CHAPTER-III
RESEARCH METHODOLOGY

3.1 INTRODUCTION:

The present study seeks to probe into the intricate realities pertaining to the women journalists working in various organizations of Kannada and English language print and electronic media in Bangalore City. This work is a systematic research in the study of journalism profession where women are working as reporters, sub-editors, keeping in view the main objectives of the study elaborated in the preceding chapter, the methods that suit best for the purpose of the present study are chosen and adopted. A brief account of these methods of inquiry and analysis are presented in this chapter.

This chapter provides an overview of methodological issues adopted for carrying out research "The Changing Status of Women Journalists in Bangalore: A Sociological Study". The methodological framework is discussed under the following subheads: statement of the problem, need for the study, objectives, hypothesis, operational definitions, scope of the study, research approach, qualitative and quantitative methods for data collection, setting of the study, universe of the study, sample size and sampling method, data collection methods, description of the data gathering tool, and description of data analysis.

3.2 Statement of the Problem:

The involvement of women in work is an important fact of contemporary society. Most of the modern occupations used to be male dominated but in recent times women with higher educational and professional qualifications are entering into these occupations.
Therefore, an investigation of occupational career, commitment to work and professional ideology are important areas of investigation because not only the problems of working women in modern professions can be understood through it but it would also throw useful light on the level of performance of working women in male dominated occupational fields. Such an exploration would also facilitate us to understand how differential socio-economic status leads to different levels of commitment to work.

Another important dimension of the present study is to explore the family adjustment of the working women. As working women are expected to perform two different types of roles in the family and in the work place, therefore tensions, strife, restricting and redistribution of roles in the family are bound to occur. Though independent earning is expected to provide her an independent status and greater power in the family, yet her roles as a wife, as a mother and as a housewife are likely to suffer. Therefore in the present study an attempt is also being made to find out how the women in modern occupations are reconciling with the demands of their occupational roles and with the responsibilities in the family. Broadly, the study aims to find out the emerging configuration of the working women’s familial and marital life.

The demographic nature of the workplace continues to reflect dramatic changes that began many years ago even as we move into the 21st century. Women continue to join the workforce in increasing numbers and are now entering careers that were previously the exclusive bastion of men. As Goldstein and Gilian (1990) note, “for women, factors such as career aspirations, enhanced opportunities, and supportive services such as childcare and flexi-time have contributed to participation in the labour force”.
Organizations of today and tomorrow are, and will continue to be, populated by men and women from a wide range of racial, ethnic and cultural groups.

The domain of media has not been an exception to this phenomenon. More women are visible as news reporters and anchors on TV news channels, more female bylines can be found in the print media and more women ruling the airwaves as radio jockeys. The mass media which had till last decade had employed women nominally given the exacting demands made by the profession, are snapping up communication/journalism/electronic/film graduates in campus recruitments. Radio and TV seem to prefer young female faces and voices on camera. Similarly, the print medium is recruiting more women reporters and writers. This can be attributed to several factors including girls topping exams interviews for recruitment, recognition of women’s contribution and the boom in the mass media.

However, this encouraging scenario of expanding circulations, increasing readership, growing numbers of 24x7 TV news channels and expanding viewership hides the reality of women being limited to certain jobs and excluded from others in the media.

**3.3 NEED OF THE STUDY:**

A summary of the literature search on women in media across the globe highlighted the following issues:

- More and more women are entering the media in India and greater visibility of women as journalists in 24x7 news channels.
• Commercialization of media and introduction of the contract system in the place of earlier ‘permanent’ appointment has increased the sense of job insecurity among women journalists.

• The contract system has affected women particularly as they settle for less since they are not used to demanding what is due to them. As a result women are paid lesser than men, all other factors being equal.

• Managements are not sensitive to the responsibilities of women as wife/ mother/ caregiver. This aggravates the dilemma of women face over their domestic and professional responsibilities.

• Managements also use loopholes in laws that protect women’s rights, especially in the issue of arranging transport in the night and giving maternity leave.

• Women work in gender-biased work environment and they face harassment, victimization, discrimination and exploitation.

Against this background, the present study seeks to find answers to some pertinent questions.

Though several studies have been conducted across the globe with diverse samples and population there is a paucity of studies on issues and concerns of women journalists in the Indian context and hardly and focusing on Bangalore.

