CHAPTER III: METHODOLOGY

3.1 Statement of the Problem

This study is an analytical study of international political leaders using social networking sites. It is a qualitative study based on content analysis. In this work, data collected and analysed based on observations. Its aim is to see how a text is analysed in a political activity on the media. In the age of computer and internet, new media and social networks were formed for two-way communication to begin the interactive modes while time, place and monologue got disappeared. People are able to edit, ask and answer just like what happened on the news websites. Social networks were formed by the social media and have some capabilities that this thesis examined how the leaders are using this opportunity, and a specific study of these networks features that make people to share content.

The study analysed the usage patterns of media. The two networks are Twitter and Facebook. And the main question is how can interpret the world politicians encouraging people. These activities are conducted in the presence of public and encourage them to notify these. What are networks capabilities? How much can social media be effective in improving public diplomacy? The theme of this study is online participation and public diplomacy with regard to social media functionality. The public can use networks, interact and respond to each other, bold a new issue, has a new angle on previous topics and highlighting them. Therefore, it is interesting to know for example, how Obama’s 2008 election effected by using social networks and online campaigns; Or how Modi, Prime Minister of India, advances his goals by having the active follower of the different area & different languages.

By using social media, their Personal, political, religious idea and cultural life can transfer to the public. Twitter is the first social network that it is a first political network too. “Twitter diplomacy” and “Hashtag diplomacy” are a new concept that raises the question how Twitter can affect the diplomacy. When a political meeting takes place somewhere, is going viral on the Twitter. With the Hashtag (#) a global trend will create and attract attentions of the world. All of these aspects reviewed in this thesis but merely described and reporting analytically on a particular society, specific issues, in online participation and public diplomacy. It is going to clear what is the role of social media in public diplomacy in the international arena? Is social
media capable of changing diplomacy and international interactions? This study tries to answer these questions.

3.1.1 Analytical Study

Phramaha Sa-Ard Wanwongsa (2006) explained Analytical review attempts to describe and explain why there are some circumstances. The results allowed researchers to deduce the interaction between variables. Analytical study of mass media in both academic research and the private sector is important. Therefore, descriptive and analytical study is applied and adapted to this research.

3.1.2 Public Relations Studies

ROGER D. WIMMER et al., (2011) describe a content analysis by Jelen (2008) showed that about 80 percent of all public relations studies published in the past two decades, applied research and basic research was 20 percent. Research such as environmental monitoring, auditing, public relations, communication audit, social audit is used to define the problem. During the planning phase, qualitative and quantitative techniques are used to test different strategies, public relations, and media audits are done to identify effective media for a campaign. Gatekeeping research and analysis carried out in stage performances.

Both during and after a campaign, evaluation research tries to assess whether the stated goals were to be done. Qualitative research method in public relations is more common. The relationship between public relations and the Internet will be an important area of research. Several surveys have tried to explain public relations professionals feel about the different features of the Internet. Eyrich, Padman and Sweetser (2008) studied on professionals about their adoption of 18 social media tools and their understanding of social media changing of public relations. Payne (2002) recommended several ways to monitor chat rooms, to assess the relationship between public relations activities and shopping website, and to measure web activity cost effectiveness of PR.

3.1.3 Data Collection in Communication and Journalism

Mayring, Philipp, 2014 examined methodological approach in data collection and analysis of primary data is qualitative and quantitative methods. A good reason for a
particular technique is often compared to the alternative. The projects qualitative content analysis by arguing why they should use another method of text analysis, for example, analyze the contents of some or arising from coding theory. In quantitative methods usually standard methods, for example, test instruments is used. In qualitative content analysis systems are categories of concrete material developed inductive or deductive put together individually for special study. Therefore, these elements have to pilot and test methods is also gaining strength. It's probably very easy because textual material can be processed several times.

In the step-by-step inductive and deductive classification is always formulated an element pilot study to test and modify systems category. Qualitative researchers often research process as specified cycle (linear versus quantitative research process, moving the application of research results). It considers the possibilities of change in the project as a research tool, and is sometimes important question, but then insert the same attention to new tools or appeal. At the end of processing for quantitative and qualitative study to present the results in a descriptive sense and in a certain sense more extensive to answer important research questions. The analysis of media content is increasingly using computer programs.

For storage, analysis and reporting of research data such as coding and symbols by researchers (including the construction of tables, charts and graphs): 1. Computer software is applied at two levels 2. In some cases, for automatic scanning of texts and identification and coding of words and phrases. This step can be automatically and the entire process of programming and analysis, or providing partial automation with a combination of computer scan and programming with symbols of man entered manually into the program. At the first level, texts read and coded by human beings (researchers trained Consultants) and computer software used as a tool to help analyze in the same way. They are used to analyze the results of surveys and other research.

Typical applications in this area, is the use of the database for data storage. SPSS for statistical analysis, Excel to tabulate the data and calculations such as pivot tables and Excel charts or graphics application for generations. Create a systematic methodology for the collection, analysis, and interpretation of descriptive information available on social media concepts for decision support applications is important such as WordPress, Profile, web mining, social recommendations, and modeling fame
socially. Results of the analysis of the proposed procedure must be repeated and generalized to collect, analyze, and monitor the length of the web as a function of time allows.

