CHAPTER IV
RESEARCH DESIGN

With theoretical foundations firmly set and having related the same to the present research problem, various aspects and procedures of conducting research have been designed. The research design presents the rationale and significance of the study along with an overall structure for data collection and analysis. It provides a logical solution to overcome the research problems of a study. An appropriate research design ensures the researcher to satisfactorily answer the research questions through the evidences and observations gathered from the research findings (Kirshenblatt-Gimblett, 2006).

In formulating the research design for the present study, the issues of sampling, methods of data collection and techniques and means of data analysis are focused. All these factors contribute to various evidences needed to answer the research questions framed for the study. Therefore, the research design of the present study consists of a logical structure of the inquiry involved in conducting the research. In order to derive a strong and convincing conclusion, the rationale behind the sampling, data collection and the techniques of data analysis are be justified appropriately.

The study seeks to gather justifiable evidence to answer the research questions outlined earlier in Chapter 1. Along with this, the framework of the research study has been designed taking into consideration the significance, rationale, review of literature, research gaps and the conceptual and theoretical background of the study.

A systematic classification and description of communication content according to predetermined categories, both qualitatively and quantitatively are conducted to get a defensible answer for the research.

4.1 Rationale of the Study

Twenty first century is the information age and has transformed every aspect of human existence. Development of new media with its unique features has opened an arena of unlimited possibilities being put to everyday use. Internet, a promise of instant accessibility to millions of every age group if not billions, is an ideal tool of
mass reach. Today we see almost everyone is hooked onto their computers and smart phones. They live in a world enveloped by technologies where the Internet and mobile devices have become their central force that fuels the rhythm of their lives.

Due to this uprising, the venerable profession of journalism is finding itself at a rare moment in history where, for the first time, its supremacy as gatekeeper of the news is being threatened by not just new technology and competitors but, potentially, by the audience it serves. Armed with easy-to-use web publishing tools, always on connections and increasingly powerful mobile devices, the online audience has the means to become an active participant in the creation and dissemination of news and information.

The Internet, as a medium for news, is maturing, as with every major news event, online media evolves. With all of this happening at lightning speed, news websites too “have become more responsive and better able to handle the growing demands of readers and viewers, online communities and personal news and information sites are participating in an increasingly diverse and important role, that until recently, has operated without significant notice from mainstream media” (ibid).

Jan Schaeffer in an interview once said “citizen journalists have their own strengths”. These are not journalists; they don’t even aspire to be called journalists. But what they’re doing has a lot of journalistic DNA, and so I think we look at that and think “wow, where is this going to lead?” and therefore is very promising (Smith, 2005).

Although India is technologically savvy and emergence as a global player in world economy through its communication and digital revolution, it is also at the same time suffering from digital divide. While no research has been found dealing with the concept of Citizen Journalism as ‘Fifth Estate’ in the Indian context, this study at hand will fill the gap in this knowledge by identifying the presence of the entities called “Citizen Journalist” and “Fifth Estate”. Therefore, research on this brewing phenomenon is the need of the hour.

4.2 Significance of the Study

The aim of this study is to move beyond traditional media and towards an understanding of various social and political uses of the Internet as forming a ‘Fifth
Estate’, a term that was first coined by Stephen D. Cooper (Cooper, 2006). Such uses promote social accountability in business, industry, government, politics, and other sectors in the society.

This study will help to explain how the emergence of ‘Fifth Estate’ is established by the citizens of this country and also intends to analyse the online Citizen Journalism websites in India. In the 18th century, Edmund Burke (as reported by Thomas Carlyle) (Duntton, 2009), identified press as the ‘Fourth Estate’. Since then radio, television and other mass media have been enfolded along with the press as the ‘Fourth Estate’, which now has become an important democratic institution. This study intends to explore the nature and implication of the ‘Fifth Estate’, highlighting why and how it has the potential to be as important as in 21st century as the ‘Fourth Estate’ has been in the 18th century.

As the Review of Literature has revealed that global studies have been conducted on either the websites or the phenomenon, while remaining within the realm of the sender, this study will be defined from the receiver’s perspectives. Since the very concept of Citizen Journalism creates a new identity of sender as well as the receiver, it becomes imperative that a study be conducted from the perceptive of this new entity called as Indian ‘prosumers’, that will provide more meaning to the existing wall of knowledge in an era of user-led innovation.

This study will therefore, fill the gap of any such study having being conducted in the Indian context, where public participation in online media as disseminators of news on Indian Citizen Journalism websites and the influence that online media appears to have on Indian social, political and economic context plays crucial role.

