CHAPTER-3
Research Methodology
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3.1 METHODOLOGY

The amount and kind of information presented in the media is a decisive factor that ultimately has an impact on the image of a community or a group perceived by the society. Therefore it was logical to adopt content analysis as the research methodology to study the image of Muslims in mainstream English dailies of India.

According to Wimmer and Dominick (1983), research dealing with newspapers is one of the first areas of mass communication research to be developed. The initial interest in such research came from colleges and universities. The first issue of the Journalism Bulletin (published in 1924) carried an article by William Bleyer, entitled “Research Problems and Newspaper Analysis.” It presented a list of possible research topics in journalism. Among them were: (1)- the effects of form and typography on the ease and rapidity of newspaper reading; (2)- the effects of newspaper content on circulation; and (3)- analysis of newspaper content.

Keeping in mind the nature of the topic, the researcher has applied the methodology of content analysis in order to track down the coverage of Muslim news in mainstream English dailies of India.
The content analysis is one of the most authentic way to quantify and investigate the content of the print media, hence it is widely in use for carrying image related analysis. Content analysis is essentially an organized and systematic procedure and according to Walizer and Wiener (1978), “it is a systematic procedure design to examine the content of recorded information.”

Kerlinger’s (1973) definition is fairly typical. According to Kerlinger, content analysis is a method of studying and analyzing communication in a systematic, objective and quantitative manner for the purpose of measuring variables.

Krippendorf (1980) defined it as a research technique for making replicable and valid references from data to their context.

According to Berelson (1952), whenever someone reads a body of communication content and then summarizes and interprets what is there, content analysis can be said to occur. Berelson further added that there are two categories of content analysis-“what is said?” and “how it is said?”

The researcher has applied these two categories to the present study under investigation. “What is said,” in terms of space covered in the presentation of Muslim news by the four mainstream English
dailies of India. “How it is said” in terms of what type of tone the mainstream English dailies of India they used to cover Muslims.

The study basically made use of the quantitative method of content analysis analyzing the nature of the content on three broad qualitative dimensions of positive, negative and neutral. The four mainstream English dailies of India selected for the study were- The Times of India, Hindustan Times, The Hindu and The Indian Express spread over three different period of times selecting the whole year 2002, year 1997 and year 2007. Also the secondary sources-official govt. data, reports and literature review were taken to support the analysis.

The content analysis takes frequency of occurrence into account and it results in quantifying the data, which also paves the way for sound judgment. It makes it clear that the greater frequency means the greater significance. Therefore the present study has attempted to analyses the news category on a month-wise frequency for drawing conclusion on this count.

The study under investigation has taken 2002 (January 1, 2002-December 31, 2002) as the base year for examining the issue of image of Muslims in the mainstream English dailies of India. The year 2002 witnessed the Gujarat riots, which has brought to the mainstream
media a substantial coverage on issues relating to the main religious group of India. The 2002 Gujarat violence describes the Godhra train burning and resulting communal riots between Hindus and Muslims. The researcher has taken the year 1997 (January 1, 1997-December 31, 1997) with a four year gap and the year 2007 (January 1, 2007-December 31, 2007) with a four year gap pre-post-2002, to see the variations in the projection of image of Muslims in mainstream English dailies of India spread over 11 years period of time.

UNIVERSE:

The universe in the study under investigation was mainstream English dailies of India comprising The Times of India, Hindustan Times, The Hindu and The Indian Express.

The term “mainstream English newspapers” is used to signify the dailies targeted at the cross section of a country’s population as opposed to minority media, which caters to various specific minorities or immigrant communities.

Pande (2009) observes that the English language media segregates people more effectively than anything else.

The researcher has taken mainstream English dailies of India, because mainstream English Media is now the dominate medium,
where Muslim controlled media houses are virtually non-existent. Khurshid (2009).

According to Economic and Political weekly (2005), “a choice of English newspapers will reflect more of an elitist concern than what a vernacular newspaper would have in its reporting.”

The other considerations taken into account selecting the English daily newspapers as the universe for the present study were that the English newspapers in India are growing both in influence and popularity. The distinguished feature of the leading English newspapers is their “serious” aspect. The English newspapers in India are so well established and so well produced that in technical competence and editorial performance, they stand comparison with the best of the newspapers in the world. (Murthy, 2005).

