CHAPTER-4
RESEARCH DESIGN AND METHODS

4.1 Introduction

Researchers conducted on within family’s communication in the sub-continent are very few and majority of them were related to clinical health and relationships among family members. There is always a challenge for researcher especially in Indian multicultural family system and varied customs. The Indian culture is sociologically bonded and families do not easily change their customs and traditions for modern adaptability. In the past few decades, however, with migration of people from villages to cities for better prospects in life and education for their children these new settlers adapted with their new environment. The last two decades observed a slow and steady change throughout the urban population in various Indian cities and the mixed culture and tradition transformed into a cosmopolitan culture in big cities and metros. The Indian culture can now broadly classified into rural and urban culture.

Having taken a look at the context of the study, identified its objectives and justified the need for understanding such a study, the researcher now need to put in place the research design and methods of data selection and analysis so that the results of the study are scientifically tenable. The objective of research and the literature citation collectively helped to frame the research methodology and field study design. The ambiguity in method of sampling and the errors arising due to calculations was first targeted and was rectified by subsequently conducting pilot studies. The pilot study and the guidance of experts also helped in framing and sequencing the questionnaire, planning the sampling methods, selecting of respondents from the masses, data collection and interpretation.

To this end, the researcher first need to analyse and critically gaze at the various family and media related research designs and select one or a combination of two most appropriate for the purpose of this study.
4.2 Area of study

City profile- Faridabad was founded in 1607 A.D. by Shaikh Farid, treasurer of Jahangir, with the object of protecting the highway which passed through the town. Shaikh Farid built a fort, a tank and a mosque which are in ruins. Ruler of Ballabgarh made it its head quarter. Erstwhile Gurgaon district was carved to form the 12th district of Haryana on 15th August, 1979.

Faridabad is about 25 kilometres from Delhi in 28° 25' 16" North Latitude and 77° 18' 28" East Longitude. It is bounded by Union Territory of Delhi (National Capital) on its north, Palwal District in the south, Gurgaon district on the west and state of Uttar Pradesh on its east. The river Yamuna separates the district boundary on eastern side with UP State. Delhi-Agra National Highway No. 2 (Shershah Suri Marg) passes through centre of District. There are three railway stations (viz. Faridabad Main, New Town and Ballabgarh) on the Delhi-Mathura triple track broad-gauge line of the Indian Railway.

Faridabad town was selected for the study especially due to its cosmopolitan and non-uniform distribution of population of all classes throughout the city locations. The study was conducted at six locations covering the entire city and used a stratified sample method (n=1515 family members) who were mainly habitant of Faridabad city. They were mainly recruited via personal contacts and in different classes. All participants or representatives are either responsible member or head of family who are given questionnaire in the local language format after the brief introduction and instructions. The family respondents were divided broadly into two age groups 20-40 years (young generation) and above 40 years (adult generation) respectively.

Due to the uneven distribution of population class in each location personal contact of local habitants of each location was helpful in selection of samples. Thus, the selected family groups were known or related to each other in majority of cases. A social media contact was also helpful, as prior introduction and instructions were given along with format of questionnaire to the respondents. This helped respondents to pre-prepare in advance and raise any query before filling-up the questionnaire. The whole process helped in three major advantages-
- Gave ample time to respondents to understand and decide about the information in questionnaire.
- Respondents were relaxed and answered freely once they were introduced and instructed in advance.
- Saved lot of time and possibility of ambiguity in providing information about self and family members as majority of the respondents approached were either known directly or through references of known respondents.

4.3 Selecting the Research Method and Research Design

4.3.1 Selecting the Research Method

The thorough investigation of available literature (published journals, books and articles etc.) on studies conducted (majority in the western countries) on interpersonal family communication and mass media communications researches reveal that different techniques are employed in the designing, collection, and analysis of data generated in different investigation methodologies.

Survey Research- The common element of all survey research is that investigators ask research participants to provide information. This produces what is known as self-report data. Ordinarily survey research involves large numbers of participants. This is because surveys are fairly easy to administer to large samples even if spread out over diverse geographic regions. Survey researchers can use the mail, telephone calls, and internet questionnaires to gather information, making it easy to reach many people. For example, the National Survey of Families and Households (e.g., Bumpass, Martin, & Sweet, 1991) involved interviews of over 13,000 households, producing one of the more intensively analysed data in family science.

