CHAPTER 3

METHODOLOGY

This chapter explains the methodology adopted in this research work which provides a detailed account of the sample selected and the modus operandi.

The whole process adopted in this research work has been explained in the form of a flow chart, which is presented in the next page.

This study has been carried out on the basis of seven major stages, which are listed below:-

I stage : A pilot project was conducted after preliminary study

II stage : Objectives, hypotheses were framed and sample was selected.

III stage : Questionnaires were designed

IV stage : Data was collected

V stage : The data was analysed.

VI stage : Inference and findings were drawn

VII stage : Recommendations were proposed which was followed by the concluding remarks.
3.1 THE PROCESS INVOLVED IN CARRYING OUT THIS RESEARCH WORK

Figure 1

Flow chart

Preliminary questionnaire

Pilot study

Objectives were formulated

Hypotheses were framed

25 sections of Chennai were selected

Questionnaire Were redesigned

25 Cyber cafes were selected

Users

Parents

Cyber café Supervisors

Data collected

Analysis of the data

Using Map Info

Using SPSS

Using Fuzzy Decision Maker

GIS of cyber cafes was generated

Tables and other Figures were generated

Hypotheses tested using chi-square

Decision chart on search engines was evolved

Inferences and Findings

Recommendations and concluding remarks

Byproducts
3.2 SAMPLE OF CYBER CAFES

The above map shows the 155 wards of Chennai City. The samples of the cyber cafes were selected by adopting random sampling method. Twenty-five wards were selected from the map and one cyber cafe was selected from each ward for this study. All the maps included in this thesis were created using Map Info. If a particular ward in the map is selected and activated, the details of that ward such as ward number, name of the ward. The number of population will be displayed as shown in the output.
The above map presents the study area, which indicates the twenty five wards selected for this study. The names and the ward numbers are indicated in the map.
Table 1
Sample of the study

<table>
<thead>
<tr>
<th></th>
<th>25</th>
<th>81.3% (305)</th>
<th>18.7% (70)</th>
<th>81.6% (102)</th>
<th>18.4% (23)</th>
<th>25</th>
<th>25</th>
<th>25</th>
<th>25</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>25</td>
<td>375</td>
<td>125</td>
<td>25</td>
<td>25</td>
<td></td>
<td></td>
<td>50</td>
<td></td>
</tr>
</tbody>
</table>

*Parents of five users from each cyber cafe.

# Two ladies colleges

3.3 SAMPLE OF THE STUDY

The sample of the study involves four categories, namely users of cyber cafes, their parents, supervisors of cyber cafes and female non-users of cyber cafe. In each cyber cafes data was collected from fifteen (15) users. The survey was conducted using questionnaire method, which was designed so as to fulfill the objectives, and to test the hypotheses formulated in this study. The total sample of cyber café users constitutes three seventy five (375).

The parents of the sample users were also contacted for getting information. The parent sample constitutes one twenty five (125), which comprises of the parents of five sample users, from each cyber café, who were available and willing to provide information.
The supervisors of the twenty-five (25) cyber cafes were also constitutes the sample of this study.

Two women's college in Chennai City was visited and the researcher interviewed them personally to find out the reason for not visiting cyber cafes.

3.4 LIMITATION

The number of sample users from each cyber cafe, was limited to fifteen (15), since most of the users were reluctant to provide information. Moreover, usually the cyber cafes were heavily used only in the evenings, because the users attend their business in the mornings. And this has led to the time constraint in the collection of data.

Similarly contacting the parents of all the three seventy five (375) users was quite impossible, hence only parents of five (5) users, of each cyber cafe were approached. The selection of parents was done only on the basis of their availability and willingness to provide information.

The researcher was able to collect data from only 50 girl students, who are non-users of cyber cafe from the two colleges, because the girls were very hesitant to respond to the queries.
3.5 HYPOTHESES

The present study involves testing of the following hypotheses:-

3.5.1 Educational qualification Vs Awareness of cyber law

\[ H_0 : \] Educational qualification of the users of cyber cafe and their awareness about cyber laws are not related to each other.

\[ H_1 : \] Educational qualification of the users of cyber cafe and their awareness about cyber laws are related to each other.