According to English Language of India (2009), after Hindi, English is the most extensively spoken language in India and probably the most read and written language. In India, English language furnishes administrative coherence of the country, making people who speak different languages to become unified and united. Newspapers were registered in English & 22 main languages listed in the 8th schedule of the constitution. However the figure increases to 123 when dialects are also included, according to the report submitted by
the Press Registrar of India for the year 2005-06. The total number of registered newspapers/periodicals was 65,032 as on 31 March 2007. Out of this, 7,131 were dailies. 9,064 newspapers and periodicals were registered in English language. India (2008).

SAMPLE:

Once the universe is defined, the next step is to select a sample. Wimmer and Dominick (1983).

To represent the mainstream English daily newspapers for the present study, four major newspapers namely The Times of India, Hindustan Times, The Hindu and The Indian Express have been chosen on the basis of global and national reputation, their wide circulation, readership and influence among the readers comprising of diverse groups, and are believed to be the trendsetters of the Indian Press. The newspapers selected commands the reputation of being elitist in nature, because elite newspapers are considered to be the most influential newspapers as well as perceived as the most likely instrument of setting agenda and shaping public opinion on issues of vital public interest.

Kaushal (1997) asserted that a few English-language newspapers tended to “influence the thinking of the ruling elite”: The Times of India, The Hindu, The Indian Express, Hindustan Times,
The Economic Times and The Statesman. These newspapers, which stand out as India’s quality Press, have a wide appeal, particularly among the educated and the young.

The Times of India, Hindustan Times, The Hindu and The Indian Express are multi-edition broadsheet dailies published from all the major cities of India. The present study has taken only Delhi editions (available in Aligarh) as the sample because of ease and access to these newspapers.

**Methods of data collection:**

Every issue of The Times of India, Hindustan Times, The Hindu and The Indian Express of years-2002, 1997 and 2007 was taken for close scrutiny with the help of census inquiry. The census inquiry in which all the issues of a designated period are included for analysis is taken with a view to project realistic results and to segregate required data at a specific point of time. Out of the above four sample mainstream English dailies, data was collected for analysis from a total number of 4380 newspaper issues, comprising 1095 issues of The Times of India, 1095 issues of Hindustan Times, 1095 issues of The Hindu and 1095 issues of The Indian Express.

All the issues of The Times of India, Hindustan Times, The Hindu and The Indian Express published during 1997, 2002 and 2007.
were analyzed quantitatively except the issues of 25th March 1997, 30th March 2002, 5th November 2002, 5th March 2007 and 10th November 2007, as on these days newspapers were not published because of the Holi and Diwali festivals, that is why 20 newspapers were missing in the present study. Whenever Holi and Diwali were celebrated in India, no selected mainstream English newspaper was issued on those days, that is why the above mentioned five days newspapers were missing in the study. On 30th October 1997, Diwali was celebrated, but next day i.e. 31st October 1997, all the four sample newspapers were published, that is why all the four issues were included in the study.

**UNIT OF ANALYSIS:**

Every printed material news related to Muslims published in the form of news stories, editorials, photographs, articles/features and letters to editor was identified and selected. The length and breadth of the column was measured for the quantitative analysis. As a first step, the researcher measured the whole newspapers in column square centimeter, excluding advertisements, economic pages, sports pages, masthead, ear-panels, classifieds, supplements, notifications, obituaries, crosswords, cartoons, missings, remembrances, weather reports, date lines, bylines, schedule of TV programmes and other
labels. Out of this total, the issues relating to Muslims in the above mentioned five designated categories were identified and then measured individually category wise i.e. news stories, editorials, photographs, articles/features and letters to editor, as per the below given definitions:

**NEWS:** The reports of recent events published in the selected newspapers that have the potentiality to evoke public interest.

**Photographs:** All pictures taken by camera appeared in the selected newspapers.

**Editorial:** The considered opinion published in the designated editorial columns in the selected newspapers on a timely topic.

**Article:** The perceptive analysis of topics published in the selected newspapers that have the potentiality to arrest the attention of the public.

**Feature:** Interesting and useful non news stories published in the selected newspapers usually written in lighter veins.

**Letters to Editor:** Feedback of the newspaper readers published in the letters to the editor column in the selected newspapers.

