CHAPTER 3
RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

Research design is defined as the blue print of the study at hand. It includes all the stages from the statement of the research problem to the explanation and interpretation of data. Research design helps in mitigating the problems which may create hindrances in the process of research at later stages. Miller has defined “Designed Research” as the planned sequence of the entire process involved in conducting a research study”.

Selltiz and others, “Research design is a catalogue of the various phases and facts relating to the formulation of a research efforts. It is an arrangement of the essential conditions for collection and analysis of data in a form that aims to combine relevance to research purpose with economy in the procedure.”

Research designs in docile search are usually exploratory, experimental and descriptive in nature. Their choice depends on the nature and needs of the research problem. As this study endeavours to draw out the responses from the youth is regarding their attitude and opinion about various types of TV programmes and their impact on youthful minds covering divergent aspects of their personality. The impact may vary on the basis of certain demographic factors such as residence, education, marital status, family income, parent’s educational background etc. Therefore Rural and Urban youth has been selected for this study. The detailed Research Design of this study is as follows:

The research design of the present study is exploratory in nature. The aim of the exploratory research is to develop and fill out as comprehensive and accurate picture of the area of study as the condition allows. In this study certain objectives have been set for
empirical study. The variables identified for this purpose would be empirically verified by way of relationship between the independent variable i.e. television and the dependent variables i.e. the responses of the final year graduate students of different degree Colleges selected for the study.

At the outset operational concepts would be discussed which are to be used in the study. The television in this study is understood as an audio-visual medium of communication. Which is used for telecasting various programmes on different channels? Impact in this study is meant as the change that the graduate students experienced in their attitudes, perceptions and behaviours. By viewing and watching the people tend to understand the contents of television programmes which cast a shadow on College students who watch television regularly. The degree College students are defined as those whose names are enrolled in the final year of graduation in any stream of their respective degree Colleges.

3.2 UNIVERSE OF STUDY

The universe of the study is comprised of final year graduate students of different Colleges. The Colleges selected for the study consist of Govt. College for Women, Rohtak, Pt. Naki Ram Sharma Govt. College, Rohtak, Gaur Brahman Degree College, Rohtak, Saini College, Rohtak, S.J.K. College, Kalanaur, Govt. College, Meham, Govt. College, Dujana, Govt. College, Dubaldhan, Govt. College, Bahadurgarh and Maharaja Agrasen College for Women, Jhajjar.

The rationale in the selection of only final year Degree College students is given as under:
1. Taking into consideration the time and resources at the disposal of the researcher, he decided to select a sample from the B.A/B.Com/B.Sc final year classes' students as respondents for study.

2. The final year students are in an age group where they can be termed as a fully matured youth who apply logic for the selection of certain channel for watching.

3. These students by and large are simultaneously devoted to their studies, to sports, to the general world events and the mass media because of the fact that students prepare themselves for future employment. Therefore, their experience as compared to the other College students is richer and mature answers to the questions are expected regarding the socio-cultural impact of television.

3.3 TECHNIQUES OF DATA COLLECTION

The primary as well as secondary data have been used in this study. The primary data has been directly collected from the final year graduate students of 10 different Colleges with the help of interview schedule. The interview schedule covers all the aspects of research problem. The interview schedule has been divided into six parts i.e. socio-economic profile of the respondents, general information about the viewers, family norms/values, sexual norms, aggressive behaviour and lifestyle/materialistic outlook. The secondary data have been collected from the government records, district gazetteer, College offices, books, journals, magazines, newspapers and Internet.

After selecting the College's concerned authorities were contacted for seeking their permission to conduct the study in their Colleges. Questionnaire distributed personally to group individual students in a classroom situation. This enabled the researcher to interact with the students and explain the purpose of the study. Thus the much required rapport was established with the respondents. The meaning of concepts of
various questions was explained when queries were made but care was taken to see that
the respondents do not get influenced by the researchers comments and ideology. The
questionnaire was supplied to 650 respondents out of them these were 336 male students
and 314 female students. Out of 650 questionnaires 114 questionnaires were not filled
properly and hence were rejected. Thus the size of the final sample stands at 536 which
include 271 male respondents and 265 female respondents. The survey for the present
study was conducted in years 2010-2011.

The survey is conducted in 10 degree Colleges of Rohtak & Jhajjar districts of
Haryana. All these Colleges are situated in Rohtak and Jhajjar districts and come under
the jurisdiction of the Maharshi Dayanand University, Rohtak.