There are a number of different data collection methods that are used by survey researchers. Perhaps the most common is the use of self-administered questionnaires. These are paper and pencil measures that are given to respondents to complete and return to the researcher. Questionnaires often contain statements and closed-ended questions that respondents answer with various numerical scales. For example, the Family Assessment Device (Miller, Epstein, Bishop, & Keitner, 1985) contains items to measure
family communication, such as “People come right out and say things instead of hinting at them,” and “We are frank with each other.” Respondents indicate their answer by circling a number on a 5 point scale where 1=never, 2=rarely, 3=often, 4=mostly, 5=Always. This is known as a Likert scale. However, not all questionnaires contain closed-ended questions that are answered on Likert scales. Some might ask family members to respond to open-ended.

This study has used self-administered closed-ended questions as majority of respondents are above the age of 20 years and upper age limit of 70 years. The other benefit of self-administered questionnaires for the present study is that the questions are straightforward, not easily misunderstood by respondents, and when it is desirable to maintain the respondent’s privacy and anonymity. However some of the responses were collected using the social media network with known respondents after briefing the instructions and motive of the questionnaire.

4.3.2 Selecting Research Designs

Regardless of the method a researcher chooses, there are several design issues that must be considered while planning the study. Three major design features that we will discuss in this section are cross-sectional versus longitudinal designs and meta-analysis. Although the longitudinal versus cross-sectional distinction is often thought of as being most applicable to survey research, experiments and content analyses could also be longitudinal in nature in some instances.

A cross-sectional design examines a representative sample, or cross-section, of the population at one point in time. For this reason, cross-sectional studies are very useful for describing the status quo in a segment of the population. For example, large-scale surveys that measure rates of family violence, number of divorced people in the population, and levels of marital satisfaction in husbands and wives are often cross-sectional in nature. Such studies can tell us things like X% of husbands are dissatisfied with their marriages and Y% of wives are dissatisfied with their marriages. For many purposes, this can be useful information. At the same time, however, there are some drawbacks to cross-sectional designs. First, if the phenomenon is one that is actively changing throughout history, the results of a cross-sectional survey might have a limited shelf life. Second, cross-sectional studies are limited in the extent to which they can
provide information on cause-effect relationships, example, Consider two competing models of marital satisfaction and conflict. According to the first model, conflict causes marital dissatisfaction (conflict → dissatisfaction). According to the second model, marital dissatisfaction causes conflict (dissatisfaction → conflict).

Studies on interface interpersonal communication in family system about the influence of media effects are still comparatively rare in communication research. But even if this influence is studied, it is rarely related to the interface conversations within family system on contents and features of media effects. The present study, however, conceptualize interface in interpersonal communication in family system as an outcome variable of media effects and therefore researcher framed the study for large sample population groups (families) that suitably favour cross-sectional study design using survey research method.

4.4. Sampling Procedure

The city was divided into five different locations. The habitants or the families were randomly selected from each part of the city and were asked to fill the questionnaire (one individual/household). The odd and the biased were removed from the data sheet.
Figure-4.1: Municipal map of Faridabad showing five geographical locations and sampling areas in present study-
Table-4.1: Geographical locations of sampling areas within the Faridabad municipal boundary-

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Sampling Areas</th>
<th>Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>North Faridabad</td>
<td>Sarai, Ashoka Enclave, Sector- 34 &amp; 37</td>
</tr>
<tr>
<td>2</td>
<td>East Faridabad</td>
<td>New Faridabad, Sector- 74, 75, 76, 80 &amp; 87</td>
</tr>
<tr>
<td>3</td>
<td>West Faridabad</td>
<td>Surajkund, Navada, Dabua Colony, Sector- 22 &amp; 23</td>
</tr>
<tr>
<td>4</td>
<td>South Faridabad</td>
<td>Ballabgharh, Unchagaon, Sector- 3, 62, 64 &amp; 65</td>
</tr>
<tr>
<td>5</td>
<td>Central Faridabad</td>
<td>Sector- 14, 15, 15A, 16, 16A &amp; 17</td>
</tr>
</tbody>
</table>

**Sampling method**– Cluster sampling method was used for five different geographical locations within the city.

**Sample size**– The overall 1515 responses collected, 1025 family responses were finalized and included in the study. The family respondents were further divided into two age groups 20-40 years (young respondents) and above 40 years (adult respondents).

