“Dynamics of Co-relationship Between Circulation And Readership: A Study of Selected National Hindi Dailies”

PREFACE
As far as our country India is concerned, research in print media started even before independence, i.e. between 1920 and 30. In the beginning the research was comparatively small i.e. effect of type and printing of newspaper, expression of text material, analysis of informative material etc. were areas of concern. Quantitative research came into existence in 1930. The reading of newspaper and magazines was compiled on percentage of text materials.

In the late 60s’ print Media faced competition with other mediums. In the same period researchers conducted studies about press and readers extensively. New research journals were published by newspapers and magazines studies. Now, most of the popular newspapers take care on the research figures and with the help of research organization they make changes in the policy of circulation and publication.

The relationship between circulation and readership is not so easy to understand. The same can also be observed from the variation in the number of Readers-per-Copy (RPC) between different titles on the IRS. RPC is the average issue readership of a title divided by its circulation. RPC is not static i.e. there can be long-term or short-term changes to the RPC of a title, and a variety of factors are involved. These factors can be summarized under two main headings: first, factors that arise from the measuring instruments themselves – IRS and ABC (errors in data collection and analysis) - and secondly, real changes in the relationship between the circulation and readership of a title.

IRS obtains its readership estimates by interviewing a representative sample of the population. IRS interviews some 3,000 people every month of every year, but despite having a large, high-quality sample, IRS estimates, like any estimates obtained from a sample, are subject to sample variation. This is not a reason for ABC which is not a survey but an audit. Sample variation is a function of the fact that samples are very rarely a perfect representation of the populations they are designed to represent, and although weighting
can be used to correct the data, some variations between one period and another are unavoidable. The degree to which sample variation alone is responsible for period-on-period differences in the readership estimate for a given title can be demonstrated by what is known as significance testing. If the test shows the difference is significant, it is almost certain that it is a reflection of a real change in readership, though the difference is not significant, the difference may be due simply to sample variation and not to any real change in reading behavior.

In the present study all the prevailing facts and figures are considered, as far as circulation and readership is concerned, hence the researcher takes the opportunity to develop the study in the form of a case study. The case study is the research method in which the researchers become more concerned about the limitations of quantitative methods in providing holistic and in-depth explanations of the phenomenon in question. Through case study methods, a researcher is able to go beyond the quantitative statistical results and understand the perspective phenomenon conditions in reality.

Here the case study would be done on 5 top Hindi dailies “Dainik Jagran, Dainik Bhaskar, Hindustan, Amar Ujala and Rajasthan Patrika”.

**CONTENTS OF THE RESEARCH STUDY**

The current research study (thesis) is framed into following segments:-

**CHAPTER-I NEWSPAPER –CIRCULATION AND READERSHIP**

In chapter one there are three different section i.e. Introduction to the study, Review of Literature and Research Methodology.

Section one illustrates the detailed description of the concepts related to circulation, readership and the related term RPC. It also gives the different types of elements related to the same. In this section the researcher had tried to give the parameters of this present research.
Section two of chapter one gives the details about the review of literature, this sections holds the glimpse of the studies done in the past. Here the researcher had portrayed the historical views related to circulation and readership as well as the development of print media in different countries is also considered.

Section three of chapter one is all about the research methodology used in this current study, it gives the details about the research process, research design, types of data used, sources of data, objectives of research, hypothesis of the study and the different tools and techniques used in the study.

CHAPTER-II NEWSPAPER AT A GLANCE
The second chapter of the study is all about newspaper. This chapter gives the description about the origin of newspaper, development of newspaper, different types of the same and the components associated with newspapers. Apart from the origin of newspaper this chapter also gives the development of newspaper in India and other countries as well. This chapter also gives the details about the five newspapers under study.

CHAPTER-III TABULATION AND DIAGRAMMATIC PRESENTATION OF DATA
As discussed above this study is based on secondary data, a very small amount of primary data is considered for the purpose of the study. In the lieu of the same, chapter three gives the details about the circulation and readership of the samples newspapers, data is taken from various sources for the period four years i.e. 2009 to 2012 and is being presented in the form of tables and figures. The tables and figures in this chapter are all about the editions of the sampled newspapers, collective RPC and the circulation of the same.

CHAPTER – IV – DATA ANALYSIS AND INTERPRETATION
Chapter four is related to the hypothesis testing. In this chapter the outcomes of the analysis are mentioned in the form of various tables, the major tools used for the purpose of analysis are correlation and different measures of variation. All the hypothesis are tested on different levels and on different parameters and results are mentioned thereof.

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CHAPTER –V FINDINGS AND CONCLUSION

This chapter serves as the final summary of the results that came out of analysis in reference to the overall research problem mentioned above. The chapter aims the major findings. The conclusion aims to reframe that the theory and hypothesis which were gathered for the research is implemented with correct grounds and all measures had been taken to find the consistent solution to the research problem under study. The chapter also states that the data collected and statistically examined is empirical data.

KEYWORDS: Newspaper, Readership, Circulation, RPC (Readers per Copy), IRS, ABC, Correlation, variation.