3.4 SAMPLE SELECTION

The study of each and every unit is the universe under study is called census. It is
definitely a method that provides fool proof and accurate data but it requires large army
of enumerators, time, money and energy etc. In practice also, many a times, it is not
possible to examine every item in the population. In such circumstances prudence
demands the selection of representative units from amongst the whole universe which
give a miniature but appropriate replies of the universe under study. This process is called
sampling. The primary purpose of sampling is to obtain maximum information about the
characteristics of the population. Sampling is further categorized as probability and non­
probability sampling. Probability sampling provides a scientific technique of drawing
sample from population according to some laws of chance in which each unit has some
definite pre assigned probability of being chosen in the sample. On the other hand non­
probability sampling or judgement sampling is based on personal judgement. Under this
method a desired number of sample units are selected deliberately or purposely depending

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upon the object of the enquiring so that only important items representing the true characteristics of the population are included in the sample.4

For this study probability and non-probability sampling have been used. First, under random sampling a list of all the degree Colleges falling under the territorial jurisdiction of Rohtak & Jhajjar districts was prepared on the basis of this sequential list. Rural and Urban Colleges were selected for study. Then, the graduates were divided into three broad category of study i.e. B.A., B.Sc. and B.Com. under stratified random sampling. Then under systematic sampling the units were selected on the basis of their gender. Purposive sampling was the most adequate alternate to select the sample of respondents from amongst the over crowded classes. Well framed and tested questionnaire was provided to the respondents in their class rooms. Certain clarifications regarding the filling of questionnaire were given to the respondents which helped a great deal to eliminate the chances of making any wrong answers. However, proper care was taken that while doing so the respondents do not influenced by the personal views, traits and opinion of the researcher. Thus, this study presents a proper blend and synthesis of probability and non-probability sampling.

3.5 PILOT STUDY

A pilot study was conducted to review the questionnaire in terms of its relevance of the study and to verify the suitability of language used in answers, the difficulty level and ambiguity of the questions if any. The primary format was distributed among 100 students of final year of graduation in two Colleges of Rohtak and Jhajjar districts, namely AIJHM College, Rohtak and Vaish Arya Kanya Mahavidaliya, Bahadurgarh which were not a part of the final study.
The detailed comments offered by the subjects in the pilot study helped to improve and rectify the questionnaire. For the convenience of the classification and tabulation, the respondents were asked to tick only one most preferred answer in the final questionnaire. Based on the opinion expressed in the pilot study, question on buying behaviour of youth and the impact of television on the youth and attitude towards women were incorporated in the final questionnaire. The pilot study helped a great deal to incorporate requisite changes in the questionnaire in order to avoid any in-convenience in future.

Thus the suggestions derived from the pilot study were used in drafting the final questionnaire by modifying or rejecting questions and addition of some new ones.

3.6 DATA PROCESSING

The researcher has used the statistical package for the social science (SPSS Version 13.0) for analysing the data. Besides, Excel and MS Word were used for designing charts, tables, graphs and composing the thesis script. For data entry and analysis, the researcher has taken a very rigorous one week training course at IIMC, New Delhi, particularly to learn SPSS. By virtue of this experience the researcher felt that without the knowledge of computer in general and understanding the SPSS in particular, this research study might have not been successfully accomplished. The data cast in the framework of cross-tables to understand the relationship between the independent and the dependent variables. The comparative analysis and interpretation of the data has been done in the terms of percentages. To understand the level of significance between the two variables chi-square statistics is used.
3.7 SOCIOCULTURAL INDICATORS

3.7.1 Culture

Culture means the total accumulation of material objects, ideas, symbols, beliefs, sentiments, values and social forms which are passed on from one generation to another in any given society. Culture is the most essential component of mankind. Several social scientists have tried to understand it.

As mentioned in the book “Television and Indian culture”, Verma discussed Culture is the source of the more-or-less spontaneous actions and reactions of the people and their mode of dealing with objective reality and subjective formations”. Further, Shah’s “Culture is that which is formed, shaped and moulded according to the inherent tendencies and mental outlooks, subject to time, place and circumstances factor which forms the basis of its entire political, social, religious and economic activities and are expressed in the arts, sciences, literature, industry and crafts, which in turn reflect the rise and fall of that nation as and when it advances and derogates from path of progress”.

