3.1 Introduction

Research method is a way of the designing and implementing research study in a scientific way. Methodology refers to the process, principles, and procedures of social science and philosophy by which researcher try to approach any research problem and seek answers through the application to carry out the research further ahead. The research methodology is also called as the life or heart of a research, specification of methods in not only acquiring the information but also the analysis needed to structure in solving the research problem.

India is developing country. Therefore, the significance of mass media in this country needs no exaggeration. It can have great impact. Government of India has been taking several steps in educating the masses and bringing awareness through modern media. A majority of our population is living in rural areas. The mass media technologies are increasing day by day all over the world.

Influential political and economic groups are trying to spread ideas through the mass media (mainly newspapers, radio, television, films, and audio tapes) for their own particular ends. Various issues, for example, elections to various democratic institutions, nation issues such as the erosion of secular values in public life, persecution of minorities and women, communal and caste conflicts, violence against vulnerable sections of society, terrorism in the country and the world, decisions of the world trade organization and their effects on trade and agriculture in poor countries, revival of religious fundamentalism, pseudo-religion and superstitions, gender inequality, unequal access to primary and secondary education, unemployment's and
lack of attention to the generation of employment, etc., can be brought to the attention of people through the mass media.

3.2 Need of the Study

Although media tendencies and effects on society are not scientific theories, they have largely formed the background against which research has been commissioned, hypotheses have been formulated and tested and more precise theories about mass communication have been developed. Mass media influence show much divergence, the most persistent element in public estimation of the media has been a simple agreement on their strong influence. The newly created channel to the new social formation was from the start a very diverse mixture of stories, images, information, ideas, entertainment and spectacles.
McLuhan (1985) reported great cultural influence to television. The all pervasiveness of electronic media has fundamentally changed social experience by breaking down the compartmentalization between social space which was typical of earlier times.

India is developing country. Therefore, the significance of mass media in this country needs no exaggeration. It can have great impact. Government of India has been taking several steps in educating the masses and bringing awareness through modern media. A majority of our population is living in rural areas. The mass media technologies are increasing day by day all over the world.

### 3.3 Statement of the Problem

During the past few years the Indian public which was used to a diet of mass media is facing a plethora of channels resulting in a challenge to the preservation of the Indian culture and values. It is probable that this exposure might have some drastic effects on the psyche of the masses, especially the unfound minds of the younger generation.

Obviously mass media became an integral part of our life. They influence the socio-cultural institution of the society. Although media tendencies and effects on society are not scientific theories, they have largely formed the background against which research has been commissioned, hypotheses have been formulated and tested and more precise theories about mass communication have been developed. Mass media influence show much divergence, the most persistent element in public estimation of the media has been a simple agreement on their strong influence. The newly created channel to the new social formation was from the start a very diverse mixture of stories, images, information, ideas, entertainment and spectacles.
There has been a continued debate in many countries over a number of issues relating to media that concerning morals, decency and portrays of matters to do with pornographic sex, crime and violence. Thomsen (1989) reported that the problem of cultural dependency is most acute for poorer, less developed countries, but it arises as a potential problem for countries which are under the influence of a foreign media flow. Our country has been exposed to the foreign electronic media, with the introduction of multichannel electronic media. This network which was initially limited to the metropolis is now spreading even to remote villages. Thus the present investigator was motivated to determine whether a short time exposure to media and social change would have any social impact. To study discussed the mass media and social change in Gulbarga district.

3.4 Aim of the Study
The study proposes to analyze the mass media and social change in Gulbarga District of Karnataka state. It is aimed at identifying the significant factors influencing the impact of mass media and social change. The purpose of this study is also to suggest suitable measures for improving the quality of life of the masses at large through mass media.

3.5 Objectives of the Study

The following objectives have been framed in order to proceed with the investigation.

1. To study the demographic and socio-economic characteristics of the student respondents such as age, gender, religion, type and size of family and the type of community (rural or urban).

2. To analyze the relationship between social background and mass media exposure of the respondents.

3. To study the extent of exposure of the respondents to mass media that is newspaper, radio and television.

4. To understand as to how far the respondents utilize and benefits from media in their day to day life.

5. To analyze as to how far the media has affected respondent's social life that is relation with in family members, neighborhoods and relation among different castes.

6. To study the impact of mass media programmes on family welfare, health, agriculture and politics.

7. To suggest suitable measures for improving the quality of life of the youth at large through mass media.
3.6 Hypotheses

1. There is no association between the mass media and social changes on dimensions like behavior and attitudes, personal and social life, general perceptions and performance of the respondents and the age, sex, educational qualification, mode of stay of the respondents.

2. All the three dimensions: behavior and attitudes; personal and social life; and the general perceptions of the respondents are not statistically significant. There is no positive correlation between one dimension and the other with respect to the impact of mass media. In other words the variables are uncorrelated.