**Selection of respondents**- The pilot study conducted earlier to verify the authenticity and reliability of the questionnaire and its standardization helped in monitoring the critical evaluation and selection of respondents from mass population of the city.

- Uniformity is maintained to its maximum on basis of socio-economic status, occupation, gender, education and type of family to which respondent belongs.
- Ambiguity and biased respondents were disqualified at the data entry level.
- The qualified respondents are grouped into two age groups to critically evaluate the outcome of the results in whole population study.

**4.5 Data generation through questionnaire**

The literature reviews and surveys have indicated that much of what we know today about families come from survey research and that these data are largely self-reported in nature. In self-report measurement, the researcher simply asks participants to
provide information in response to various questions or agreements with different statements. Family scientists have developed a multitude of different self-report instruments for assessing various family-related variables. Instruments such as questionnaires are very popular in family research because they can be completed with relative ease and can rapidly provide useful information on variables that are sometimes difficult or impossible to actually observe.

Noller and Feeney (2004) identified many useful qualities of self-report data in family communication research. First, they are useful for collecting information about family communication across time and situations. Noller and Feeney (2004) noted that self-reports are also useful for gathering information on behaviours that are unlikely to be elicited in a laboratory setting. Marital violence, withdrawal, and sexually oriented nonverbal behaviours are unlikely to occur in a laboratory. Nevertheless, they could have a substantial impact on the quality of a relationship. The only sensible recourse for scientists interested in studying these behaviours is to simply ask people about their occurrence and their feelings. We might add to Noller and Feeney’s list the fact that self-reports are also useful for measuring people’s attitudes about family members and family communication, because these are otherwise not directly observable. For example, measurement of marital satisfaction is essentially an attitude towards, or evaluation of, one’s marriage. Although it might have observable behavioural manifestations, the evaluation itself can really only be measured through self-report.

Just as there is obvious utility in self-report data, there are a number of limitations to self-report data that are often discussed in the research literature. For example, social desirability is a problem when people purposely distort the truth in order to present themselves in a positive light.

The most important and critical part in the research process is evaluation and interpretation of the data. The information is generated for analysis. The present study collected the data through self-reported questionnaire received from 1515 respondents. However, after preparing the data-sheet, 490 respondents were disqualified from the list due to various reasons. The list of selected respondents were tabulated into two categories of age group of the respondents- (i) 510 respondents in young generation of 20-40 years and (ii) 515 respondents in adult generation of above 40 years (but less than 70 years).
The questionnaire was prepared after the pilot study on interface family communication on mass media issues and was finalized after verification of experts in relevant field. The questionnaire fulfilled following objectives-

- To study the responses for research framed questions in both age group respondents.
- To maintain the authenticity, reliability and proper sequence of framed questions.
- The study the response of each question for analysis and interpretation.

4.5.1 The questionnaire

The purpose of research is to gather the responses in enthusiastic and unstressed environment with maximum participation of respondents. Therefore, the respondents were informed, introduced and instructed in advance. The respondents were either known or selected through the respondent’s references that helped in saving a lot of time.

The self-reported questionnaire from the respondents was sequenced to maintain the interest of the respondents throughout and was prepared in local language for better clarification. The questions were administered in simplified and lucid form to minimize the biased responses. The researcher was gathering information of family members therefore, the respondents choices in Indian family system was mainly among – Husband, wife, mother, father, son, daughter, brother or sister. Since, the minimum age of respondents is 20 years for eligibility to qualify for self-reporting also, at this age they are matured enough and could easily answer the responses fairly with ease.

Question-1 to 7 – These questions deals with the general information of respondents like- name, age, academic qualification, occupation, economic status, family system (nuclear or joint) and relationship with the family head. The general information helps in categorizing respondents into groups (e.g. age, socio-economic status etc.). The grouping of respondents reduces the sampling errors and biases in the self-reported survey researches and helps in better evaluation of population studies.
Question-8 to 15 – These questions inform its acquaintances with various mass media sources at home like – newspapers, magazines, televisions, radios, landline telephones, mobile phones, computers or laptops and internet/broadband connections. The respondents or family households in today's scenario use more than one source of mass media because there is a wide choice of media in Indian family system and often there are single person using more than one source. This also varies with the economic condition, media penetration and choices in family members.