4.3 Terms of enquiry

Aim and Objectives:

The aim and the objectives of the study have been designed keeping in mind the theoretical background, review of literature and rationale of the present study. Feasibility, practicability and reliability has also been kept in mind while framing the research objectives.
The main objective of the study is to move beyond Traditional media and towards emergence and evolution of a phenomenon called Citizen Journalism in its own right forming a ‘Fifth Estate’. The sub objectives of the study are as follows:

1. To identify the need/s of participating citizens using Internet as per Uses and Gratification Theory.

2. To find the relationship between level of participation on Internet by the civil society with its knowledge and practice of Citizen Journalism and opinion about Emergence of Fifth Estate.

3. To identify the citizen journalist/s in Citizen Journalism and understand the rationale behind their participation.

4. To study the homepage (of Indian Citizen Journalism websites) in terms of:
   - Length of the news stories published
   - Tone of the news stories published
   - Topics of discussion

5. To discuss the new dimension to the existing Berlo’s S-M-C-R Model of communication.

4.4 Formulation of Research Hypotheses

A research hypothesis can be defined as a tentative preposition, validity of which is to be tested through a validated and empirical research method. It is a tentative answer to the research questions of a given study. Formally defined, a hypothesis is an expected but unconfirmed relationship between two or more variables that attempts to explore in what way an independent variable is thought to affect, influence or alter a dependent variable. It is the backbone of any social science research conducted and also tests the existing theory in all fields of education.

There are four types of hypothesis:

1. **Null Hypothesis**: When there is no relationship between two variables while analyzing the data to test a hypothesis, we often work with the null hypothesis and attempt to disapprove it.
2. **Correlative Hypothesis**: In this type of hypothesis, there is a relationship between two or more concepts. However, it does not specify the relationship between those concepts.

3. **Directional Hypothesis**: This type of hypothesis guesses the direction of the relationship between the concepts. Here, hypothesis is disapproved if there is no relationship between the two concepts or if the relationship is in the opposite direction.

4. **Casual Hypothesis**: This is the boldest claim about the relationship between two or more variables, yet it is also the most difficult to confirm. Deciding whether an observed relationship is casual, is one of the most challenging aspects of this type of hypothesis. It is also the most durable type amongst the all four.

There are numerous benefits of having hypotheses in any research project. It not only provides direction to the study, but also eliminates trial and error in any research project. It helps rule out intervening and cofounding variables as well as allow for their quantification. In the present research study, the aim and objectives are completely linked with the hypotheses. After a careful observation of existing data and records, following Hypotheses have been framed that are well-suited with current knowledge and are logically consistent.

**Hypotheses for the Study:**

H1 The participating citizen/s use this platform (Internet) to gratify their social integrative need more, compared to cognitive need, affective need, personal integrative need or escapist need (Uses and Gratification Theory).

H0 The participating citizen/s do not use this platform to gratify more of their:

   a) Social integrative need vis-à-vis cognitive need

   b) Social integrative need vis-à-vis affective need

   c) Social integrative need vis-à-vis personal integrative need

   d) Social integrative need vis-à-vis escapist need
H2 Level of participation has significant relationship with:
   a. Knowledge of Citizen Journalism
   b. Practice of Citizen Journalism
   c. Opinion of Emergence of Fifth Estate

H0 Level of participation does not have significant relationship with:
   a. Knowledge of Citizen Journalism
   b. Practice of Citizen Journalism
   c. Opinion of Emergence of Fifth Estate

H3 For citizen journalist/s, Internet is the most sought-after platform for news.

H0 For citizen journalist/s, Internet is not the most sought-after platform for news.

H4 The Indian online Citizen Journalism websites give more coverage to social news compared to business, industry, government and politics.

H0 Indian online citizen journalism websites do not give more coverage to:
   a) Social news vis-à-vis business stories
   b) Social news vis-à-vis industry stories
   c) Social news vis-à-vis government stories
   d) Social news vis-à-vis politics stories

H5. There is a complete transformation in the existing Berlo’s S-M-C-R Model of communication due to the emergence of ‘Fifth Estate’.

H0 There is no transformation in the existing Berlo’s S-M-C-R Model of communication due to the emergence of ‘Fifth Estate’.

4.3 Research Methodology

The present research study intends to explore the nature and implications of the ‘Fifth Estate’, by highlighting why and how it has the potential to be important in the 21st century. A systematic classification and description of communication
content according to predetermined categories, both qualitatively and quantitatively is being conducted in the present study. The purpose to choose both Qualitative and Quantitative research methods in this research study are:

- To measure
- To standardize
- To bring order
- To be precise
- And to bring comparisons meaningful in this research study.

Inculcating both these methods in the study, the research design that consists of primary data is framed in two broad parts.