3.7.2 Sexual Norms

As mentioned in the book ‘Foreign Television and Indian Youth: Changing attitude.’ Sexual norms can prescribe sex related roles. Norms are rules for behaving. Examination of sex norms in Western and Indian societies indicates a clear-cut disparity between the two cultures. In India, sex is a part of marriage; it is not allowed before and outside marriage. In general, strict adherence to this norm has been demanded of women while men are often allowed to get away with greater freedom with regard to this norm.

3.7.3 Lifestyles

Lifestyle variables can be defined in the terms of certain quantifiable psychographics variables defined on the basis of how people spend their time (Activities),
what they consider important in their environment (Interests) and what they as well as the
world around think of them (Opinions).  

3.7.4 Materialism

‘Materialism’ refers to the attachment people have towards (material) possessions. When considering materialism as a personality like traits, it differentiates between person’s identify themselves and others on the basis of the material goods possessed by them. 

3.7.4 Family Norms

Family norms vary greatly on the basis of family, society, gender, region, religion, educational level etc. Family norms refer to the standards of behaviour and rules of conduct expected by the members of the family in their relationships with the other members of the family. Such norms are generally implicit and informal and require no formal codification. 

3.7.6 Level of viewing

The number of hours devoted to viewing television programmes per day determines the level of viewing for this study. The researcher divided the viewers into three categories i.e. Heavy, Moderate and Light viewers, instead of two because the main aim of the study was to compare two extremes i.e. Heavy and Light viewers.

i) Light viewers

The respondents who watch television channels up to two hours per day are considered as Light viewers.
ii) **Moderate viewers**

The respondents who watch television ranging from two to four hours per day are considered as Moderate viewers.

iii) **Heavy viewers**

The respondents who watch television channels for 4 or more than 4 hours per day are considered as Heavy viewer.

### 3.7.7 Youth Definition

i) Formally speaking the youth has been defined divergently by different sociologists. As mentioned in the book ‘Foreign Television and Indian Youth: Changing attitude’ youth has been defined as, ‘The period of youth as the period of transition from childhood to full adult status in the society.’ The youth is not yet fully acknowledged as an adult status, a full member of the society. Rather, he or she is being prepared or is preparing for such adulthood.  

ii) Operational definition of youth is coined for determining the concepts of youth for this study. For the purpose of the study in hand, the researcher has defined as the final year graduate students studying in various streams.

### 3.8 DEMOGRAPHIC PROFILE OF THE STUDY AREA

#### 3.8.1 Profile of Rohtak District

Rohtak is one of the 21 districts of the Haryana State, India. The district headquarter is situated in Rohtak town at a distance of about 72 km from Delhi. The district derives its name from its headquarter town Rohtak earlier known as Rohtashgarh.
Traditionally, it is named after Raja Rohtas son of Raja Harishchandra in whose name the city is said to have built. It is also claimed that town derived its name from the Roherra tree called Rohitak in Sanskrit. It is said that before the town came into existence, it was the site of a forest of Rohitak trees and hence its name Rohtak. The Arya Samaj Movement has become popular in Rohtak in its own way accelerated the desire for reform starting in about 1890 with a mandir in Rohtak.\textsuperscript{11}

**Area & Population**

The district is having an area of 1668.47 square km. Population of the district as per 2011 census is 1058683. The density of population is 466 per sq. km. There are 146 villages and 151 Panchayats in the district. The rural population is 613864 and urban population is 444819. As per 2011 census, rural population constitutes 57.98\% of the total population of the district. The literacy rate of Rohtak district is 74.56\%, of which 84.29\% are male and 63.19\% females.\textsuperscript{12}

3.8.2 **Profile of Jhajjar District**

Jhajjar is also one of the 21 districts of Haryana State, India. Jhajjar district was carved out of Rohtak district on July 15, 1997. The district headquarter is situated in Jhajjar town at a distance of about 65 km from Delhi. The town is said to have been founded by one Chhaju and Chhajunagar was changed to Jhaliar. It is also derived from Jharnaghar, a natural fountain. A third derivation is from Jhajjar a water vessel, because the surface drainage of the country for miles around runs into the town as into a sink. Other towns in the district are Bahadurgarh and Beri.\textsuperscript{13}

