CHAPTER III
METHODOLOGY

3.1 Introduction

It is a common saying that work well begun is half done. In research, the same can be said this way: work well begun with a good methodology is half done. Research will yield good results only when proper methodology is followed. Keeping this in mind, the scientific research in media study has followed the norms and methods of research employed in social sciences. In order to make this research scientific and accurate, the researcher has pursued this research systematically making use of the methods such as pilot study, sampling design, tools of data collection, pre-testing sources of data and data analysis. Though some of the limitations have occurred during the research, they did not in any way affect the research results and outcome.

The study has followed the methodology of structured scientific questionnaire with participant observation. Over 300 women related to fishing allied activities are covered under the study. The following section will discuss in detail the methodology employed in the research.

3.2 Aims and objectives

3.2.1 Aim of the study

This research aims to study ‘how the women related to fishing allied activities have reach, access, and further utilize the media resources in the coastal areas of Cuddalore District of Tamil Nadu’. The subject is argued by presenting examples and sources from several women related to fishing allied activities. The venture includes participant observation to examine the significance of factors that operate to discover the prominence among them.

3.2.2 Objectives of the study

1. To study the reach and accessibility of media resources among the fisherwomen of Cuddalore district in Tamil Nadu.

2. To reveal the availability of the nature, form and the content of media resources among fisherwomen of Cuddalore district.
3. To determine whether the available media resources have any impact on the
social life, economical condition, political participation, family life, health
condition, knowledge and empowerment of the fisherwomen of Cuddalore
district.

4. To assess to what extent the fisherwomen of Cuddalore district have gained
any knowledge from the media resources for the betterment of their
occupation and living standards.

5. To study the perceptions of the fisherwomen towards the attitude and
approach of main stream media's depiction of fisherwomen.

6. To describe the purpose and utilization of media resources for the better
living standards of fisherwomen who are residing in the fishing region of the
Cuddalore district.

7. To examine and investigate the relationship between the media resources and
nature and development of the entrepreneurship skills, self -esteem,
managerial skills and capacity building of fisherwomen in Cuddalore district.

8. To evaluate whether the media resources disseminate the government
schemes and welfare programmes, to the fisherwomen of the coastal region.

9. To study media and its role in creating awareness on natural calamity and its
impact among the fisherwomen in Cuddalore district.

3.3 Hypotheses

H₁ There exists a significant difference across different age groups with regard
to the access and utilization of media resources on social life, economic
condition, political participation, family life, health condition, knowledge
level and empowerment of fisherwomen.

H₂ There exists a significant difference among different levels of literacy of the
fisherwomen with regard to the access and utilization of media resources on
social life, economic condition, political participation, family life, health
condition knowledge level and empowerment of fisherwomen.
There exists a significant difference across the marital status of the fisherwomen with regard to the access and utilization of media resources on social life, economic condition, political participation, family life, health condition, knowledge level and empowerment of fisherwomen.

There exists a significant difference across different monthly income groups with regard to the access and utilization of media resources on social life, economic condition, political participation, family life, health condition, knowledge level and empowerment of fisherwomen.

There exists a significant difference across the different places of occupation of the fisherwomen with regard to the access and utilization of media resources on social life, economic condition, political participation, family life, health condition, knowledge level and empowerment of fisherwomen.

There can be a significant difference among the number of members in the family with regard to the access and utilization of media resources on social life, economic condition, political participation, family life, health condition, knowledge level and empowerment of fisherwomen.

There exists a significant difference across the different groups of amount investments with regard to the access and utilization of media resources on social life, economic condition, political participation, family life, health condition, knowledge level and empowerment of fisherwomen.

3.4 Theoretical Frame Work

Any social research should follow the established theory by which the hypothesis and the findings are affirmed and discussed at length. As the media of communication is a gigantic and ever growing field, it is worthwhile to follow it up with a relevant theory. There are a good number of theories that could help us explain the thesis further, however the researcher has adapted Development communication theory and Communication and women Empowerment theory that is in more than one way attuned to our analysis and findings. This will make our research relevant and useful.
The researcher has employed the Communication Empowerment theory and the Development Communication theory to investigate into the reach, access and utilization of media resources in empowering fishery women through its content. Researchers base their investigations on particular paradigms that act as their guidelines in carrying out their research (Yin, 1994). This study applied the above two theories that acted as the basis for investigating the journalistic performance of the mainstream media. The underlying fact remains that the media resources intended to supply information to its readers/consumers for development. Hence the research engaged and applied the components of Communication empowerment related to women theory and the Development communication theory. While the components pertaining to empowerment are drawn from the former, the developmental indicators are employed from the later theory.