**Part A: Comparative Content Analysis**

**Part B: Survey through Cluster Sampling**

In the first part, a multi case study is conducted by using comparative content analysis methodology on any four selected Indian Citizen Journalism websites that are established as ‘Fifth Estate’. There are approximately 185 Citizen Journalism websites in the world, of which, 12 are Indian Citizen Journalism websites (those of which are opening and functionary as of November 2012). The concept of these websites is Citizen Journalism based that provide original news content and information in text, graphics, animation and video format. The published news stories focus on any recent or current events or on a phenomenon occurring anywhere in the world. People from around the world participate at such forums expressing their views, thoughts and beliefs.

It is important to understand the connotation of Indian Citizen Journalism websites. The words ‘Indian Citizen Journalism websites’ are in itself four different words put together. To understand them, they need to be comprehended differently.

There are numerous ways to define Indian Citizen Journalism websites. But in the present research study, each word (Indian + Citizen + Journalism + websites) has a specific meaning and understanding. The word **Indian** means anything which is originated in India, which is created within the geographical boundaries of the country.
of India, which is run by Indian citizens by nationality and origin, who are Indians by birth and are inhabitants of India, and lastly, Indian means anything that is operating from and within the confines of India or subcontinent comprising India.

The word Citizen defines every citizen of India or its subcontinent. He/she is a member of a political community who enjoys the rights and assumes the duties of membership provided to him/her. The concept of citizenship is composed of three main elements or dimensions (Cohen 1999; Kymlicka and Norman 2000; Carens 2000). (i) A citizen has legal status defined by civil, political and social rights, where he/she is the legal person free to act according to the law and having the right to claim the law's protection. (ii) Citizens are considered as political agents, actively participating in a society's political institutions. (iii) Citizenship refers to as membership in a political community that furnishes a distinct source of identity of an individual.

The word Journalism describes an activity or profession of writing for newspapers/magazines or of broadcasting news on radio or television. In today’s time, journalism is a changing scenario. It can no longer be defined as ‘only’ dissemination of news. It is much more than that. It is activity of gathering, assessing, creating, disseminating, analyzing and presenting news and information, with maintained regularity of news and news related content, not just on print or broadcast media but on new media as well.

The word websites refers to a location connected to the Internet that maintains one or more web pages. It is a virtual location on www that contains several webpages accessible through a browser. Each website has its own unique web address or url (uniform resource locator) which can be reached through an Internet connection. The opening page of a website is called a homepage that contains hyperlinks to other pages on same or different websites. In the present research study, a multi case study is conducted on four selected Indian Citizen Journalism websites and these websites are different from newspaper websites or online newspapers.

A comprehensive list of (i) Citizen Journalism Websites from the world and (ii) Indian Citizen Journalism websites has been prepared by using sources from the Internet such as CyberJournalist.net, SourceWatch, Yahoo! Directory, The NewsMeBack Blog and THETOPTENS.
(i) List of Citizen Journalism Websites from all around the world is as follows:

