CHAPTER-IV

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Media analysis is an integral part of understanding society and this is because the media particularly shows are telecasted through television and are bounded to have positive and negative impact on the society. Hence, the world is developing rapidly in the field of science and technology including several issues such as environment, agriculture and health has been also grown up. Everybody needs proper education and concern for their personal development. Though educating facilities which are the tools of awareness, both the Government and public sector have grown considerably, but general public is not much accustomed to utilize them for their cause.

In India mass media play a vital role in creating awareness about policies and programmes of development with social responsibility and helps the people in motivating, to be active partners in nation building endeavour. Television is arguably the most pervasive mass medium as it combines sound and pictures and no skills are necessary to watch. It is considered as the tool for creating awareness about various ways and means have been being discovered, in the form of television shows, to make people understand the benefits and awareness. Recognizing the important role of television in awareness generation among the community, the present study was conducted to examine the popularity of different channels, their contents, programme preferences among adults and to know the impact of television on the awareness on health, legal, agriculture and development programmes among adults. For this information has to be collected relating to the objectives of the study from adults and the investigator has prepared a schedule as described below.

Tool used for the study

As the study aimed to know the impact of television on social awareness among the adults selected as the sample, the information on personal characteristics, programme preferences belonging tom different socio economic groups, awareness of the adults on the programmes telecasted in different telugu channels and their awareness on health, legal, developmental programmes and agriculture aspects has to be collected. The review demonstrated that there is no readily available tool that can
be adopted to collect the data required for the study. Hence the investigator has
developed a schedule for eliciting the information from the sample. For the present
study only telugu channels were taken in to consideration. In order to prepare the
schedule, the investigator should have an idea about the telugu channels, types of
programmes, timings and the content of the programmes that are being telecasted in
different telugu channels of television. For this the investigator referred the daily
telugu news papers. In telugu daily news papers, the programme schedule of the
different channels of that day will be published. The investigator collected this
information from the news papers for one week. The list of the programmes on
different aspects like comedy, movies, cookery, health, legal, agriculture, business,
education, development programmes news telecasting in different telugu channels
was prepared. As the scope of the study was limited to know the awareness of the
respondents on health, legal, development programmes and agriculture, the
investigator watched these programmes to get an idea to prepare the tool. Based on
this information schedule was prepared. The schedule was submitted to the experts in
the field of adult education and journalism to give their suggestions and point out
ambiguity, inaccuracies and repetitions if any. Based on their suggestions the
schedule was modified.

Pilot study

The purpose of the study was to know the impact of television on the social
awareness among adults. The sample of the pilot study was adults belonging to
different socio economic groups. A sample of 40 adults i.e., 5 from each ward and 5
from each village was randomly selected and pilot study was conducted to finalize the
schedule.

Final format of the schedule

The schedule consists of two sections. PART-I, seven items relating to
personal information were given. Under PART-II, the items were given in five
subheadings i.e., (a).Accessibility & Exposure to Television, (b).Health, (c).Legal,
(d).Agriculture and (e).Development programmes. Under all subheadings a
combination of both closed and open ended questions were given. Two types of
closed ended questions i.e. simple alternate questions and multiple choice questions
were included in the schedule. Three point rating scale was included as 15th item
under sub head Accessibility & Exposure to Television to know the programme preferences of the respondents. In that item three descriptive cues viz., Daily, Occasionally, Never having the scores 3, 2 and 1 was chosen. The respondents were supposed to tick any one of the cues and mark their preference of watching each programme telecasting in television. In order to know the awareness of the respondents on four aspects covered in the study the investigator watched the contents of the programmes telecasted on these four aspects in different channels in the U tube and finally 10 items relating to each aspect were included in the schedule and the respondents were supposed to answer.

Locale and sample of the study

The locale of the study was Chittoor District of Andhra Pradesh State. The district has 3 revenue divisions namely Chittoor, Madanpalli and Tirupati. Chittoor Revenue Division has 20 mandals, Madanpalli Revenue Division has 31 mandals and Tirupati Revenue Division has 15 Mandals. Totally there are 66 mandals in the district. In the first stage, the investigator has selected two mandals ie., Tirupati Urban and Tirupati rural mandal for the study by convenience sampling method. Convenience sampling is a specific type of g method that relies on data collection from population members who are conveniently available to participate in study. It is a statistical method of drawing representative data by selecting people because of the ease of their volunteering or selecting units because of their availability or easy access. The advantages of this type of sampling are the availability and the quickness with which data can be gathered. The information about the Wards in Trupati urban mandal and Panchayats and villages in Tirupati rural mandal was collected from the Website of www.tirupatiurbandevelopment.com. In the second stage, 4 wards from Trupati urban mandal and 4 villages from 4 panchayats of Tirupati rural mandal were randomly selected. Information about the number of households and names of the family heads in the selected wards and villages was collected from the secondary sources ie., Records and Registers maintained in the Municipal office and village panchayats. From that list 50 households from each ward and 50 households in each village were randomly selected for the study. Thus totally 400 adults from 400 households were formed as the sample of the study. The investigator visited each house selected for the study and collected the data from one adult in each house available and willing to respond and give information to the investigator.
Data collection

