Chapter III
RESEARCH METHODOLOGY

Research aimed at discovering new facts is an indispensable and a mighty mean which helps to achieve a certain end. The anxiety of human beings forces us to divulge what is nature?. All out efforts are made to unearth those things which are beyond human comprehension. A research scholar doesn’t mind to find out the roots of mistletoe. He upholds varacity of his topics by applying his mind. It is proper method of research.

Research is an essential as well as a powerful tool leading towards progress. The curious nature of man prompts him to uncover the mysteries of nature. He tries his best to unfold those mysteries. He establishes some truths of these mysteries by applying his cause and effect method. This is the way of research. The arrival of modern era has brought some superior developments in all aspects of human life. Consequently, the methods and meaning of research have also taken a different shape. The modern meaning of research includes the following points:

1. Research is an attitude of inquiry
2. An attempt to elicit facts
3. A systematic and scholarly application of the scientific method and
4. Essentially a state of mind – a friendly, welcoming attitude towards change.

The Advanced Learner’s Dictionary Of Current English lays down the meaning of research as ‘a careful investigation or inquiry specially through search for new facts in any branch of knowledge.’ [1] Redmen & Mory (2009), define research as a systematized effort to gain new knowledge. [2] According to Cilfford Woody, research comprises defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; making deductions and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.

D.Slesinger and M.Stephenson in the Encyclopaedia of Social Sciences define research as “the manipulations of things, concepts or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in the practice of an art.” [3]
CHARACTERISTICS OF RESEARCH

1. It is a scientific investigation. Research (re-search) means to "search again". It connotes patient study and scientific investigation.

2. It develops concepts and the theories. One reason for conducting research to develop and evaluate concepts and the theories.

3. It expands the limits of knowledge. Basic or pure research attempts to expand the limits of knowledge. It is conducted to verify the acceptability of a given theory or to know more about a certain concept.

4. It cannot be implemented immediately. It does not directly involve the solution to a particular problem. Its finding generally cannot be implemented immediately.

5. It is essential tool for good decision making. The task of educational research is to make the information used in decision making more accurate. Educational research is a managerial tool that provides information essential for good decision making. Research in teaching, training, organizing, or management areas of an institution is within the scope of training research.

Research Methodology is a way to find out the result of a given problem on a specific matter or problem that is also referred as research problem. In methodology, researcher uses different criteria for solving the given research problem. Different sources use different type of methods for solving the problem. If we think about the word "methodology", it is the way of searching or solving the research problem. (Industrial Research Institute, 2010) [4]

In Research Methodology, researcher always tries to search the given question systematically in his own way and find out all the answers till conclusion. If research does not work systematically on problem, there would be less possibility to find out the final result. For finding research questions, a researcher faces lot of problems that can be effectively resolved with using correct research methodology (Industrial Research Institute, 2010). [5]

Methodology of research is exactly like a Science it has its branches .It requires power of perservance .It has a unique body of knowledge. It consists of tenets, cults, dogmas and cannons. It counts upon its own philosophy , procedures, style and
methods. Sky is the limit of its field. It is pragmatic and consistent when it is said that all considerations connected with selection of the problem, its definition, its delimitation, its significance and need; the review of related literature, its why and how; the formulation of hypotheses, their types and directions; samples and techniques and theories behind their selection, the postulates and assumptions, the instruments and tools of gathering data, their construction, reliability and validity; procedures employed to carry out research and to test the hypotheses and the statistical procedures used in the analysis and interpretation of data are all covered under methodology of research.

When we explore methods of research, we work out that it is a technique or a device of collecting data. A researcher makes thriving attempts to get the data. He performs the experiments in the laboratory, or by observing the behaviour of men and animals, even of plants and insects. He issues questionnaires, he administers tests, records case history, take genetics studies or makes surveys, he pores old records and documents. The technique which a researcher employs to gather data and to arrive at the results is called a method of research. These methods are in fact approaches and their nature depends upon the nature of the research. These methods are, in fact, approaches and their nature banks upon the nature of the research problem. If the research deals with the happenings and events which have already taken place in the remote past and cannot be ordered to repeat themselves, the research approach is given the name Historical Research. If a research deals with “what will happen if something particular is done or something particular is not allowed to be done”, the approach is given the name ‘Experimental Research’. If a research deals with the opinions, beliefs, ideas, responses, behaviours etc of people connected with the present times and wishes to be describe them as fully and objectively as is possible, the research approach is given the name Descriptive Research. Since the research is largely concerned with the typical or average opinion, the belief or responses of the larger section of society, excluding the extreme views, it is called Normative. The technique employed is Survey technique. Therefore, the method is also called the ‘Normative Survey Method. In this type of research things are described as they are.

