Chapter 3

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The main focus of this investigation was to study the comparative role of folk/mass media in creating awareness on health and education among rural married women. The study used survey method to do the research. The survey is conducted in the identified villages by asking questions through schedule regarding quantitative and qualitative information. For the analysis purpose two parameters have been chosen accordingly- health and education.

Merits of survey method:

Surveys can be employed to investigate the problems in natural settings. For example, newspaper reading or TV viewing can be investigated, as they happen, not in the artificial settings of laboratory. No geographical limitation exists and surveys can be conducted anywhere. A large amount of data can be collected from different sections of the society within short span of time.
Demerits of survey method:

Often wrong wordings or wrong questions may lead to wrong responses. Sometimes, wrong respondents may be accommodated in survey research. The questions must be properly worded and organised to avoid ambiguity and to collect the desired information.

In this chapter, it is attempted to critically evaluate and explain the various methods and procedures followed in the present study in order to enable the researcher to evaluate the research problems in question. A detailed description of the procedures and methods followed in carrying out the research project is furnished under the following heads:-

3.1. Research design
3.2. Selection of villages
3.3. Selections of respondents
3.4. Justification of sampling procedure
3.5. Instrument for data collection
3.6. Schedule construction
3.7. Reliability measurement
3.8. Variable
3.9. Pre-field test
3.1. Research design

Research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. The research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data. For the study purpose here the researcher has used descriptive research design. Descriptive researches are those studies which are concerned with describing the characteristic of a particular individual, or of a group with specific predictions, with narration of facts and characteristics concerning individual, group or situation. Descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. Most of the social research comes under this category (Kothari, 2004).

3.2. Selection of villages

The sample for the present investigation was drawn from karimganj district of Barak Valley, Assam. The district is comprised of 7 blocks, because of the research convenience and limited resources like money, and time one village from each block out of the seven study blocks was covered. Name of the villages chosen from each block are listed below:
3.2. (I) Masly (Badarpur block),

3.2. (II) Sadarashi (North Karimganj block),

3.2. (III) Alongjuri (South Karimganj block),

3.2. (IV) Moina (Patherkandi block),

3.2. (V) Sibergool (Lowairpoa block),

3.2. (VI) Dargarbond (R.K. Nagar block) and,

3.2. (VII) Beratuk (Dullavchera block)

3.3. Selection of respondent

A total of 350 rural married women of Karimganj district age (between 15-35) were selected for the study; covering fifty respondents from each village.

3.4. Justification of sampling procedure

The researcher has undertaken probability sampling and it is based on the theory of probability. In probability sampling each and every unit in the sample has an equal chance of being selected in the population. Here the researcher has adopted systematic random sampling in which every nth subject or unit is selected from a population. The systematic random sampling was done on the basis of electoral roll and every fifth women out of the electoral roll was taken up to the number of fifty. Systematic samples are used frequently in mass media research.
3.5. **Instrument for data collection**

Keeping in view the objectives and the variables under study, an interview schedule was prepared and pre-tested in a non-sample area to identify ambiguities in the questions. After conducting pre-testing and suggestions given by experts, necessary modifications and corrections were done especially to ensure that the instructions and questions were clear and unambiguous. The final schedule consisted of four parts, namely general information which includes socio-personal characteristics like age, marital status, education, family income, type of family etc. The second part consists of the media habits of the respondents. Third and fourth part includes respondents’ awareness and knowledge about maternal health and importance of child education through different questions. Last but not the least; fifth part includes questions regarding the effectiveness of folk and mass media in disseminating developmental messages and their influence on rural women. The required information was obtained with the help of well-structured and pretested schedule using personal interview method. Most of the respondents were mainly housewives and agricultural labourers and mostly remain busy with farm and home activities. Respondents were contacted individually at their residence as per their convenience. Finally a certain kind of familiarity had to be established with the respondents to elicit free and frank responses from the respondents.
3.6. Schedule construction

Schedule consisting of quantitative as well as qualitative questions were designed and pretested in the study area. Based on the field level findings, necessary changes were made in the schedule. Using the schedule, primary data from the respondents were collected through face to face interview.

3.7. Reliability measurement

To ensure the reliability of the schedule, the draft schedule was pretested in the study area and based on the inputs received; the schedule was revised and generalized by using respondent debriefing and expert review methods.

3.8. Variable

Questionnaires were framed keeping with a view to seek the answers of certain dependent variable. So the questionnaire was divided into different sections namely,

A. Demographic profile

B. Media seeking habits

C. Health awareness

D. Awareness related to the importance of child education

E. Effectiveness of folk/mass media
The questions in section A were framed to see how the independent variables of demographic profile influences the dependent variable of media seeking habits, health care awareness and awareness related to the importance of child education.

In section E questions were designed keeping in mind the need to understand how media seeking habits, which is an independent variable here, generate the effectiveness of folk and mass media which are dependent variable.

3.9. Pretesting techniques

The method of using pre-testing in survey is the administration of the data collection instrument with a small set of respondents from the population for the full scale survey. If any problems arise in the pre-test, it assumed that similar problems will occur in full-scale administration. The main aim of pre-testing is to identify problems with the data collection instrument and find possible solutions. Pre-testing also helps to analyze whether respondents are able and willing to provide the needed information. Pretesting is the only way to evaluate in advance whether a questionnaire causes problems for interviewers or respondents. To analyze the method of pretesting, researcher has adopted two methods, namely,
• Expert review and,

• Respondent Debriefing

3.9. a. Expert Review

The first method used was individually-based expert review. Researcher independently conducted an expert review on an assigned questionnaire to understand whether each item was unambiguous. The review form was designed along with a ‘problem indicator box’ which the researcher marked if he/she perceived a potential problem. Space was provided at each question for notes about suspected problems.

3.9. b. Respondent Debriefing

Debriefing method is used to assess question sensitivity. Several researchers have used debriefing method to measure respondent comprehension of selected questions or terms. Cannell et.al, (1989) used various techniques, including debriefing questions, to test a series of health-related questions. Respondent debriefing is incorporated into the actual data collection method of the survey. It can be included as part of a survey pre-test, to provide input for revision for the production of survey. The primary objective of using respondent debriefings was to determine whether concepts and questions were understood by respondents in the same way that the researcher intended. The survey results showed that it was quite useful to obtain
information on the respondent’s perception of task difficulty or question sensitivity.

The result also showed that some questions were unnecessary and does not need to be included in the final questionnaire in order to better operationalize the concept of interest.
References:

