CHAPTER-3

RESEARCH OBJECTIVES AND METHODOLOGY

Research is a systematic and intensive process of carrying on the scientific method of analysis. It is conducted to come across with some kind of information. The Merriam-Webster Online Dictionary defines research as "a studious inquiry or examination; especially: investigation or experimentation aimed at the discovery and interpretation of facts, revision of accepted theories or laws in the light of new facts, or practical application of such new or revised theories or laws".  

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Martin Shuttle-worth defines research as “In the broadest sense of the word, the definition of research includes any gathering of data, information and facts for the advancement of knowledge”.  

2

According to Creswell "Research is a process of steps used to collect and analyze information to increase our understanding of a topic or issue". It consists of three steps; pose a question, collect data to answer the question, and present an answer to the question.  

3

The Merriam-Webster Online Dictionary defines research in more detail as "a studious inquiry or examination; especially; investigation or experimentation aimed at the discovery and interpretation of facts, revision of accepted theories or laws in the light of new facts, or practical application of such new or revised theories or laws.”

MEDIA RESEARCH

Media research is generally regarded as blending of psychology, sociology, anthropology, economics and political science, consists of disciplined and systematic study of society and its institutions and of how and why people behave as they do, both as individuals and in groups within society.  

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Media research is born out to solve man's problem as it studies the behaviour of human beings as a member of a society and their


feelings, responses and attitudes under different circumstances. Media researches are
dynamic nature; therefore, what was true of past might not be true of today. Media
research is based on two main paradigms. The First paradigm is systematic, scientific or
positivist approach that is rooted in the physical sciences. While second paradigm
includes qualitative, ethnographic and ecological approach. Both the paradigms have
developed their own values, terminology, methods and techniques to understand social
phenomena. Both quantitative and qualitative researches are carried out by positive
paradigm. The researcher has adopted both the paradigms.

3.1 OBJECTIVES

Any study or any work is not possible without any set objectives. The researcher has used
the combination of two methods; content and survey to test the actual situation presented
in movies about patriotism and simultaneously what is the perception of audience about
patriotism portrayed in given movies. There are two types of objectives; broad objectives
and specific objectives. The broad objective or a broad objective defines the area,
path/direction and scope of research. As the general objectives are small in number, so
they are broken into many specific objectives. These specific objectives help in testing
the hypothesis.

3.1.1. BROAD OBJECTIVES: CONTENT ANALYSIS AND SURVEY

The broad objective of current study is “Patriotism in Contemporary Cinema: A
Content -analysis & study of Audience Perception towards Hindi Movies”

3.1.2. SPECIFIC OBJECTIVES FOR CONTENT ANALYSIS

1. To explore the total number of contents in cinema.
2. To evaluate the total time provided to the contents.
3. To investigate the total number of patriotic contents.
4. To highlight the time provide the patriotic contents in movies.
5. To analyze the manner of presentation of patriotism.
   I. To find the elements of contemporary cinema
   II. To understand the definition & characteristic of patriotism

Festinger Leon and Daniel Kantz, 'Research Methods in Behaviourial Sciences; New York; Holt, Rinehart
Allen T. Harrell; New Methods in Social Science Research, 'New Methods in Social Science Research',
(1978), 37.
III. To inquire the dimensions of patriotism.
IV. To analyze the characters of patriot.
V. To understand the narrative issues taken up in movies.
VI. To explain the presentation of songs & lyrics in them.
VII. To analyze the portrayal of patriotic character.
VIII. To analyze the key scenes by genre actor, length, music & date.

3.1.3 SPECIFIC OBJECTIVES FOR SURVEY

I. To highlight the exposure of patriotism among audience through Contemporary cinema.
II. To analyze the audience perception about patriotism in Contemporary cinema.
III. To find out audience favorability and unfavorability towards patriotism.
IV. To evaluate the effect of the patriotic elements on audience.
V. To observe the recall, retention, comprehension and understanding about patriotism in Contemporary Hindi cinema.
VI. To ascertain the audience satisfaction level about the patriotism.
VII. To analyze the audience response (responses based on) patriotism oriented movies.
VIII. To evaluate the association of the audience to patriotism in Contemporary cinema.
IX. To study the awareness level of audience about the promotion of patriotism in Contemporary Hindi cinema.
X. To analyze liking and disliking of audience of patriotism regarding portrayal in Hindi cinema.
XI. To quest the most effective movies on patriotism in contemporary cinema and their access among the audience.