3.4.1 Communication, Empowerment and Development of Women

One of the serious social problems in India that needs to be addressed urgently is the low status of women. Such low status arises from a number of undesirable social and economic crises resulting from extreme forms of gender inequality, an indicator of low levels of women’s development (Prasad, 2004). Communication and empowerment have been regarded as effective strategies for achieving women’s development. Many scholars opine that more equitable access to the means of mass communication by Indian women will be associated with higher levels of empowerment or self-determination. Such higher levels of empowerment and access to the means of mass communication will in turn lead to higher levels of social development for Indian women.

3.4.2 Empowerment

The word ‘power’ is derived from Latin that means ‘to be able’. ‘Empower’ in turn, means to render a person able by giving power, strength or competence. This way, the term ‘Empowerment’ often has been defined as a process through which people gain control over their own lives and life environment. Lee defines empowerment as an activity that aims to reduce the powerlessness that has been created by negative valuations based on membership in a stigmatized group. It involves identification of the power blocks that contributes to the problem as well as
the development and implementation of specific strategies aimed at either the reduction of the effects from indirect power blocks or the reduction of the operations of direct power blocks (Lee, 1994).

At the outset it can be said that Empowerment is self-determination. The process of empowerment initiated by external change agents is based on a number of principles of empowerment approach. First, as a principle, all forms of oppression are considered destructive. It is believed that oppression promotes fragmentation as opposed to cohesiveness. Second, empowerment approach is based on a holistic vision. That is, while empowerment is understood in a broader perspective rather than pointing to one single issue. Third, the process of empowerment itself is people-centered. Fourth, the process of empowerment should take place in an environment of collective movement towards agreed upon goals and objectives. Fifth, the empowerment process involves changes in language through which feelings, perceptions and emotions are expressed. Sixth, women should be enabled in changing their roles as victims to ones who are in control of their circumstances (Lee, 1994).

3.4.3 Communication and Empowerment of Women

In India women constitute a population of 495.74 million with 360.52 million in the rural areas and 135.22 million in the urban areas (Prasad, 2004). It is observed that the economic development of women has not brought commensurate change in their social development. Women continue to labour under the brunt of oppressive traditions, exploitation, and lack of self-worth or identity and are routinely subjected to violence. Women of new generation, particularly in the post reform era, are facing great challenges wherein they have to reconcile their ‘traditional roots’ to the ‘modern values’ of a global culture. Economic reforms alone cannot transform the social landscape of India, imbuing of new values and progressive action that must be communicated to each and every citizen at an early age if the coming generation are to be empowered. Mass media have been one of the key factors in promoting or obstructing the cause of women’s development and freedom. Scholars like: Ardener (1975), Singhal and Rogers (1989), Kiran Prasad (2004), Hector Luis Diaz and Vijayan Pillai (2004), Geethakutty. P.S. (2004), Meera
Chakravarty (2004), S. Ramachandran (2004), Vibhuti Patel (2004), Waheeda Sultana (2004), Manisha Joshi (2004), and Ramachandran, Subbiah and Ravishankar (2004), and Ehtesham Ahmad Khan and Arif Moin (2013), have elaborately discussed the issue of communication and empowerment of women in various states and communities of India.

According to the theory of Communication and Empowerment of Women it is stated that media can play an important and vital role in women’s empowerment and its development. Today in the rural areas women are suffering from various problems in different fields of life. Media can create an awakening inspiration to achieve their potential as prime source of change in the society we live in.

The research has also taken more support from Communication and empowerment of Women theory. Because today media is considered as an important source in helping women empowered. The relationship of the media and the women is important because whatever image women have in our county is influenced by media. It is thus vital to utilize the media for the improving our country. Media has been regarded as effective strategy for achieving women development. Many scholars such as Prasad, Ehtesham and Arif Moin (2013) opine more equitable access to the means of mass communication by Indian women will be associated with higher levels of empowerment or self-determination.

Communication is fundamental to human behavior and a means of voicing the experiences of people. Effective communication leads to and results from empowerment. Communication is an empowering experience as it brings forth evidence on the issues affecting women and a complete view of their life situation. Social groups, which wield power, use all available channels of communication to disseminate information to others (Ardener, 1975). In this sense, communication is vital for women’s empowerment. Communication attempts to break the voiceless world of women and encourages them to come out of powerless and exploitative environments. Mass media play a significant role in shaping women’s values, attitude, perception and behavior. The Beijing Platform for Action (BPFA) spells out two strategic objectives with regard to women and media that are aimed at promoting women’s empowerment and development: 1) increase the participation
and access of women to expression and decision-making and through the media and new technologies of communication, and 2) promote a balanced and non-stereotyped portrayal of women in the media (Tiongson, 1999). The former helps their behavior change and the latter explains the images of women portrayed in the mass media. This resolution stresses the need for mass communication exposure among women and due consideration of the representation of women’s views and issues and respectful portrayal of women in the media channels that will pave way for their empowerment and development.