1. Agoravox (France)

2. Akronist

3. AllVoices: The first open media website where anyone can report from anywhere.

4. Around Carson

5. Article Niche (USA)

6. Associated Content

7. Asturias Opinion (Spain)

8. audioindonesia.com

9. B-TownBlog

10. Bale Bengong Balibased - Indonesia citizen journalism website

11. Bakersfield Californian

12. Bakotopia - Bakersfield, CA

13. Baristanet

14. Bay Citizen

15. Bellingcat

16. blog.detik.com

17. Blogging Belmont

18. Blottr - The UK’s leading citizen journalism global news website

19. Broowaha

20. Buffalo Rising

21. Cambridge Day

22. CBS Eye Mobile - Citizen Journalism from CBS (USA Network Television Station)

23. CGNet Swara
24. CJMY
25. CentPapiers
26. Chicago talks
27. Church Hill People’s NewsCitJo
28. Citizens Eye
29. Citizenside.com (share and sell your news images - an AFP.com website)
30. Citizen Journalism Nepal
31. Citizen Journalism Report
32. Citizen Matters
33. Citizen News Service
34. Citizen News UK - Share opinion and write about experiences
35. CitizenTube
36. Citizen Wausau - community site for residents of Wausau, Wisconsin
37. CNN iReport
38. Coastsider: News & Community
39. Community News Commons
40. Corona Del Mar Today
41. CyberJournalist.net
42. Davis Islands News and Information, Tampa, FL
43. Demotix
44. DigitaJournal.com - a global citizen journalism news network made of up regional contributors
45. drugpile.com - medical news from one physician's perspective
46. ElComentarioTV News & opinion in Asturias. Spain
47. El Ciudadano
48. ePluribus Media
49. Examiner.com - A national website for local citizen journalism
50. Eyes and Ears Nuba
51. Eyewitness at Daily Press Daily Press at Newport News Virginia
52. Fairbanks Open Radio
53. Fai notizia (in Italian)
54. forumbebas.com
55. forumdmk.forumsmusic.com
56. forum.indowebster.com
57. forum.kompas.com
58. Giornalismo partecipativo - an Italian citizen journalism site
59. Giornalettismo
60. Global Reporter
61. Global Voices Online
62. Grand Rapids Community Internet
63. groundviewsGennaroCarotenuto
64. Groundviews Sri Lanka
65. GroundReport
66. Gotham Gazette
67. GuardianWitness
68. Halfway To Concord California political news, Contra Costa and East Bay politics
69. Hastings Online Times
70. Heights Observer
71. Het Belang van uw Gemeente - Citizen Driven Journalism in 48 communities, powered by Het Belang van Limburg / Concentra. Example is for Hasselt, capital of the province
72. Highway Ukraine Citizen Journalism Online
73. HULIQ - Citizens Report Globally
74. iBelarus - Belarusian Citizen Journalism Platform
75. iBrattleboro
76. indonesiaindonesia.com
77. InsideMedford
78. InsideWoodland.com Local news in Woodland, CA
79. iReport
80. iRegion Site of citizen journalists from Armenian regions
81. Irrepressible Voices
82. iseereportnews: an independent not for profit global citizen journalist site of citizen journalists from Armenian regions
83. Jasmine News Sri Lanka - SMS/Mobile use for public journalism/mobile blogging
84. J-Lab: The Institute for Interactive Journalism
85. Jump up↑ Rue89, L’Obs, accessed February 2015.)
86. kaskus.com
87. Kibera News Network
88. Kompasiana.com
89. kopimaya.com
90. Littera Report - global citizen journalism service that anyone can contribute to
91. Local By Us
92. Locally Grown Northfield
93. Media Mouse: Grand Rapids, Michigan Independent Media
94. Meporter
95. MeroReport- Citizen Journalism Platform in Nepal
96. Mero Samachar: A community based crowd news source
97. MinnPost
98. Mixeye
99. Mizozo
100. Muncie Free Press
101. MyBreakingNews: Toronto's CP24's citizen journalism site
102. myheimat
103. Mynews Armenian citizen journalism site (Your space in Public Reporting)
104. MyNews: CTV.ca's Canadian citizen journalism site
105. MyTown
106. Neembus News: Your News - Redefined
107. NeighborMedia at Cambridge Community Television in Cambridge, MA.
108. Newsflare
109. Newsvine
110. NewsMeBack.com Citizen journalism
111. NewsParticipation
112. NewsPoint - The content syndication network from Blottr
113. NewsTrust
114. Newzulu International
115. Nieman Reports
116. NoFibs Former Fairfax political journalist Margo Kingston's Citizen Journalism site on Australian politics and issues
117. Northern Community Internet
118. NoozDesk
119. NowPublicNyhsverket - national website for local citizen journalism
120. Nyhetsverket
121. OlyBlog
122. Oh my News
123. Online Journalism Review

124. OpenGlobe - global news website that anyone can contribute to

125. OpenWatch

126. Orato

127. Our Media Learning Center

128. Paradise City Press at Northampton Community Television in Northampton, MA.

129. Pegasus News

130. Perfect Duluth Day

131. Pew Center for Civic Journalism

132. Philly Future

133. Progressive U – Student civic journalism

134. Poynter Online

135. Public Journalism Network

136. publishaletter.com/ Letters to the Editors worldwide

137. Radar

138. Readers Edition German Citizen Journalism Project

139. Reset Italia Italian collaborative webzine

140. Rue89 (France) (purchased by Bergé-Niel-Pigasse in January 2014, became part of the traditional media publication L’Obs)

141. Sacramento Press

142. Sahara Reporters

143. Salida Citizen - A community news and citizen journalism site for Salida, Colorado

144. Santa Barbara View

145. SCVTalk.com

146. Santa Clarita, California community news site
147. SeenReport

148. Seward City News

149. Sierrabear.com - A community news and citizen journalism site for Sonora and Tuolumne County, California

150. STOMP

151. The Independent Media Center

152. The-Latest

153. The Online Citizen

154. The Rapidian: community generated news in Grand Rapids, MI

155. The Seven Sisters Project

156. The Stream

157. The Third Report (Worldwide - English Only)

158. TheUpTake

159. TucsonCitizen

160. Twin Cities Daily Planet

161. Typeboard Open Community journalism website using GeoMaps. Based in Australia

162. usrecallnews.com/ US Recall News - News about product recalls from an independent source

163. Vikalpa

164. visionOntv - globalviews

165. We Say

166. Wikinews

167. Wicked Local

168. WNY Media Network - WNYMedia.net

169. YourHub.com

170. YourArlington
171. YouReporter: an Italian citizen journalism website
172. 360 News
173. 7iber (pronounced as “hiba”)

(ii) List of 12 Indian Citizen Journalism websites that are opening and functionary as of November 2012 is as follows:

