CHAPTER 4

RESEARCH METHODOLOGY

The chapter entitled, the research design provides a brief picture of the method used in conducting the research, the sample and the tools used in conducting the research. It also gives the procedure adopted for the collection of the data along with the statistical techniques used and the rationale underlined them.

4.1 STATEMENT OF THE PROBLEM

India is living in its villages. Out of the total population of the country around 72% lives in the villages. It is this vast population that determines the destiny of this country with a long history and great civilization back-up. The large chunk of agrarian masses living in the villages procure the agricultural food needed to feed this vast country. Still the Indian villages face multiple number of social problems like poverty, social backwardness, gender inequality, lack of basic facilities, a low development indices, to name a few. This is in spite of the various development schemes implemented by the governments to improve the living conditions in the rural areas. One can notice still the country lacking in improving the conditions of the rural folk to make them self sufficient in various developmental factors.

Many social scientists and economists have rightly noted that one of the major impediments in the development of rural population is the availability of proper health care. Lack of rural health centers, unwillingness of doctors to provide service in the rural areas, lack of proper transport facilities for the rural population to reach the towns, where better health facilities are available are some of them. The fact that in the post independent India the earlier governmental thrust was on the agrarian production need of the rural areas was also one of the reasons in the lackadaisical attitudes to the issues like health.
Recent debates in the rural development focus more on creating the awareness of health care among the rural masses, as a major feature of an attitudeanal difference in rural polity. As per this the media plays an important role in creating a consciousness change in the mind of the masses. Especially the visual medium of television was a crucial exponent in the development of creating an elevated consciousness among the people since the 1950s.

In this regard it is significant to find out the impact created by a PSB programme like Kalyani in creating health awareness among the rural masses. The study shall focus on the rural area of Haryana as the state is one of the most economically developed regions in South Asia. The proposed study is to be located in Baroji village of Nuh district, one of the socially and demographically backward districts of the country.

4.2 OBJECTIVES OF THE RESARCH

The PSB represents the most readily available and potentially most economical means of imparting information about health issues. Along with other forms of communication, the mass media can effectively raise public awareness and concern on health issues. The primary mission of PSB is providing public service in creating awareness and imparting entertainment. It includes radio, television and other electronic media outlets. These are capable of reaching heterogeneous audiences simultaneously with uniform messages. Despite the overwhelming evidence of mass media contribution in raising awareness, increasing knowledge and changing behavior, doubts still remain among the non-specialists and media critics. These may be due to a failure to realize that there are two distinctive ways of media utilization, the first being the usual media coverage of news events, regular programs, entertainment material and the second is the use of mass media in the context of a planned and systematic process for the clear purpose of influencing attitudes and behaviors.
The present study is designed with the idea to find out the contribution of PSB in health awareness and also the effectiveness of Kalyani program among the rural masses. Hence the study attempts to concentrate to find the role of Kalyani in health communication and to what extent programs under this involve the participation of the people from the field.

**OBJECTIVES OF THE STUDY**

The study has the following main objectives---

1. To find out the contribution of PSB in catalyzing the process of development.

2. To analyse up to what extent PSB has been able to bridge the gap between the information about haves and have-nots.

3. To seek the role of DCD in a development communication.

4. To find the role played by Kalyani in health communication and to what extent programs under this involve the participation of the people from the field.

5. To assess the change in behavior and social action of the viewers.

6. And finally to analyse the impact of Kalyani program on viewers in context of their health and improved living style.
4.3 RESEARCH HYPOTHESIS

Hypothesis is significantly important in research which is the statement of prediction by the researcher. A hypothesis formulates a relation, which then be tested empirically. In the present study the researcher has the following statements as the hypothesis---

- There is no significant contribution of Public service broadcasting in catalyzing the process of development.
- There is no significant role of Development Communication Division (DCD) in Development communication.
- There is no significant role of kalyani programme in health communication.
- There is no significant change in behavior and social actions of the viewers.
- There is no significant relationship of kalyani to involve the participation of the people from the field.
- There is no significant impact of kalyani programme on viewers in context of their health and improved living style.

4.4 RESEARCH QUESTIONS

Based on the problems proposed above, the researcher formulated the following research questions--

- Is Public service Broadcasting successful in catalyzing the process of development?
- What role does Development Communication Division (DCD) play in Development communication?
- Has kalyani programme any contribution in health communication?
- Is there any change in behavior and social actions of the viewers?
- Does kalyani involve the participation of the people from the field?
- Is there any impact of kalyani programme on viewers in context of their health and improved living style?
4.5 DATA COLLECTION

4.5.1. Collection of Primary data

The respondents were administered questionnaire. The questionnaire consisted about a total of 18 questions comprising 4 sections. Where, part A focused on socio demographic and economic profile of the participants, part b focused on Media Consumption Patterns, part C dealt with Dissemination of Health Related Information through TV, and part D focused on Effectiveness of Kalyani Programs.

4.5.2. Collection of Secondary Data

In the present study attitude of the viewers towards kalyani programme has been taken as secondary data. The opinions of the users have been studied and further analysed.

4.6 SAMPLING DESIGN

4.6.1 POPULATION

Population refers to any defined aggregate or whole. In the present study population comprises of Nuh(Tehsil), Mewat(district), Haryana(state). Nuh has a population of 11,038. Males constitute 53% of the population and females 47% with an average literacy rate of 54%.

4.6.2 SAMPLE

In order to ensure the representativeness of the population the researcher selected the sample who watches kalyani programe telecast on doordarshan to gain health awareness information. The sample of the study is a composition of 400 respondents of which 200 are male and 200 are female who the respondents were. The proposed study is to be located in Baroji village of Nuh district, one of the socially and demographically backward districts of the country with the poor health indicator.
BAROJI Village Overview

The total geographical area of village is 321 hectares. Baroji has a total population of 666 peoples. There are about 103 houses in Baroji village. Nuh is nearest town to Baroji.

<table>
<thead>
<tr>
<th>Village</th>
<th>Baroji</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tehsil</td>
<td>Nuh</td>
</tr>
<tr>
<td>District</td>
<td>Mewat</td>
</tr>
<tr>
<td>State</td>
<td>Haryana</td>
</tr>
<tr>
<td>Area</td>
<td>321 hectares</td>
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<tr>
<td>Households</td>
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<tr>
<td>Population</td>
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<tr>
<td>Male</td>
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</tr>
<tr>
<td>Female</td>
<td>302</td>
</tr>
</tbody>
</table>
4.7 METHODOLOGY

Method used is always according to the nature of the study. Taking into consideration the nature of the present study, the current study is quantitative analysis where in survey method of research has been found more appropriate. In the present study convenience sampling technique of Non Probability sampling method has been used. On the basis of the study conducted by DCD, Doordarshan, Self structured Questionnaire as a tool was used to understand the contribution of Public service broadcasting in development communication.