3.5.2 Educational qualification Vs Finding job opportunities

\[ H_0 : \] Educational qualification of the cyber cafe users and finding job opportunities through on-line are not related to each other.

\[ H_1 : \] Educational qualification of the cyber cafe users and finding job opportunities through on-line are related to each other.

3.5.3 Formal computer education Vs Success rate

\[ H_0 : \] Formal computer education of the users and the success rate of getting relevant information from Internet are not associated with each other.

\[ H_1 : \] Formal computer education of the users and the success rate of getting relevant information from Internet are associated with each other.
3.5.4 Formal computer education Vs Search engine

H₀ : Formal computer education and awareness about search engines are not correlated with each other.

H₁ : Formal computer education and awareness about search engines are correlated with each other.

3.5.5 Success rate Vs Familiarity of Search engine

H₀ : Success rate of retrieving relevant information by the users and the familiarity of search engines are not correlated to each other.

H₁ : Success rate of retrieving relevant information by the users and the familiarity of search engines are correlated to each other.

3.5.6 Success rate Vs Duration of using Internet

H₀ : Success rate of getting relevant information and the duration of using Internet are not related with each other.

H₁ : Success rate of getting relevant information and the duration of using Internet are related with each other.
3.5.7 Parent’s educational qualification Vs Awareness of pornographic sites

H₀ : Educational qualification of parents and their awareness of pornographic sites are not related with each other.

H₁ : Educational qualification of parents and their awareness of pornographic sites are related with each other.

3.5.8 Counseling of parents Vs Viewing pornographic sites

H₀ : Awareness of pornography and counseling of parents regarding the viewing of pornographic sites by their siblings are not related with each other.

H₁ : Awareness of pornography and counseling of parents regarding the viewing of pornographic sites by their siblings are related with each other.

3.5.9 Amount collected Vs The Number of users

H₀ : The amount collected for surfing the Internet and the number of users are not related with each other.

H₁ : The amount collected for surfing the Internet and the number of users are related with each other.
3.6 DATA COLLECTION

Questionnaire 1 was used for collecting data from the users of cyber cafes, which consists of 28 questions. They are grouped under certain categories, which are listed below:

1. Demographic data
2. Purpose of using Internet
3. Use and awareness of the specific features of Internet
4. Use of e-mail and chat
5. Awareness of cyber law
6. Place of using Internet
7. Duration of using Internet
8. Search technique
9. Success rate
10. Money spent by the users
11. Personal factors
12. Impact of Internet
**Questionnaire 2** was used to collect data from the parents of users of cyber cafes, which consists of 10 questions, which are categorised under the following aspects:

1. Demographic data
2. Use of Internet by parents
3. Awareness of cyber law
4. Awareness of objectionable sites
5. Involvement of parents in their children’s use of Internet
6. Opinion of the parents about the usefulness of Internet

**Questionnaire 3** was used to collect data from the cyber cafe supervisors, which consists of 11 questions. These questions are categorised under following aspects:

1. Location of cyber cafe
2. Infrastructure and financial aspect
3. Awareness of cyber law
4. Prevention of misuse of Internet

**Questionnaire 4** consists of only 3 questions. Only the female non-users of cyber cafe were selected and they were asked to specify the reason.

All these four sample questionnaires were included in Annexure 1, Annexure 2, Annexure 3 and Annexure 4 respectively.
3.7 **TOOLS USED TO ANALYSE THE DATA**

Map Info Software was used to create GIS (Geographical Information System) of cyber cafes. Interpolation method was used to identify the highly concentrated area. Further maps showing wards of Chennai, study area, density of cyber cafes and details of cyber café etc., were generated. Which are included in the study.

SPSS was used to derive tables, bar diagram, pie charts etc., to test the hypotheses framed in the study with chi-square formula.

Fuzzy Decision Maker was used to decide the satisfaction level of the users about the search engines and to identify the most preferred group among the various search engines.

3.8 **ANALYSIS OF THE DATA**

The data was tabulated and analysed by using the above tools. The analysis part of the thesis consists of Maps, tables, pie charts, bar diagrams and other figures, which are followed by descriptions.