2. The Viewspaper (Paper run entirely by the Indian youth)
3. HumJanenge: Free-for-all RTI news (peer reviewed)
4. whitedrums.com (India's active e-newspaper for citizen journalism)
5. Purdaffash: Participatory website from India (Indian CJ-Site that raises awareness about social & environmental issues)
6. cplash.com: Citizen Journalism In India
7. CGnet: Peoples website of Chhattisgarh, A citizen Journalism initiative in the state of Chhattisgarh in Central tribal India
8. inewss: Citizen News Site from India
9. Participatory Citizen Journalism: merinews (India)
10. Kolkata Citizen-Journalism Website (India)
11. Mynews: another Citizen Journalism News Portal in India
12. Faking News

(Part A): Comparative Content Analysis

Content analysis, one of the most popular research methodologies in social sciences, analyses various forms of content – written texts, electronic documents, visuals, audio, etc. According to Walizer and Wienir (1978), content analysis is “any systemic procedure implemented to study the content of recorded information”. Content analysis is a widely used a research method for objective, systematic, qualitative and quantitative examination of communication content. “The method has been employed not only in the field of traditional communication, but also in studies
of human-computer interaction such as web based applications, norms of behaviour and cultural values” (Kim and Kuljis, 2010).

According to (Carley, 1994), content analysis is determining what words or concepts are present in a text or set of texts. The present study involves the analysis of the Homepage of the Citizen Journalism websites in context to:

- Topics of discussion
- Length and
- Tone of news stories published to have an understanding and knowledge of the civil participants on these websites during the span of alternate two years i.e. 2012 and 2014.

The present research study intends to explore the nature and implications of the Fifth Estate by highlighting why and how it has the potential to be important in the 21st century. Hence, content analysis of Citizen Journalism websites is the most appropriate methodology for this study in Part A.

According to (Krippendorff, 1980), “Content analysis is a research technique for making replicable and valid inferences from data to their context.” (Holsti, 1969), offers a broad definition of content analysis as “any technique for making inferences by objectively and systematically identifying specified characteristics of messages.” (Weber, 1990), also pointed out that “content analysis is a research method that uses a set of procedures to make valid inferences from text” (p. 9). Part A of the study draws inferences from the comparative analysis of the ‘message’ (homepage of four Citizen Journalism websites) on how suitably news stories are constructed for and by the audience it serves.

Content analysis methodology has become progressively popular in the field of media and communication studies (Berger, 1997). Since the early 20th century, researchers in diverse academic fields such as sociologists, psychologist, political scientists and anthropologists have shown keen interest in conducting content analysis in mass media content (Macnamara, 2005). Riffe and Freitag (1997) and Yale and Gilly (1988) also “reported that in the field of mass communication research, content analysis has been the fastest-growing technique over the past 20 years or so” (as cited in Neuendorf, 2002, p.1). It is the ‘media messages or the content’ that is responsible
for providing information, education, entertainment and many other aspects of monitoring and maintaining the society.

A number of media content such as advertisements, print articles, radio and television broadcasts can easily be analysed for various purposes through the content analysis methodology (Wimmer and Dominick, 2003). Content analysis was first conducted in the 18th century on religious historical documents and other printed documents (Wentworth, 2008). Analysis of media content was introduced by Harold Lasswell in 1927 to analyse the role of media content in spreading propaganda (Macnamara, 2005). Since then, media content analysis emerged to be a popular research methodology to analyse its impact on the society. The rapid expansion and popularity of various forms of mass media such as newspaper, radio, television, the vibrant medium, films and even the new online media forms encouraged researchers to conduct content analysis of media content.

In the first half of the 20th century when content analysis was a new research methodology, most of the content analysis studies focused on the contents of war related information and its role in propagating the masses. Radio and newspaper content back then, were thoroughly used by researchers to analyse their content. (Asem, 2014). “In the 1950s, media content analysis proliferated as a research methodology in mass communication studies and social sciences with the arrival of television. Media content analysis has been a primary research method for studying portrayals of violence, racism and women in television programming as well as in films” (Macnamara, 2005, p1).

Berelson (1952) in Content Analysis in Communication Research defined content analysis as “a research technique for the objective, systematic, and quantitative description of the manifest content of communication.” According to Budd, Thorp and Donohew (1967), content analysis is “a systematic technique for analysing message content and message handling – it is a tool for observing and analysing the overt communication behaviour of selected communicators”. According to Charles R. Wright (1986) in Mass Communication: A Sociological Perspective, a content analysis is “a research technique for the systematic classification and description of communication content according to certain usually predetermined categories.”
Content analysis can be of two types: quantitative and qualitative. The use of quantitative content analysis studies during the first two decades of the 20th century dealt most exclusively (98%) with printed material (Ranstrom, 1998). During this phase a large number of quantitative newspaper content analysis were conducted to determine the content change in newspapers, by measuring subject matter into categories (Cruikshank, 1998; Krippendorff, 1980). The second phase of newspaper content analysis expanded from mere counting to qualitative analysis to find stereotypes, biases, attitudes, styles, and values (Wentworth, 2008). The expansion in the content analysis studies from mere quantitative to qualitative techniques started in the early 1950s.