News occupy the maximum newspaper pages and hence a separate month wise data analysis has also been undertaken in this category.
The total area covered under the selected defined categories and measured as part of quantitative analysis. For the present study, the researcher uses the formula total Muslim related issues divided by total area of newspaper multiplied by hundred. The researcher has avoided number wise count of news, photographs, editorials, articles/features and letters to editor, because the size of the news, photographs, editorials, articles/features and letters to editor varies, there is no fix space allotted to any of the above mentioned categories, that is why the researcher took area wise measurement in use, in which each word was measured.

The tone of the Muslim news as covered in the newspapers was categorized into three well defined parameters. They are positive, negative and neutral. As a first step, the space covered was measured in square centimeter, and then the categorization of the data was evolved, followed by its analysis into these categories using the simple but effective statistical tool of percentage. The data so collected is presented using tables in percentage form. The tone and representation of the news in terms of its response evoking quality was examined for the quantitative analysis.

**Positive, Negative and Neutral** tonal qualities were determined in accordance with the below mentioned description.
Positive stories:

The stories in which the issues related to Muslims affairs were projected in a positive way. The stories/coverage of Muslims which depict development and positive changes in their political, economic and social sector, promotion of peace and harmony, involvement in the accords/ agreement leading to peace and prosperity with other religious communities were coded as positive.

Negative stories:

Stories related to Muslims which reflect social strife, natural and human steered deaths and destruction, political instability, catastrophic, chaos and anarchy, shabby living conditions, criminal and immoral acts, and political, economic and social intra state and interstate conflicts and disputes were coded as negative.

Neutral stories:

The stories that carry no emphasis on either positive or negative aspects of the Muslims’ economic, political and social life were coded as neutral.

Neutral category is not included in the test of significance in the present study, because neutral coverage do not clearly mention emphasis on the Muslims image.
**Test of significance:**

In the present study, the following z-test has been applied to find out the significant differences, if any.

z-test is preferable, when ‘n’ is greater than 30. (z-tests and t-tests-2000).

In the present study, the researcher uses z-test, because ‘n’ here was greater than 30.

In the present study, there are the two attributes positive (+) and negative (-).

The researcher has compared its response in terms of $P_1$ and $P_2$. The term $P_1$ stands for the proportions of negative dimensions and $P_2$ stands for the proportions of positive dimensions as defined in the study relating to the image projection of Muslims reflected in the selected sample. While applying the statistical test, the rule described below being followed:

The researcher set up (a) the null hypothesis: $H_0$: $P_1=P_2$. In the present study, when there was no difference between the sample proportions which were positive and negative projection of Muslim news, the null hypothesis was accepted.

(b) Alternative hypothesis: $H_1$: $P_1>P_2$. In the present study, when negative approach was greater than the positive approach adopted by
the four mainstream English newspapers of India, the alternative hypothesis was accepted.

(c) Fix level of significance (α). Generally it is taken 5%. In the present study it was 1.64 for one-tailed z-test.

(d) Test statistic-Here in the present study, the test statistic was used as:

\[
Z = \frac{P_1 - P_2}{\sqrt{\hat{P}\hat{Q}(1/n_1 + 1/n_2)}}
\]

\[
\hat{P} = \frac{n_1P_1 + n_2P_2}{n_1 + n_2}
\]

\[
\hat{Q} = 1 - \hat{P} \quad \text{(Gupta and Kapoor-2009)}
\]

The figures used in the above statistic test stands for:

\( n_1 \) = First sample size.

\( n_2 \) = Second sample size.

\( \hat{P} \) = Population proportion in terms of success.

\( \hat{Q} \) = Population proportion in terms of failure.

\( P_1 \) = Sample proportion of negative response.

\( P_2 \) = Sample proportion of positive response.

\( P_1 = x/n_1 \quad P_2 = x/n_2. \)

(e) Conclusion: Wherever the calculated value was less than tabulated value, the null hypothesis has been accepted; otherwise alternative
hypothesis was accepted. Rejection of the null hypothesis means the data has significant difference.

In the present study, the researcher uses three levels of significance which were significant, highly significant and insignificant.

**Significant**= When negative projection of Muslims was greater than positive projection. In statistical test, when $z$-calculated was more than $z$-tabulated value i.e. 1.64.