As a first step in the data collection, the investigator has contacted the ward members of selected wards of the study and sarpanches of the villages selected for the study, explained the purpose of the study and requested to cooperate to collect the data from the households collected for the study. Good rapport was established with ward members, sarpanches and the adults from which data was collected. The investigator personally visited each house selected for the study and collected the data from one adult in each house available and willing to respond and give information to the investigator. The investigator explained the respondents about the objectives and purpose of the study and the way in which they should respond to the items given in the schedule. The investigator clarified the doubts and helped the respondents to answer the items given in the schedule. In case of illiterates the investigator recorded the responses by interviewing them personally. Proper care was taken to get responses
to all the items given in the schedule and it has taken about more than one hour for the investigator to collect the required information from each respondent.

Data analysis

The data thus collected was pooled and analyzed keeping in view the objectives of the study by using appropriate statistical techniques. Percentages, mean, 't' test and ANOVA tests were applied to draw the inferences. In order to know the level of awareness on health, legal, agriculture & development programmes among viewers & non viewers of that particular programme, scores (marks) were allotted to the answers given by the respondents. To study the health awareness, respondents were asked to write the symptoms and precautions of each health problem given in the schedule. First the investigator collected correct information about the symptoms and precautions of the health problem given in the schedule by watching the health programmes telecasted in different telugu channels from you tube, from the internet and also by consulting the doctors. Based on that, the responses given by the respondents for health problem were checked and scores (marks) were allotted to the respondents. The respondents got 60 & above percentage of marks were categorized as good, 40-below 60 were categorized as average and below 40 per cent were poor.

To study the legal awareness, respondents were asked to write the provisions and punishments if anybody violates each Act given in the schedule. First the investigator by watching the legal programmes telecasted in different telugu channels from the you tube, from the internet and also by consulting lawyers collected correct information about each Act included in the study. Based on that, the responses given by the respondents for each Act were checked and scores (marks) were allotted to the respondents. The respondents got 60 & above percentage of marks were categorized as good, 40-below 60 were categorized as average and below 40 per cent were poor.

To study the awareness on agriculture aspects, the respondents were asked to write the method and benefits of each agriculture aspect given in the schedule. First the investigator by watching the agriculture programmes telecasted in different telugu channels from you tube, from the internet and also by consulting professors of agriculture college collected correct information about the of the agriculture problem given in the schedule. Based on that, the responses given by the respondents
about method and benefits of each agriculture aspect were checked and scores (marks) were allotted to the respondents. The respondents got 60 \& above percentage of marks were categorized as good, 40-below 60 were categorized as average and below 40 percent were poor.

To study awareness on development programmes, respondents were asked to write the benefits, target group and process of getting benefits of each development programme given in the schedule. First the telecasted investigator collected correct information about the development programmes included in the study by watching the development programmes in different telugu channels from you tube and also by consulting officers of development departments. Based on that, the responses given by the respondents for development problem were checked and scores (marks) were allotted to the respondents. The respondents got 60 \& above percentage of marks were categorized as good, 40-below 60 were categorized as poor. Mean values were calculated to know the programme preferences and to study the awareness among adults on health, legal, agriculture and development programmes. t/F test was applied to study the differences in programme preferences belonging to different socio economic groups and awareness between viewers and non viewers of programmes in television.

The next chapter presents analysis and findings of the study in V sections. Section I describes the profile of the sample, accessibility \& exposure of sample to television. Section, II dealt with the impact of television on health awareness among adults and Section-III about the impact of television on legal awareness among adults. In Section-I, impact of television on agriculture awareness among adults and in Section-V impact of television on awareness on development programmes among adults were discussed.
Map 1: Andhra Pradesh Administrative District

District Selected for the Study
Mandals selected for the Study
Panchayats selected for the study
Wards selected for the study