CHAPTER 4

METHODOLOGY

4.1 INTRODUCTION

This research study has adopted the survey method and content analysis. This chapter deals with the methodology adopted for the study.

4.2 RESEARCH METHODOLOGY

This research study has made use of the survey method and content analysis to investigate the effective usage of Right to Information Act by the people and the role of media in taking the Right to Information Act to the masses. Through the survey, the effectiveness of media in taking this Act to the masses is evaluated and through content analysis, the actual coverage of information on RTI is evaluated and discussed. In survey method, a total sample size of 500 people, who are aware of RTI, was chosen out of the samples collected. Content analysis of the television news and news from newspapers was also done.

4.3 STRUCTURE OF RESEARCH

The structure of the research study is explained in Figure 4.1 as shown
100

Figure 4.1 Structure of research

Background information
(Finding background information about the study area)

Literature review
(Gathering information on various literature sources related to the study area)

Methodology

Survey method

Pilot study
(50 respondents)

Questionnaire design

Content analysis

Selection of medium
(Television and Print)

Recording of data
(Television and Print)

Analysis of the data

Identifying the role of media in taking RTI to the masses

Evaluating the effect of each medium
4.4 PILOT STUDY

A pilot study was conducted as a preliminary analysis before committing to a full-blown study. A pilot survey was done with 50 respondents to check the validity of the questionnaire.

4.5 SURVEY METHOD

Survey method was adopted for the study to identify the role of media in taking the Right to Information Act (RTI) to the masses. The survey was done by distributing questionnaires to the respondents individually in different places where different types of people gather. The study was conducted with people at places like parks, beaches and shopping malls.

4.6 SAMPLING

The survey was done using purposive sampling method by distributing individual questionnaire to the respondents. Respondents who have sufficient knowledge on RTI were taken for the study. Out of the 700 samples collected, the first 500 samples who had sufficient knowledge on RTI were taken for the study.

4.7 STRUCTURE OF THE SURVEY QUESTIONNAIRE

The survey questions started with broad general interest questions that are easy for the respondent to answer. These questions serve to warm up the respondent and get them involved in the survey. The questions that are placed in the middle are those that take time to think about. At the end, there are questions that make the respondents to answer directly about the topic.

The first part of the questionnaire questions the one respondent say about their personal profile.
The second part of the questionnaire was asked to answer about their media habits for different media such as newspaper, television and Internet. This part of the questionnaire was designed in such a way so that the respondents would share about their observation of RTI in different media and also the type of content they observe.

The third part of the questionnaire started with enquiring about the general opinion on media and ended with the suggestions of the respondents for improving awareness created by media on RTI.

4.8 CONTENT ANALYSIS

Content analysis was done with television news and news from newspapers. For television, three English national news channels were selected as they possessed higher Television Rating Point (TRP) rating than others. The English news channels chosen were ‘CNN – IBN’, ‘NDTV 24x7’, ‘Times Now’. As per the methodology employed for the analysis, for a period of three months, the television content was systematically recorded; the recording was done in the months of September, October and November 2012. Two hours of recording were done every day - one during non – prime time (3 P.M to 4 P.M) and the other during prime time (9 P.M to 10 P.M). To understand the regional media’s coverage of RTI, two regional news channels, comparatively with higher TRP rating were recorded. In the same period the coverage of RTI in newspapers was studied. Two English newspapers were selected for the purpose of study as they had more readership than others. The newspapers selected were ‘The Hindu’ and ‘The Times of India’. For the regional coverage, the news channels chosen were ‘Sun News’ and ‘Pudhiya Thalaimurai’ which telecast news in the regional language Tamil. The period of recording the content for the regional channels was from 15 March 2012 to 30 April 2012 (45 days). Simultaneously, the coverage in regional newspapers was also studied. The two newspapers with
higher readership in Tamil Nadu namely ‘Dhinamani’ and ‘Dhinathanthi’ were taken into consideration for a period of 45 days spanning from 15 March 2012 to 30 April 2012. 540 hours of English news channels content was recorded and 180 hours of regional news channels content were recorded, thus a total duration of 720 hours was recorded for the content analysis.

4.9 HYPOTHESES

Hypothesis testing is a method for testing a claim about a parameter in a population, using data measured in a sample. The statistical analysis was done with chi-square, one sample t test, Friedman test and ANOVA to derive the results.

The hypotheses assumed for the study are stated below:

**Hypothesis 1:** There is no association between languages of television news channels and observation on RTI in television news channels.

**Hypothesis 2:** There is no association between languages of newspapers and observation of RTI in newspapers.

**Hypothesis 3:** There is no association between reading newspaper and observation on RTI in newspapers.

**Hypothesis 4:** There is no association between watching television and observation on RTI related matters in television.

**Hypothesis 5:** There is no significant difference between different educational qualification groups with respect to media awareness on RTI.
Hypothesis 6: There is no significant difference between different age groups with respect to media awareness on RTI.

Hypothesis 7: There is no significant difference between different sources of information on RTI.

Hypothesis 8: Media coverage does not create awareness on RTI among the people.

The statistical hypothesis test was used to test the above hypotheses.

4.10 STATISTICAL METHODS

The statistical analysis was done with chi-square, one sample t test, Friedman test and ANOVA to derive the results.

4.10.1 Chi-square

The Chi-square test is done to determine the goodness of fit between theoretical and experimental data. In this test, it is to compare the observed values with theoretical or expected values. Observed values are those that the researcher obtains empirically through direct observation; theoretical or expected values are developed on the basis of hypothesis.

4.10.2 One sample t test

One sample t-test is a statistical procedure often performed for testing the mean value of a distribution. It can be used under the assumption that sampled distribution is normal. For large samples, the procedure often performs well even for non-normal populations.
4.10.3 **Friedman test**

The Friedman test is a test for comparing three or more related samples and this test makes no assumptions about the underlying distribution of the data. The data is set out in a table comprising of $n$ rows by $k$ columns. The data is then ranked across the rows and the mean rank for each column is compared.

4.10.4 **ANOVA**

ANOVA is the statistical technique for determining the degree of difference or similarity between two or more groups of data. It is based on the comparison of the average value of a common component.

4.10.5 **DUNCAN MULTIPLE RANG TEST**

Duncan’s new multiple range test (MRT) is a multiple comparison procedure developed by David B. Duncan in 1955. Duncan's MRT belongs to the general class of multiple comparison procedures that use the studentized range statistic $q_r$ to compare sets of means.

Chapter 4 dealt with the research methodology and research design adopted for the study and also the hypotheses framed for the study. Chapter 5 deals with the analysis and interpretations of the collected data.