised into 6 dependent variables which deal with acceptance in terms of imitating mannerisms and behaviour, dress designs and hairstyles, accent and jargon used by the characters in foreign originated television programmes. Stimulation with the view of desire to try foreign recipes, aspiring to travel abroad and identifying oneself with characters.

4.7:10  Sexual Norms

The dimension of sexual norm is operationalised into 4 dependent variables. It deal with stimulations with regards to interest in sex, indulgence in casual sex, pre/extra marital relationships, ‘abnormal’ sexual relationships (such as lesbianism and homosexualism) and encouragement of freethinking of sex.

4.7:11  Traditional channels

Here, traditional channels of communication refers to Messengers send to convey messages from one village to another, from one locality to another. It also includes Public Announcement system and to some extent the Radio as well.

4.7:12  Local Flavours

In this study, ‘Local flavours’ is used to denote Mizo society, culture and issues related television programmes which are basically presented in Mizo dialect.
4:8 Research Sample and Method of Sample Selection

The study focused on the perspectives of audiences on their TV use habits and practices as well as on television production and television texts based mainly on the current media research practice termed as 'reception analyses'. This is basically what Jensen terms as an “audience-cum-content analysis – comparative studies of media discourses and their interpretation and uses by specific audiences”. Research samples from audiences, television producers, Television Programmes’ contents and texts were generated through a combination of random, opportunistic, convenience and informal means.

4:8:1 Interviews with Television Producers and Media professionals in the field of Television in Aizawl

Semi-structured interviews were conducted with television producers, administrators and policy makers of Cable Television Channels and Head of News, Doordarshan Kendra Aizawl.

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During the interviews questions pertaining to the operational structure of Cable Television and Doordarshan Kendra in Aizawl, the extent of cultural domination by Western and mainstream Indian television, available representations of the local communities on national television, and the role of local television in representing the concerns of contemporary society were raised.

In addition to this, the Researcher herself, a ‘localite’ of Aizawl had worked with LPS Vision for two years (2003-2005) and had some work exposure at DDK Aizawl as well. As such she has a broad knowledge about the slant of programming of Cable Television Networks and DDK, Aizawl.

4.8:2 Programmes

A monitoring period was randomly set to examine the programming of local dialect based channels, viz, LPS Vision, Skylinks and Zonet and Doordarshan Kendra Aizawl. Access to local television archives was relatively easy. The study on these local channels and DDK Aizawl based programmes mostly reliant on personal collections. Programmes on LPS Vision, Skylinks and Zonet and Doordarshan Kendra Aizawl were monitored randomly for two years in order to quantitatively establish the kind of programmes and
coverage available for viewing. Specifically, News bulletins on the three cable channels and Doordarshan Kendra, Aizawl were also monitored randomly for about three years in order to carry out a comparative Content Analysis of News stories. Since these News bulletins were broadcasted over a period of time, the samples were accepted as being fairly representative of the News broadcasts' traits.

4.8:3 Audiences

As mentioned earlier, Aizawl has 36759 (Approximately) cable connections and about 90% of the population could be estimated as having access to Satellite Television programmes. In order to study the viewing pattern, choices and preferences of audiences, a survey (in-depth interview and Questionnaires) was conducted. As the size of the District is large, it was not feasible to approach every member of the population and hence the required number of localities/villages was chosen randomly for the study. The number of localities and villages chosen were 20. This includes 15 localities within the city and 5 villages. The Villages and localities drawn for the sample are heterogeneous in nature in terms of size, living condition, infrastructure and population strength. The sample
consists of Villages/localities with varying population strength of 680 to 5800. Respondents were selected through a method of stratified random sampling which ensured that an equal number of men and women spread across diverse age groups representing different income groups were selected. Samples selected were thought to be representatives of different Age groups, Occupation and Educational qualification. Respondents included about 250 Male and 250 Female from the 8-70 year age group. The sample was sufficiently diverse in terms of educational and professional profile. Thus, respondents ranged from those belonging to primary level of education to those who were post-graduates, and from house wives to academics.

Localities/Villages selected to conduct Audiences study are as follows:

**Localities within the city -**

1) Ramhlun Venglai  
2) Ramhlun North  
3) Ramthar  
4) Zarkawt  
5) Chaltlang  
6) Mission Veng  
7) Khatla  
8) Durtlang  
9) Bawngkawn  
10) Aizawl Venglai  
11) Bungkawn  
12) Republic Veng  
13) Laipuitlang  
14) Vaivakawn  
15) Tanhril
Villages –