**Insignificant**=When the difference between negative and positive attributes was same, or a minor difference found, but this difference was seen to be statistically not significant. In statistical test, when $z$-calculated was less than $z$-tabulated value i.e. 1.64.

**Highly significant**=When extreme negative projection of Muslims was found in the mainstream English dailies of India. When $z$-calculated value exceeds 9.

**Graphical representation:** To show the inter and intra-comparison of positive, negative and neutral image of Muslims in four mainstream English dailies of India: The Times of India, Hindustan Times, The Hindu and Indian Express during the selected years 1997, 2002 and 2007 were also represented in graphs.
Validity: Adherence to a rigorous procedure in the determination of total area of news, photographs, editorials, articles/features and letters to editor and data analysis strictly as per pre-determined procedure.
3.2 PROFILES OF THE SAMPLE NEWSPAPERS:

A brief profile of the newspapers selected for the study can be helpful to understand the reason for their selection from amongst the over 60 thousand newspapers and periodicals presently published in India.

**The Times of India** is a leading English language broadsheet daily newspaper in India. It is owned and managed by Bennett, Coleman and Co. Ltd. (The Times Group) of the Sahu Jain family. The newspaper has the largest and widest circulation among all English language newspapers in the world across all formats (broadsheet, tabloid, compact, Berliner and online). In 2005, the newspaper reported that with a circulation of 2.4 million, it was certified by the Audit Bureau of Circulations as the world’s largest selling English broadsheet newspaper. Also in the year 2008, the newspaper reported that with a circulation of over 3.14 million, it was again certified by the Audit Bureau of Circulation as the world’s largest selling English language daily, ranked it as the 8th largest selling newspaper in any language in the world.

The 2010 Indian Readership Survey (IRS) findings shows that The Times of India is the most widely read English language newspaper with a readership of 7.3 million.
According to Parthasarathy (1997), The Times of India founded in 1838 is the oldest English daily in India and it is also a great newspaper which has played an important role in the development of journalism in this country.

The Times of India is considered famous for bringing the latest and top breaking news on politics and current affairs in India and around the world. The Times of India claims to be a complete newspaper and is carving new paths for journalism in the country by its varied ventures. It was the first in India which started making use of Reuters news service in 1860. (Murthy-1966).

The Times of India is widely known among the masses for its attractive presentation and packaging of news with a heightened dose of sensual visual appeal and emphasis on lifestyle.

**Hindustan Times** is an Indian English language daily newspaper founded in 1924 with roots in the Indian independence movement of the period. Hindustan being a historical name for India.

Hindustan Times is the flagship publication of HT Media Ltd. In 2008, the newspaper reported its circulation to be over 1.14 million according to the Audit Bureau of Circulation
The 2010 Indian Readership Survey findings shows that Hindustan Times is the second most widely read English language newspaper (after The Times of India) with a readership of 3.5 million.

Hindustan Times is bought for the wealth of information it gives, its accuracy and reliability. The Hindustan Times is one of the most influential nationalist newspapers of the capital and caters to the northern and central regions of India. (Murthy-1966).

**The Hindu** is an Indian English daily newspaper.

Founded in 1878 has built an unrivalled reputation for reliability and truthful presentation of news. It has come to be recognized as the most comprehensive English newspaper. (Murthy-1966).

According to the Audit Bureau of Circulation, it has a circulation of 1.46 million copies as of December 2009.

The Hindu was founded on the principles of fairness and justice. It became, in 1995, the first Indian newspaper to offer an online edition.

The 2010 Indian Readership Survey findings shows that The Hindu is the third most widely read English language newspaper (after The Times of India and Hindustan Times) with a readership of 2.1 million.
The first editorial of The Hindu declared, “the press does not only give expression to public opinion, but also modifies and moulds it.”

**The Indian Express** is an Indian English language broadsheet daily newspaper published by the Express Publications.

Founded in 1932 is gratefully remembered and esteemed for the significant role it played in the national struggle. It should be reckoned among those brave newspapers which fought the British autocracy vehemently. (Murthy-1966).

The 2010 Indian Readership Survey findings shows that Hindustan Times is the fourth most widely read English language newspaper (after The Times of India, Hindustan Times and The Hindu) with a readership of 1.8 million.