The most important difference between quantitative and qualitative content analysis suggested by Kracauer in the early 1950s is that quantitative content analysis focuses on manifest, literal meaning whereas qualitative content analysis focuses on latent meaning, meaning that is not immediately obvious (Berelson, 1952; Groeben & Rustmeyer, 1994; Lisch & Kriz, 1978). Since manifest meaning is fairly obvious at first sight, it can be easily identified by analysing the surface text structures such as words, sentences, paragraphs, etc. whereas detecting latent meaning, which is usually hidden within the text, needs longer time to bring out the underlying meaning by taking the whole context of the text into account. A simple way to differentiate between manifest and latent content is that manifest content describes what the author writes whereas latent content depicts what the author intends to express.

Scholars have defined qualitative content analysis as:

- “A research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns” (Hsieh & Shannon, 2005, p.1278).

- “An approach of empirical, methodological controlled analysis of texts within their context of communication, following content analytic rules and step by step models, without rash quantification” (Mayring, 2000, p.2).

- “Any qualitative data reduction and sense-making effort that takes a volume of qualitative material and attempts to identify core consistencies and meanings” (Patton, 2002, p.453).
The present study uses a subjective approach to examine the level of participation by the civil society in media to qualify as Citizen Journalist. Saunders et al., (2007) assert that content analysis is a form of qualitative research because of its tendency to be used to analyse non-numerical data. Qualitative content analysis research process entails identifying categories and patterns that emerge from the data under scrutiny (Leedy & Ormrod, 2005). Hence, qualitative and quantitative content analysis with a subjective approach is used in the Part A of the study to reveal the verbal content of Homepage of the Citizen Journalism websites in context to topic of discussion, length and tone of news stories published. Two levels of inter website comparison, first in 2012 and later in 2014 on specific calculated dates will help to ascertain an emergence and level of participation by the civil society in media to qualify as Citizen Journalists.

**Research method:** To find out the nature and implications of the ‘Fifth Estate’ and why and how it has the potential to be important in the 21st century, a comparative qualitative and quantitative inter-website content analysis has been undertaken in Part A of the study. Two alternative years of comparative analysis i.e. for the years 2012 and 2014 has been conducted on the selected Indian Citizen Journalism websites. Analysis of two levels of inter-website-comparison in 2012 and 2014, on specific calculated dates will help ascertain the emergence and level of participation by the civil society in media to qualify as Citizen Journalists.

**Universe:** A universe can be defined as all the units in any field of enquiry. It provides accuracy and precision to the research study. “In methodological language, universe can be defined as the place where relevant data is collected”. Encyclopedia of Survey Research Methods (2008) states that “The universe consists of all survey elements that qualify for inclusion in the research study. The precise definition of the universe for a particular study is set by the research question, which specifies who or what is of interest”. A universe may comprise of individuals, group/s of people, organisations and even tangible objects. In the present study, the universe is four Indian Citizen Journalism websites.

**Sample selection:** A sampling frame is a frame that constitutes the available population or the universe in the research study; whereas a sample is a subset of sampling frame which may or may not be the representative of the selected population or universe. “Sampling essentially refers to choosing a portion of target population of
research, rather than studying, the entire target population” Research Methodology (p.87).

In the present study, the sample is collected using the Fish Bowl Method. In this kind of method, a complete listing of members of population or universe is concentrated into a bowl or a container. The names or codes of all the members are written down on pieces of papers or cards and placed in that bowl/container. Later, the desired number of sample is drawn out from the container giving out the sample for the research study. It is a simple random sampling without replacement. The sample selection by Fish Bowl method avoids bias and gives all the members of population, which in this case are Citizen Journalism websites, an equal opportunity to be picked and researched upon.