The present study is warranted as there is a dearth of empirical research on the subject in Bangalore. The study has been envisaged as it serves multiple stakeholders differently. The study would sensitize managements to seriously reflect while formulating their recruitment policies, address issues of glass ceiling, gender bias, sexual harassment, grievance redressal mechanism etc. The research will call attention to the
myriad problems faced by journalists and add to the existing body of literature on women journalists.

From the sociological perspective, the study would give an insight into the labour dynamics of women journalists, the operational constraints, etc. Also, the study would help women journalists to evolve strategies in breaking the glass ceiling and making headway in their careers.

The Indian media is one of the most independent and assertive in the world and reflects the country’s tradition of pluralist thought and opinion in its contents and coverage. But is there gender parity in workforce of the media? Is gender equality practised in terms of assignments, positions and promotions? Since the mass media is a major force in bringing about social change should it not be the force that practices what it preaches? Since there are barely a handful of surveys on women journalists in Bangalore and almost none in the issue of women journalists in the print and electronic media in the context of the media growth, it was felt necessary to study women journalists in Bangalore to find out their status, the problems they face on the job, their perceptions of the profession, the work environment and their future in the profession.

What is the status of women in the profession? Has their status changed? Where do they stand in their organization? What prospects do they have? What are their concerns in the profession? Do they have a strong enough presence in terms of numbers to make an impact? How do they regard their job? What problems do they face in a profession? Is there equal opportunity in assignments, salary, promotions and facilities and so on? Do factors such as marriage, maternity and children inhibit their professional growth? Importantly, given the fact that women have come to stay in the editorial and news departments of newspapers and television
channels, what problems do they face on the job in the profession? Is gender bias an issue?

Is sexual harassment? Is victimization? How do women journalists tackle these issues? What mechanisms are available in the organization and outside to deal with these issues? How does the management view the problems when they arise? What problems do women face during/after night shift?

A crucial issue is: do women journalists in the media face more problems and more discrimination in the newspapers than those working in the television channels? Is maternity an obstacle to their growth in the profession? What goals/ambitions do they have regarding their growth in the media? In short, have the change processes that have transformed the media scene and media organizations, impacted positively on the status of women journalists, their working conditions and their growth in the profession?

3.4 OBJECTIVES:

The objectives of the study are as follows:

1. To find out the socio-economic profile of women journalists in print and electronic media;
2. To study the professional profile of women journalists in terms of type of employment, nature of media organization they work with, the number of years of experience in the media, the kind of assignments/work they are allotted, and so on.
3. To gauge the extent of direct and indirect discrimination at the work place.

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4. To analyse how women has portrayed herself in the matters of her ‘ROLES’ and ‘STATUS’.
5. To study the ‘Role Conflict’ that exist by working in this profession and how women overcome this stress and strain.
6. To study how personal disorganization fails to meet the obligations.
7. To study the problems and prospects of women journalists such as the violence and crimes against women, barriers to their entry and growth in the workplace, discrimination and other related issues.
8. To ascertain the working condition and the job satisfaction level of the women journalists.

3.5 HYPOTHESIS OF THE STUDY:

1. How this profession has paved a way in the development of women’s career?
2. How this profession has provided a way for women to reconstruct her image?
3. Is the employment affecting the women on relation to their personal life?
4. Are these women satisfied with their employment?
5. How do these women journalists assess the professional satisfaction?

3.6 UNIVERSE OF THE STUDY:

The first step in social science research is related to problem formulation and area location. Hence, after selecting the topic of the study, it becomes essential to select a particular geographical zone for conducting the study. In this study 250 women journalists working for Kannada and English newspapers and television news channels of
Kannada and English languages in Bangalore City are selected as the universe of the study.

3.7 DESCRIPTION OF THE STUDY AREA

The present study was conducted in Bangalore City of Karnataka where major newspapers are published and television channels have reporters and correspondents were covered.

The study area in this research is the Bangalore City which is the emerging media hub in the country. It offers a wide mass media market to its audience with the linguistic co-existence of the different genres of media – newspapers (dailies), magazines (weekly and monthly), television channels, radio stations, news agencies, financial dailies and internet websites. Its features include the publication of the newspapers/magazines in English, Kannada, Tamil, Urdu, Hindi, Malayalam and Gujarathi; broadcasting of television in English and Kannada; and in others. The subsidiary publications of major national English newspapers include The Hindu, The Times of India, The New Indian Express and Asian Age. Among the vernacular press Udayavani, Prajavani, Kannada Prabha, Samyukta Karnataka, Vijaya Karnataka and others have strengthened the journalistic roots of the state.

