CHAPTER – III

RESEARCH METHODS

3.1 Introduction

The world is witnessing a remarkable shift of human settlements to the cities and townships on account of urbanization and industrialization processes. In India, about 65% of the population remains in the rural areas since Indian society is basically agrarian by nature. But, the economic base of the country has already shifted to urban centres. The policy makers in urban areas must cope with the increasing population and provide them basic amenities and infrastructural facilities. Urban governance has become a challenging task. The 74th Constitutional Amendment Act assumes great significance from the point of view of decentralize governance in the urban areas. The traditional and new media are also required to enrich the process of governance in the urban areas. The present study was carried out in the Karnataka state to assess the media habits and information level of elected city corporators which assumes significance in modern times. This chapter enumerates the hypotheses of the study, study variables, study sample, research design, pilot study, primary data collection, secondary data collection, computation of data, statistical analysis and operational definitions of the terms used in the study.

3.2 Hypotheses of the Study

The investigation was carried out on the basis of the following set of null hypotheses:

**H1.** The city corporators in Karnataka state have not gained adequate communications media exposure.

**H2.** The city corporators of Karnataka state have not cultivated a positive attitude towards communications media.

**H3.** The information level of the city corporators in Karnataka state has increased about urban governance and development through traditional and new media exposure.

**H4.** The traditional and new media services have satisfied the needs of the city corporators for effective delivery of services in Karnataka state.
3.3 Study Variables

Keeping the above hypotheses in view, the following variables were selected for the present study on the basis of review of literature and discussion with subject experts.

3.3.1 Independent Variables

1. Gender
2. Age
3. Education
4. Professional Status
5. Income

3.3.2 Dependent Variables

a. Professional Background of City Corporators
b. Communication Media Exposure of City Corporators
c. Dependency on Communication Media among City Corporators
d. Uses of Communication Media
e. Gratifications of Communication Media

3.4 Study Sample

Table 3.4.1. Distribution of Study Area and Sample

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Name of the Area</th>
<th>No of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Mysore (Mysore and Mangalore)</td>
<td>125</td>
</tr>
<tr>
<td>02</td>
<td>Belgaum (Davanagere, Hubli-Dharwad and Belgaum)</td>
<td>166</td>
</tr>
<tr>
<td>03</td>
<td>Bangalore</td>
<td>198</td>
</tr>
<tr>
<td>04</td>
<td>Gulbarga</td>
<td>55</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>N=544</td>
</tr>
</tbody>
</table>

n = 544
Figure 3.4.1: Distribution of study area and sample

About 544 respondents were selected from all the four important regions namely – Mysore, Belgaum, Bangalore and Gulbarga respectively for primary data collection. The city corporators of these four revenue divisions were approached for the purpose of primary data collection. The city corporators of Mysore (125), Belgaum (166), Bangalore (198) and Gulbarga (55) were administered interview schedule by the researcher for primary data collection. Additional information was gathered through informal discussions with the respondents and other stakeholders of local governance.

3.5 Research Design

The major objective of the present study was to understand the role of various communications media in equipping the city corporators with relevant information for their enhanced performance in day to day operations. The media habits and information level of the city corporator was also assessed by the researcher on the basis of certain criteria. The present study was planned and conducted in three stages. In the first stage, a pilot study was conducted which included designing a questionnaire which was iteratively developed in order to examine the feasibility and appropriateness of the tools and procedures of the study. In the second stage, interview schedules were developed and the questionnaires were distributed in order to collect authentic primary data from the city corporators. In the third stage, appropriate scientific statistical analysis procedures were followed to ensure systematic data analysis and
interpretation. Overall, the present study approached the problem through a systematic survey method which fits into the context of the present investigation.

3.5.1 Method of Study

Primary data were collected through structured, organized and standardized interview schedules which were administered to the city corporators of four important revenue divisions of Karnataka State. About 544 respondents were approached for the purpose of primary data collection.

3.5.2 Pre-Test

Before administering the interview schedule to the final respondents of the study, a pre-test was conducted in the Madikeri, a non-sample area. Some city corporators were invited for the purpose of conducting interview and filling the interview schedule. The contents of the interview schedule were subjected to suitable changes and modifications in order to avoid ambiguity and inconvenience in the light of pre-test.

3.5.3 Other Methods

Besides survey method, non-participant observation, informal discussions and secondary data analysis were also followed by the researcher. The entire study was exploratory in nature.

3.6 Pilot Study

The pilot study was conducted in Madikeri, a non-sample area during December 2013.

3.7 Primary Data Collection

Primary data were gathered from about 544 city corporators representing 08 cities which are also identified by the Centre in the Union Budget of 2014-15 with an estimated cost of 5,000 crore each under their ‘Smart City’ development project. They include- Mangalore, Mysore, Davanagere, Hubli-Dharwad, Belgaum, Bangalore and Gulbarga. The respondents were selected randomly on the basis of their educational, professional, economic and social backgrounds.
3.8 Secondary Data Collection

The present study was also systematically carried out on the basis of relevant secondary data such as, annual reports of urban development department, books on urban governance, articles of professional journals, proceedings of national and inter-national seminars and conferences, media reports and other publications related to the research topic.

3.9 Computation of Data

The primary data gathered from the survey on media habits and information level of city corporators of Karnataka state were consolidated and computed by using descriptive analysis which consisted of frequency counts and percentage distribution which revealed the relationship between the independent and dependent variables considered in the study.