A study conducted by Singhal and Rogers (1989) illustrates the effectiveness of mass communication campaigns in promoting the empowerment of women in India. For 18 months the Indian television network “Hum Log” broadcasted a soap opera intended to foster equal status for women and a smaller family size to an audience of 60 million views. An evaluation of the intended effects of the TV campaign revealed that a very high proportion of views reported having developed pro-social attitudes and behaviors as a result of it. Interestingly, 64% agreed that programmes for the welfare of women should be promoted.

In the particular context of this research, the concept empowerment refers to enable the fisherwoman to exercise her right to lead a happy life. It does not just mean educating a handful of women and rewarding them with administrative positions in developmental programmes. It means preparing every woman to actively participate in the decision making process for a better livelihood. Empowerment is an active multi-dimensional process which should enable individuals to realize their full potential in all spheres of life. This power has to be acquired, sustained and exercised.

As a way of conclusion it can be said that more equitable access to the means of mass communication by women will be associated with higher levels of empowerment or self-determination. This type of empowerment and access to the means of mass communication will in turn lead to higher levels of social development for women. Media play a vital.
3.4.4 Development Communication Theory

The main aim of the development communication theory is to place social communication at the service of development of a country or a community. The general assumption of this theory is to show that there is enough scope for dealing with persistence economic and social disparities in the world through proper and scientific use of communication technology. Scholars began to study the role of communication in development in an attempt to figure out how technology and mass media could be used to advance less developed countries. The theory analyses that as the world becomes more connected through communication technology, it is possible to envision a world where communication networks and participatory approaches to development can help benefit from products of human development. Development communication is an educational and empowerment process. It aims at developing social consciousness and personal responsibility towards one’s community or country.

3.4.5 Approaches to Development Communication Theory

Scholarly works have been done in the field of Development Communication for over a decade. However, scholars from various disciplines do not share many common perspectives on how to approach development communication as an academic area of study. This section will explore the main concepts of the theory focusing on the major dominant and alternative perspectives that have had the most influence over time. The section will conclude with the application of the theory for the current research among the women related to fishing industry.

To begin with, Schramm and Lerner (1964) view the issue of development communication from Eurocentric point of view. According to them, by bringing modern technology to developing countries we can open the way to further development. They propose to increase urbanization which would lead to higher rates of literacy, then disseminate information through the media, which leads to political participation and economic growth (Singh, 2002). To be specific Schramm (1964), states that people must be provided with information about national development and why the changes are needed and there must be opportunities for
people to participate in decision-making where leaders can lead and people can
voice their opinions and finally, skills that are needed must be taught.

On the other hand, Smythe (1994) warned against the application of
Western-based models and programmes without accounting for the political
economy of developing nations. He began critiquing theories of communication
development from the political economy perspective.

Naine (2001) propounded the critique of modernization theory. According to
him the development communication theory by Schramm and Lerner paid little
attention to the needs of people at the grassroots level and the disenfranchised. He
wanted that the views and sociological currents of the marginalized people must be
taken into consideration for any development of communication.

Later, Hudson and Parker in 1970-1990 focused on the benefits of
technology due to the increasing flow of information, with a specific emphasis on
socioeconomic gains (Singh, 2002). Interestingly, the latter part of this era was
characterized by a realization that communication development was being stunted
by political and societal barriers as the world order changed drastically during the
late 1980s and throughout the 1990s. Rogers (1993) made a similar assessment of
the political instability prevailing in Third World countries, and stated that “most”
‘development’ efforts had brought further stagnation, polarization of income and
power, high unemployment, over-urbanization, and food shortage in these nations. It
should be noted here that the concept of ‘local participation in development efforts’
was formed in this stage by looking at examples of villages in China and Indonesia.
As a result of transformation taking place around the world this time, the view of
development shifted from one of imposing Western ideas onto underdeveloped
nations to looking at processes of participatory efforts by local people as the key to
achieving social change.

The period from 1990s to the present scenario the emphasis on participatory
approaches towards communication development has been stressed much. Taking
into consideration the explosion of the Internet in global communications and the
rise of satellite radio technology Karin Wilkins speaks on how technological
advances will be used to disseminate information that will be most effective for local
people in producing social change. She argues that power should be the central focus in re-conceptualizing development communication theory and practice, and recognizes how information networks that are interactive may assist the underprivileged gain a voice and access to other individuals and groups who share their point of view on a local, national and international level (Wilkins, 2000).