The electronic media has displayed phenomenal growth with the introduction of FM radio and several television channels in both English and Kannada. With different stations of the government based broadcasting system, All India Radio (AIR), Bangalore also has access to the private FM station. They are Radio City (91.1 MHz), Radio Indigo (91.9 MHz), Big FM (92.7MHz), Radio Mirchi (98.3MHz), FM Rainbow (101.3MHz), Vividh Bharati (102.9MHz), etc. Besides these there are three Community Radio Stations named Radio Active (90.4 FM), Radio Neladani (90.8 FM) and Radio Universal CR (106.8FM). Doordarshan is the broadcaster of the
Government of India and its Channel DD Chandana is dedicated for Kannada Language which also provides reliable news.

With the entry of Cable TV in Bangalore, an array of channels is available from the distributors. Channels like CNN-IBN, Headlines Today, etc cater to the English news; Zee TV, Star News, Sahara TV and India TV cater to the Hindi news. Udaya TV, Doordarshana Kendra, (DD), Ee-TV, Zee TV, Kasturi TV etc. Since the last decade to present day seven Kannada news channels have been established. They are TV9, Kasturi News, Udaya News, Samaya News, Janashri News, Suvarna News, Public TV News etc. dominate the Kannada news scene in Bangalore. The internet, despite the hype about it, is yet to realise its potential. All these above mentioned factors actually enhanced the significance of this study.

3.8 SAMPLE STRUCTURE:

Sampling involves a set of rules or procedures that govern selectively, a relatively small number of cases to represent a large number referred to as the population. The sample comprises of women journalists working both in print and electronic media of Bangalore City. The total sample size of the present study is 250 women journalists of both Kannada and English Print and Electronic media. The sampling technique used was convenience sampling method as only those women who were accessible at the time of data collection were identified and included in the sample. The simple random sampling method was used to select the respondents for the survey. A total of 300 questionnaires were distributed. Some of them were not returned while some were answered partially and therefore, they were eliminated. Only 250 were found complete and valid and therefore included for analysis of the study. The respondents were women journalists working
both in Kannada and English Newspapers and Television News channels of Bangalore city.

In the study the combination of both Quantitative and Qualitative methods of research have been emphasized.

- **OPERATIONAL DEFINITION**

  **Working Women Journalists**
  
The operational definition of working women journalists in the present study is described as “a female or woman working as Journalists in a newspaper or television channels as reporters, editors, columnist, script writers, producers, anchors of different TV channels based in the media organization of Bangalore City”.

**3.9 TOOLS OF DATA COLLECTION**

A systematic inquiry and application of appropriate methods, which have an important bearing on the collection of reliable and accurate data is very much necessary for research. The main concentration of the present study is to make an intensive inquiry of various aspects of changing status of women journalists and challenges of women journalists in print and electronic media by use of empirical approach. For the present study, the data is collected from both primary and secondary sources.
• PRIMARY DATA:

The primary data was collected through Questionnaire method from women journalists of Bangalore City working both in print and electronic media of Kannada and English language press.

Questionnaire method is the primary method of data compilation for the present study. Based on the reviewed literatures and through discussions with research guide, a set of well-designed and structured questionnaire was framed which included both close-ended and open-ended questions.

The structured questionnaire was divided into five parts. Part I consisted of questions related to the demographic profile of the respondents such as age, caste, religion, education level, marital status, mother tongue, native place, area of residence, and so on. Part II dealt with the family background which included the questions related to the type of the family, members of the family, etc. Part III comprised the questions relating to professional background and work setting. This section focused on the questions such as their specialization field, training, reasons for opting this profession, motivation for joining the present job, etc. Part IV dealt with the questions related to career and work experience such as the type of appointment, designation and nature of work, work timings, mode of payment, salary, total experience in the present job, qualities and attitude of the journalists towards the profession and so on. Specifically Part V has questions in relation to work environment and job satisfaction in the organization such as treatment from male colleagues, senior women journalists, types of problems in the profession, stress strain, promotions, awards, members in the unions, etc.
**SECONDARY DATA:**

The secondary data for the present study have been obtained through government records, published reports and statistics. The Universities, Colleges and State Government Departments to which the respondents belonged, were also approached for background information.

**3.10 PRESENTATION OF THE DATA:**

After completion of the field investigation the data were classified and tabulated through computer. Simple and cross tables showing frequency and percentage have been prepared to find out the correlation. Chi-square test of significance, wherever relevant has also been applied.

