CHAPTER - II

METHOD OF STUDY
Research is the response to certain questions of which we can obtain relevant unbiased answers by application of scientific knowledge. The nature of problems in various environments vary significantly, therefore the data for their solutions also vary. This diversity has given rise to markedly different techniques with their own safeguarding rules. Each investigator is supposed to furnish a detailed account of the methodology employed in collecting facts and eliciting relevant information the specific socio-cultural situations in which they were employed and the specific steps which were taken to ensure the maximum reliability in the research project. These facts were carefully considered at the time of survey, carried out during the period of one year (September, 1989 to August, 1990).

The first year of life is crucial in laying the foundation of good health. At this time certain specific biological and psychological needs must be met to ensure the survival and healthy development of the child and future adult hood. One of the vital needs is the nutrition of the mother and infant. Malnutrition today is the most widespread and serious problem affecting children and combined infection it is responsible for the retarded growth and development of even greater number. Infant feeding practices are largely influenced by the knowledge of mothers about
child care, their attitude and beliefs. A woman's education and social class affects her motivation to breast feed, but the way it is affected is different in different parts of the world. In many industrialized countries in the west, breast feeding nowadays is becoming more common among educated and upper class women. On the other hand, in third world countries the educated and upper class women are more likely to feed their infants artificially. An other factor that influences the way a mother feeds her baby is whether she lives in a rural or urban area.

The apparatus and milk necessary for artificial feeding only become available where communication is good. This is the reason why bottles have never reached many of the inaccessible rural areas. Money is also quite essential for artificial feeding. Powdered milk products therefore have never reached areas where there is no money to buy them. The traditional support systems which help to promote breast feeding in rural areas are usually lost when people move into towns, and usually there is nothing equivalent to replace them. So not only are money, formula and feeding-bottles more available, but also breast-feeding-oriented solutions to a young mother's problems are less available in urban area.
The study was conducted at Aligarh district, knowledge and attitude of 1000 women regarding breast feeding was assessed in relation to their education and socio-economic status (Prasad classification). A comparative study was conducted between rural and urban mothers. 500 women were urban and the rest 500 were rural. The urban samples were selected at random from the Paediatrics Outpatient Department (OPD), indoor and well baby clinic of J.N. Medical College, Aligarh. The information from rural mothers was obtained from the rural health centre of Social and Preventive Medicine in Jawan Village, Which is situated at a distance of 20 km. from Aligarh Medical College. In Jawan there is an OPD, ante-natal clinic, Pediatrics OPD and Immunisation clinic. The methodology adopted was personal interview with the mothers of the children upto 36 months of age.

In a situation where a mother had two children up to 36 months the information was collected for both children regarding breast feeding as well as weaning practices. Information about first feeding after birth, time of initiation of breast feeding, knowledge and practices of colostrum intake, time of weaning and time of supplementation in the family, schedule of breast feeding, duration of breast feeding, nature of supplementary food given, method of feeding of milk and knowledge and practice of contraceptive
during breast feeding were collected and recorded on a proforma. Interviews were successfully carried out with the help of doctors and social workers of J.N. Medical College.

**Prasad Classifications:**

Prasad (1970) suggested social classification for use in India. Society is divided in five social classes according to family occupation and per capita income. Social class I comprise of professional workers of high status and people involved in well to do trading and agriculture. Social class II comprise of professional workers of intermediate class and people of intermediate trading and agricultural class. Service class people like clerks and small traders and agriculturist come under social class III. Skilled workers and analogous workers are grouped in social class IV. Finally the social class V includes petty agriculturists, labourers and other unskilled workers.
<table>
<thead>
<tr>
<th>Social class</th>
<th>Family occupation</th>
<th>Per capita monthly income</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>a) Professional workers of high status</td>
<td>Rs. 300 &amp; above.</td>
</tr>
<tr>
<td></td>
<td>b) Well to do trading and agricultural class</td>
<td></td>
</tr>
<tr>
<td>II</td>
<td>a) Professional workers of Intermediate status</td>
<td>Rs. 150 - 299.</td>
</tr>
<tr>
<td></td>
<td>b) Intermediate trading and agricultural class</td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>a) Service class like Clerical workers</td>
<td>Rs. 70 - 149.</td>
</tr>
<tr>
<td></td>
<td>b) Small traders and agriculturists</td>
<td></td>
</tr>
<tr>
<td>IV</td>
<td>a) Skilled workers and analogous workers etc.</td>
<td>Rs. 30 - 69</td>
</tr>
<tr>
<td>V</td>
<td>a) Petty agriculturists, labourers and other unskilled workers.</td>
<td>Below Rs. 30.</td>
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</tbody>
</table>

Now with significant increase in price index the per-capita income is to be multiplied by the latest price index factor 4.89 (1989-90).