### 3.4.6 Application of the Development Communication Theory

The theories propounded by Rogers (1993) and Wilkins (2000) are applied in this research of *Reach, Access and Utilization of Media Resources by Women Related to Fishing in Cuddalore District of Tamil Nadu.*

This Development Communication approach embodies multiple levels of entry regarding intervention and communication in order to involve all key figures in the social change process. This approach starts from the bottom-up and establishes open forms of communication based on trust in order to mobilize and organize participants based on common goals for change. These theories also take into consideration the concern over the potential exclusion of the underprivileged from having access to advanced information and communication technologies and the lack of strategic planning being implemented to address this issue. However, there are numerous problems with this method that cannot be ignored. The development communication theory enables us to assess how new communication technology can be effective and widely adopted, by helping equalize access to the vast amounts of information available through networks. This research will express concern over the potential exclusion or inclusion of the underprivileged from having access to advanced information and communication technology in the fishing communities and the need for addressing this issue. Taking the cue from the above explained development communication theories the research will seek to analyze the many problems and issues connected to technological development initiatives in underserved, coastal areas across Cuddalore District.

This Chapter began by presenting an overview of development communication theory to provide a framework in which to discuss the reach, access and utilization of media resources among the women related to fishing in the coastal Cuddalore District of Tamil Nadu. In the final analysis the development
communication theories propounded by Rogers (1993), and Wilkins (2000), have been chosen to be applied for the development of this particular thesis. It is impossible to discuss concepts of media developing without looking at theoretical constructs provided by communication development scholars to understand how information systems and technologies impact the people that utilize them. This analysis appears in the beginning of the research in order to frame the arguments for the research. The broader purpose of communication technology is to enable the sharing of information knowledge, and to promote greater access to resources to ensure survival and to foster development so that people will be empowered to reach their full capacities as human beings.

3.5 Research Methodology

The research has employed survey methodology using structured questionnaire with ‘participant-observation’ when required.

The analysis of the thesis is largely based on primary data, as the interviews constitute the main part of the empirical data. This gives the conclusions a validity which would not have been obtained through the use of secondary data. Despite this validity, it is however important to keep in mind that the primary data is still subject to various forms of interpretations, and is therefore not completely unbiased. As the researcher knew the Regional language, the interviews were conducted by the researcher alone and in any case, no interpreters were employed.

The collected data were analyzed, summarized, and interpreted through qualitative and quantitative methods of data analysis. In the latter case, statistical package for social sciences software was employed to code, compile, and analyze three hundred individuals selected for the study purpose and present the findings in various forms. The former method was used to explain and supplement the numerical data.

3.5.1 Quantitative Content Analysis

The research has used Quantitative Analysis broadly for the most part of the thesis. Generally, quantitative analysis seeks to understand and measure the underlying issues by employing statistical and mathematical systems, measurement and research.
Quantitative research refers to the systematic empirical investigation of social phenomena via statistical, mathematical or computational technique (Lisa, 2008).

Qualitative data from in-depth interviews, informal discussion, participant observation and field notes were transcribed, translated into English and analyzed using a content analysis approach (Berg, 2004). Content analysis involves developing ideas on the information found in various categories; seeking emerging patterns based on the meanings that seem to be conveyed. The data was analysed to understand the women’s view of their business world and the differences between the women’s views.

In this thesis, the process of measurement has been central because this method has provided the fundamental connection between empirical observation and mathematical expression of quantitative relationships. Following this method, the researcher has employed specific and pointed questions and collected samples of numerical data from participants to answer the questions. The researcher has analyzed the data with the help of statistics and diagrams. Hence, most of the findings are unbiased and objective. In this connection, it must be noted that the qualitative research, on the other hand, asks questions and collects word data from the participants. It is said that the researcher looks for themes and describes the information in themes and patterns exclusive to that set of participants.

Qualitative methods produce information only on the particular cases under study, and any more general conclusions are only hypotheses. Although a distinction is commonly drawn between qualitative and quantitative aspects of scientific investigation, it has been argued that the two go hand in hand. Following the quantitative analysis the research using statistical methods started with hypotheses, then with the collection of data, verified it, and subsequently recorded it before the analysis. The qualitative tools helped to analyze the dynamics of gender relations in the communities and record certain historical aspects and life experiences of women related to fishing. Quantitative methods were used to collect quantifiable data such as socio-economic characteristics of the respondents and their reach, access and utilization of media resources. In general qualitative tools were used to capture and understand the complexity of relations and seek differences rather than generalizations.
Therefore, the development of the thesis has included; aims and objectives, theories and hypotheses, development of instruments and methods for measurement, experimental control and checking of variables, collection of empirical data, and modeling and analysis of data.

3.5.2 Criteria for the Selection of Samples

The women related to fishing allied activities have been chosen for the study. The respondents are women in Cuddalore coastal area who are actively involved in fishing related activities. After the devastating Tsunami it was observed that the media has played a tremendous role in the lives and business of these women. Hence, this research approaches these women and inquires as to how media resources have been useful in their social, economic and cultural life in the modern times. In-depth interviews were also conducted as part of the research in order to know the actual situation from their perspectives.