3. Exposure to social media would result in change in social interaction

Variables Studied

Further, keeping in mind the objectives of this study it was decided to collect vast information on various background characteristics like (social, economic, demographic, and cultural including attitudinal and Behavioral aspects of the respondents. However, the variables which have been taken into account in this study are based on relevant theoretical (logical) grounds. Moreover, for a clear understanding of the nature of these variables further classification or different groupism of variables was done. For the sake of justification the selection of the determinants (variables) and their Hypothesized relationship is well presented. In order to test the above mentioned hypotheses quite a few societal variables were listed for the cross verification and multivariate analysis and these variables are as follows.
Dependent Variable:

The dependent variables of our study are mass media comprised of newspapers, radio and television, whereas dependent variables are the responses of the respondents. The analyses of the data have been done on the basis of percentages. general perceptions and performance of the respondents and the age, sex, educational qualification, mode of stay of the respondents.

Independent Variable:

Demographic characteristics: The major demographic characteristics of the respondents which were included in present study were the age of the respondents, marital status, number of children alive, these characteristics was considered to be important to evaluate the qualititative aspects of the course.

Economic characteristics: The significant economic characteristics of the respondent were under taken for the study purpose are occupation of the respondent, Income of the respondents per month, income of the head of the family and other related information.

Social characteristics: The major social characteristics of the respondent studied were societal status of respondent, religion, caste, type of family, education of the respondent and the other relevant information were also gathered.

Attitudinal characteristics: The major attitudinal characteristics of the respondents considered for the present studies were awareness and knowledge about sharing housework with family member, participation in family decisions. These characteristics were important from the point of understanding the concept of women professions role in family and society.
**Behavioral characteristics:** The important behavioral components of the organization in a form of initiative taken on the issues like family role conflict, health, financial problem, decision making and empowerment, environment and basic household responsibility of household women professional.

### 3.7 Study Area

![Study Area Images]
Study Area is one of the ways of understanding the concepts of mass media and social change for social responsibility and its related issues by studying the characteristics of the mass media and social change. In this study, an attempt is made to study the background characteristics of the different types of family background and the respondents in order to understand the significance of their household and office responsibility, in a way of capacity building which is an ongoing process of Government of India at National level. In order to attain the objectives of the study it was felt that primary data collection was required from those respondents who were residing in Gulbarga District as well as on district statistical household report of the Gulbarga. Moreover, the state had the credit of having more diversified and heterogeneous culture in terms of basic natural needful differences which suits accurately to establish paid activities for mass media compared to the other regions. Further researcher himself belong to this area was participated in data collection in order to again first hand field experience and enhance the quality of research. The setting of the study area profile of the study population is presented in the following chapter IV in terms of part one and part two.

Gulbarga district is the right place for getting the information from mass media and social change respondents about their social status and economic value at family level. Because here respondents are those women who are working and they feel happy being job. So researcher had designed the interview schedule according to the target groups were highly qualified and well placed in the society. Mostly researcher found all in Gulbarga district that all these diversified groups were categorized as urban, rural, extension area.
3.8 Research Design

A research design is a systematic plan to study in a scientific way of particular problem. Research design also called as Blue Print of Research because it has strength of data collection, measurement, analysis and description of data. It also helps to outlines the way of research will be carried out. Present research study determines the type of design overall strategy that allow you to choose to integrate the different components of the study in a coherent and logical way. It also deals the information of the study areas and the probable sources of data, i.e., the data collection methods specific population to be studied the sampling process sample size and selection plan. However, it requires a clear and logical justification of using the techniques over a wide range of sampling methods available for social science research in scientific way with conspicuous statement.

In order to addresses certain key issues involved in carrying out the research there are different research designs for conducting different research studies and these research designs have distinct names and procedures associated with them. Some research designs focus on purpose of doing research whereas some other research designs give importance to cause effects relationships yet another set of research designs consider its intended use and so on so forth. Thus research design is essentials to follow a cycle characteristic whereby initially an exploratory stand is adopted in view the researcher can proceed systematically towards their goals and its achievement. For that it is essential to identify the research problem clearly and justify its selection with objectives, hypotheses, research questions, and effectively describe the data. Researcher will take up from writing the objectives hypothesis and their operational implication to the final analysis of data collected and lastly report writing.
Burns and Grove (2003) define a research design as a blueprint for conducting a study with maximum control over factors that may interfere with the validity of the findings. In a field of social sciences research, as a researcher one have to select the suitable plan for particular research study (problem) by understanding the nature of research study and its purpose to analyse the study results in logical way because research design have so many kinds where an understanding of a problem is developed and plans are made for some form of interventionary strategy. Make wide use of this research design to examine contemporary real life situations and provide the basis for the application of concepts and theories and the extension of methodologies.