Question-16 to 20 – These questions inquires about the interest in print media of the respondents and their acceptance in their own families. The information is received in the form of number of newspaper regularly or irregularly read with the choice of preferences and daily average time spent in reading during working days and on holidays. The researcher is also interested in the best three preferences of choice in the news articles always read and admired by the respondent. The motto behind these questions is to gather the information to evaluate the newspaper reading interest in two age groups or understand reading habits to that of social trends and processes that affect reading habits in representatives of two generations age groups.

Question-21 to 25- Similarly, the reading interest of family representatives in magazines was collected through question 21 to 25. The information received was in form of number of magazines regularly or irregularly read with choice of preferences and daily average time spent in reading during working days and on holidays. The researcher is also interested in the best three preferences of choice in the magazines articles always read and admired by the respondent.

Question-26 to 28- These questions gave information about the television viewing habits in the two age groups of family respondents. The information about how much daily time is spent on weekdays and holidays and the favourite program or content that fascinates the respondents. The study will be
helpful in evaluation and analysis of responses of the two age groups or
generations for their attitude and behaviour towards new media mode of
communications. Television is one of the most popular mass media
source in Indian households. Its acceptance in the two age groups is
enormous. The study further explores the choice of contents mostly
viewed by Indian households.

Question-29 to 31- These questions gave information about the radio listening habits in
the two age groups of family respondents. The information about how
much time is spent daily on weekdays and on holidays and the favourite
programs or contents that fascinate the respondents. The study will be
helpful in evaluation and analysis of responses of the two age groups or
generations for their attitude and behaviour towards this old media mode
of communications. Radio listening was one of the most popular media
source in Indian household three decades ago but today the dominance of
various new mass media communication sources radio is struggling to
find its respectable space in Indian households.

Question-32 to 33- These questions give information about how often the family trips to
theatre and watch their favourite movie or film. The sociological impact
of films in Indian societies is enormous and finds place and time for
interface interpersonal communication in family system. The family
representative respondents of two age groups answer how often they visit
cinema theatres to watch and the type of movie by choice they prefer to
view. The study will be helpful in evaluation and analysis of responses of
the two age groups or generations for their attitude and behaviour
towards movie watching.

Question-34 to 41- These questions gave information about how much time and space the
respondents gave in communicating on landline telephone, mobile
phones, computers and on internet daily and on holidays. The popularity
of these modes of communications has grown to new heights in the last
decade. The new media sources have virtually dominated among the
family members and are the new status symbol to young generation. The present study penetrates deep into the responses to explore the reasons of vast acceptance of the new media sources in interpersonal communication in Indian family system. The sociological change in Indian families is observed in the past decade and is due to mobile phones and internet use which cannot be overruled. Today, these new media tools have eventually occupied important place and time in interface interpersonal communication in our family system.

Question-42 to 44- These questions gave information about the use of social media habits in the two age groups of family respondents. The information about how much time is spent daily on weekdays and on holidays. Social media platforms enable to create and engage people online. Growing by attraction, these new media mass communication source connect greater numbers of like-minded people who share opinions, ideas, and information of interest with one another. The networks that evolve on social media platforms like Facebook, Twitter, LinkedIn, You tube and Google Plus might include audiences with various professions and occupations and fulfil the business and services of interest. Opinions, ideas, and information can be embedded directly on Facebook, or shared as a link on Twitter, LinkedIn, You tube, and Google Plus and in an email.

Social Media adoption among internet users in India is around 84% today. This translates to around 110 million social network users in India. Out of the total online population of internet users in India around 52% males and 48% females use social networking sites in India. However it may be noted that social networking usage is still an urban phenomenon with around 84% of these social users coming from an urban and semi-urban background in India. Social media adoption rates also depend upon device usage in India. India currently has high penetration rates for high end feature phones and smartphones/tablets etc. and this is resulting in a
positive impact on the growth of social networking site users in India. The social media users demographics are skewed in the favour of “young and urban youths”. India is a country of youth on an average (with around 65% of its populace in the age group of 16 to 44 years). These youngsters are active on internet and one of their past times is connecting with friends through social networking sites. However, off late research indicates a “fatigue” or inertia towards such sites creeping in among these users. (*Sources-Internet*-9)

The study will be helpful in evaluation and analysis of responses of the two age groups or generations for their attitude and behaviour towards this social media mode of communications. The statistics show the popularity of social media especially among the youth population the study focuses the penetration rate of social media in Indian household and dominating in interpersonal communication in family system whereas the other mass media communication sources are struggling to find its respectable space in Indian household.