It has often carried important investigative reports that had significant consequences. The newspaper is known for its intrepid and anti-establishment.
3.3 PILOT STUDY:

Once the methodology is properly developed, researchers must then make a trial run, or pilot study, of the entire process. According to Wimmer and Dominick (1983), a pilot study is a small-scale version of a planned study and is designed to check for errors in the research design.

The researcher has conducted a pilot study to identify any potential grey areas required special attention. The reference period was taken from 19th June 2006 to 6th August 2006 to study the projection of news related to Muslims in the four Indian mainstream English dailies. The researcher adopted systematic random sampling in the pilot study. Using the set principle, where the sampling is obtained from a collection of elements by drawing every n\textsuperscript{th} element from a pre-determined list of elements. In simple words, it has randomly selected the first respondent and then every n\textsuperscript{th} element after that; ‘n’ is a number termed as sampling interval. Therefore the date Monday 19\textsuperscript{th} June 2006 from first week was selected based on the above principle of all the four newspapers, followed by Tuesday 27\textsuperscript{th} June 2006 from second week, followed by Wednesday 5\textsuperscript{th} July 2006 from third week, Thursday 13\textsuperscript{th} July 2006 from fourth week, Friday
21st July 2006 from fifth week, Saturday 29th July 2006 from sixth week, followed by Sunday 6th August 2006 from seventh week.

From 1st week, Monday (19th June 2006)
From 2nd week, Tuesday (27th June 2006)
From 3rd week, Wednesday (5th July 2006)
From 4th week, Thursday (13th July 2006)
From 5th week, Friday (21st July 2006)
From 6th week, Saturday (29th July 2006)
From 7th week, Sunday (6th August 2006)
Table-A
Image of Muslims in four mainstream English dailies of India for a pilot study

<table>
<thead>
<tr>
<th>NEWSPAPERS</th>
<th>+</th>
<th>-</th>
<th>N</th>
<th>T</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOI</td>
<td>0.4</td>
<td>2.0</td>
<td>0.2</td>
<td>2.6</td>
</tr>
<tr>
<td>HT</td>
<td>0.5</td>
<td>1.8</td>
<td>0.3</td>
<td>2.6</td>
</tr>
<tr>
<td>TH</td>
<td>0.6</td>
<td>1.5</td>
<td>0.4</td>
<td>2.5</td>
</tr>
<tr>
<td>IE</td>
<td>0.8</td>
<td>1.2</td>
<td>0.4</td>
<td>2.4</td>
</tr>
</tbody>
</table>

+ = Positive coverage of Muslims  
- = Negative coverage of Muslims  
N = Neutral coverage of Muslims  
T = Total coverage of Muslims  

TOI = The Times of India  
HT = Hindustan Times  
TH = The Hindu  
IE = The Indian Express
**Data Analysis of Pilot Study:**

The above table represents the coverage of the Muslims in four mainstream English dailies of India. The data in the above table indicates the total coverage (T), positive coverage (+), negative coverage (-) and neutral coverage (N) of the Muslims.

The total coverage done by The Times of India (TOI) and Hindustan Times (HT) during the period of pilot study is 2.6 %. The Hindu (TH) covered 2.5 % and The Indian Express (IE) gave 2.4 % coverage to Muslim-centered news.

The analysis of positive coverage of the above newspapers revealed that The Indian Express covered the maximum news, followed by The Hindu, Hindustan Times and The Times of India. Same trend was seen when neutral coverage was examined. The Indian Express and The Hindu covered 0.4 % followed by Hindustan Times 0.3 % and The Times of India 0.2 %. When examined the negative coverage, the trend was reversed. The Times of India gave comparatively more space of 2 %, Hindustan Times gave 1.8 %. The Hindu and Indian Express covered 1.5 % and 1.2 % respectively leading to the conclusion.
• **Positive news**- Indian Express > The Hindu > Hindustan Times > The Times of India.

• **Negative news**- The Times of India > Hindustan Times > The Hindu > Indian Express.

• **Neutral news**- Indian Express = The Hindu > Hindustan Times > The Times of India.

There is no denying the fact that the systematic random sampling is easy and simple to use. The main disadvantage of systematic random sampling is that it ignores all elements between two \( n^{th} \) numbers with the result that the possibility of over representation and under representation of several groups is greater. Since each element has no chance of being selected and in order to reduce the sampling error, the researcher has adopted census inquiry for the present study.
REFERENCES


18. Ibid.


20. Ibid.