Research design needs to prescribe the boundaries of research activities and enables the researcher to channel his energies in the right work with clear research objectives. The design also enables the researcher to anticipate potential problems of data gathering operationalization of concepts measurement. Design can extend experience or add strength to what is already known through previous research. in particular the design can provide detailed descriptions of specific and rare cases for social scientists.

3.9 Sample Design

Sampling design is a technique or the procedure which is adopted by the researchers for selecting some sampling units from the population or universe is drawn. The sampling design adopted was a systematic random sampling which comes under the proportion of population Probability sampling design. Where we have selected three hundred sixty two systematically from Gulbarga District and there Taluka places. This method was used because of its simplicity and convenience in the
selection of the sample, particularly where sampling was done by the researcher. With an intention of smaller well selected sample may be superior to a larger but badly selected sample (Gupta 1992). Hence keeping in view the objectives of the study and considering the monetary constraints and time required it was decided to select the above mentioned number of households (362) in order to fulfill the requirements of efficiency representativeness and reliability.

**Universe:** The universe of the study comprised all the existing of mass media and social change of the respondents within the jurisdiction of the Gulbarga district. Wise total number of the respondents population is was 10,000 in Kalaburagi district.

**Sample Unit:** A Sample unit is a single component of the sample study (Respondents i.e. mass media impact) selected form the total universal Population of respondents of Kalaburagi district.

**Sampling Size:** The present research study covered 362 impact of mass media for respondents out of 10,000 total impact of mass media in people for Kalaburagi district. Different opinions have been expressed by the experts on the selection of sample size which indicates that bigger size does not ensure representativeness in a sample. A smaller well selected sample may be superior to a larger but badly selected sample. Hence, keeping in view the research topic and the objectives of the study and considering the monetary constraints and time required it was decided to collect the needful detail information.

Pertain to 362 respondents from Gulbarga district i.e part of Karnataka State. Further this representative sample size belongs to mass media impact on rural people in order to fulfill the requirements of efficiency, representativeness and reliability.
Sample size

Our study comprised of five talukas that is Sample, Afzalpur, Aland, Chincholi, Chitapur, Kalabur, Jevargi and Sedam district of Karnataka.

Table-3.1: Distribution of talukas, total households and required sample of Respondents

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Talukas</th>
<th>Population</th>
<th>Households</th>
<th>% of Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Afzalpur</td>
<td>220161</td>
<td>34740</td>
<td>69</td>
</tr>
<tr>
<td>2</td>
<td>Aland</td>
<td>342220</td>
<td>54128</td>
<td>47</td>
</tr>
<tr>
<td>3</td>
<td>Chinchol</td>
<td>254032</td>
<td>44466</td>
<td>63</td>
</tr>
<tr>
<td>4</td>
<td>Chitapur</td>
<td>403135</td>
<td>49614</td>
<td>40</td>
</tr>
<tr>
<td>5</td>
<td>Kalaburagi</td>
<td>830512</td>
<td>53336</td>
<td>19</td>
</tr>
<tr>
<td>6</td>
<td>Jevargi</td>
<td>296976</td>
<td>46991</td>
<td>54</td>
</tr>
<tr>
<td>7</td>
<td>Sedam</td>
<td>217856</td>
<td>34553</td>
<td>70</td>
</tr>
<tr>
<td><strong>District</strong></td>
<td><strong>2564892</strong></td>
<td><strong>471601</strong></td>
<td></td>
<td><strong>362</strong></td>
</tr>
</tbody>
</table>

Source: Census 2011

**Sampling Method:** Sampling methods are statistical techniques which suppose to be used in research study to pursue the objectives of research study, to conduct this study

**Systematic Random Sampling Method** was used for selecting of the respondents.

**Sampling Procedure:** Whenever the information is required to study a particular research problem decision may be taken to use either primary or secondary data by using the census or sample surveys. Keeping in mind the money and time required it was decided to use sampling method which helps to know the characteristics of the population by examining only a small part of it.
3.10 Preparation of Field Work

In order to understand clearly the concept of “Mass media and social change” well structured questionnaire was prepared in two languages (Kannada and English) keeping in view the spoken language of the study population was Kannada. The standardised questionnaire consists of four main sections. The standardized questionnaire sections were as following:

1. Respondent’s personal information.
2. Importance of carrier or family.
3. Factors responsible for impact of mass media
4. Issues of role conflict of the respondents

Section one deals with the basic characteristics related with the permanent residents of individual personal information. Second section deals with the factors responsible for the respondents. The above mentioned were major sections in questionnaire, apart from that the questionnaire was printed with Gulbarga University cover page and identification section. To meet the study objectives and to collect the quality of information the researcher kept open ended, close ended and descriptive types of questions in questionnaire. In the pre-test the respondents were expressed that in some of the questions they were not comfortable to answer yes or no questions, hence the researcher used the four points Likert Scale to capture the opinion of respondents in questionnaire.