1) Sihphir  
2) Lungdai  
3) Sairang, 
4) Thingsulthliah  
5) Seling

4.8:4 About the Questionnaire

A total of 500 Questionnaires with both open and closed questions were distributed to the Respondents. The Questionnaire is broadly divided into two parts which consists of 13 questions. Besides the researcher collected information on demographic factors of the respondents like gender, age, educational qualification, occupation and income. The intention was to see whether education, Age and economic status have bearing on the viewing patterns of the respondents. The first part of the questionnaire contains 18 questions which seek information about personal informations of the respondent such as Age, Educational Qualification, Occupation, viewing habit of television and the preference of channels and programmes, reason for watching local dialect based programmes, usages of television, and discussion of T.V programmes at home. Questions were also asked to examine impact of television on social activities and whether respondents would be able to stay without glancing at the Television for a day.
The second part of the questionnaire consists of 2 major questions to test the formulated hypothesis. Each question consists of a number of items, which seek to find the relationship between exposure to cable television programmes and the extent of acceptance of western norms. Question 19 contains 4 items dealing with the acceptance or rejection of Western sex norms. Question 20 consists of 6 items pertaining to the acceptance or rejection of Western lifestyles. Question 19 and 20 were put as optional questions for respondents belonging to the Age group of 19 to 35; and 113 respondents answered the questions. To make it even, 50 male and female respondents each was selected for the study and as such 13 responses were rejected.

The Questionnaires were administered to randomly selected respondents who have access to Cable Television.

4:9 Method of Data Collection

4.9:1 Audiences study

After the selection of samples for the study, Questionnaires were administered personally to the subjects. To maintain confidentiality, some of the questionnaires were distributed with an envelope. However, to avoid non-response and unreturned, the respondents were asked to fill up the questionnaire in the presence of the Researcher as far as possible. And to evade a feeling of intimidation, the Researcher established rapport with the respondents and explain the purpose of the study to them. The questionnaire was given to 510 respondents. Of them 255 were male
and 255 female. Out of 510 questionnaires distributed, 9 questionnaires were unreturned. In order to make it an even number, one response was rejected. Thus the size of the final sample stands at 500 which include 250 male respondents and 250 female respondents.

4.9:2 Content Analysis

In the case of LPS Vision, Skylinks and Doordarshan Kendra Aizawl, 7:00 pm News Broadcasts were collected and in the case of Zonet, 7:30 pm News Broadcasts was collected. All the samples were procured through both transcripts and programs telecasted which were recorded using Television Tuner. Saturday and Sunday broadcasts news programs were excluded from the study. Only Local based stories read by the newscaster were taken as samples. Excluded from content-free editorial matter such as logos, studio shots, openings and closings inserts. Due to technical constraints, all the News bulletins of the three Cable Channels could not be collected at the same time, as such the 7:00 pm and 7:30 pm News Bulletins rerun at 10:00 Pm and the next morning are sometimes captured.
The following dates were generated and make up the cable T.V and Doordarshan Kendra Aizawl news samples:

<table>
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<th>Month</th>
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A total of 84 News Bulletins each was collected for samples which amounted to 1176 News stories (LPS Vision), 1596 News stories (Zonet), 1428 News stories (Skylinks) and 756 News stories (Doordarshan Kendra Aizawl). The number of stories taken for the study could not be the same for all channels as the number of stories presented in the Bulletins were not the same.
4.9:3 Textual Analysis

To assess the nature of programming in the three Local Cable channels, namely, LPS Vision, Skylinks and LPS Vision, Morning Programming, Daytime programming, and Night time programming (roughly 17 hours a day) were scanned. And for Doordarshan Kendra Aizawl, only the Local dialect based programming telecasted in the evening made up the samples.

Each Local channel and Doordarshan Kendra was scanned for 7 days. 117 programming samples were taken for LPS Vision, 109 samples for Skylinks, 125 samples for Zonet and 48 samples for Doordarshan Kendra Aizawl. All cable TV and Doordarshan programming was procured in the form of Compact Disc, transcripts and also through Interviews with the Management personnel.

4:10 Method of Data Analysis

It is a challenge for the Researcher to make a sense out of massive amount of data and reduce the volume of information, identify significant patterns and relationship; and evolve a strategy for communicating the findings of the analysis.
In the Audience study, on the basis of the number of hours devoted for viewing Television (on a regular day), the respondents were categorized as “Very heavy”, “Heavy”, “Moderate” and “Low” viewers. The Data was analyzed mainly in terms of comparison of the four group viewers. It must be noted that TV viewing is believed to vary depending upon the demographic differences. It varies from culture to culture and from nation to nation. For example, German households on an average watch six hours and twelve minutes of television per day, whereas American households watch TV for an average of nearly seven hours a day.

The respondents, based on their occupation, Age groups and Gender, were asked to indicate their preferences of Television programme type which were categorized as News, Serials, Talk shows, Documentary, Interviews, Music, Sports, Quiz, Fashion, Reality Shows, Educational, Feature Films, and Human Interest Stories. Respondents were asked whether they view Local programmes every day; those who watched Local programmes every day are regarded as regular viewers of Local channels. The major statistical tool used for analysis was Chi² test and Z test.

