Chapter 3
Methodology
Methods and procedures adopted to carry out the investigation are presented in this chapter. For systematic presentation, the chapter is divided into seven sections:

3.1 Type of Research
3.2 Conceptual framework
3.3 Variables
3.4 Development of the tool
3.6 Sampling procedure
3.7 Data analysis

3.1 Type of Research

This study is an empirical Study. Television Reality Shows are new phenomena on Indian television, there is limited information available on the impact of reality shows on youth in Gujarat. Moreover the Broadcasting Code of Conduct and its adherence has socio legal implication. The main objective of the present investigation was to collect data from the primary sources in order to arrive at nearly precise solution of the problem. It was also essential to analyse the data from both secondary and primary data points. Descriptive research includes surveys, fact-finding inquiries and discovering relationships between certain variables. This was considered the most suitable for the present study because; it was an attempt to establish relationship between various influencing variables.

3.2 Conceptual Framework

The conceptual framework to study the influence of reality shows on youth in Gujarat and adherence of these shows to the broadcasting law is shown in figure 3.1.

3.2.1 The Components

The components of the framework are:

3.2.1.1 Dependent Variables: Various Impacts on Youth, Adherence to Broadcasting Code of Conduct
3.2.1.2 Independent Variables: Reality Shows, Broadcasting Code of Conduct
Television reality shows are the shows that are presented on Satellite television channels in context of this study. The Broadcasting Code of Conduct has been defined under the Cable Television Networks Regulation Act, 1995 to regulate content on satellite television channels in India. The study was structured to find the relationship between Reality shows and their various impacts on youth. If the viewer will view the Reality Show, there may or may not be an impact of such Reality Shows on them. Further, the study was structured to find the relationship between Broadcasting Code of Conduct and Adherence to the Code. If there are the Broadcasting Code of Conduct, there could or could not be an act of adherence of the same performed by the television channels.

There was also a possibility of studying the relationship between the adherence to the Broadcasting Code of Conduct and their impact on youth. Moreover there was also a scope to study relationship between adherence to Broadcasting Code of Conduct and making of Reality Shows, considering the relationship between adherence to Broadcasting Code and various impacts on youth.

Figure 3.1 The conceptual representation of hypothetical relationship between the variables under consideration is shown below.
A conceptual framework of hypothetical relationship between the variables.

## 3.3 Variables

The variables under study are categorized into two categories depending upon their nature. They are independent variables and dependent variables. The independent variables affect the dependent variables.

### 3.3.1 Independent Variables

3.3.1.1 Reality Shows: Reality Shows are programmes that were introduced on Indian television in 1990s. Their main purpose is to entertain young television viewers. The Reality Shows are specifically produced keeping youth in mind. Reality Shows were therefore selected as independent variables affecting various impacts on youth.

3.3.1.2 Broadcasting Code of Conduct: Broadcasting Code of Conduct is statutory guidelines mentioned under the Cable Television Networks (Regulation) Act, 1995, for satellite television channels to maintain good taste and decency. These guidelines are the benchmark for any television content creation on Satellite television channels. The producers and television channels are expected to follow these guidelines. Non adherence to Broadcasting Code of Conduct could cause violence in the youth. Broadcasting Code of Conduct was therefore selected as an independent variables affecting adherence to Broadcasting Code of Conduct.

### 3.3.2 Dependent Variables

3.3.2.1 Various Impacts on Youth: Impact is an action led by the message disseminated on television channels thereby bringing in a change in behaviour pattern. This impact could be negative or positive; it could be there or not there at all. Impact of television viewing on its viewers has been an area of study for many researchers. Various impacts on youth therefore were selected as dependent variable being affected by the Reality Shows.

3.3.2.2 Adherence to Broadcasting Code of Conduct: Television channels need to maintain good taste and decency to how programmes. The channels need to
ensure that they don’t offend the statutory provisions prescribed in Cable Television Network’s Regulation Act, 1995. Adherence to Broadcasting Code of Conduct was therefore selected as dependent variable being affected by the Broadcasting Code of Conduct.

3.4 Development of Tool

Questionnaire was used to collect data mainly because; large sample could be contacted within a short period of time. It provides enough time to response, with reference to present study, where respondent’s knowledge was tested. Also questionnaire is a tool free from interviewer’s bias; thus, respondents could express their views freely regarding problems they face and their attitude towards disability.

Moreover to capture detailed views and beliefs of experts, interview schedules were created. The experts needed to express concepts, experiences, trends, views, opinions at length. Interview schedules were used to bring a perspective to the study.

3.4.1 Description of the Tool - Questionnaire

Keeping in mind the objectives of the study, the questionnaire was prepared. It was divided into three sections.

Section I was structured to know the baseline characteristics of the respondents. It gathered information regarding respondents’ personal features and family features.

Section II collected information on various aspects of television viewing and media consumption patterns. It comprised of question related to media ownership, extent of television viewing, television viewing patterns, likes – dislikes and preferences related to television viewing.

Section III was structured to gather information about various aspects of Reality Shows viewing. Aspects like viewing patterns of Reality Shows, preference of Reality Shows, reasons for liking Reality Shows, Reality Shows viewing behaviour, views on obscenity and vulgarity versus Reality Shows, influence of Reality Shows and views on various factors of Reality Shows were structured in this section.
3.4.2 Description of the Tool – Interview Schedule

Keeping in mind the objectives of the study, the interview schedules were prepared for the experts. The questions were open ended. It was divided into two sections.