3.10 Statistical Analysis

The study being descriptive in nature, no parametric statistical tests were involved to draw inferences based on the sample results. The interpretation of the chi-square and contingency table analysis justify the assumption of independence which was primarily carried out at the 0.05% level of significance. A brief description of the statistical tests applied given below

3.10.1 Frequencies and Percentages

The Frequencies procedure provides statistics which are useful for describing many types of variables. The primary data collected on media habits and information level of city corporators were analyzed. The researcher found that the application of the frequencies procedure is an appropriate statistical test.

3.10.2 Chi-square test

The Chi-Square Test procedure tabulates a variable into categories and computes a chi-square statistic. This goodness-of-fit test compares the observed and expected frequencies in each category to test either that all categories contain the same proportion of values or that each category contains a user-specified proportion of values. In the present study chi-square test was applied to find out the significance of difference between frequencies of various responses under each statement, tool or channels of communication.

3.10.3 Contingency Table analysis

The Cross tabs procedure forms two-way and multi-way tables and provides a variety of tests and measures of association for two-way tables. The structure of the table and whether
categories are ordered determine what test or measure to use. In the present study contingency table analysis was applied to find out the association between independent variables like–age, gender, educational qualification, professional status, income and so on with the responses obtained (5 point scale) under each statement, tool or channels of communication. All the statistical calculations were done through SPSS for Windows software (Version 11.0).

**Operational Definitions**

3.11. (a) Survey Research

Survey research is one of the major research methodologies in social science. It is often used to assess thoughts, opinions, and feelings of the people who are directly associated with the system, process and operations. Survey research can be specific and limited, or it can have more global, widespread goals. A survey consists of a predetermined set of questions that is given to a sample. With a representative sample, that is, one that is representative of the larger population of interest, one can describe the attitudes of the population from which the sample was drawn. Further, one can compare the attitudes of different populations as well as look for changes in attitudes over time. A good sample selection is a key as it allows one to generalize the findings from the sample to the population, which is the whole purpose of survey research.

3.11. (b) Respondents

A respondent is a person who is called upon to issue a response to a communication made by another. In legal usage, this specially refers to the defendant in a legal proceeding commenced by a petition in the court of law. In social science, respondents are chosen by the researcher on the basis of specific sampling techniques to elicit their opinion about a particular issue of concern. The term as used in psychology evokes a much faster and less thoughtful reaction. In that field, respondent conditioning is a synonym for classical conditioning. In the present study, about 544 city corporators drawn from four revenue divisions of Karnataka state constituted the group of respondents.

3.11. (c) Quantitative Method

This method is also known as statistical method. In this method, data is measured and as such only such units are taken which are worth measuring. Its important utility is that it keeps subjective elements away from the field of research. The researcher will employ quantitative method in this chapter of analysis and interpretation.
3.11. (d) City Corporators

Cities have strongly emerged as the prime engines of Indian economy and generators of national wealth. The level of urbanization is constantly increasing in India. It is realized that handling of urban development is a very delicate issue and has to be strategically operated. The 74th Constitution Amendment Act is a very important national initiative to implement the idea of decentralized governance in India. City Corporations have come into existence in India. The Karnataka Municipal Corporations Act 1994 has been implemented. Several city corporations have been constituted through adult franchise to facilitate urban governance and development. About 544 city corporators have responded to the study on media habits and information level.

3.11. (e) Media Habits

The communications media are regarded as the fourth estate of democracy. They also function as informal universities in modern society. They provide information, education, entertainment, advertisement, publicity, propaganda, counseling, guidance and allied facilities to the mankind across the globe. The people are required to cultivate healthy media habits in order to obtain useful communication services on day to day basis. In the present study, the media habits of city corporators of Karnataka state was assessed by the researcher.

3.11. (f) Information Level

The Information-Level annotation provides an abstract characterization of the content of the utterance. In task-oriented dialogs, we can roughly divide utterances into those that address the task in some way, those that address the communication process (Communication-management), and those that do not fall neatly into either category (Other-level). In addition, we can subdivide the first category into utterances that advance the task (Task) and those that discuss the problem solving process or experimental scenario (Task-management). In the present study, the information level of city corporators was assessed by the researcher since it has a bearing on their personality and performance as the representatives of people in the cities.

3.11. (g) Urban Governance

The term government refers to the machinery and institutional arrangements of exercising the sovereign power for serving the internal and external interests of the political community. Urban governance has assumed new significance in public administration. It is a system of governing cities in modern times. It is responsible for facilitating integrated development of cities.
3.12 Summary

The Karnataka state has achieved commendable progress in the field of urban governance and development. It has established city corporations in different major cities. The local administrators and elected representatives enjoy only delegated power under the existing circumstances. The media play an important role in the lives of the people. Cultivation of healthy media habits is a pre-requisite to personality development. The elected representatives are also required to cultivate media habits which benefits them to take wise decisions and do right things by following the right methods. The present study investigated the media habits and information level of city corporators of Karnataka state. The primary data were gathered from 544 respondents who represented the city corporators. The respondents were selected on the basis of stratified and quota sampling techniques. The present study approached the problem through a systematic survey method. Besides survey method, case study method, non-participant observation, informal discussion and secondary sources of information were also used as other methods to study the media habits, information level and performance level of city corporators of Karnataka state.