3.11 Validity & Reliability of Questionnaire:

Kirk and Miller (1986) claim that reliability as well as validity shall be separated into internal and external concepts. The amount of internal reliability can be
considered to be high when two or more researches have agreed on in what way to interpret their empirical findings (Bryman & Bell 2005).

Bryman and Bell (2005) describe reliability as the certainty of measuring if a certain concept as stable and valid. Reliability is together with validity and replication is considered to be the three most important criteria’s when performing a research. According to Kirk and Miller validity is considered as a measurement of how accurate the results of a research are compared to the questions and phenomenon intended to be researched. The authors have answered the thesis questions supported by their theoretical framework and collected empirical data.

**Pilot Study:** A pilot study is a primary work to gain clear cut and specific research perspective in the subject of investigation to be undertaken. Moreover, for any research a pilot study is not only essential but also pre-requisite in order to simplify the task of designing interview schedule, in a compact and scientific way. Hence, in the present study the rough draft questionnaire was administered to three organisations and 18 beneficiaries and same questionnaire was discussed with research experts and incorporated the necessary changes to standardize the questionnaire with the intention that the researcher, respondents, community benefit point of view should not face any problem in understanding and filling up the questionnaire themselves.

**Field Planning:** A tentative one month survey plan was prepared with the help of the research supervisor and a vehicle was hired in order to reach all the selected talukas. In the study population most of the respondents are engaged full time duties in convenience of respondents the day schedule use to start more or less 10.30 a.m. in orders to interview them. The survey was launched during the period 23 April to 22
May 2016 to collect data by using the direct interview method with the help of a structured interview schedule.

**Field Work:** The field investigation was undertaken during the period of nearly 2 month from 23\textsuperscript{rd} April to 22\textsuperscript{nd} May 2016. The face to face interview method was adopted. The researcher had received the maximum cooperation from respondents in Gulbarga district talukas. However, certain problems were encountered by the researcher in collecting the data from some women in course of the discussions in some cases.

**3.12 Data Collection**

The present study incorporates both primary and secondary data for an in depth investigation. The study used Interview schedule over other available data collection methods because research plan depending upon the nature of the study, subject matter, unit of enquiry, sample size, educational level of respondents, availability of skilled manpower and sample representative of the respondents required. The interview schedule was preferred keeping in view the objectives, the hypotheses of the study. Care was taken to see to it that none of the objectives were left out and irrelevant and superfluous data were not gathered from the respondents. Each question was picked for the information it generates in addressing the objectives. Further, the interview schedule was divided into several sections each dealing with an objectives and the sections were so arranged as to lend it a rational structure and a logical sequence.

The data was collected during the months of April and May 2016. Throughout the period of data collection the researcher use to spend full day in the field by visiting respondents home and had the opportunity of having a first hand experience
of working with the women respondents. The data were collected by using the direct interview method with the help of a structured interview schedule. The actual schedule administered is provided in Appendix I.

3.13 Field Experience

Once the study tools and study sample list was finalized the researcher approached Registrar, Gulbarga University Kalaburagi to issue an authentication letter to start the field survey i.e. data collection. Accordingly the Registrar, Gulbarga University, Kalaburagi has issued an authentication letter to introduce the researcher in the field. In certain time researcher used to stay back in the field area till late night but also used to revisit the sample houses two to three times in order to complete the interview. After reaching the field area the researcher try to find out the respondent to explain the purpose of visit the way in which the respondents would benefit from this research study as well as to build the necessary rapport with the respondents to get full cooperation from the respondents. However, the hospitality given by the respondents was overwhelming. In most of the causes during the survey the research team got full support and healthy acceptance from the respondents. However it needs to be mentioned that the research team had no difficulty in obtaining answers from the respondents except in a few cases. There were also instances where husbands used to come forward voluntarily to assist their wives during interviews and this enhanced the reliability of the data collection. Since the researcher himself

3.14 Data Processing

The data collected were coded, verified and processed on a computer at the University. Two separate files were prepared, one was data file and the other was an
SPSS (statistical package for social sciences) file. However, the single frequency
distribution of each variable was generated to validate the data, quality.

3.15 Analysis of the Data

The data collected were coded, verified and processed on the personal
Computer at the university. A single frequency distribution of each variable was
generated to validate the data. The treatment was given to the dependent and
independent variables as they are influenced by educational and occupational levels
with other socio economic variables such as caste, religion, reasons of women
professional and the type of family

3.16 Report Writing

The primary information collected from the respondents was put in the
computer and analyzed it by using the SPSS in order to come out with the out come
results in a form of percentage distribution and present the same in a form of tables
and graphs to explain them in a simple and systematic way.