Section I was structured to know the baseline characteristics of the experts. It gathered information regarding experts’ personal information and details of their field.

Section II was structured to find opinions on liking of youth for Reality Shows, potential of Reality Shows to influence minds of youth, obscenity and vulgarity in Reality Shows, social responsibility of television channels and broadcasting laws being adhered to in the country. Specific questions were structured for specific professionals.

The final questionnaire thus prepared was then translated in Gujarati as majority of the respondents were assumed to be comfortable with Gujarati language. The questionnaire and interview schedules were sent to panel of 11 judges to establish validity of content. After suggested modifications, pretesting was done to establish reliability of the content.

3.5 Sampling Procedure

The researcher spoke to 100 youth from urban area and 100 from semi urban area prior to deciding the sample for the study. Most of the youth that used to watch Reality Shows regularly; was college going youth. Therefore the researcher decided to collect sample of respondents from colleges.

In selection of sample random sampling method was used. From every city a list of colleges was prepared; from that list through random sampling one college was selected. From the college 40 students were selected through accidental sampling. In the sample to have gender perception equal males and females; means 20 girls and 20 boys were selected as respondents. On the basis of TV viewing pattern; four 1 million plus cities viz. Ahmedabad, Vadodra, Rajkot and Surat; and four 0.1 to 1 million cities viz. Anand, Bhavnagar, Valsad and Mehsana were selected through lottery sampling method. A total of 320 respondents were selected.
Further a total of 55 samples of experts were selected as follows:

The researcher prepared a list of all available individuals in their respective fields, out of that through purposive sampling, 10 experts in each category were selected, 5 in case of Media Lawyers.

### 3.5.1 Criteria for Selection of Sample

Following was the criteria for selection of sample.

**3.5.1.1 Size of the Sample:** To ascertain the size of the sample Television Audience Measurement (TAM) was taken into consideration. During the time of the study TAM was the most authentic audience measurement organization which gave out viewership numbers. For population of India TAM represented viewership with the sample of 6587 television homes. Thus for the present investigation the sample of 320 respondents represented the youth of Gujarat.

**3.5.1.2 Age Group:** As per the television measurement several age groups that are taken into consideration universally are 12-17 teen viewing (mainly children’s programming), 18-25 youth viewing, age group 25-34, age group 35-49, age group 50-64 and age group 65+. Reality shows in India are targeted to the age group of 18 – 25. This is the reason why the above age group has been considered for the study.

**3.5.1.3 Reality Shows:** The category of Reality Shows is a niche category in the universe of television programming. There are multiple Reality Shows that are produced in the country. The purview of this study was to observe the influence of Reality Shows on youth in Gujarat with respect to the Broadcasting Code of Conduct. This is the reason why all the reality shows are combined. Further, all the Reality Shows are created keeping the age group of 18-25 in mind.

**3.5.1.4 Urban and Semi Urban Markets (Geographical Area):** Satellite television viewing data was available for urban and semi urban markets for the time period that was studied. Urban and Semi Urban markets were measured by TAM for the time of the study. Thus sample respondents were drawn from the Urban and Semi Urban markets. The sample is representative of youth in Gujarat that was measured during the time studied.
3.5.1.5 **Time Period 2006-2011**: This is a period where some of the most talked about Reality Shows like *Bigg Boss, Dance India Dance, India’s Got Talent, Fear Factor, Swayamvar, Emotional Atyachar, Iss Jungle se Mujhe Bachao* and *Rakhi Ka Insaaf* were introduced. This was also the time when highest number of foreign shows were launched in India. Thus this time was chosen for the purpose of this study.

**Figure 3.2 Sampling Procedure of Respondents**

Total Sample (n=320)

<table>
<thead>
<tr>
<th>Urban (160)</th>
<th>Semi Urban (160)</th>
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<tbody>
<tr>
<td>Ahmedabad</td>
<td>Vadodara</td>
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<tr>
<td>Rajkot</td>
<td>Surat</td>
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<td>Anand</td>
<td>Mehsana</td>
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<td>Valsad</td>
<td>Bhavnagar</td>
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<td>(40)</td>
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**Figure 3.3 Sampling Procedure of Experts**

Total Sample (n=55)

| Renowned Social Scientists from Universities (10) |
| Leading Editors / Senior Journalists of News Papers (10) |
| Bureau Chiefs / Senior News Correspondents of TV News Channels (10) |
| Entertainment Content Creators (10) |
| Psychiatrists / Psychologists (10) |
| Media Lawyers (5) |

3.6 **Collection of Data**

The questionnaires were administered and collected by the researcher himself by approaching each respondent personally. It was checked that the questionnaire was
filled up completely. Out of 320 questionnaires administered, total 320 were returned, thus the rate of return was 100 percentage. The period of data collection was from April 2012 to December 2012. The questionnaires were tabulated and arranged properly for interpretation.

Subsequently the sample of 55 experts was drawn in the above mentioned manner. The experts were asked open ended questions and were recorded on a Dictaphone. All the answers were then properly arranged.

3.7 Analysis of Data

Both the experts and respondents’ responses were then interpreted qualitatively and quantitatively. Data collected was arranged, coded, tabulated and analyzed. Detailed conclusions and way forward were drawn from the data analysis. Chi-square analysis was applied to test the independence of the variables. It showed presence / absence association between these variables referring any variation caused in dependent variables due to selected independent variables. All the hypotheses were tested using 5% level of significance.