3.5.3 In-depth Interview

Generally, in-depth interview is done at the beginning of a major research project. In-depth interviews allow a fuller understanding of the interviewee’s perspective on the investigated topic with an opportunity to probe or ask follow-up questions (Kvale, 2006; Berg, 2004). For this research the interview approach was personal and mostly conducted in interviewee’s home.

A study of in-depth interview was carried out as part of the research. Instead of using a fully random sample, the in-depth interviews have been done with people who are deliberately chosen to be as different as possible from each other. This in-depth interview was taken to strengthen the reliability and the accuracy of the methodology followed in the research. Also this information and queries have been useful for formulation of the main questionnaire. The research has followed the following procedures in the in-depth interview. First of all, the main area of in-depth interview was; reach, access and utilization of media resource to women related to fishing industry. Secondly, depending on the respondents’ status, questions were asked or slightly modified, and thirdly, the interview was recorded. The respondents are close associates of the women related to fishing industry of Cuddalore. These respondents know the main issues of interest in the study.
3.6 Period of the Study

The data for this study was collected over a period of three years from April 2011-2013 May. During the time of study the researcher was with the fisherwomen on week-ends and during vacations. Several times the researcher went on an exploratory field trip to Cuddalore. During the time of intense research, the researcher got to know the area and had some informal talks with community members and fieldworkers. Furthermore, the author made the logistical arrangements for a longer research stay in the coastal villages of Cuddalore such as accommodation and translation. The researcher also had the opportunity to participate in six meetings within the verification process organized by the local village leaders and NGOs. This substantiated the research with valuable insights into the setting and challenges of the small-scale fishing sector and to get to know local perspectives on the current fisheries policy as well as the on-going media support today.

As this research employed interview schedule, it took a lot of time to collect the data. Field study of this research spanned from April 2011 to May 2013. The research was conducted in three phases:

3.6.1 Phase I: Determining the scope and gathering information

Phase I consisted of learning and become familiar with the villages chosen for the study in Cuddalore and Chidambaram Taluks in Cuddalore district. The researcher got acquainted with CBOs, two Panchayat presidents, and 4 women’s self-help groups (SHG), two from each Taluk. During that time, the researcher attended weekly meetings with women’s groups that were organized by the respective groups. This helped the researcher to understand them better and build a rapport which later helped the researcher to collect the relevant data for the research. The researcher informally chatted and discussed with local people too. In doing so, support and assistance were taken from self-help group members and CBOs.

3.6.2 Phase II: In depth field investigation

After becoming intimate with the community, the researcher started an in-depth field of investigation. The in-depth interviews were done at the house of the
women. A total of four focus-group discussions were conducted during phase II. All the 300 respondents were interviewed.

3.6.3 Phase III: Validation and documentation

The primary findings of the research are analysed by using Statistical Package for Social Science (SPSS) and then interpreted systematically. Frequency, ANOVA Test, Chi-square, Mean – Friedman Test and Correlation coefficient have been used to interpret the data.

3.7 Design of the Study

3.7.1 Study Design

The study employed more of quantitative and less of qualitative analytical method. Quantitative tools were used to collect and analyze quantifiable data. The qualitative approach was used to complement quantitative methods as a way of obtaining ‘insider knowledge” beyond what an ordinary survey could elicit. In this research after having applied quantitative and qualitative analysis, a statistical analysis was also applied with the help of in-depth study. This broad perspective of analysis has enhanced the design of the study making it more accurate and scientific.

3.7.2 Study Area

Two taluks from Cuddalore district was chosen as the area of study for this research. The profile of Cuddalore is given below for the detailed information and know-how of the district.

Cuddalore District (Tamil: கட்டalore மாவணை) is a district of Tamil Nadu state in southern India. The city of Cuddalore is the district headquarters. For the first time, urn burial artifacts were found in the village of Marungur in the district, carrying inscriptions in Tamil Brahmi from the 1st century BCE.

Geography: The district has an area of 3,564 km. It is bound on the north by Viluppuram District, on the east by the Bay of Bengal, on the south by Nagapattinam District, and on the west by Perambalur District.

Economy: In 2006 the Ministry of Panchayati Raj named Cuddalore one of the country’s 250 most backward districts (out of a total of 640). It is one of the six
districts in Tamil Nadu currently receiving funds from the Backward Regions Grant Fund Programme (BRGF)

Demographics: According to the 2011 census Cuddalore district has a population of 2,600,880 roughly equal to the nation of Kuwait or the US state of Nevada. This gives it a ranking of 158th in India (out of a total of 640). The district has a population density of 702 inhabitants per square kilometre (1,820/sq mi). Its population growth rate over the decade 2001-2011 was 13.8%. Cuddalore has a sex ratio of 984 females for every 1000 males, and a literacy rate of the district is 79.04%. The district has a population of 22,85,395 as per the Census of 2001. In Cuddalore District, there are 7 Taluks, 13 Blocks, 5 Municipal units and 18 Town Panchayats.

