CHAPTER-IV  
DESIGN AND METHODOLOGY

The aim of the present investigation was to study the perceived change in social values of a given population of Indian society after the introduction of new electronic multi-channel media. In the present global communication network, cable satellite intervenes inside the houses and particularly in the third world countries. This has resulted in a cultural identity crisis. Many researches have been conducted to study the effects of global communication but in the Indian context there is a dearth of research because the influences of new electronic multi-channel media are in the primary stage. Keeping this view in consideration the present study was designed to study the social impacts of new multi-channel electronic media on a population which had been exposed to it for approximately 5 years.

Design:

In the present study an ex-post-facto survey was conducted. The respondents were asked to express their views pre and post relating to various social aspects which were vulnerable to the new electronic multi-channel media.
Sample:

A purposive sample technique was adopted for the selection of sample. The respondents were mainly from middle class. Since the people from the lower status did not have a cable connection, while those in the higher economic strata had their own dish connection.

Five colonies in Rohtak city namely Model Town, Subhash Nagar, Sector-I, Bharat Colony and Camp Colony were selected for the present study as the population. 79 adults who voluntarily agreed to participate in the study were selected from these 5 colonies. All respondents were at least matriculate. The mean age of the respondents was 40 years.

The sample was distributed in two categories on the basis of income i.e. lower middle (3000 to 8000) and (above 8000) upper middle class. This income status distribution was done by consulting Prof. Yashbir Dahiya and Dr. Surender Kumar from the Department of Economics, M.D. University.

Tool used:

A semi-structured interview scheduled prepared by the investigator was used to determine the views of the respondents regarding the social influences of the new multi-channel electronic media. Initially four areas relating to various aspects of social influences of new multi-channel electronic media exposure were
identified. These areas were impacts on family, social interactions and values. Initially the investigator prepared a schedule with 25 questions but after consulting 5 judges (who were Senior Faculty Members of Psychology, Economics and Sociology Departments of M.D. University) some questions were deleted and ultimately 13 questions were finalized.

**Procedure**

First of all cable operators were visited and a list of households with cable connections were identified. Each respondent’s demographic data containing with name, income, location and socio-economic status, profession were noted down. The investigator visited each household which had a cable connection. Each respondent was contracted individually on the basis of their voluntarily participation in the interview. Only one member from each home was interviewed. The investigator asked the questions in the schedule and recorded the answers of the respondents. The number of respondents in each five colonies varied because of their availability.

We may now pass on to the last chapter and discuss the results of the present investigation.