**ANALYSIS AND INTERPRETATION OF THE DATA:**

The data for the present study have been analysed descriptively. On the basis of analysis and interpretation of the data findings and broader generalizations of the study have been arrived at.

**PROCEDURE OF DATA COLLECTION:**

The researcher obtained formal permission from the managements of the media organizations and data was collected from the period July 2010 to December 2010. All the respondents were informed about the purpose of the study and assured that the data collected would be kept confidential. The questionnaires were distributed to the women journalists personally and were collected after they filled up. 25
questionnaires that were answered partially or were incomplete were eliminated from the sample.

The sample size finally was 250 out of which 186 belonged to press and 64 to television. The respondents were from the Kannada dailies of Prajavani, Vijaya Karnataka, Hosa Diganta, Kannada Prabha, Samyukta Karnataka, Sanjevani, E-Sanje and Udaya Vani. The English dailies of Bangalore Mirror, Deccan Chronicle, Deccan Herald, DNA, Hindustan Times, Indian Express, Mid-Day, The Hindu and Times of India. The respondents from Kannada television channels were from DD Chandana, Janashri TV, Kasturi TV, Samay TV, Swayam Krushi (SK) TV, Suvarna TV, TV9 and Udaya TV. The respondents from English Television channels were from CNN IBN, NDTV, News 9, Star News and Times Now. The study also included the respondent from Kannada Magazine Sudha and the English magazine The Week.

• PILOT STUDY

Before the final data collection, a pilot study was conducted to judge the appropriateness and adaptability of the questionnaire. The questionnaire was primarily administered by 25 working women journalists of various media organisations. After the pilot study some necessary modifications was done and incorporated in the questionnaire.

• PROBLEMS OF DATA COLLECTION

Data collection, which is the most important aspect of this study, proved to be the most arduous as well. Though 300 questionnaires were distributed only 275 could be collected finally. Out of 275 questionnaires only 250 were selected finally and 25 questionnaires were rejected because they were found to be answered partially or were incomplete.
While majority of the respondents were co-operative and showed interest in filling up the questionnaire, some of them were very reluctant. A few persons directly refused saying that, “they are too busy to fill up the questionnaire”. Many respondents misplaced the questionnaire and a second copy was given. Some denied filling up the questionnaire saying that the questionnaire contained personal questions. As most of the respondents did not return the questionnaire in time, the researcher had to go to them 4 to 5 times to collect them. Some respondents also left many questions unanswered as a result of which they could not be included in the study. It was also very difficult to get appointments with the senior working women journalists.

- **TOOLS OF ANALYSIS:**

  The process of collecting, organizing and classifying information in order to arrive at reliable inferences is the aim of the task of data analysis. To aid this various Statistical Techniques of Univariate analysis like averages, percentages, tables, the data obtained from the primary source are presented in tabular form of frequency and cross tables of I X I and n x n multivariate cross tables.

  The data thus collected were tabulated and analysed by using SPSS. Statistical packages like SPSS, MS office excel statistical and other Bivariate and Multivariable analysis are incorporated. The analysis was done to examine the relationship between variables. Percentages were calculated and appropriate statistical tests were applied wherever necessary.
• LIMITATIONS OF THE STUDY:

The study, however, has limitations, as the results cannot be generalised to all the working women journalists. Since sampling method adopted for the study is random sampling, the results are confined to the respondents only in the sample. Further, the study has been taken up only in Bangalore City which included major newspapers, magazines and TV news channels of both Kannada and English language press. The results reflect the issues related to working women journalists of Bangalore City, while excluding the working women journalists of other language press and other cities in the state.

3.11 THEORETICAL FRAMEWORK:

The present study can be analysed with the background of Feminist Theory where it uses the conflict approach to examine the reinforcement of gender roles and inequalities, highlighting the role of patriarchy in maintaining the oppression of women. This focuses on the theory of patriarchy as a system of power that organises society into a complex of relationships based on the assertion of male supremacy.

The most appropriate way of exploring characteristics of journalism through the “Social Theories of the Press”, the press knowledge produced and disseminated by newspapers or the relationship between these. The Foucaultian perspective is more appropriate to the study of journalism because at the time journalism was not organized into discipline of its own, journalistic knowledge was considered hierarchically inferior; its action were not acknowledged and its contents were subjected to the studies of society.
CONCLUSION:

The present chapter dealt with the research methodology, the way the researcher went about collecting information from the respondents has been very difficult and yet fulfilling experience. The methodology selected to garner information from the respondents has been apt in collecting the desired information in keeping with the spirit of scientific enquiry.