**Descriptive Research design:**

When we endeavour to describe accurately the features of an individual, a community, its society, anecdote are of any other unit under in research proceedings. The present study is a descriptive research study and such studies are concerned with special predictions with
narration of facts and characteristics concerning individuals, group or situations. The
description, provided by it, is aimed to involve minimum bias and maximum reliability
The major purpose of descriptive research is description of the state of affairs as it exists,
at present. Descriptive surveys are often carried out without exercising any control on one
condition affecting the other Descriptive studies also serve as direct sources of valuable
knowledge concerning human behaviour. The main characteristic of the descriptive
research method is that the researcher has no control over the variables; researchers can
only report what has happened or what is happening. Descriptive studies are also carried
on through systematic procedures of scientific investigation, which are formulating the
objective of the study, designing the methods of data collection, selecting the sample,
collecting information, processing and analyzing the data, and reporting of the findings.
These steps or procedures are followed in order to obtain complete and accurate
information. This provides greater protection against bias than is possible in exploratory
studies.
In social science and business research we quite often use the term Ex post facto research
for descriptive research studies. The main characteristics of this method is that the
researcher has no control over the variables; he can only report what has happened or what
is happening. Most ex post facto research projects are used for descriptive studies in which
the researcher seeks to measure such items as, for example, frequency of shopping,
preference of people, or similar data. Ex post facto studies also include attempts by
researchers to discover causes even when they cannot control the variables. The methods of
research utilized in descriptive research are survey methods of all kinds, including
comparative and correlational methods.

**Statement of the Problem:**
Down the ages media has long been perceived as a medium for the collection and
dissemination of information. In the past, it was concerned only with collection and
printings of news only. But with the advent of innovative technological advances in the
field of mass communication, the mass media has witnessed a sea change in keeping the
masses updated in the best possible way. At present, it refers to catering to the entire
requirements of human beings in all walks of life. Cultural, social, devotional, educational,
business, sports and health are some vital aspects of human curiosity mainly represented
by media. Rather it will be safe to envisage that media tries to pacify all human
requirements which includes tele-shopping, astrology, entertainment, cooking, reality shows and enrichment of information and knowledge. The main aim of this study is to evaluate whether people feel satisfied with the health related information provided by media.

India has taken enormous strides in health sector. Gone are the days when even Malaria was considered as an epidemic and there was a great dearth of qualified doctors. While multi-specialty centers have come up in cities, there is an inundation of nursing homes. There are dispensaries in almost every village, with qualified doctors available for ready medical assistance. Thus, health sector in India has become a major thrust area for government as well as media. After satellite boom and information technology revolution in India, the expectations of people from media have increased. Everybody expects that it will provide valuable information and education for creating awareness about health.

Health awareness needs to be the top priority of mass media. Many newspaper readers are not only demanding tips, but they are expecting better coverage of health services. When Government and any Non-Government agency have to provide health services to the people, mass media is approached with great expectations. It is because media is potentially the most powerful and easily available source for the dissemination of information to the masses in the shortest period of time. By keeping the various services provided by media in mind, an attempt has been made in the present study entitled “Role of Media in Creating Health Awareness”: A Case Study of Jalandhar City” is widely accepted as the media capital of Punjab. Scores of newspapers are published from here. There are quite a few radio stations and a television station. Hence, this study will lay bare the facts as to what extent has media succeeded in creating health awareness among people.

Paramount Sources of information in Research:

When the problems of research is selected, the researcher makes all out efforts to gather collect the necessary data about the problem. This collection has to be done through various sources. These sources come in the category of two heads.

1) Primary Source of Information: Under this source or method, the researcher himself take the privilege to collect the data as a result of the study of the elements of the problem. This is done through questionnaire, interviews, study of the behaviour etc. The primary data are those which are collected for the time and are,
thus, original in character; where as the secondary data are those which have been collected by some other persons and then pass through statistics men at least once.

