CHAPTER III

METHOD OF INVESTIGATION

The present study is an ex-post facto research aimed at identifying those factors contributing to political party affiliation in Tamil Nadu.

Having reviewed the literature pertaining to the political scenario, the following hypotheses was formulated.

1) There will be significant difference between the political parties on the attitudinal dimension Radicalism - conservatism.

2) There will be significant difference between the political parties on the dimension of Tenderminded-Toughmindedness.

3) There will be significant difference between the political parties on the theoretical value.

4) There will be significant difference between the political parties on the Economic value.

5) There will be significant difference between the political parties on the Aesthetic value.

6) There will be significant difference between the political parties on the social value.
7) There will be significant difference between the political parties on the political value.

8) There will be significant difference between the political parties on the Religious value.

9) There will be significant difference between the political parties on the socio-demographic factors.

10) The attitudinal orientations and value pattern will significantly influence an individual's political affiliations.

Sample

The sample chosen for the current investigation consists of members from six different political parties in chennai. The parties chosen to the study are All India Anna Dravida Munnetra Kazhagam, Dravida Munnetra Kazhagam, Communist Party of India (Marxist), INC and Bharathiya Janata Party. These parties were selected on the basis of the seniority of their establishments and reputation they have gained. Among the 6 political parties chosen, the All India Anna Dravida Munnetra Kazhagam and Dravida Munnetra Kazhagam are the only regional parties. The other four are National parties. The sample consisted of 35 members from each of the 6 political parties. The total sample size was 210.
Tools Used

The tools used for the research are

1. Personal information sheet (developed by the investigator)
2. The study of values (All port, Vernon C.W and Linzey - 1931).

The participants were given all the three questionnaires. The administration was done individually. Participant took an average of 2-3 days to complete the 3 questionnaires.

Description of the Tools

The Personal Information Sheet: This was developed primarily to build a rapport with the respondent. This sheet consisted of items to elicit basic details about the respondent. The items were, the age of the respondent, his educational level, the community he belonged to, the position held by him in the party, the years of experience and this family involvement in politics.

The items had a score of either or 1, 0-3, 1-5 on a point rating scale. The scores were thus obtained and analysed.

On the personal Information sheet, the respondent fills his age. If the respondent had completed his school education a score of one was given, if he had completed his graduation, 2 points if he is educated more.
If the respondent is a volunteer in the party a score of 1 was given, if he is a middle level worker a score of 2 and a top level worker a score of 3 were given. If the participant had 0-5 years, 5-10 years, 10-20 years, 20-30 years and 30 years and above of experience in the party scores 1, 2, 3, 4 and 5 were given respectively.

If the respondent had family involvement in politics 1 point was given, if there was no involvement 0 point was given.

Thus the data was converted to quantifiable numbers or values for analysis and discussion. This personal Information sheet thus gives a detailed socio-demographic picture of the respondent.

**The Study of Values**

The study of values was originally published in the year 1931 by Allort, Vernon and Lindzey and went through revision in 1951 and 1960. The study of values aims to measure the relative prominence of 6 basic interests of motives in personality, the Theoretical, Economic, Aesthetic, social, political and Religious values. The classification is based upon Edward Spranger’s types of man. The test consists of a numbers of questions, based upon a variety of familiar situations to which two alternative answers in part I and far alternative ansers in Part II are provided. In all these are 120 answers, 20 of which refer to each of the 6 basic values. The subject records his preferences numerically by the side of each alternative answer. His scores on each page are
added and the totals are transcribed onto the score sheet. The page totals belonging to each of 6 values are then summed up. A correction figure ± 2 is applied to the 6 total scores

*Instructions for Administration*

- The study of values is self-administering

- There is no time limit, but it is not advisable to take more than 25 minutes.

- Although the test would be taken in groups of individually, it is again not advisable to answer the items in collaboration with others. Individual response is better and describable

- Omission of any item is permissible but undesirable

- Explanations pertaining to the purpose and construction of the test is compulsory before the administration.

*Standardisation of Norms*

The study of values standardised on a college population. Virtually all the students came from liberal arts colleges and are pursuing a program of liberal arts study
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Reliability of the test

The following reliabilities were obtained

1) Internal consistency: could be determined by 2 methods

a) Split-half reliability: The items measuring each value were divided into two sub-group. For a sample group the product - moment correctorone are as follows.