**Question-45 to 47-** These questions gave information about the respondent’s choice to communicate with his family members while he/she takes advice, crack jokes or share his feelings. The complex behaviour and mind of human could not remain isolated for long time and it wants to share happiness, frustration, fear, pain and joy every moment with others, thus, they need to communicate with someone they trust and admire. In family system the purpose of interface interpersonal communication is freely shared among the family members because they are closely related and share thoughts. Communication is the process of exchanging information. Information is conveyed as words, tone of voice, facial expressions and body language. According to A. Barbour, author of *Louder than Words: Nonverbal Communication*, words account for 7 percent of the information communicated. Vocal tone accounts for 55 percent and body
language accounts for 38 percent. Communication is a key component in developing positive and supportive relationships.

Interface interpersonal communication is a two-way communication thus, when two people interact, one is the sender of message and other is the receiver. The message effectively communicated is indicated by feedback or responses by change in receivers (his or her) behaviour (e.g. makes a verbal response, initiates an action, uses facial expression or body language to indicate understanding). Whereas mass communication refers to communication from one source to many receivers who may be scattered throughout the world. Newspaper, magazine, radio, television, and film are the major mass media.

Another key characteristic of mass communication in relation to other forms of communication is its lack of sensory richness. In short, mass communication draws on fewer sensory channels than face-to-face communication. Example- smell, taste, and touch can add context to a conversation and expressions, our interaction with mass media messages rely almost exclusively on sight and sound. Because of this lack of immediacy, mass media messages are also typically more impersonal than face-to-face messages. Actually being in the audience while a musician is performing is different from watching or listening at home. Also, mass media messages involve less interactivity and more delayed feedback than face-to-face messages. The majority of messages sent through mass media channels are one way. We could send messages to the producer of the show and hope our feedback is received.

The interface interpersonal communication for sharing thoughts, feelings and gossiping within family system among the family member in Indian culture and tradition is freely practiced. The present study tried to gather this close intimacy behaviour of its respondents in these questions. The closeness of respondents to their family members and the relationship
they establish during sharing of personal thoughts, feelings and gossiping was studied, evaluated and interpreted.

Question-48 to 50- Since communication is a key component in developing positive and supportive relationships and the interface interpersonal communication is a two-way communication, it is obvious that other family members (other than respondent) trust and are closely related to you and often share happiness, frustration, fear, pain and joy moments with you. The interface interpersonal communication for sharing thoughts, feelings and gossiping within family system among the family member in Indian culture and tradition is a two-way practice. The present study gather this close intimacy behaviour of other family members who often share personal thoughts, feelings and gossipings with the respondents in these questions. The closeness of relation of other family members with respondents established during sharing of personal thoughts, feelings and gossiping was studied, evaluated and interpreted.

Question-51 to 57- Media content is a day-to-day conversation between the family members. Whosoever receives any news from any mass media source becomes topic of discussion in living room or dinner table with their beloved and trusted family members. The interface interpersonal communication on mass media communication sources was studied in Indian family system. The responses of the participants was measured on the Likert scale when they face-to-face discuss media issues with other family members. Since the various issues of media highly influence the families and discussion varies from member to member on the topic of interest of respondents, a bilateral discussion often takes place with the concerned family member. However, among all the members in family majority of discussion takes place with those who are closest. The preference of choice of closest member(s) to the respondents for interpersonal communication on media issues on various sources like-
newspapers, magazines, radios/mobile radios, TV, computer-internet, movie or social media was measured, evaluated and interpreted.

Question-58 - As mentioned in previous paragraph, media contents is, day-to-day conversation between the family members. When one receives any news of interest from any mass media source he/she immediately discuss with their beloved and trusted family members. The inclination of media topic in the respondent and his/her interface interpersonal communication on the topic of interest with other family members in the Indian family system was studied and evaluated.

Question-59 - Similarly, media contents and issues are equally important and generate curiosity in other family members. Other family members share their topic of interest with respondent. When one receives any news of interest from any mass media source he/she immediately discuss with their beloved and trusted family members. The inclination of media topic in the respondent and his/her interface interpersonal communication on the topic of interest with other family members in the Indian family system was studied and evaluated.