In the present research all the twelve above mentioned Indian Citizen Journalism websites, four websites are picked using the Fish Bowl Method. The ones that are selected are:

**Fig. 4.1 Website 1: White Drums (http://whitedrums.com/)**
Fig. 4.2 Website 2: Meri News: (http://www.merinews.com/)

Fig. 4.3 Website 3: The Viewspaper (http://theviewspaper.net/)
**Fig. 4.4 Website 4: World Snap (http://news.worldsnap.com/)**

**Sampling of Content:** Sample for the present research includes studying the selected websites for first four days of every week i.e. Saturday, Sunday, Monday and Tuesday, at a carefully selected time period, that is from ‘January 14, 2012 till March 13, 2012’ and from ‘February 3, 2014 till April 3, 2014’. Each day is dedicated to the study of one homepage of Citizen Journalism website one at a time. The topics to be studied are

- Length of the stories in terms of small, medium and large
- Tone of the stories in terms of positive, negative and neutral
- Type of news stories in terms of social, business, industry, government and politics

**Time Frame:** The time frame for studying homepage of four Citizen Journalism websites is two months each, in both 2012 and 2014, the time table of which is as follows:
Table 4.1 Time frame for studying homepages of four Citizen Journalism websites in 2012

<table>
<thead>
<tr>
<th>2012</th>
<th>Website 1</th>
<th>Website 2</th>
<th>Website 3</th>
<th>Website 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Drums</td>
<td>Meri News</td>
<td>The Viewspaper</td>
<td>World Snap</td>
<td></td>
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<tr>
<td>Saturday</td>
<td>Sunday</td>
<td>Monday</td>
<td>Tuesday</td>
<td></td>
</tr>
<tr>
<td>14-Jan</td>
<td>15-Jan</td>
<td>16-Jan</td>
<td>17-Jan</td>
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<tr>
<td>21-Jan</td>
<td>22-Jan</td>
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Table 4.2 Time frame for studying homepages of four Citizen Journalism websites in 2014

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<tr>
<th>2014</th>
<th>Website 1</th>
<th>Website 2</th>
<th>Website 3</th>
<th>Website 4</th>
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</thead>
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<tr>
<td>White Drums</td>
<td>Meri News</td>
<td>The Viewspaper</td>
<td>World Snap</td>
<td></td>
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<tr>
<td>Saturday</td>
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<td>31-Mar</td>
<td>01-Apr</td>
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(Part B): Survey through Cluster Sampling

Survey is the most scientific method of data collection in social science research. Typically, it samples out from a large sample. According to William (2006) “A survey research is one of the most important areas of measurement in applied social research. The broad area of survey research encompasses any measurement procedures that involve asking questions of respondents”. In a survey, the researcher selects a sample of respondents from a given population/universe and administers them a questionnaire or an interview. Respondents can be administered by an online questionnaire, a face-to-face interview, or a telephonic interview.

According to Angus and Katona (1953 p.16), “A survey is this capacity for wide application and broad coverage which gives the survey technique its great usefulness. Different types of surveys are actually composed of several research techniques, developed by a variety of disciplines. For instance, interview began as a tool primarily for psychologists and anthropologists, while sampling got its start in the field of agricultural economics”. It is conducted for the purpose of:

- Description
- Exploration
- Explanation

It is a self-monitoring and systematic data collection tool whose aim is to generalizable total population of interest in a given research study. In a survey, all individuals have an equal chance of being selected for the study.

There are various types of surveys, namely:

- Cross sectional
- Longitudinal
- Trend
- Time cohort
- Panel
Research method: Cross Sectional Survey

In Part B of the research study, Survey by Cross section method is used. As the word suggests, in cluster sampling, sampling unit is in a clusters rather than an individual. According to Ahmed (2009), “In cluster sampling, cluster, i.e., a group of population elements, constitutes the sampling unit, instead of a single element of the population”. With cluster sampling, every member of the population is assigned to one group which is called a cluster. A sample of clusters is then chosen, using a probability method (in this study it is being simple random sampling and systematic random sampling). Only individuals within these sampled clusters are then surveyed. This method is usually used when the researcher does not have a complete list of population. A cluster can be any school, housing society, man-made cluster, geographic clusters like maps, and administrative clusters.

A cross sectional survey is conducted when the population of the survey is very large. It is accurate, economical, can collect data from a large sample and can also include a large number of questions.

Universe: As discussed in the Part A of the Research Methodology, a universe is defined as all the units in any field of enquiry that provides accuracy and precision to the research study. Encyclopedia of Survey Research Methods (2008) states that “The universe consists of all survey elements that qualify for inclusion in the research study”. A universe may comprise of individuals, group/s of people, organisations and even tangible objects.

In Part B of the present research study, the universe is Chandigarh, Mohali, Panchkula (Tricity); Capitals of Punjab and Haryana respectively. The region covered in the research is highly educated and has the highest per capita income. Therefore, it is an apt place to explore the nature and implications of the ‘Fifth Estate’, by highlighting why and how it has the potential to be important in the 21st century and also highlighting whether the citizens are aware of the new phenomenon of netism.
**Sample selection:** Multi-stage random sampling is undertaken in the study.

**Stage I: Chandigarh**

**Sample selection:** Area Sampling

The capital of Punjab and Haryana, Chandigarh, is divided into four zones: East, West, and North, South based on its geographical set-up. This avoids bias and gives all sectors in the city an opportunity to participate.