3.2 HYPOTHESES

3.2.1 HYPOTHESES FOR CONTENT ANALYSIS

H1. In Hindi cinema patriotic movies are more (specifically/preferably) awarded than/ as compared to other movies.

3.2.2 HYPOTHESES FOR SURVEY

The study intended to test the following null hypotheses:

H1. There will be no significant association difference between the opinion of male and
female audiences of Haryana in the context of patriotism.

**H2.** There will be no significant mean difference between the opinion of urban and rural audiences of Haryana in the context of patriotism (create awareness, trustworthy, change in society, inspired by real life and change old pattern).

**H3.** There will be no significant mean difference between the opinions of variables of education of respondents’ of Haryana in the context of perception of patriotic movies.

### 3.3 STATEMENT OF THE PROBLEM

In foreign countries a lot of research work has been done to study Contemporary cinema. Patriotism in cinema and that research has provided healthy input to the society. But there is no proper research carried out in patriotism regarding Contemporary cinema in India, though India is a land of bravery, sacrifice and nationalism.

It is not surprising that patriotic movies audiences vision about the recent patriotic Hindi movies as a revolutionary change in the Indian’s mind & life. Patriotism does not only mean to die for a nation, it means going for voting, not taking/giving bribe, encouraging girls education, girls safety, cleanliness of the surroundings, doing duty on time, raising voice against corruption, banning on black marketing etc. This is today’s new definition of patriotism.

Cinema is the mirror of the society and society is mirror of cinema. Both National award and Filmfare awards are contemporary, started in 1954 and are very prestigious awards for the Hindi cinema. Audience always think that film industry promote patriotism in society/country. So such awards make people aware of their county/ its richness, history everything, who endorses patriotism.

Therefore in a country like India, where numerous patriotic movies have been produced so far, it is very important to understand what kind of projection has been done through patriotic movies. It is also equally important to recognize how patriotic movies are impacting the people, especially the youth.

### 3.4 RESEARCH METHODOLOGY

Research has become an integral part of not only academic pursuit but also of all the areas of human activity. All subjects emphasize the extensive use of research for the sake of their academic advancement. The present research implements a critical and exhaustive investigation of experimentation having its aim, the revision of accepted conclusions in the light of new discovered facts.
Social research is that part of research, which studies human behaviour on a part of society. It is concerned with exploring, describing and explaining social phenomena involving human behaviour. It is devoted study of mankind in his social environment and is concerned with improving his understanding of social orders, groups, institutions and ethics.

All items in any field of investigation constitute a ‘universe’ or ‘population’. In this research, researcher used the content analysis for movies and survey method for perception.

**Content analysis** researcher used the census method, to examine every item in the population. Here contemporary cinema was taken as universe. 10 National and 10 Filmfare awarded movies (2001-2010) were taken as a sample for the study. Researcher has studied the patriotism in contemporary Hindi cinema.

**Survey** is a method of data collection (e.g. questionnaire) and individual questions or items in the questionnaire become data and then can be analyzed. In this study Haryana state is the ‘universe’ and ‘respondents’ are sample. Researcher has studied different types of preferences, information, purpose etc. about patriotic hindi movies in this study.

In this research, researcher has used various tools which were SPSS, MS Word, Microsoft office Excel, Endnote etc.

### 3.4.1. Nature of the sample

**Content analysis**

1. First researcher has designed the hypothetical (In Hindi cinema patriotic movies are more (specifically/preferably) awarded than/ as compared to other movies) framework, this was the important step in the whole process; through this step researcher designed the research questions.

2. The data coding is to represent the objectives of the study, so researcher encoded the data in a particular way by the statistical tool (SPSS).

3. The statistical data represented as relational tables; these tables were visualized in various forms (pie chart, bar chart).

4. Data languages also play a major role in part of the analysis.

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8Sufian Abu Jafar Mohammad, 'Methods and Techniques of Social Research; the University Press Ltd.; Bangladesh;' (1998), 3.
3.4.2 Survey:

1. First researcher did the formulation of the statement of the objectives (perception of the audience towards Hindi (patriotic) movies); selected the survey frame for study.

2. Then, verified the survey design in purposive sampling form.

3. The data was collected in questionnaire form (structured questionnaire); the questionnaire was formatted with the help of the feedback received by conducting a pilot study. The pre testing was done on 25 respondents, thereafter the changes were made and final draft was prepared.

4. Data collection is the process of gathering the required information for each selected unit in the survey. The researcher collected data from the sample (people of Haryana) of the universe (Haryana) via personal meetings, telephonic conversations and E-mail ids.

