CHAPTER - 3

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3.1 DESIGN OF THE STUDY:

This piece of investigation is a comparison work in 3x3x2 factor factorial design based on randomised group technique. Performance on different two prescribed tests (tools for this study) have been studied in the context of this study. Apart from similar age group, ranging from 18-21 years, college male and female graduates were selected for measurement. To partial out the effect of locale, subjects related to three background (rural, urban and rural) got equal chance. Because sex plays very vital role in conformity so it has been considered as on affecting variable. For this purpose, dichotomous classification of the subjects has been done by the researcher.

Socio cultural variables have been assumed to be more or less constant. To ensure the constancy of so called socio-cultural variables, a limited region of the population of Faizabad district, U. P. was chosen as the population for this study. Different graduate and post graduate colleges are very enriched sources to select subjects for a study. This collegiate strata of the society are, to much degree representatives of that area. So, many affiliated colleges in Avadh University were considered in sampling where same courses are taught.
Locale-wise-distribution is also possible. Some colleges have urban and some have rural background. Some like Akbarpur and Tanda have urban (mixed) background. And, in Faizabad district of same university there are five affiliated colleges whose examination system, institutional climate and disciplinary control are fairly homogeneous. Basically colleges situated in Ayodhya. Tanda, Akbarpur, Saya and Paruiya Ashram have been considered for sampling. Personality variables are not controlled because they are dilutely inter-mixed with motivational factors, and their control may result in diminishing the effect of motivational variables.

3.2 POPULATION AND SAMPLE: As described in earlier section, population for this study was delimited as the regular male and female college graduates from all disciplines situated at Faizabad district. Faizabad is considered in its classic form jointly known as Faizabad plus Ambedkar Nagar (Akbarpur). They are within the jurisdiction of Dr. Ram Manohar Lohia Awadh University studying in first year and second year of graduate classes as regular students in various colleges during the session 1996-97. The population elements were approximately twenty thousand for all faculties.
From this population, a sample of 80 students were drawn from K. S. Saket Post Graduate College, Faizabad randomly chosen as a stratum because of it is the largest institution of said university and attracts larger number of students from the whole region. Two colleges from Akbarpur and Tanda were purposely selected again because of its rural background. From these two institutions 25-25 subjects were selected in present work, rest two colleges were considered from rural background, situated at Saya and Paruiya Ashram. 25-25 students were selected from these two college's for present work. Thus 180 students were included in this study.

Apart from these each students were classified either a member of nuclear family or a member of joint family. It was very difficult task for the researcher to include subjects from both types of families. Family disorganisation is so frequent that joint family structure is very less frequent in both areas. Even, efforts have been done for the said purpose. In future, it (joint family) may be an example of past in Indian society also.
3.3 ASSESSMENT OF SOCIAL BEHAVIOUR:

The basic paradigms for conformity research can be undertitled in two sections-

(a) Non-laboratory techniques and (b) Laboratory techniques. This classification is based upon the feeling of subjects that they are under social situation or not. At same time they are under experimentation or not. It they feel so we can say those treatment manipulation techniques laboratory technique. These are Sherif’s autokinetic situation (1935) Asch line comparison technique (1951) and Crutchfield’s modified version of Asch technique (1954).

In the 1950s, a whole series of non-laboratory studies were conducted by social psychologists at the University of Texas. For example, Blake and Moutan (1955) studied the effect of two independent variables upon violation of a “wait” signal by pedestrians. Freedman and Fraser (1966) developed a new technique, named ‘two request’ or ‘foot-in-door’ technique. Now-a-days ‘sign’ technique is well popular.
In last five decades, a new horizon of testing called psychometrics highlighted a variety of tests to us to scrutinise different corners of personality. Reality is that testing is also facing a lot of challenges in methodology, responding, artificiality, human errors and so on. However, till now there is no advanced technique compatibly better to it. With this attitude, researcher has tried to use this technique of measurement in case of conformity.

In this study, social conformity scale (SCS) developed by Dhapola and Singh (1984) has been used. The form of SCS contains 30 items with high discriminative power and three alternative responding technique.

The test manual provides norms for college graduates of age 18 to 22 years. The reliability co-efficient range from 65 to 967 and validity index from 53 to 62. The administration of the test was based on manual instructions. It is a group, self and non-self administering test. The individual responses are converted into scores on the basis of test's scoring technique-one score to choose correct answers/alternative indicative of conformity and rest two alternatives zero scores were provided, and counted at last. Sum of 30 items sere final raw individual score for a responder. These individual scores
has been interpreted in light of manual's norm table (see Appendix Table No-1). Social conformity scores were considered as numerical value of a social behaviour of person in present work.
3.4 ASSESSMENT OF CROWDING:
In this study, crowding behaviour of a person has been considered as independent variable. To know its effect on social behaviour in terms of conformity, fairly a new attempt has been done here.