3.7.3 Urban centers

Cuddalore district consists of the following urban cities: Cuddalore town, Chidambaram town, Panruti town, Virudhachalam town, Neyveli, Vadalur, Nellikuppam, Melpattampakkam, Kattumannarkoil.

Agriculture: With 52% share, the district is the top cashew nut and jack fruit producer in Tamil Nadu. The district has major lignite and the power producing government sector industry known as Neyveli Lignite Corporation (NLC).

The field study was conducted in the coastal villages of two Taluks (Cuddalore and Chidambaram) of Cuddalore district, Tamil Nadu State. Totally there are 84 villages in Cuddalore Taluk and 183 villages in Chidambaram Taluk.

In Cuddalore Taluk, 7 villages namely Akkarai Kori, Rajapettai, Kadalur port, Nallaveedu, Singarathopu, Sothkuppam, Sonamkuppam were covered for this study. According to the 2011 census, the taluk of Cuddalore had a population of 426,017 with 212,878 males and 213,139 females. There were 1001 women for every 1000 men. The taluk had a literacy rate of 74.52. Child population in the age group below 6 was 21,233 Males and 19,770 Females.

In Chidambaram Taluk, 6 villages namely Indira Nagar, Chinna Vaikal, Pudupettai, kalaingar Nagar Kilai and Madavapallam were covered. According to the 2011 census, the taluk of Chidambaram had a population of 469,416 with
236,170 males and 233,246 females. There were 988 women for every 1000 men. The taluk had a literacy rate of 75.15. Child population in the age group below 6 was 23,599 Males and 21,446 Females.

In addition, to these two blocks, visits had also been planned to many of the isolated houses on the beaches. These places had been deliberately selected due to their cultural diversity and multidimensional socio-economic characteristics. Totally, 300 women who are doing fishing allied activities were interviewed as key informants. Apart from this, the researcher had gone to some other villagers in order to gain an insight into the livelihoods of the fisherwomen.

3.7.4 Sample selection, study population and sample size

Cuddalore and Chidambaram Taluks were selected deliberately as geographical locations of the field study. The study population consisted of women (married, unmarried and widows) involved in fishing allied activities in Cuddalore district. Snowball sampling method was applied for the selection of the respondents by the researcher who found it difficult to contact the women at the time of enumeration. Hence, the researcher collected the address and phone number of the respondents through snowball sampling. Accordingly with the contact of one respondent, the rest of the respondents were easily linked as a chain. Each respondent was kind enough to guide me in order to collect the data for this research.

The respondents of this research were drawn from different income and socio-economic groups. Three hundred respondents were targeted for the questionnaire survey. As many as 400 persons were contacted and interviewed. Some of the respondents could not take part fully in this research due to personal and work reasons. Finally 300 questionnaires which were filled fully by the researcher through interview schedule were taken for the study. As this research is based on impact and utilization of media resources, the in-depth interviews were also conducted. Therefore 3 women who are actively involved in creating media programmes were roped.

Three government officials, two Non-Governmental Officials, four media persons and one free-lance writer who are in one way or the other involved in mass
media and empowerment of people are selected for discussion as they influence the policy making on the fish industry and mass media.

3.8 Data Collection

Data was collected using both qualitative and quantitative methods in different phases. Face-to-face questionnaire survey and in-depth interviews were used as the main methods to collect data. Additionally, interviews with key informants, informal discussions and participant observations were also conducted.

In order to achieve the study objectives, mixed research methodology was used to generate data both from primary and secondary sources. Primary data was collected directly from the personal interviews of the women related to fishing allied activities by means of survey questionnaire, in-depth-interview of cases, key informant interview, focus group discussion, and field notes. The questionnaires include various aspects of socio-economic background of the respondents, their education, and business, and family organization, income generating activities, constraints and benefits in relation to media resources.

The questionnaire survey was administered to understand how the media helps the women for better in their fishing allied activities. Respondents’ responses were solicited through multiple choice, numeric open-end and text open-end questions. The survey was used to test the knowledge derived from the literature review in a rigorous manner, and to assess causal relationships.

Secondary data was generated by reviewing the works of scholars, which are both published and unpublished documents. In particular, the Secondary data has taken into consideration the background materials from those areas of research that are linked to the areas of women related to fishing allied activities.

The use of a combination of the above methods has been intended to help improve on the validity of results as well as allowing for data collection for purposes of attaining high levels of completeness.

Taking into consideration of the above analysis a structured questionnaire was administered by the principal researcher to 300 respondents chosen randomly from the fishing community. This type of formal interview was useful mainly for
comparative purposes since all the respondents answered the same set of questions, which supports a comparative analysis of certain variables of relevance to the research.