5. After the collection of data and data was encoded in computer in SPSS tool, with the help of this tool data clubbed out in tables form and then same was analyzed for the result of the problems.

3.5 RESEARCH PROCESS

To carry out the present research the researcher has adopted logical and systematic methods to find out the accurate results. The researcher has followed the Festinger and Ketz model of research process that involves eight steps.10

3.5.1. CONSTRUCTING THE INSTRUMENT FOR DATA COLLECTION

The third step in the research process is the first practical step i.e. "Data Collection” by one or various research tools/instruments.11 Only one type data: Primary data.12 The researcher has used only primary sources of data collection. The primary data include information gathered from the questionnaire. For it a Code book and questionnaire ware developed by the researcher.

Content analysis: Patriotism in Contemporary Cinema: A Content analysis & study of Audience Perception towards Hindi Movies’ (Pandey, Bandana and Kataria, Manju). The present code book on contemporary cinema (10 National awarded Hindi

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movies and 10 Filmfare award for best Hindi movies). Total 20 movies are selected for content analysis to find how these movies project the patriotism. Both the awards are contemporary to each other, these awards started in the year 1954.

Survey: Questionnaire on Hindi Movies, Awareness, Access, Perception, Patriotic movies was developed by the researcher under the ample guidance of her guide. The researcher collected the data 300 respondents. In tool changes were made to the format, with the help of feedback received by conducting a pre testing study. The pre testing study was done on 25 respondents. And thereafter the changes required were made and the final draft was prepared.

The questionnaire comprises Part A (personal information); Part B (Awareness, Access on movie) and Part C (Perception on Patriotic Movies). Part A covers 7 items out of which item nos. 1 to 7 are concerned with the demography of the respondents. Part B covers 10 items out of which 1 to 10 relate to Awareness and Part C covers item nos. 1 to 34 which contains Perception on Patriotic Movies. The questions were in open questions, close questions, multiple choice questions, rating questions etc. The questionnaire was structured questionnaire, is one in which the questions asked are precisely decided in advance. When used as an interviewing method, the questions are asked exactly as they are written, in the same sequence, using the same style, for all interviews. Nonetheless, the structured questionnaire can sometimes be left a bit open for the interviewer to amend to suit a specific context.13

The Indian norms of the said questionnaire is an ongoing process as it was not available earlier and research work was scanty alongwith very low Internet usage among the respondents. Wherever the e-technology is available, it is more of a fad or fashion.

Survey method is used to collect data of information about the things and this makes it a useful method for finding out individual opinion, attitude and behaviour for this research.

3.5.2. SAMPLE
In reality there is simply not enough; time, energy, money, labour/man power, equipment, access to suitable sites to measure every single item or site within the parent population or

whole sampling frame.\textsuperscript{14} Therefore an appropriate sampling strategy is adopted to obtain a representative, and statistically valid sample of the whole.\textsuperscript{15}

**SAMPLING**

In statistics and survey methodology, sampling is concerned with the selection of a subset of individuals from within a statistical population to estimate characteristics of the whole population.\textsuperscript{16} The three main advantages of sampling are that the cost is lower, data collection is faster, and the accuracy and quality of the data can be easily improved.\textsuperscript{17}

**CONTENT ANALYSIS:** Researcher has selected 10 National Awarded Best Features Movies and 10 Filmfare Awarded Best Features Movies between 2001 to 2010.

**SURVEY:** Selecting the sample is the fourth step of research process on which the accuracy of the research depends\textsuperscript{18}. One of the most important problems in social research is the problem of sampling. A survey may be conducted by sampling method. The very huge nature of census method makes it prohibitive to undertake such a study. The time, money and men required for the purpose are so awfully large that it does not seem a practical proposition to undertake such a study, unless it is absolutely essential. But in this study universe is very small and specific (Audiences of Haryana), so sampling method was adopted. i.e. the whole population was contacted. Therefore, the Sample represented the universe and it bears all the characteristics of the universe of this research.\textsuperscript{19}

The researcher used the **purposive sampling** for the study. Purposive sampling is the one in which the person who is selecting the sample is who tries to makes the sample representative, depending on his opinion or purpose, thus being the representation subjective.\textsuperscript{20}

\textsuperscript{14} ‘Sampling Techniques’, <http://www.rgs.org/OurWork/Schools/Fieldwork+and+local+learning/Fieldwork+techniques/Sampling+techniques.htm> [Accessed 2.03 2016].

