CHAPTER III

METHODOLOGY

3.1 Introduction

In this chapter, the researcher will describe the choice of research methodologies which I believe best supports the gathering of crucial information for this process. The main research method chosen was an analytical survey that attempts to describe and explain why situations exist. Qualitative method was adopted for the pilot study which included focus group discussions with community members comprising listeners and non-listeners of CRS, volunteers, paid staff and station managers of CRS, and the information was used in designing an effective questionnaire. The research allowed to examine the interrelationships between variables and to develop explanatory inferences. This study was confined to two geographical locations, viz. Vilunthamavadi and adjoining villages in Nagapattinam District and T.Pudupatty and adjoining villages in Madurai District where the two rural community radio stations are located. Two focus group discussions based on SWOT analysis were also conducted with one group in each of the villages to derive a framework for reviewing strategy, position and direction of the CRS.

In this chapter, the researcher will summarise the research question, and describe the process whereby individuals were contacted in order to participate, outline the design of the research tools used, and explore the issues emerging for the research findings.

3.2 Research Design and Methodology

The design of this study involved collecting key information from community radio listeners, non-listeners, volunteers and station managers who work with community radio stations in the course of their work.
The research design is based on exploring the processes and practices of community radio stations as it relates to community development, across a range of comparable themes. The study was also used to measure the level of social capital present among the community members. The main study was conducted through a well structured interview schedule. Finally two focus group discussions were conducted with members of the two participating stations including various stakeholders like listeners, non-listeners, paid staff, volunteers and station managers. The theme for the focus group discussions were adopted from SWOT analysis (Strengths, Weakness, Opportunities and Threats).

The research began in February 2010 with the preparatory stages, the development of the research questionnaires and themes followed by the survey using the interview schedule. Following the field study done between the period February 2010 and March 2011, this report was compiled in June 2011. Questions were set based on a number of themes such as social support, empowerment, networking and sources of information. Interviews were face-to-face and lasted for about an hour. Face-to-face interviewing allowed respondents to account for their experiences through narrations.

3.3 Rationale

The researcher has chosen to take a quantitative approach, which include some qualitative data for the research process of this dissertation. The level of social capital existing among the community members and the development of the community were quantified using statistical methods with the data gathered through the survey research. This research managed a high rate of responses, and provides a comprehensive overview of the diversity within the community radio listeners and non-listeners in the study area. Though it is difficult to measure the development aspect of CRS, the researcher has attempted to analyse the relationship between the existing levels of social capital, participation in CRS and their development in terms of Quality of life, Self esteem and Freedom.
3.4 Interview Schedule

A detailed and structured interview schedule was developed in accordance with the themes identified in the theoretical framework in Chapter II. The broad objectives which formed the research process included the following:

1. To analyse the relationship between the demographic structure of the community and the pre-existing social capital among them;
2. To study the relationship between the demographic structure of the community and the participatory behaviour of the community members;
3. To identify the influence of NGOs in enhancing the social capital of the community members;
4. To identify the influence of NGOs in encouraging the participation of the community members in the CRS;
5. To find out the relationship between the social capital of the community and their nature of participation in the CRS;
6. To analyze the relationship between participation in CRS and rural development in terms of quality of life, self esteem and freedom of the community members;
7. To analyze the relationship between social capital and rural development.

The intention to measure the interrelationships between the variables comprising demographic variables, influence of NGOs, social capital, participation in CRS and rural development led to the development of the conceptual model based on democratic participant media theory, development support communication, social capital theory and studies related to rural development.
3.5 Null hypotheses

The following set of null hypotheses was prepared against the alternate hypotheses stated in Chapter I.

1. There is no significant relationship between the gender of the community members and participation in CRS.
2. There is no significant relationship between the age of the community members and participation in CRS.
3. There is no significant relationship between the occupation of the community members and participation in CRS.
4. There is no significant relationship between the family monthly income of the community members and participation in CRS.
5. There is no significant relationship between the education of the community members and participation in CRS.
6. There is no significant relationship between the gender of the community members and social capital.
7. There is no significant relationship between the age of the community members and their nature of social participation.
8. There is no significant relationship between the age of the community members and social support.
9. There is no significant relationship between the age of the community members and Social Networks.
10. There is no significant relationship between the age of the community members and civic participation.
11. There is no significant relationship between the education of the community members and their nature of social participation.
12. There is no significant relationship between the education of the community members and social support.

13. There is no significant relationship between the education of the community members and social networks.

14. There is no significant relationship between the education of the community members and civic participation.

15. There is no significant relationship between the family monthly income of the community members and their nature of social participation.