Sectors comprising **East** sectors: 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 50, 51, 52, 53, 54, 55, 56 and Daddu Majra

Sectors comprising **West** sectors: 31, 32, 46, 47, 48, 49, Industrial Area Phase-II, Hallo Majra, Behlara and Defense Area

Sectors comprising **North** sectors: 26, 27, 28, 29, 30, Industrial Area Phase-I, Daria, Mauli Jagran and Mani Majra

Sectors comprising **South** sectors: 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24 and 25

**Stage II:** Random sampling for selecting zones:

Using the lottery method, one sector from each zone (East, West, North, South) is selected

**Stage III:** Random Sampling for selecting sub-sector within the zone:

Again, using the lottery method, one sub-sector (A,B,C,D) from each East, West, North, South selected sectors is chosen.

**Stage IV:** Systematic Random sampling

In this stage, sample is selected from the carefully chosen sub-sectors with every nth house being selected.
Mohali: Stage I

Sample selection: Area Sampling

Punjab’s capital Mohali is divided into four zones: East, West, North, South based on its geographical set-up. This avoids bias and gives all the sectors an equal opportunity to participate.

Sectors comprising East sectors: 70, 71, 72, 73, 74, 75, 76 and 77

Sectors comprising West sectors: 66, 67, 68, 69, 78, 79, 80 and 81

Sectors comprising North sectors: 62, 63, 64 and 65

Sectors comprising South sectors: 57, 58, 59, 60 and 61

Stage II: Random sampling for selecting zones:

Using the lottery method, one sector from each zone (East, West, North, South) is selected

Stage III: Random Sampling for selecting sub-sector within the zone:

Again, using the lottery method, one sub-sector (A,B,C,D) from each East, West, North, South selected sectors is chosen.

Stage IV: Systematic Random sampling

In this stage, sample is selected from the carefully chosen sub-sectors with every nth house being selected.

Panchkula: Stage I

Sample selection: Area Sampling

Haryana’s capital Panchkula is divided into four zones: East, West, North, South based on its geographical set-up. This avoids bias and will gives all the sectors an equal opportunity to participate.

Sectors comprising East sectors: 15, 16, 17 and 18

Sectors comprising West sectors: 11, 12, 13, 14, and 20
Sectors comprising North sectors: 1, 2, 3, 4 and 21

Sectors comprising South sectors: 5, 6, 7, 8, 9 and 10

**Stage II:** Random sampling for selecting zones:

Using the lottery method, one sector from each zone (East, West, North, South) is selected

**Stage III:** Random Sampling for selecting sub-sector within the zone:

Again, using the lottery method, one sub-sector (A,B,C,D) from each East, West, North, South selected sectors is chosen.

**Stage IV:** Systematic Random sampling

In this stage, sample is selected from the carefully chosen sub-sectors with every nth house being selected.

**Sample Size:** To arrive at a manageable sample, .05% of the universe was considered appropriate.

Therefore, POPULATION (as per official websites of Chandigarh, Mohali and Panchkula Administration as per 2012):

Chandigarh = 9,00,635 x .05% = 450.3175

Mohali = 1,23,484 x .05% = 61.742

Panchkula = 4,69,210 x .05% = 234.605

**Thus, the exact sample size is = 450 + 62 + 235 = 747**

**Data Collection Tool:** Questionnaire

A questionnaire is a most common and flexible tool of data collection. It is a standardize form for the recording of answers on the basis of given certain research objectives. It is a written list of questions, the answers to which are recorded by the researcher. According to Kumar (2011 p.145), “In a questionnaire, respondents read the question, interpret what is expected and then write down the answers”. A close
ended questionnaire is prepared comprising of 26 questions for 747 respondents to explore the nature and implications of the ‘Fifth Estate’.

**Pre-Testing**: Once a rough draft of questionnaire is prepared, it is ready to be pretested. Pre-testing is a perquisite of a questionnaire. It is done to make sure all the errors and ambiguities from the final questionnaire are removed. It also involves a critical examination of the understanding of each question and its meaning as understood by the respondent. According to Kumar (2011 p.158), “The purpose is not to collect data but to identify problems that the potential respondent might have in either understanding or either interpreting a question”. A total of 20 questionnaires were pre-tested on a group of individuals similar to my research population and necessary changes and modifications were been made accordingly.

After having discussed the theoretical framework and research design, this chapter provided useful insights on the research problems pertaining to the present study. The aims and objectives framed for the study reflected the areas which were not pursued in earlier studies. The research methodology provided ways and means to achieve the research goals set for the study. This chapter provided a holistic framework to overcome the research problems formulated for the study. In the next chapter, an overview of the data collected through the research methods employed will be presented. It highlights the findings and analysis of the present research work.