\textsuperscript{15} Ibid


\textsuperscript{17} Ibid


\textsuperscript{19} Kish Leslie; Survey Sampling; John Wiley & sons, Inc.; New York; 1965; Pg. 54.

3.5.3 CONTENT ANALYSIS

Components of Content analysis

Content analysis is a research tool used to determine the presence of certain words or concepts within texts or sets of texts. Researchers quantify and analyze the presence, meanings and relationships of such words and concepts, then make inferences about the messages within the texts, the writer (s), the audience, and even the culture and time of

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21 Components of Content Analysis’, <https://www.digitalmethods.net/MoM/QuantContentAnalysis> [Accessed 12.06 2016].
which these are a part. Texts can be defined broadly as books, book chapters, essays, interviews, discussions, newspaper headlines and articles, historical documents, speeches, conversations, advertising, theater, informal conversation, or really any occurrence of communicative language. Texts in a single study may also represent a variety of different types of occurrences, such as Palmquist's 1990 study of two composition classes, in which he analyzed student and teacher interviews, writing journals, classroom discussions and lectures, and out-of-class interaction sheets. To conduct a content analysis on any such text, the text is coded or broken down, into manageable categories on a variety of levels—word, word sense, phrase, sentence, or theme and then examined using one of content analysis' basic methods: conceptual analysis or relational analysis.22

3.5.4. OPERATIONAL DEFINITIONS

Patriotism is not only in human’s action, it is in blood.

Direct patriotism is protecting and dying for a nation.

Indirect patriotism is voting, not taking or giving bribe, encourage girls’ education, cleanliness of the surroundings, raising voice against corruption, banning on black marketing etc. is called indirect patriotism.

Action is the genre involves movies with fight and stunts.23

Comedy in this genre concern is given to humour in any kind.24

Drama in this genre emotions and family relationship are known with utter most importance. Usually drama is combined with other genres.25

Historical movies these type movies with a plot based on historical event, place and person.26

Science fiction movies are based on mythology, spirituality and philosophies come under this genre of movies.27

Romantic drama movie is a sub-type of dramatic film which dwells on the elements of romantic love.
Rock music is this category is consternated on the rock music theme or has it play an impatience role in it. 28

Communal harmony29 refers to the principle that different peoples within a community or society must live together peacefully and in pursuit of mutual goals. Disharmony, therefore, is the product of alienation of groups from one another based on differences.

Humanity30 is the human race, which includes everyone on Earth. It’s also a word for the qualities that make us human, such as the ability to love and have compassion, be creative, and not be a robot or alien.

Kashmir conflict31 is a territorial conflict between India, Pakistan, it started just after the partition of India. India and Pakistan have fought three wars over Kashmir, including the Indo-Pakistani Wars of 1947 and 1965, as well as the Kargil War.

Untouchability 32 is the low status of certain social groups confined to menial and despised jobs. It is usually associated with the Hindu caste system, but similar groups exist outside Hinduism. At the beginning of the twenty-first century there were over 160 million untouchables on the Indian subcontinent.

Milestone33 literally refers to a roadside marker that lists the distance to a particular location. These days, the word is more often used figuratively to refer to significant events in life, like graduating from college or getting married. It acts sort of like the road sign: it's often a moment when you reflect on where you stand in life.

Bharat Mata34 is the national personification of India as a mother goddess. She is a mixture of all the goddesses of Indian culture and more significantly of goddess Durga. She is usually depicted as a woman clad in a saffron sari holding the Indian national flag, and sometimes accompanied by a lion.

28 'Rock music movies', [Accessed 02.03 2016].
29 'Communal Harmony', [Accessed 02.03 2016].
30 'Humanity', [Accessed 02.03 2016].
31 'Kashmir Conflict', [Accessed 02.03 2016].
32 'Untouchability', [Accessed 02.03 2016].
33 'Milestone', [Accessed 02.03 2016].
34 'Bharat Mata', [Accessed 02.03 2016].
Vaisakhi is also known as Baisakh or Vasakhi. It refers to the harvest festival of the Punjab region, the Punjabi new year falling on the first day of Vaisakh which is the first solar month of the Punjabi calendar. It is celebrated on either 13 or 14 April.

Deepavali is a festival where people from all age groups participate. They give expression to their happiness by lighting earthen 'diyas' (lamps), decorating the houses, bursting firecrackers and inviting near and dear ones to their households for partaking in a sumptuous feast. The lighting of lamps is a way of paying obeisance to god for attainment of health, wealth, knowledge, peace, valor and fame.