For the measurement of crowding behaviour, a questionnaire developed by Jain, Nagar and Chaubey (1990) and Nagar, Pandey And Paulus (1988) has been used in present research. This questionnaire has four subscales namely- Neighbourhood Assessment Scale, Housing Environment Scale, Emotional Status Scale and Feeling of Crowding Scale.

For this study, third sub-scale is relevant for the measurement of crowding behaviour so it has been selected by the present investigator. Third part of this long questionnaire consists eighteen items that are for the measurement of said variable. For each item of the sub-scale, there are five alternative responses-complete, move, frequent much, less and not at all. And, they are marked from 1 to 5 in same order. Subject chooses one alternative among them for each item.

After responding to each item by the subject, tester collects his/her response sheet. Finally he counts total marks obtained by testes to each item. Maximum he can gain ninety marks
(18x5) and minimum Eighteen marks (18x1). It (obtained marks) depends upon which alternative for each item he has chosen. Overall marks reflects his crowding condition. Statistically speaking, high scores reflect negative condition, it means statements are not fit for the measured person. In terms of crowding, high scores reflect lesser crowdedness in the person. Whereas low scores reflect positive condition of suitability of a item to the concerned person. In terms of crowding, low scores reflect higher degree of it in the person. In a nutshell, lower scores means higher crowing and higher scores means lower crowing within a person.

Thus, all subjects were measured and their scores were collected for its analysis. (See Appendix for scale).

3.5 ASSESSMENT OF LOCALE:

In present investigation locale is a very prime index in determination of residential background. Residential and living background of a person also determine degree of crowding feeling of a person. Crowd reflects physical proximity and density of a person whereas feeling of crowding is a psychological parameter of it within a person thus, crowding behaviour is a psycho-social construct.
In same way locale can be explained in terms of physical dimension, and to some degree psycho-social dimension. Living background determines psychological background and psycho-social surroundings of a person. Frankly speaking. Social psychologists and sociologists have analysed living background into three categories-two extreme poles viz. rural and urban and one mixed zone i.e. rurban. District head-quarter and Tehsil headquarters of Faizabad district are urban zone for assessment of locale. 60 subjects related to these places have been partialled out. Village panchayats and their related villages are considered as rural zones for this research work. 60 subjects related to village background were considered as sub-cell for this investigation.

Except these two zones, there is third zone where mixed habitants can be seen. Black headquarters, town-areas and other developing markets and their residents where simultaneously people are involved in agriculture and business activities, are considered as rurban zone. Students living in such zones are considered as third strata of sample. 60 students have been selected for this investigation from rurban zone.

To see the effect of locale, such purposive sampling at the level of zone
was the need of present investigation except zone selection, subjects were randomly selected to multiply any possible bias.

3.6 ASSESSMENT OF FAMILY TYPES:

Family is a classic platform where all possible relationships are formed, modified and maintained among parents and their spouses. India, a country of classics has very sound background of family yet it need further re-investigation.

After sixth-seventh decade of twentieth century, family institution in India is facing a lot of challenges. Among them, family disorganisation is a great one. After disorganisation family size is lowering down.

In present investigation, researcher has taken into consideration two types of family - joint and nuclear. Joint family indicates classical type of family where two or more than two generations are living together. All members have their common shared values and platform to live there. All members of contemporary generations live together. Thus joint family reflects that it has greater number of members included in it. Whereas nuclear family indicates husband-wife and their spouses. Sociologists and social
psychologists have described pros and cons of these two types of families. In case of social behaviour.

Specially in context of conformity, it needs further investigation. Thus, two domain of family-types are considered here. Ninety subjects are related to joint family and rest 90 subjects are from nuclear family. On the basis of members living together, present researcher has categorised them into two types. Thus dichotomous classification of family is considered here.
3.7 IDENTIFICATION OF VIVID GROUPS:

Locale, crowding and family-type are three horizons where social behaviour in terms of conformity is analysed. There are 18 cells (group) in present research. Locale and crowding have their three zones and family type two. Thus 3x3x2 equals 18 possible cells. To identify these classified groups, locale and family-type are categorised on the basis of demographic informations collected by subjects and other relevant sources. For crowding, Quartile deviation (Q.D.) statistics were used by author of crowding behaviour and are applied in it. Middle range scores reflects middle category and extreme zones reflect high and low category. For the identification of groups proper demographic parameters and statistics are applied in present research work.
3.8 ADMINISTRATION OF THE TESTS:

In present investigation two tests are applied to measure social behaviour and crowding of subjects. For social behaviour in terms of conformity, social conformity scale (SCS) developed by Dhapola and Singh (1984) were used. And, for crowding, a questionnaire developed by Jain, Nagar and Chaubey (1990) have used.

Here both tools are administered individually. Test for conformity and questionnaire for crowding can be used one by one according to accommodation present in the laboratory setting or lecture-room setting. After giving preliminary instructions, researcher has narrated original instructions for each test; and has given proper solutions to queries of testes. Afterwards tester gave tests booklet among subjects. After responding, they have been collected from responders. Sometimes, two sessions—one sessions for each were used to collect data in present work.