**Area and Population**

The district is having an area of 1834 square kms which is 3.77\% of the total area of the state. The total population of the district is 956907 (514303 males and 442604
females) as per the census 2011. Rural population is 74.60% of the total population. Population density is 522 people per sq. Km. Population of Jhajjar town is 48447. The other towns are Bahadurgarh with population of 170426 & Beri with population of 16162. Jhajjar has a sex ratio of 861 females for every 1000 males and literacy rate of 80.8%. In the 2011 National Census, it was found that Jhajjar district has the lowest sex ratio in India of the 0-6 group, with just 774 girls to 1000 boys. Two villages in Jhajjar have extremely low gender ratio: Bahrana and Dimana have gender ratios of 378 girls to 1000 boys and 444 girls to 1000 boys respectively.14

3.9 PROFILE OF M.D. UNIVERSITY, ROHTAK

Maharshi Dayanand University, Rohtak was established in 1976 as a residential University with the objective of promoting higher education and research in the fields of environmental, ecological and life sciences. The University is located at Rohtak in the state of Haryana about 75 km from Delhi. It is well connected both by rail as well as road. Rohtak is the education hub of the State with excellent facilities for education in the fields of knowledge. The University campus spread over an area of over 665.44 acres is well laid with state-of-the-art buildings and magnificent road network and presents a spectacle of harmony in architecture and natural beauty. Presently Maharshi Dayanand University is a teaching-cum-affiliating University with 35 Post Graduate Departments (UTDs), 11 Faculties, one Post Graduate Regional Centre in Rewari. Directorate of Distance Education, 692 affiliated Colleges, one Off-Campus Centre Institute of Law and Management Studies, Gurgaon. Affiliated Colleges include 84 Degree Colleges, 283 Education Colleges, 80 Engineering Colleges, 34 Management Colleges, 4 Law Colleges, 2 B.P.ED/C.P.ED Colleges and 205 D.ED Colleges.15
3.10  PROFILE OF THE COLLEGES UNDER STUDY

3.10.1  Govt. College for women, Rohtak

The G.C.W. Rohtak is one of the oldest and premier institutes of Haryana. It came into existence in the year 1959. Initially it was a Govt. Co-Educational Institute which was later converted to a Govt. Women College, the first in Haryana, with a vision to make it a centre of excellence to fulfil the educational needs of the women of this area. Since then, it is providing value based knowledge and evolving young girls into cultured and responsible citizens.

The institution in its present form started functioning in 1974. At that time it was named Indira Chakraborty College after the name of the wife of the Governor of Haryana, Sh. B.N.Chakraborty. Subsequently the original name Government College for Women was restored to its though it is still popular as I.C.College. At present there are 110 faculty members and about 5000 students getting education in different streams as Humanities, Science and Commerce. The College offers professional courses also like P.G.Diploma in Nutritions & Dietetics, M.Sc (Computer Science), B.Com (Vocational), P.G.D.C.A, B.C.A, B.B.A, Hon’s in Hindi, English, Sanskrit, Physics and Psychology. It has been awarded “Best College Award” by Honourable Education Minister of Haryana in 1997-98. The College has a well equipped library, three computer laboratories, play ground and a gymnasium hall. It also has two girls hostel with approximate 180 seats.16

3.10.2  Pt. Neki Ram Sharma Govt. College, Rohtak

Pt. Neki Ram Sharma Govt. College, Rohtak provides quality education of Graduate and Honours level courses to both boys and girls. This College was established as Govt. Intermediate College in 1924. It was upgraded to Govt. Degree College in 1944. The administrative control of this College was taken over by Maharashi Dayanand
University, Rohtak in July 1980. The College was named as University College, Rohtak.
The Haryana State Government took back the administrative control of this College in April 2006. Now this College is known as Pandit Naki Ram Sharma Government College, Rohtak. The College offers the following courses like B.A, B.Sc, B.Com Pass Course; B.A, B.Sc, B.Com Honours course in English, Hindi, History, Political Science, Geography, Economics, Maths, Chemistry and commerce; B.C.A, B.B.A and Functional English. Adequate hostel facility provided to the girls and boys students. 17

3.10.3 Government College, Meham

Government College, Meham was initially started in 1981 as a private College namely Chaubisee Degree College (Affiliated with Maharishi Dayanand University, Rohtak). The main aim of starting this College was to give education to the rural youth with a view to making them enlightened and responsible citizens. It was taken over by Government of Haryana in 1987 and renamed as Govt. College, Meham. The College has 20 acres of land and it is situated in the heart of Haryana having lush green pollution free campus. The College has administrative Block, 14 class rooms, well furnished Computer Laboratory, Science laboratories and Geography, psychology and Defence Studies Laboratory and courses offered are B.A/B.Com. 18