3.9 Key Informants Interviews

A key Informants Interview guide was used consisting of open-ended questions to elicit response from key individuals at the fish landing sites and in the fishing villages. Opinions were sought from leaders and members of fishing groups, opinion leaders in the communities, government fisheries officers at the district concerned and the community development officers and Local Council Leaders, Representative of the major fish buying companies were interviewed.

3.9.1 Profile of Participants of the In-Depth Interview

Dr. Nammalwar, Chief Scientist-in-charge, CMFRI

Prof. Dr. Nammalwar is an active chief Scientist-in-charge who has served over 35 years in the Central Marine Fisheries Research Institute (Indian Council of Agricultural Research – Government of India). At present he is working as a project leader in Ministry of Earth Sciences, Government of India, Institute for Ocean Management, Anna University, Chennai – 600 0025. He has published 110 research papers and 30 popular articles in the National and International scientific journals. He has participated in many research cruises of the Fishery Survey of India and Department of Ocean Development research ships (FORV Sagar Sampada) in the Bay of Bengal and the Arabian Sea.

Dr. Selvam, Senior Director for Coastal Systems Research

Dr. Selvam is Senior Director for Coastal Systems Research, M S Swaminathan Research Foundation. His field of specialization is Participatory Mangrove Wetland Restoration, Conservation and Management, Integrated Coastal Zone Management, Community adaptive capacity to sea level rise. In 1999 the Ministry of Environment Forests, Government of India formed a three-member Sub-Committee which evaluated mangrove restoration technique developed and demonstrated during 1993-1996 and declared that it is the best mangrove restoration technique available and recommended that State Forest Department should follow it.
to restore degraded mangrove wetlands. The MoEF included this technique and the
Joint Mangrove Management approach in its National Mangrove Action Plan. The
above method and approach was also selected as a successful case study for
presentation in the 5th Ministerial Meeting of the United Nations Forum on Forests
in 2005. He has published 29 papers both in national and international journals.

**Mr. Atul Chandran, News Reporter**

Mr. Atul Chandran has been working in *The Hindu*, English newspaper as a
reporter for the past 9 years. He is popularly known for his spot reporting and
challenging reviews in the above said newspaper. He has done his Masters in
Journalism and Communication in Madras Christian College. He has been writing
regularly in *Down Town* as a special columnist. His contributions through media
channel have been path – breaking, empowering the socially down trodden class.

**Mr. Joe D’ Cruz, Tamil writer, Sahitya Akademi Award winner**

Mr. Joe D’Cruz is a Tamil writer, novelist and documentary film director
from Tamil Nadu. He won the coveted Sahitya Akademi Award in 2013 in Tamil
language category for his novel *Korkai*. Joe D’Cruz was born in Uvari, a coastal
village in Thirunelveli District of Tamil Nadu. He has been working in a shipping
industry for more than two decades after completing his M.Phil, in St. Joseph’s
College, Thiruchirapalli. He has also published his Tamil poetry compilation
*Pulambazhkal* in 2004. His Sahitya Akademi award-winning novel *Korkai* was
originally published in 2009 and prior to that his 2005 novel *Aazhi Soozh Ulagu* was
awarded the Tamil Nadu state government literary award and Tamil Literary Garden
award. He also filmed documentary films such as *Vidiyatha Pozhuthukal* (2008),
*Towards Dawn* (2010). His films are mostly based on sufferings of Tamil fishermen.
He has the credit of writing the dialogue for the popular Tamil cinema *Mariyan*. He
is one of the leading social activists who vehemently opposed Kudankulam nuclear
power project in favour of the fishing community.

**Dr. Vinod, Principal Scientist, CMFRI**

Dr. Vinod is an eminent personality in the field of marine fisheries. At
present he is heading the Central Marine Fisheries Research Institute in Chennai. His
specialization is marine pollution. He has done his PhD in marine biology. He has passed the exam for agriculture research service in 1994. He has published 25 papers both in the national and international journal papers. He has worked in Meghalaya for 10 years in ICAR research complex.

**Mr. Naguveer Prakash, Project Executive Officer, DHAN Foundation**

Mr. Naguveer Prakash has done his B.A in Sociology, and his M.A in Management Labour. He has also done a diploma in Higher Diploma in Software Engineering (HDSE) Nagapattinam District (2009-2014). Presently he is working in Keelaiyur block of Nagapattinam District implementing Coastal Conservation Programme of DHAN Foundation and Kalanjiam Samuga Vanoli 90.8 M.Hz. He is responsible for facilitating and training farmers in promoting farm pond in wetland tail-end river basin, farm interventions and introduction of new variety crops, inland fishing in farm ponds and farm allied activities. He facilitates farmers in Primary Producer Groups & Marketing Groups and guides them in the process of collective decision making and market tie-ups. He was responsible in implementing the European Union supported project in the coastal villages of Keelauyur Block.