4.5.2 Chi square test

A chi-square test is a statistical test commonly used for testing independence and goodness of fit. Testing independence determines whether two or more observations across two populations are dependent on each other (that is, whether one variable helps to estimate the other). It measures the association between two variables A and B which are cross tabulated into a contingency table of observed frequency with \( r \) rows and \( c \) columns, giving \((r \times c)\) cells. Each cell shows the frequency of co-occurrence of data pairs that falls into the particular category defined by row and column heading. This test is used when population is categorized in two different ways. For example, in present study the researcher has categorized respondent in two age groups to evaluate their level of agreement on various questions. The question then is whether these two attributes are independent in a probabilistic sense. The null hypothesis for this test is that the two
attributes are independent. Therefore; statistically significant results are those that indicate some sort of dependence.

The test statistics for a chi square test is given as follows:

\[ \chi^2 = \frac{\sum (O - E)^2}{E} \]

Where, O equals the observed frequency and E the expected frequency. The Chi square test is applied on the questionnaires using SPSS software.

4.5.3 Data processing, Tabulation and Analysis

After collecting data, it has been processed and analysed. The data processing steps followed are:

1. Checking and editing.
2. Coding and classification of data.
3. Summarising the data in tabular form.
4. Analysing facts so as to bring out their salient features.
5. Interpreting the results and converting data into statements.
6. Writing or representing the report (findings and conclusions).

4.5.3.1. Checking and editing of data

Information gathered during the stage of data collection was checked. Editing is done to assure that data are accurate for proper coding.

4.5.3.2. Coding and classification of data

After checking and editing coding has been done by translating answers into numerical values or assigning numbers. Coding is necessary for efficient analysis and through it several responses may be reduced to a small number of classes which contain vital information required for drawing inferences.

Classification of data refers to a process of arranging data in groups or classes based on similar characteristics. The data classified by the researcher was primarily into male/female and urban/rural.
4.5.3.3. **Summarising the data in tabular form**

This step ensures that the information is summarized and displayed the same in the compact tabular form for further statistical analysis. Researcher has tabulated data to analyse for statistical interpretation.

**Analysing facts so as to bring out their salient features** - Analysis of data requires a number of closely related operations such as establishment of categories, the application of these categories to raw data through coding, tabulation and then drawing statistical inferences. Researcher has classified the raw data into purposeful and usable categories based on computation of various well defined statistical formulae. Researcher has used SPSS software for various statistical calculations using chi square test.

**Interpreting the results and converting data into statements** - Interpretation is the device through which the factors that seem to explain what has been observed in the course of the study can be better understood and it also provides a theoretical conception which can serve as a guide for further research. Researcher has done analytical interpretation of the study.

**Writing or representing the report (findings and conclusions)** - Research report is a major component of their search study for the research remains incomplete till the report has been presented and or written. The purpose of research is not well served unless the findings are not made known to others. Researcher has put findings and conclusions based on the data interpretation and analysis.

### 4.6 Modern Techniques of Research Survey

Computers are widely used for various research purposes and have become one of the most important research tools in modern times. A software package like SPSS is used by researcher for various simple and complicated analytical and a quantitative technique of which researcher has made use of. Results obtained are generally correct and reliable with charts and graphs.
4.7 Ethical Consideration in Research

Researcher has kept in mind while doing research on the institutions to keep the data, information and reports confidential. Based on the Belmont report (1974) summarizes three basic ethical principles relevant to research involving human subjects.

1. Respect for person,
2. Beneficence Justice and
3. Confidentiality

Researcher is fair in not to share the personal responses made by the respondents to others respondents.

4.8. Epilogue

The survey done is based on questionnaires and sampling is done on 1515 family representatives (respondents) at various locations in the Faridabad city area. The questionnaire was in the form of hard copy. The best place where respondents could be located is the residential colonies located at various pockets all over the city. Weekend and holidays are best suited to respondents. However, social gatherings and family functions were also utilized for survey studies. Many respondents showed great enthusiasm in participation of studies and recommended many others known to them to cooperate in research survey. Many respondents appreciated the questions in the questionnaire. At few places the questionnaire was run out of availability due to more participants in the survey. The respondents requested to provide additional hard copies of questionnaire for those who couldn’t participate, although, the researcher strictly maintained the ethical principle for not disclosing the entered facts of others, however, the researcher ensured to survey all the unattained persons recommended by the respondents.