Raksha Bandhan is a Hindu festival and is also a secular festival which celebrates the love and duty between brothers and sisters. The festival is also popularly used to celebrate any brother-sister relationship between men and women who are relatives or biologically unrelated.

Holi is a Hindu spring festival in India and Nepal, also known as the festival of colours or the festival of sharing love. Holi is a two-day festival which starts on the Purnima (Full Moon day) falling in the Bikram Sambat Hindu Calendar month of Falgun, which falls somewhere between the end of February and the middle of March in the Gregorian calendar.

Vijayadashami is also known as Dussehra, is an important Hindu festival celebrated in a variety of ways in Nepal, Sri Lanka, India, Bangladesh and parts of Pakistan. Dussehra is derived from Sanskrit; Dasha- hara is a form of Dashanan Ravan.

Independence Day is observed annually on 15 August is a national holiday in India commemorating the nation's independence from the British Empire on 15 August 1947. India attained independence following an Independence Movement noted for largely nonviolent resistance and civil disobedience led by the Indian National Congress (INC).

Political issue is one that has to do with government or politics. This may include issues related to party politics or a political system or social, environmental or other issues as determined by the voting public.

National security is a concept that a government, along with its parliaments, should protect the state and its citizens against all kind of "national" crises through a variety of power projections, such as political power, diplomacy, economic power, military might, and so on.

Human rights are rights inherent to all human beings, whatever our nationality, place of residence, sex, national or ethnic origin, colour, religion, language, or any other status. We are all equally entitled to our human rights without discrimination. These rights are all interrelated, interdependent and indivisible.

Constitutional law is the body of law which defines the relationship of different entities within a state, namely, the executive, the legislature, and the judiciary.

Tax is a fee charged by a government on a product, income, or activity. The purpose of taxation is to finance government expenditure. One of the most important uses of taxes is to finance public goods and services, such as street lighting and street cleaning. Since public goods and services do not allow a non-payer to be excluded, or allow exclusion by a consumer, there cannot be a market in the good or service, and so they need to be provided by the government or a quasi-government agency, which tend to finance themselves largely through taxes.

Female education is a catch-all term for a complex set of issues and debates surrounding education (primary education, secondary education, tertiary education, and health education in particular) for girls and women. It includes areas of gender equality and access to education, and its connection to the alleviation of poverty. Also involved are the issues of single-sex education and religious education in that the division of education along gender lines as well as religious teachings on education have been traditionally

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dominant and are still highly relevant in contemporary discussions of educating females as a global consideration.

**National integration** describes the togetherness or oneness felt by citizens of a country with regard to citizenship. When individuals are nationally integrated, they may feel a sense of pride or patriotism.

**Social equality** is a state of affairs in which all people within a specific society or isolated group have the same status in certain respects, often including civil rights, freedom of speech, property rights, and equal access to social goods and services.

**Health issues** the state of being bodily and mentally vigorous and free from disease the general condition of body and mind.

**Human being** a person, especially as distinguished from other animals or as representing the human species: living conditions not fit for human beings; a very generous human being.

**Television** or TV is a telecommunication medium used for transmitting sound with moving images in monochrome (black-and-white), or in color, and in two or three dimensions. It can refer to a television set, a television program, or the medium of television transmission. Television is a mass medium, for entertainment, education, news, and advertising.

**Radio** is the technology of using radio waves to carry information, such as sound, by systematically modulating some property of electromagnetic energy waves transmitted through space, such as their amplitude, frequency, phase, or pulse width.[n 1] When radio waves strike an electrical conductor, the oscillating fields induce an alternating current in the conductor. The information in the waves can be extracted and transformed back into its original form.

**Newspaper** is a serial publication containing news, other informative articles (listed below), and advertising. A newspaper is usually but not exclusively printed on relatively

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inexpensive, low-grade paper such as newsprint. The news organizations that publish newspapers are themselves often metonymically called newspapers. Most newspapers are now published online as well as in print. The online versions are called online newspapers or news sites.

Magazines 54 are publications, usually periodical publications, that are printed or electronically published (the online versions are called online magazines. Most publishers now provide digital versions of their print magazine titles through various online services for a fee.) They are generally published on a regular schedule and contain a variety of content. They are generally financed by advertising, by a purchase price, by prepaid subscriptions, or a combination of the three.