<table>
<thead>
<tr>
<th>Values</th>
<th>r</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theoretical</td>
<td>73</td>
</tr>
<tr>
<td>Economic</td>
<td>87</td>
</tr>
<tr>
<td>Aesthetic</td>
<td>80</td>
</tr>
<tr>
<td>Social</td>
<td>82</td>
</tr>
<tr>
<td>Political</td>
<td>77</td>
</tr>
<tr>
<td>Religious</td>
<td>90</td>
</tr>
</tbody>
</table>

The mean reliability co-efficient using one of transformation is .82

b) Item Analysis: Successive revisions and the final item analysis carried out on a group of 780 subjects of both sexes from 6 different college shows a positive correlation for each item with a total score for its value, significant at the .01 level of confidence
c) **Retest Reliability: (Stability)**

This measure has been determined for 2 populations one after an interval of one month; the other after an interval of 2 months.

<table>
<thead>
<tr>
<th>Values</th>
<th>One Month 1951 (N-34)</th>
<th>Two Months 1957 (N-53)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theoretical</td>
<td>87</td>
<td>85</td>
</tr>
<tr>
<td>Economic</td>
<td>92</td>
<td>86</td>
</tr>
<tr>
<td>Aesthetic</td>
<td>90</td>
<td>87</td>
</tr>
<tr>
<td>Social</td>
<td>79</td>
<td>88</td>
</tr>
<tr>
<td>Political</td>
<td>.90</td>
<td>88</td>
</tr>
<tr>
<td>Religious</td>
<td>91</td>
<td>93</td>
</tr>
</tbody>
</table>

The mean repeat reliability efficient using the 2 transportation was .89 for the one month study and .88 for the 2 month interval.

The test also has very high external validity.

**The Public Opinion Inventory**

This was developed by H.J. Eysenck (1953) as the name suggests the inventory was developed to identify the public opinion of the individuals. This inventory also helps in identifying the attitudinal dimensions of toughminded-tenderminded, Radical-conservative.

The inventory consists of 60 statements which represent widely held opinion on various social question selected from speeches, newspapers, books etc. The agreement and disagreement reflects the respondents attitudinal attributes on toughmindedness-Tendernindedness, Radicalism-conservative attitudes.
The respondent is requested to record their personal opinion using the following system of marking:

+++ if they agree with the statement
++ if they agree on the whole
+- if they disagree on the whole
+- if they disagree strongly

Nil, if they cannot decide for or against, or if they are not been about the statement.

Instructions: The respondent is given the following instructions:

'Please answer frankly. Remember this is not a test, there is no 'Right' or 'Wrong' answers. The answer required is your personal opinion. Do not omit any questions. The inventory is confidential. Do not sign your name. Do not consult any other person while answering.

Scoring: The response is scored by summing up the double positive, single positive, double negatives and single negatives marks. This further fields scores for the personality dimensions as calculated from the scoring key of the inventory. Higher scores shows a higher inclination and low scores indicate a low inclination towards the attitudinal dimensions. The Public Opinion inventory is a standardised inventory with extensive validity and reliability. However, the validity and reliability co-efficients have not been reported.
Criteria for Inclusion

1) The members must be registered party workers.
2) The members must be between the age group of 18 and 60 years.
3) They should be male members.
4) The participant should have been a member of the same political party for a minimum of 5 years.

The members were selected randomly. The investigator used the party membership register for this purpose. The register furnished details of the members' name, address, age, educational background and years of date of membership.

The investigator selected every 5th member from the register. If one member did not qualify for inclusion in the sample for some reason or the other, the next 5th member was taken. Therefore, 35 such members were chosen by the investigator. These members were individually met. The investigator sought permission from the members and got their approval to participate in the research. Confidentiality of names and references were ascertained to the members than that a score of 3 was given. If the respondent belonged to other castes (OC), most Backward caste (MBC), Backward caste (BC), Scheduled Tribe (ST) and Scheduled caste (SC), of 5, 4, 3, 2, and 1 were given respectively.
Statistical Analysis

The raw data or scores obtained from the questionnaires were statistically analysed to provide answers to the formulated hypothesis.

a) The Analysis of Variance

The Multivariate analysis of variance was used to identify the variance on the variables among the 6 groups. An Univariate Analysis of variance was also employed to further analyse the variance in individual parties and variables.

b) The Duncans Multiple Range test

This statistical test was used to identify the relationship between 6 political parties on the 14 variables under study.