16. There is no significant relationship between the family monthly income of the community members and social support.

17. There is no significant relationship between the family monthly income of the community members and social networks.

18. There is no significant relationship between the family monthly income of the community members and civic participation.

19. There is no significant relationship between the occupation of the community members and their nature of social participation.

20. There is no significant relationship between the occupation of the community members and social support.

21. There is no significant relationship between the occupation of the community members and social networks.

22. There is no significant relationship between the occupation of the community members and civic participation.

23. There is no significant relationship between the influence of NGO and social participation.

24. There is no significant relationship between the influence of NGO and social support.
25. There is no significant relationship between the influence of NGO and social networks
26. There is no significant relationship between the influence of NGO and civic participation.
27. There is no significant relationship between the influence of NGO and participation in CRS
28. There is no significant relationship between the inclusion and participation in CRS and social capital in terms of social participation, social support, social networks and civic participation.
29. There is no significant relationship between inclusion and participation in CRS and rural development in terms of quality of life, self esteem and freedom.
30. There is no significant relationship between social participation and rural development
31. There is no significant relationship between social support and rural development
32. There is no significant relationship between social networks and rural development
33. There is no significant relationship between civic participation and rural development

3.6 Interview schedule design

Only relevant, clear and unambiguous questions were included in the questionnaire. The ‘Occam’s Razor’ was followed in the questionnaire development and order. Open ended questions were asked during pilot study and closed ended question were used for the final data collection through survey method. In closed ended questions, multiple choice was given and a uniformity was followed which helped the researcher to easily quantify the data. The questionnaire was structured logically and sequentially where the questions flowed from general to specific.
Questions on similar topics were grouped together and sections were named to clearly show the transitions. 5 point likert scale ranging from ‘strongly agree’ to ‘strongly disagree’ was used in the majority of the sections. Before the final data collection, Pre-testing was done with selected respondents to avoid areas of confusion; in case of misunderstandings relevant corrections were made. Though the questions related to demographic data and personal information are kept in the first section of the questionnaire; these questions were asked at the end of the interview to develop a rapport with the respondent. A brief introduction about the interview was given to the respondent at the beginning so as to avoid suspicion and make them clear about the agenda of the study.

A copy of the questionnaire is included as Appendix to this research.

3.7 Instruments

The Interview schedule used for data collection contained scales of measurement for the various constructs represented in the research model. The scales for social participation, social support, social network and civic participation were adopted from the studies done by Siena Group for Social Statistics to measure social capital. The scales for self esteem were adopted from the Rosenberg Self Esteem Scale which is universally accepted as a measure of self esteem. The indicators for quality of life were adopted from studies done by Ontario Social Development Council, 1997.

3.8 The Variables

The purpose of this study is to assess the level of access and participation in the CRS by the community members and the impact of CRS on community development. The other aspects analysed were the relationship between the social capital of the community members and their level of participation in CRS, and various factors affecting the Social Capital. Accordingly, the variables were chosen carefully from previous studies and models.
The **Independent variables** were 1) Demographic variables and 2) Listeners or non listeners. Demographic variables include Age, Gender, Family monthly income and Education and Occupation of the respondents.

The **Dependent Variables** chosen were Influence of NGO on the Social capital, Influence of NGO on Inclusion and participation in CRS, Social capital indicators namely Social participation, Social support, Social networks and Civic participation and rural development indicators namely Quality of life, Self esteem and Freedom.

The indicators of Social capital were proposed by the Siena Group for Social Statistics based on a module of standardized questions. Social participation in the involvement of people in groups, types of groups and frequency of involvement. Social support is the mutual help offered and received from non-household members. This creates an interdependency and trust among the community members. Social networks are all about the network among friends, relatives and work colleagues. The frequency of contact and time spent with them is taken into consideration while measuring social networks. Civic participation indicates the people’s involvement in civic action, their involvement and contribution to civil affairs and collective action.

The indicators of rural development were outlined by Todaro (1977: 16-18). Quality of life includes economic, health, social, and political betterment. Self esteem is some sort of self-respect, dignity or honour an individual possesses. Absence or denial of self-respect indicates lack of development. Freedom refers to political or ideological freedom, economic freedom and freedom from social servitude. Servitude in any form reflects a state of underdevelopment.
3.9 Sample selection

The population for the present study was the residents of Villunthamavadi and surrounding villages, Nagapattinam and T.Pudupatty and adjoining villages, Thirumangalam within the reach of the two CRS Kalanjiam FM and PARD FM respectively. Purposive random sampling method was employed to collect data from potential listeners and non-listeners of the radio station. The non-listeners of the CRS include the previous listeners also which helped to investigate the reasons for discontinuing their listening habit and to analyse the drawbacks of CRS. The minimum criterion for selecting the respondents was that they should at least be aware of such a radio station in their locality. Care was taken to choose the samples that are representative of the entire population and hence interviews were conducted among people from different age groups and quotas were used to ensure an equal number of men and women in each area, and a representative spread of age groups and income levels.