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108 Nielsen Methodology Research, 1996, NPM Sample Cable Penetration, January 1, 1996
4:11 Cable News Coding Procedures and Intercoder Reliability Testing

The cable news coding was conducted by the Researcher in consultation with News Editor and Assistant News Editor of LPS Vision Newsroom. So basically, three coders were involved throughout the coding process. All coders worked independently, working from the protocol, without consulting one another regarding specific coding decisions. Based on 9 categories, namely, Political and Government related news, Violations of Law and order, Cultural stories, Sports news, Health related stories, Church related news, Education related stories, National/International news and Others. Intercoder reliability assessment was conducted. Intercoder reliability measures the extent to which different coders, operating individually, reach the same coding decisions. To assess reliability within and across story types, we randomly selected 10 items from different story types of all the four Channels. In other words, the reliability sample was stratified by story type. Percentages of agreement calculations were made to assess the coding for each of the variables requiring categorical choices among variable values. The inter-coder agreement reached 92% for all stories.
A Profile of Aizawl District

Aizawl, the state capital of Mizoram came into being as a fortified post on the recommendation of Mr. Dally of the Assam Military Battalion in the spring of 1890. It is now 112 years old and is at an altitude of 4000 ft. above sea level. It has a population of approximately 339,812. Aizawl is located north of the Tropic of Cancer in the northern part of Mizoram. It is situated on a ridge 1132 metre (3715 feet) above sea level, with the Tlawng river valley to its west and the Tuirial river valley to its east. In the summer the temperature ranges from 20-30 degrees celsius, and in the winter 11-21 degrees celsius. Aizawl is an ideal hill station for tourists looking for solitude, clean and fresh environment and new destinations. Aizawl is connected with Silchar and Shillong by road and there are daily flights from Aizawl to Kolkata and Guwahati.

Aizawl District includes the largest City in Mizoram i.e., Aizawl and a number of nearby villages. Being the state Capital, Aizawl is the political and cultural centre of Mizoram. It is here that the State Legislature is situated. It is also the seat of the Government; and all important Government as well as Public Sector offices are located in Aizawl. The official languages are Mizo and
English. It is also the commercial hub of the State and all commercial and economic activities are centred on the city.

The District consists mainly of a homogeneous population with the majority being the indigenous Mizo Community. The rest of the population comprises of a small number of Burma refugee and workers from neighbouring states. Being the capital of the State, Aizawl is rich in Media activity. It consists of AIR and DD Stations, Press Information Bureau (PIB), Directorate of Information and Public Relation, three Cable Television Networks, and a number of newspapers and magazines. It is also the centre of Education and Learning Institutions in Mizoram. Mizoram University (a Central University) and a number of well-known colleges are located in Aizawl District.

The majority of Aizawl's population is comprised of ethnic Mizos. Apart from the Mizos, Burmese refugees and workers from neighbouring states made up a good portion of the population. Religion-wise, almost all Mizo ethnic can be considered as Christian in terms of the whole state as well. In Aizawl, at least 2 or three Churches are to be seen in every locality. The major Christian denominations are the Presbyterian, Baptist, Salvation Army,
Seventh-day Adventist, Roman Catholic, and the United Pentecostal Churches (Mizoram and North-East India).

In terms of social life, the advent of Christianity towards the end of the 19th Century had tremendous impact on the socio-cultural life of the Mizos. The mode of life was changed and the social structure was completely transformed. Christianity introduced education among the Mizo people and the spread of education has paved the way for modernity in Mizoram.

As on 01.03.2003, the total population of Mizoram is 921970, out of which 467716 are Male (50.7%) and 454254 are Female (49.2%). The sex ratio is 938 (Female per 1000 Male) and the density of population is 42 per sq.Km. In the District of Aizawl, there are 66437 households with a total population of 351161 (177069 Male and 174092 Female).
Fig. 4.1 Location Map of the Study

Mizoram

Assam

Manipur

Bangladesh

Tripura

Myanmar

Aizawl

Lunglei
4.13 Limitations of the Study

In the Audience study, the problem of non-respond was encountered. The Research, while analyzing the data found that certain words and phrase in the questionaires such as ‘Regular day’ and ‘Usage of Television’ were not fully understood by some respondents. If an in depth interview and case study have been employed along with Questionaire to generate data from respondents, a more useful and valid data might have came up inorder for the researcher to be able to draw a more decisive conclusion on some questions.

Moreover, many studies have indicated a stronger association between the viewing pattern, impact of Cable Television and socio-economic and educational levels and Age group. But the study fails to show a clear cut result on the level of influence of Cable Television and socio-economic differences.

In terms of Content study as well, the research faced problems with regards to access to news records of Local Cable Television Channels and Doordarshan Kendra Aizawl archives as such she had to carry out the data collection from home using Television tuner and Video recorder. In the process of decoding the news
stories, a decision could not be drawn on some stories on the grounds that it can be placed under two or three categories.

Despite the above mentioned limitations, it must be noted that this Research could be considered as an indepth pioneer study in the field of Mass Communication in Mizoram. As such it would be beneficial in terms of further investigation in the topic as well as in the literary sense.