Chapter - 3

RESEARCH METHODOLOGY

This chapter explains the methods and steps adopted for this study. The chapter starts with the locale of the research study. It describes the methodology for each objective with research instrument and statistical tools especially designed for this purpose. It is also followed by a detail of research design describing the sampling and data collection procedures.

Methodology

The present study is exploratory type and mostly qualitative in nature. The development of hypothesis is not necessary in this type of research. The data collected is mostly qualitative in nature. It is based on primary data collection as well as on the secondary data. The study mainly covers the area of Delhi Slums, the NGO’s working for HIV/AIDS awareness and the Government agencies devoted for HIV/AIDS preventions in Delhi.

The present study has been conducted in Delhi Slums. According to Census 2011, the total population of Delhi is 1,67,53,235. Out of which the population of slums are 20,30,000. Delhi is divided into nine districts in which the researcher selected five highly populated districts for the study. These are North-West Delhi, South Delhi, West Delhi, South-West Delhi and North-East Delhi. The slums of these five districts and the slum dwellers of these areas were the population of the study. During the selection of area the most important point considered was that the majority of the slum dwellers (respondents) reside in these areas. The slums, selected from the above districts are:-

35
<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>District</th>
<th>Region</th>
<th>Slum</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>North-West Delhi</td>
<td>A</td>
<td>Badli</td>
<td>135</td>
</tr>
<tr>
<td>2.</td>
<td>South Delhi</td>
<td>B</td>
<td>Sanjay colony &amp; Okhla</td>
<td>104</td>
</tr>
<tr>
<td>3.</td>
<td>West Delhi</td>
<td>C</td>
<td>Shakur Basti &amp; Nagloi</td>
<td>93</td>
</tr>
<tr>
<td>4.</td>
<td>South-West Delhi</td>
<td>D</td>
<td>Kishangarh &amp; Mehrauli</td>
<td>88</td>
</tr>
<tr>
<td>5.</td>
<td>North-East Delhi</td>
<td>E</td>
<td>Sahadra &amp; Annanagar</td>
<td>81</td>
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</table>

The sample size for this research study was 501. The samples have been taken through equal proportion percentage of population of each district. The purposive stratified random sampling technique has been used to collect the data. The samples were first divided into female and male and further divided into three age groups i.e., A (15-24 age group), B (25-34 age group), C (35-44 age group).

The status of Mass Media presently used in communicating information regarding HIV/AIDS is situated through available reports of the organization working in Delhi. The Media habits and Socio-economic background of the people living in slum area are identified by Interview Schedule. Updated Kuppuswamys scale of Socio-economic status already exists has been used for this study. Their reliability and validity was again measured to ensure that the scale is still relevant.

The impact of Mass Media in generating awareness about HIV/AIDS is worked out by the Survey. The data was collected through Interview Schedule especially designed for this purpose. The impact has been worked out on the basis of awareness, knowledge, reach, access and use by the respondent.

The study of non-government organizations and Government establishments functioning as communication network in prevention of HIV/AIDS has been studied through available reports and SWOT analysis. The NGO’s working on HIV/AIDS awareness were selected randomly. The researcher conducted detailed interviews with the representatives of NGO, NACO and Delhi State AIDS Control Society regarding the HIV/AIDS awareness programme, its aims, objectives and functioning.
A special questionnaire was designed for the medical practitioners to find out the new communication strategies to disseminate information related to HIV/AIDS. It was special because researcher wanted to find out the knowledge gap between the medical practitioners and the people living in Delhi slums.

A pre-test was carried out to see the practicability of the questions as well as to remove the ambiguities. To finalize the interview schedule, covering both independent as well as dependent variables, it is tested on fifty respondents who were other than the study respondents. On the basis of the analysis of the responses obtained, a few questions were dropped and some other questions were modified.

The interview schedule was further tested for its tabulation and scoring feasibility. The reliability of this instrument was measured with the help of test-retest method. The interview schedule was administered to same fifty non-sampled respondents after a gap of fifteen days. The received responses were checked and found highly consistent. The validity of the calculations was tested by rechecking the measurements at random so as to avoid any measurement error. Hence, on the basis of pretesting, research instrument was finalized.

The data related to various aspects of the study were collected personally from the respondents with the help of well-developed interview schedule. For the collection of data from the slum dwellers, the investigator visited the Delhi slums. Every care was taken to build a good rapport with the respondents before the interview was conducted with them. After building rapport, the prepared schedule was administered to each respondent individually and their responses were recorded on the interview schedule.

Data processing was done with the help of SPSS 17.0 and some manual calculations. Cross tabulation statistical process of SPSS has been used for this Survey research. Cross tabulation table provide a basic picture of the interrelation between two variables. The cross tabulated data thus collected were arranged, classified and tabulated as per the requirement of the defined objectives of this study.
District : North-West Delhi
Region : A
Population : 3651261
Area : 442.84 Sq.Km.
Slum : Badli
Sample taken : 135
District : South Delhi
Region : B
Population : 2733752
Area : 249.44 Sq.Km.
Slum : Sanjay Colony and Okhla
Sample taken : 104
District : West Delhi
Region : C
Population : 2531583
Area : 130.56 Sq.Km.
Slum : Shakur Basti and Nagloi
Sample taken : 93
District : South-West Delhi
Region : D
Population : 2292363
Area : 420.80 Sq.Km.
Slum : Kishangarh and Mehrauli
Sample taken : 88
<table>
<thead>
<tr>
<th>District</th>
<th>North-East Delhi</th>
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<tbody>
<tr>
<td>Region</td>
<td>E</td>
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<tr>
<td>Population</td>
<td>2240749</td>
</tr>
<tr>
<td>Area</td>
<td>442.84 Sq.Km.</td>
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<tr>
<td>Slum</td>
<td>Shahadra and Annanagar</td>
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<td>Sample taken</td>
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