Advertisement 55 Paid, non-personal, public communication about causes, goods and services, ideas, organizations, people, and places, through means such as direct mail, telephone, print, radio, television, and internet. An integral part of marketing, advertisements are public notices designed to inform and motivate. It is the action of calling public attention to something, especially by paid announcements. Note that the definition uses the term 'action of' and doesn't specify that advertising is limited to print media, television, Internet or any other specific medium.

The Internet56 sometimes called simply "the Net," is a worldwide system of computer networks - a network of networks in which users at any one computer can, if they have permission, get information from any other computer (and sometimes talk directly to users at other computers).

Concert57 is a live music performance in front of an audience. A recital is a concert by a soloist or small group which follows a program, such as featuring the works of a single composer (organ recital).

Actor58 is one who portrays a character in a performance. The actor performs "in the flesh" in the traditional medium of the theatre, and/or in modern mediums such as film, radio, and television. The actor's interpretation of their role pertains to the role played, whether based on a real person or fictional character.

56'Internet', <http://searchwindevelopment.techtarget.com/definition/Internet> [Accessed 2.03 2016].
Soundtrack also written sound track can be recorded music accompanying and synchronized to the images of a motion picture, book, television program or video game; a commercially released soundtrack album of music as featured in the soundtrack of a film or TV show; or the physical area of a film that contains the synchronized recorded sound.

Actress woman who acts in stage plays, motion pictures, television broadcasts, etc., especially professionally.

Subgenre is subdivision of a genre of literature, music, film, etc.

Dynamic Character is like a round character, a dynamic character also undergoes changes throughout the narrative due to several conflicts he encounters on his journey. A dynamic character faces trials and tribulations and takes time to learn from encounters, other characters, experiences, and mistakes he/she commits.

3.5.5. SURVEY

Selecting the sample is the fourth step of research process on which the accuracy of the research depends. One of the most important problems in social research is the problem of sampling. A survey may be conducted by Sampling method. The very huge nature of census method makes it prohibitive to undertake such a study. The time, money and men required for the purpose are so awfully large that it does not seem a practical proposition to undertake such a study, unless it is absolutely essential. But in this study universe is very small and specific (Audiences of Haryana), so sampling method was adopted. i.e. the whole population was contacted. Therefore, the Sample represented the universe and it bears all the characteristics of the universe of this research.

The researcher used the Purposive sampling for the study. Purposive sampling is the one in which the person who is selecting the sample is who tries to makes the sample representative, depending on his opinion or purpose, thus being the representation subjective.

60'Actress', <http://www.dictionary.com/browse/actress> [Accessed 2.03 2016].
64Kish Leslie; Survey Sampling; john Wiley & sons, Inc.; New York; 1965; Pg. 54.
3.5.6. QUESTIONNAIRE DESIGN

Initial considerations

Question Content, Phrasing and Response Format

Question sequence and layout

Pre-test (pre testing) and revision

Final questionnaire

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3.5.7. UNIVERSE AT A GLANCE

**Content analysis:** Contemporary cinema as the ‘universe’ for the study. Researcher study the patriotism in contemporary Hindi movies.

**Survey:** Haryana state as the ‘universe’ for the study. Researcher used purposive sampling for the study, learns the perception public of Haryana about patriotism in Hindi cinema.

3.5.8. SAMPLES AT A GLANCE

**Content analysis:** In the present Content Analysis, the researcher has 10 National Awarded Best Features Movies and 10 Filmfare Awarded Best Features Movies from 2001 to 2010. Both the awards are contemporary to each other.

**Survey:** In the present study respondents of urban and rural, male and females of Haryana (pubic) state was taken as the sample. The sample size is of 300 respondents. The researcher collected the data throughout the state of Haryana. The list was prepared in the computer with complete contact addresses along with e-mail IDs of all the respondents for sending questionnaire or contacting them personally.

3.5.9. THE RESEARCH PROPOSAL

The fifth and the next step adopted by the researcher is Writing the Research Proposal. This research proposal gives details of the purpose of study, operational plans and the reason of selecting the proposed strategy. It briefly explains the objectives, hypotheses, study designs, research tools, sample size and design, data processing procedures, research chapter, studies problems and limitations and time frame of the research study.

3.5.10 DATA COLLECTION

Another most important research process is collection of data from which inferences and conclusion for the study are drawn. Depending upon the research instruments, the researcher has practically collected the data at this stage. The content data collected from movies. The sample data were collected from the state of Haryana.