After multiplying the per-capita income by the latest price index factor, the modified Prasad's classification will be as following:

<table>
<thead>
<tr>
<th>Social class</th>
<th>Family occupation</th>
<th>Per-capita monthly income</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>a) Professional workers of high status</td>
<td>Rs. 1467 and above.</td>
</tr>
<tr>
<td></td>
<td>b) Well to do trading and agricultural class.</td>
<td></td>
</tr>
<tr>
<td>II</td>
<td>a) Professional workers of intermediate status</td>
<td>Rs. 733 - 1466.</td>
</tr>
<tr>
<td></td>
<td>b) Intermediate trading and agricultural class.</td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>a) Service class like clerical workers</td>
<td>Rs. 342 - 732.</td>
</tr>
<tr>
<td></td>
<td>b) Small traders and agriculturists.</td>
<td></td>
</tr>
<tr>
<td>IV</td>
<td>a) Skilled workers and analogous workers etc.</td>
<td>Rs. 146 - 341.</td>
</tr>
<tr>
<td>V</td>
<td>a) Petty agriculturists, labourers and other skilled workers.</td>
<td>Below Rs. 146.</td>
</tr>
</tbody>
</table>

Economic Survey, Govt. of India, 1989-90.
Techniques employed in data collection

The aim of any science, social or natural, is to provide logical and fundamental techniques by which a body of reliable knowledge can be obtained in order to predict and finally to control a phenomenon in its complex inter-relationships. These aims can be met successfully by following a series of verifiable steps, known as scientific procedure or scientific method. Briefly, these steps can be mentioned as follows:

Formulation of a working hypothesis, observation, collection and recording of data, classification of these data and finally scientific generalisations and formulation of concepts.

Any enquiry if it aims at producing a scientific knowledge will have to follow the scientific procedure. An adherence to the general phases of the scientific procedure has been made in the present study. Besides different types of other methods are also used in social research which have their own applicability, advantages and limitations. The researcher has, therefore, to decide as to what particular method one is going to use. Much of the success of a research depends upon the proper selection of methods, techniques and tools appropriate to the nature of enquiry.
In the present study the following method was found to be appropriate and thus used.

Interview:

A social scientist has an advantage over a natural scientist in the sense that the former can personally talk to his subjects while the latter despite all his instrument of precision, cannot interview his subjects.

P.V. Young regards interview as "a systematic method by which a person enters more or less imaginatively into the life of a comparatively stranger."

Interview is therefore, the most important and widely used method of enquiry in social surveys and research. A successful interview enables the researcher to go beyond the outward behaviour and ascertaining his external observation and to study motivation, emotional responses and social process as these are reflected in the social situations.

F.N. Kerlinger regards "Interview is face to face interpersonal situation in which one person, the interviewer asks a person being interviewed the respondent questions designed to obtain answers pertinent to research problem". In the present study the method of interview has been widely used.

P.V. Young, "Research Method", p. 75.
This has been done through formal and informal talks with the
mothers in individual situation. Interviews may be structured
or non-structured. The former predetermines the order of ques-
tions and to certain extent standardizing responses but in the
latter neither the questions nor the responses are standardised.
The structured interview themselves are of two main types:

**Poll type:** In which the responses of the subjects are limited
to stated alternatives. In this type of interview frequently
the questions deal with various aspects of one topic.

**Open-end:** In which even though the questions and their orders
are predetermined but the questions only raise an issue but
do not provide any structure for the respondent's reply. Thus
in an open-end interview the respondent is given an opportunity
to answer in his own frame of reference and terms.

The non-structured interviews are used for a more intensive
study of social attitudes and are more flexible. They
are of three types: (1) Focussed interviews, are those unstruc-
tured interviews where the main function of the interviewer
is to focus attention upon a given experience and its effects.
(2) Clinical interview is also a kind of focussed interview
but in the latter the questions are focussed in broad underlying
motivations rather than upon the effects of a specific questions.
(3) Non-directive are those unstructured interviews where the
subject is encouraged to express his feelings without directive suggestions or questions.

I wanted to have the data on breast feeding practices, which is dependent upon many past histories related to children hence I used interview methodology. Questionnaire could not be used as the population was largely illiterate. The only method, therefore was, to find out beliefs, attitudes, motivations or past events by interviewing people.

In the present study interview was conducted through the use of an interview schedule, which was used as a guide. Depending upon the exigency of the situation the order of the questions was changed, additional questions were asked and the informant was allowed to go in details. A few questions of Poll type that is the responses of subjects were limited to stated alternatives. The information as collected by detailed interview was checked for greater accuracy in the event of confusion and ambiguity.

The final analysis of the data was performed through a computer at the computer centre of A.M.U., Aligarh.