3.10.4 S.J.K. College, Kalanaur

Sat Jinda Kalyana College, Kalanaur lies in the western part of Rohtak district in Haryana on the Rohtak-Bhiwani road at a distance of twenty two kilometres from Rohtak. This is the only College of higher education between Rohtak and Bhiwani. The College offers Under-Graduate courses in Humanities, Commerce and U.G.C. sponsored add on courses. Mehant Jamna Dass Ji the founder of this institution was a pragmatic visionary, a visualiser of dreams. The College has proved a boon to the poor people who could not
have even dreamt of higher education for their children. Today Kalanaur cannot be imagined without S.J.K. College for it has become a part of the history and culture of this area and lives of the people.19

3.10.5 Saini College, Rohtak

In the world of education Saini Education Society strived with full dedication for the promotion of higher education. In the view of that, Saini College (Co-ED) Rohtak was established in 2001. The College is affiliated with M.D.University, Rohtak. The College has double storey building situated in a pollution free atmosphere near the northern byepass and conveniently approachable from the railway station, local bus-stand and all corners of the city and is equipped with richly stored library, computer lab and all modern educational facilities.20

3.10.6 Gaur Brahman Degree College, Rohtak

Gaur Brahman Degree College, Rohtak was established in 1970 by Gaur Brahman Vidya Pracharini Sabha (Regd.) headed by Late Sh. Pt. Bhagwat Dayal Sharma the first Chief Minister of Haryana. The College is situated at the bank of the ancient holy tank of ‘Gau Karan’ Rohtak. Gaur Barahman Pracharani Sabha (Regd.) has been accredited with selfless services for the development of society through education, preaching and practicing noble value of truth, integrity and hard work. The College proudly runs bachelor courses in arts, commerce, B.Com. (Voc.) and B.B.A. Taking in to consideration, the need of professional and job oriented education in present scenario. Bachelor of computer application was introduced in 1998.21

3.10.7 Government College, Dubaldhan

Government College, Dubaldhan started as a private Degree College in 1973. The foundation stone of the College was laid on April 20, 1973 by the then Union Home
Minister Sh. Uma Shanker Dikshit. The land for the College was donated by the villagers and the College building came up due to the financial contributions by the citizen of the villages like Dubaldhan, Majra, Chimini, Beri and other neighbouring village or also other philanthropists from all over India. The College was taken over by Government of Haryana on January 14, 1980. Thereafter, the College is functioning as a Govt. College.

The College is affiliated to Maharshi Dayanand University, Rohtak. The College offered B.A course.  

3.10.8 Government College, Jhajjar

Government College, Jhajjar affiliated to Maharshi Dayanand University (M.D.U), Rohtak. The College has been imparting education as per curriculum provided by the M.D.University, Rohtak. This institution evolved as an undergraduate College under the faculty of Arts but now it has 18 teaching departments under the faculties of Arts, Science and Commerce.  

3.10.9 Maharaja Agrasen College for Women, Jhajjar

Maharaja Agarsen College for Women, Jhajjar was founded in 1984 by a devoted team of Agarwal Community. It is affiliated to Maharishi Dayanand University, Rohtak. The sincere and dedicated efforts of the founder President Sh. Bishan Sarup Goyal, the then Local M.L.A Sh. Banarsi Dass Balmiki, blessing of the Vice-Chancellor and Government Authorities brought the dreams come true with the establishment of Maharaja Agersen College for Women, Jhajjar in July, 1984. Since its inception, the College has been doing its best to cater to the needs of potential women students of not only the town but also of the surrounding areas whose female population would have remained largely uneducated.
3.10.10 Government College, Dujana

The College was established in the year 1969 as a private College. Govt. College Dujana affiliated to M.D.University, Rohtak. The College has been imparting education as per the curriculum provided by the University. This institution evolved as an undergraduate College under faculty of Arts and Commerce. Majority of the students, study in this College come from Beri, Dujana and nearby villages.
End Notes


2. Ibid. 74.

3. Ibid p.104

4. Ibid p. 105


6. Ibid. 83.


8. Ibid. 178-179.


10. Ibid. 66.


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