2) Secondary source of Information: This data is not original because it has not been collected for the first time. Here the data is the data which is collected by a person invariably becomes secondary for other persons. This is not original in sense that it has already been processed and seen by others.

**Survey Method**: When we bifurcate the word we come to know that it is a blend of two words sur and vey which means over and see. In other words, when we look after something very carefully, it also means and elevated platform to see something. It is a technique of investigation by a direct observation of a phenomena and systematic collection of data from population by applying personal contacts and interviews. When we don’t get plethora of information about a problem, then a researcher does the field study. It includes study some process or behaviour etc in its entirety. Often, it is misinterpreted that surveys are means of study a large number of people. However, relatively smaller groups like employees of an office can be studied. Surveys can be used for all kinds of communication studies.

It is apparent that the survey method gathers data from a relatively large number of cases at a particular time. It is essentially cross-sectional. They are concerned with describing, recording, analyzing and interpreting conditions that either exist or existed. The researcher does not manipulate the variable or arrange for events to happen. Surveys are only concerned with conditions or relationships that exist, opinions that are held, processes that are going on, effects that are evident or trends that are developing.

**Questionnaire Method** is that method in which a set of questions are framed and used for collecting data and carrying out social research. The most commonly used tool is a questionnaire. It is a list of questions thoughtfully constructed and logically enlisted in order of difficulty and sequence. The questionnaire is used to gather factual information which may be quantitative or qualitative or both, pertaining to men, materials, methods, manner or even behaviour.

But usually questionnaire is used to collect factual information regarding status of current practices of individuals, groups or institutions such as health, motivation, curriculum, study habits, family life, dieting habits etc. The questionnaire can be administered
personally or also mailed. It has the facility to cover a large area in a very short time without much expenditure. While drafting a questionnaire, one has to make sure that the questions are distinct, clear and direct, clothed in simple and understandable language.

Sample Design.

**Universe/Population:** All the items under consideration in any field of inquiry constitute a ‘universe’ or population. A complete enumeration of all items in the population is known as census inquiry. A Universe or population means the entire field under investigation about which knowledge is sought. The relevant universe in this case all readers of print and electronic media in the periphery of Doaba, Malwa and Majha. These areas consist of Jalandhar, Ludhiana and Amritsar.

**Sample Size:** A random sample of 500 respondents had been drawn from the various socio-economic classes at different designation, educational qualifications, gender base and different age groups.

**Sampling Techniques:** For the present study, a 'convenience sampling' technique has been used. Only those respondents were consulted who have actually been using the media.

**Data Collection:** There are several ways of collecting the appropriate data which differ considerably in context of money costs, time and other resources at the disposal of the researcher. Primary data can be collected either through experiment or through survey. If the researcher conducts an experiment, he observes some quantitative measurements, or the data, with the help of which examines the truth contained in the hypothesis.

The present study is based on primary data. Primary Data was collected by filling up the well structured standardized questionnaire from 500 respondents. Questionnaires are mailed to the respondents with a request to return after completing the same. It is the most extensively used method in various economic and business surveys. Before applying this method, usually a Pilot study for testing the questionnaire is conducted which reveals the weaknesses, if any, of the questionnaire. Questionnaire must be prepared very carefully so that it may prove to be effective in collecting the relevant information.

"A questionnaire is a formalized set of questions for eliciting information". [6]

Firstly a 'Pilot Survey' was done to check the relevance of questions and then many questions were redrafted with the help of pilot study. The questionnaire was designed to get the personal information based on their age and qualification of the respondents. It was drafted to get the information related to services provided by media.
information, questionnaire included multiple choice questions. All the respondents were individually interviewed at the time of data collection through face-to-face meetings. The questionnaire was thoroughly discussed with respondents to clarify thoughts and doubts, if any, regarding what was asked.

**Analysis and Interpretation:**

After collecting the data, to make the data understandable in order to draw meaningful inferences, some appropriate statistical techniques are followed. For this, raw data is first classified and then presented in form of tables and charts. Each table and chart was accompanied by appropriate analysis and explanations. The responses were examined with the help of statistical tools and techniques such as percentage, and mean. The percentage method was used to count the number of response for those variables where rating scale has not been used.

**REFERENCES**