**Smt. Rukmani, Women Social Activist**

Smt. Rukmani has been serving the government of India in various capacities from 1981-2007. She has been working for the Integrated Nutrition Project (World Bank Project) for four years. After which she began to serve as the Chief Officer of Child Development Project for six years, and then moved to work as an assistant Director for the Tamil Nadu Corporation for Development of Women for another three years. She has designed and implemented various Self-Help-Groups in Tamil Nadu. She has been the regular Faculty Member in the Anna Institute of Management, Chennai, and active member of State Level Institute for Rural Development (SIRD), Chennai, and also the Chief Executive of *Pudhu Vazvu Thittam* (World Bank Project – ICDC). She has been responsible for organizing and coordinating the leadership teams on village oriented empowerment programs in Tamil Nadu. She has co-authored the Training Manual for Self Help Group (SHG) – Member Training and Panchayat level Federation Members.
Smt. Roja, News Reporter

Smt. Roja is the youngest among those interviewed. At present she is employed as a news producer in Sathyam TV. She has done her B.Sc. in Visual Communication, in Apollo Arts and Science College in the year 2011. After having finished the above studies she joined the University of Madras for an M.A. in Journalism and completed the course in 2013. From then on she joined as a News Producer in Sathyam TV. She has worked as an Assistant Director for the program “NOKIA YOUTH SINGER” & PENGAL NERAM for Raj TV during her internship for a period of one month. Also worked as an Assistant Reporter in Raj TV during the internship for a period of one month. She has also worked as a web-designer in the organization LARCH for a period of six months.

Mr. Selvakumar, News Producer

Mr. Selvakumar has done his M.A., and M.Phil, in Pachayappa college, Chennai and has a his diploma in Journalism and Mass Communication at Madurai Kamaraj University. At present he is a News producer in KALAIGNARTV. He has been working in this field for the past 12 years.

Mr. Karthikeyan, News Reporter

Mr. Karthikeyan is a news producer in KALAIGNAR TV. He has been a critique of Tamil cinemas. He has got five years of experience in KALAIGNAR TV. At present he is working in the All India Radio as a news reporter. He has obtained his M.A., and M.Phil, in Journalism in Pachayappa College, Chennai. Later he qualified in Journalism and Mass Communication at Madurai Kamaraj University.

3.10 Validity and Reliability

The research starts with hypotheses and objectives. In order to ensure its ace validity the questionnaire along with the interview schedule were given to a team of media scientists and their opinions were incorporated in the study. With regard to the reliability of the measurements correlation analyses were done and the results have been reported data analysis and interpretation chapter.
3.11 Limitations of the Study

Fisherwomen have been working since time immemorial in different parts of the world. The current study area is the coastal zone of Cuddalore in Tamil Nadu. Cuddalore has been one of the main coastal areas of Tamil Nadu. The fishing group has been a marginalized and unidentified group both for the government and for the media. The present study is limited to Cuddalore and Chidambaram Taluks. In particular, Cuddalore block has been very much affected by natural calamities such as storms, erosion, cyclones and Tsunami (2004), and the Chidambaram Taluk is the next. Taking into consideration of the limited geographical location of the Taluk for the study, the research is obviously very much narrowed down. It is believed that this attempt will not only empower many fisherwomen but also impel media resources to reach out to these people to bring a great deal of awareness for further development. There is a need to train and equip the fisherwomen to play a large role as entrepreneurs and social beings for which they require capacity development, social status and other support in terms of better media support and government policies in the long run.

As every method has its limitations, the structured questionnaire employed in this research also faced its problems. First of all, many of the respondents were not used to questionnaire method. Secondly, some could not understand the intricacies of the questions used in the study. Finally, a few found that too many questions were confusing. Due to heavy industrialization and liberalization many fisherwomen have been migrating from place to place. This has constrained the study to a considerable extent.

3.12 Pilot Study

To augment the reliability of the structured questionnaire that was used for the main research a prior systematic pilot study was conducted in the coastal areas of Cuddalore from October 12, 2012 to January 14, 2013. This study has been also verified by the reliability statistics method.

After the pilot study was done, the researcher did the pretesting. First, the interview schedule was designed in English and translated into Tamil. After that, the research guide approved the interview schedule by making corrections wherever
needed. The questionnaire was pre-tested with 25 interviewees in Cuddalore Taluks by the researcher. The pre-test allowed to know the time it took to fill out the questionnaires, to check the flow and sequencing of questions. Notes were taken where the respondents found the questions obscure, repetitive or irritating. The questionnaire was then revised accordingly with the prior approval of the guide.