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68 Marie Jahoda Claire Seltitz, Morton Deutsch and Stuart W. Cook.'Research Methods in Social Relations;' (1959), 81.
69 Ibid
70 Good V. Carter, and Douglas E. Scates, 'Methods of Research- Educational, Psychological, Sociological', (1954), Pp. 138
71 Ibid
3.5.11 PROCESSING THE DATA

After the data were collected the procedure of processing the data was started which depended on the type of information—descriptive, quantitative, qualitative or attitudinal and the way of writing the research report. Editing, coding, classification and tabulation were not only the crucial stages in processing of data but in the present media research. The researcher prepared a code book according to the questionnaire. Descriptive Group Statistics (Means and Standard Deviations) and dependent “$t$” statistics of all the respondents were computed through SPSS-16 software. In it, all the instructional/operational instructions and commands of Prof. Andy Field (2005) were followed. Later on, using the code sheet and SPSS, tables were prepared.

3.5.12 STATISTICAL TEST APPLIED IN THE STUDY

A. Standard Deviation

The standard deviation gives an idea of how close the entire set of data is to the average value. Data sets with a small standard deviation have tightly grouped, precise data. Data sets with large standard deviations have data spread out over a wide range of values.

B. Chi-square Test

The Chi-square test is intended to test how likely it is that an observed distribution is due to chance. It is also called a "goodness of fit" statistic, because it measures how well the observed distribution of data fits with the distribution that is expected if the variables are independent. A Chi-square test is designed to analyze categorical data. That means that the data have been counted and divided into categories. It will not work with parametric or continuous data (such as height in inches).

There are basically two types of random variables and they yield two types of data: numerical and categorical. A chi square ($\chi^2$) statistic is used to investigate whether distributions of categorical variables differ from one another. Basically categorical variables yield data in the categories and numerical variables yield data in numerical form. The chi-square test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories. Do the numbers of individuals or objects that fall in each category differ significantly from the

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74 D. Irwin D. Richard Williams, 'Business Research Methods', (1976), 221.
number you would expect? Is this difference between the expected and observed due to sampling error, or is it a real difference?

\[ \chi^2 = \sum \frac{(O - E)^2}{E} \]

O = the frequency observed
E = the frequency expected
\( \sum \) = the ‘sum of’

C. P-Value:

It is the probability value that tells us about our null hypothesis which is to be accepted or rejected. The P-value can be interpreted in terms of a hypothetical repetition of the study. Suppose the null hypothesis is true and a new dataset is obtained independently of the first dataset but using the same sampling procedure. If the new dataset is used to calculate a new value of the test statistic (same formula but new data), what is the probability that the new value will be further out in the tail (assuming a one tailed test) than the original value? This probability is the P-value.

When reporting a P-value to persons unfamiliar with statistics, it is often necessary to use descriptive language to indicate the strength of the evidence. I tend to use the following sort of language. Obviously the cut-offs are somewhat arbitrary and another person might use different language.

A P-value can also be reported more formally in terms of a fixed level test. Here \( \alpha \) is a number selected independently of the data, usually 0.05 or 0.01, more rarely 0.10. We reject the null hypothesis at level \( \alpha \) if the P-value is smaller than \( \alpha \), otherwise we fail to reject the null hypothesis at level \( \alpha \). There is essentially no difference between a P-value of 0.051 and 0.049. In some situations it may be necessary to proceed with some course of action based on our belief in whether the null or alternative hypothesis is true. More often, it seems better to report the P-value as a measure of evidence.

D. ANALYSIS OF VARIANCE (ANOVA)

Analysis of variance (ANOVA) is a collection of statistical models and their associated procedures, in which the observed variance in a particular variance is partitioned into components attributable to different sources of variation. In its simplest form, ANOVA provides a statistical test of whether or not means of several groups are all equal and therefore generalizes \( t \)-test to more than two groups. Doing
multiple two-sample t-tests would result in an increased chance of committing a type I error. For this reason, ANOVAs are useful in comparing two, three or more means. Suppose that the goal of a research project is to discover whether there are differences in the means of several independent groups. The problem is how researcher will measure the extent of difference among the means. If researcher has two groups, researcher can measure the difference by the distance between sample means and use the two-sample t-test. Here there are more than two groups; we could take all possible pairs of means and do many two-sample t-tests. What is the matter with this approach of doing many two-sample t tests, one for each pair of samples? As the number of groups increases, sp does the number of tests to perform; for example, we would have to do 45 tests if we have 10 groups to compare. Obviously, the amount of work is greater, but that should not be the critical problem, especially with technological aids such as the use of calculators and computers. So what is the problem? The answer is that performing many tests increases the probability that one or more of the comparisons will result in a type I error (i.e., a significant test result when the null hypothesis is true). This statement should make sense intuitively. For example, suppose that the null hypothesis is true and we perform 100 tests- each has a 0.05 probability of resulting in a type I error; then 5 of these 100 tests would be statistically significant as the result of type I error. Of course, we usually do not need to do that many tests; however, every time we do more than one, the probability that at least one will result in a type I error exceeds 0.05, indicating a falsely significant difference!