A total of 330 interviews were conducted in the coverage area of two participating stations namely PARD Vanoli in T.Pudupatty, Thirumangalam Block, Madurai District and Kalanjiam CRS in Vizhunthamavadi, Keelaiyur Block of Nagapattinam District, Tamil Nadu. But out of 330, 325 were taken into consideration as the rest either contained errors or were incomplete.

3.10 Data collection

Data was collected through survey method with a structured questionnaire as the tool. The interviews were conducted by post graduate students of Journalism and Mass Communication from Madurai Kamaraj University assisted by the volunteers of the CRS. A meeting was organised before starting the survey for the staff and volunteers of the CRS with the interviewers to have a better understanding about survey procedures. Interviewing was supervised at all times, ensuring that interviewers followed a meticulous script, and that each
The majority of the interviews were conducted in the respondent’s residence and few were conducted in their workplace, public places like teashops, libraries, while a few respondents were invited to the Community Radio Station itself.

### 3.11 Data analysis and presentation

The data collected from respondents were coded and entered into statistical package, SPSS Ver. 16 for data analysis. Data was entered by the researcher himself and was cross checked by an independent volunteer to check the codes and verify with the original interview schedule randomly for errors and corrections. Different statistical tools were used for data analysis. In Chapter IV, the results are presented with interpretations accompanied by tables, graphs, diagrams and charts wherever necessary. The statistical methods used to analyze data were as follows: t-test, Chi-square, One-Way ANOVA, Bivariate Correlations and Stepwise Linear Regression.

### 3.12 Focus group discussions

To supplement the results derived through survey research a two focus group discussions were conducted. The participants of the discussions were listeners and non listeners of the CRS, paid staff, volunteers, station managers and other community members. The theme for the discussions was adopted from SWOT analysis. **SWOT analysis** is a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favourable and unfavourable to achieve that objective. Albert Humphrey’s impressive TAM (Team Action Management) model was adopted for the study.
Each one of the following four items, Strengths (maintain, build and leverage), Opportunities (prioritise and optimise), Weaknesses (remedy or exit), Threats (counter) were translated into a strategy for CRS.

The above mentioned categories provide a framework by which SWOT issues can be developed into actions and managed using teams. This also provides a good framework for reviewing strategy, position and direction of the CRS.

Two groups were constituted with strength of 10 to 12 members in each group, and a brainstorming session was conducted. The process was initiated by asking what is good and bad about the present and the future. What is good in the present is Strength, good in the future is an Opportunity; bad in the present is a Weakness and bad in the future is a Threat.

**Figure 3.F1**

Strengths and Weaknesses are observed as the internal environment or the situation within the CRS and community like program quality, transmission timings, program formats,
volunteers, revenue generation, skills, adaptability, reputation, infrastructure and other factors that are likely to be in the present

Opportunities and Threats are observed as the external environment or situation outside the community or organisation, like factors relating to markets, competition, government policy, trends, economics, politics, technology, environmental, law and other factors that are likely to be in the future

The SWOT issues were decoded into 6 planning categories which facilitated to obtain a system which presents a practical way of assimilating the internal and external information about the CRS, outlining short and long term priorities, and allowing an easy way to build the team, organization and community which can achieve the objectives of growth and success.

The results of SWOT gave a clear picture about what is good and bad about the community radio process
3.13 Chapter Summary

In this chapter the researcher has outlined the methodology chosen in order to research the issue of community development from a social capital perspective in the coverage area of the two community radio stations. The use of the interview schedule involves developing real questions based on some of the theoretical issues identified in Chapter 2. These include issues of (i) participatory behaviour in CRS (ii) social capital (iii) influence of NGO and (iv) rural development. The mix of quantitative and qualitative data assisted the researcher to track and document particular trends, and also yielded opportunities for a more open ended discourse around this complex subject. By asking community members, both listeners and non-listeners in different capacities within stations, the researcher hopes to identify similar themes in his attempts to develop a unifying discourse around rural development. The researcher will look for evidence of a number of criteria within strategies implemented by practitioners to achieve community development. These criteria are those developed within the theoretical framework constructed in Chapter Two. In Chapter V, findings of the research will be examined in greater detail.