What is needed is a different way to summarize the differences between several means and a method of simultaneously comparing these means in one step. This method is called ANOVA or one-way ANOVA, an abbreviation of analysis of variance.

\[ F\text{-statistic}_{(r-1), (n-r)} = \frac{MSSG}{MSSE} \]

Where

Mean sum of Square for Groups (MSSG) = GSS/d.f. (groups)

Mean sum of Square for Error (MSSE) = ESS/d.f. (error)

Degree of freedom = Error Total – Group

Correction factor (C.F.) = \((x_{11}+x_{12}+\ldots\ldots\ldots\ldots+x_{ij})^2/n\)

Total Sum of Square (TSS) = \([x_{ij}]^2 + (x_{ij})^2\) – C.F.

Group Sum of Square (GSS) = \((c_1)^2/n_1 + \ldots\ldots\ldots\ldots+(c_k)^2/n_k\) – C.F.
Error Sum of Square (EES) = TSS – GSS

The ANOVA test looks at the source of variation in the overall data set and tries to apportion it to different aspects of the data. Once the variation has been allocated it is possible to see if the differences between the sample groups are significant. The sources of variation in the data are the variability that occurs within a sample group and the variability that occurs between the groups.

We can say that:

E. T-Test:

A t-test is any statistical hypothesis test in which the test statistic follows a Student's $t$ distribution if the null hypothesis is supported. It is most commonly applied when the test statistic would follow a normal distribution if the value of a scaling term in the test statistic is known. When the scaling term is unknown and is replaced by an estimate based on the data, the test statistic (under certain conditions) follows a Student's $t$ distribution. The t-value will be positive if the first mean is larger than the second and negative if it is smaller.

Once the t-value is computed then it should be looked in a table of significance to test whether the ratio is large enough to say that the difference between the groups is not likely to have been a chance finding. To test the significance, researcher needs to set a risk level (called the alpha level). In most social research, the "rule of thumb" is to set the alpha level at .05. This means that five times out of a hundred you would find a statistically significant difference between the means even if there was none (i.e., by ‘chance’). Researcher also needs to determine the degrees of freedom (do for the test). In the t-test, the degrees of freedom are the sum of the persons in both groups minus 2. Given the alpha level, the df and the t-value, researcher can look the t-value up in a standard table of significance (available as an appendix in the back of most statistics texts) to determine whether the t-value is large enough to be significant. If it is, it can be concluded that the difference between the means for the two groups is different (even given the variability). Fortunately, statistical computer programs routinely print the significance test results and save you from the trouble of looking them up in a table.
3.5.13 RESEARCH REPORT\textsuperscript{75}

The Final stage and the most difficult is the writing of Research Report. The report informs what the research has done, discovered, conclusion and findings of the study. The researcher has prepared a research report on the basis of the data processed. The findings were presented by tables and by graphs of all the contemporary movies and the respondents.\textsuperscript{76}

3.6. SIGNIFICANCE OF RESEARCH

It will provide a great feedback to the audience. It would be of great use to academicians, media persons, audience, film critics, film makers, national activist and public keenly interested in movies. Today, there are so many phenomenons around us that we learn to focus on contemporary issues as a substitute of history. Besides, if we do make movies connected to the freedom struggle or Partition, the audience nowadays would not be able to attach or recognize with such movies. The long-ago not many years, not many moviemakers have looked at movies on this subject.

The dilemma with the present age group of moviemakers is that they are merely used to collecting swift money by delivering box office-slanting performers, which mostly contract with either extra-marital affiliations, mafia and police variances or rebel and government strength battles.

In foreign countries a lot of research work has been done to study in Contemporary cinema. Patriotism in cinema and that research has provided healthy input to the society. But there is no proper research carried out in patriotism regarding Contemporary cinema in India, though India is a land of bravery, sacrifice and nationalism. So, this made the researcher curious to conduct the research.

\textsuperscript{76} Ibid