3.2 Content Analysis

Lal Das, D.K et al. (2008), analysed as the scientific study of the content of communications. The study pointed out the meaning of the content, context and objectives contained in the message. 75-year-old so-called content analysis listed on Webster's Dictionary of English since 1961. In 1952, Bernard Berelson reported content analysis in communication research, the method for recognition as a versatile tool for social science researchers harbinger media. Development of content analysis is a completely scientific method during World War II. when the United States government under the direction of Harold Lasswell supported a project to determine the enemy propaganda. Content analysis according to three basic principles of the scientific method is:

1. Objectivity: This means that follow-up analysis is based on clear rules, which enable researchers to obtain similar results from documents or messages of the same.
2. Systematic: The inclusion or removal of content according to some rules consistently performed where the possibility of including only materials that support the idea of applied research - has been removed. 3. Generalize the results obtained by the researchers can be used in other similar cases. The aim of content analysis is to convert recorded phenomena "raw" data, which can in principle, be treated in a scientific manner so that the body of knowledge may be made. In fact, researchers who want to conduct a study using content analysis method must deal with four issues: the unit of analysis, developing recipes, sample content, and check the reliability of programming (Stempel, 1989).

Jim Macnamara explained media content analysis as a method of research during the 1920s and 1930s to check the content of the video communication is expanding rapidly became increasingly popular. Media content analysis is a research method to study early portrayals of violence, racism and women on television and in the movies. Lasswell, et. al., (1952) said: "... content analysis carried out on the view that verbal behavior is a form of human behavior, which is the mark of the course of events, and communication process is one aspect of the historical process. Content analysis is a
Berelson (1952) proposed five main aims of content analysis as follows: • material properties of the message content. • Template Features message content. • deduction to producers of content; • conclusion to an audience of content; • predict the effects of content on the audience. Fans qualitative text analysis points out factors that have a major bearing on the interpretation of the audience and the likely effects include: • prevailing perceptions of media credibility (e.g. a report in a scientific journal or special medical more credibility of a report on the same subject in the popular press); • context (for example, health-related articles or broadcasts during an outbreak will be different than at other times read); • audience characteristics such as age, sex, race, ethnicity, level of education and socioeconomic position that 'affect the readings of media content.

Media content analysis is a research method is non-intrusive which allows to exploring a wide range of data over a range of popular discourse and meanings are likely to identify themselves. Another benefit of content analysis that can be done repeatedly, such as large-scale surveys (Per month), while the investigation into the audience, due to their cost and time spent limited to once every year or every few years. Content analysis of each objective and systematic method of identifying characteristics specified in understanding the message. Traditionally, content analysis of human subjective interpretation should be to ensure compatibility a reliable method of classification among different developers and coders are the same length of time. For this reason, credit, trust between the encoder, and the encoder reliability have been the subject of extensive research [Krippendorff, 2004]. Content analysis is interested in the principles of description that tries to account by unitization, and in this way the structural properties can be attributed to the presence of media discourse, at least a little of view.

3.3 Qualitative Analysis

Quantitative analysis of the messages that the scientific method (including attention to objectivity, inter-subjective, a priori design, reliability, validity, generalizability, repeat, and hypothesis testing), and as the types of variables that might be measured or the context in which messages created or provided ”[Neuendorf, 2002]. Used as a
research method, content analysis has several advantages. First, it provides a deep insight into a situation that is not limited by the terms or techniques available, thus allowing a new theory on the subject to be discovered.

Second, the content is very effective analysis applicable models, which serve as the basis for quantitative research projects. Finally, the observational approach allows participants to consider that it is impossible in an overall perspective provided by the little research has been done [Merriam, 2009]. Traditionally, content analysis involves the following steps: (1) picking a topic, (2) deciding on sample, (3) considering concept or unit, (4) building categories, (5) programming forms, (6), developing education, (7) collecting data, (8) determining the reliability of the encoder, (9) analyzing the data (10) reporting the results.

3.4 Quantitative Analysis

Quantitative analysis requires formal features such as word frequency, space measurement, counting time, hashtags, the number of tagged people in an image, number of friends or favourite pages. Analysis objects may use any traditional media content (messages, bibliography, citation analysis/indexing, web pages, threaded events on Twitter) to any media object with centralised features or meta-data (video, photo, etc.). At least three important distinctions from the analysis of qualitative content arise 1. in contrast to qualitative analysis, quantitative analysis (computer and automation) is more appropriate for closed research and typically turns into emerging categories rather than batch-type categories (which this Type of analysis predict future probabilities).

2. As a result of focusing only on formal properties, quantitative content analysis typically applies to covert contents (literary content) instead of hidden meaning (implicit content). 3. It is distinct from the empirical analysis (which is a collection of specific sets of specific parameters) and open analysis (which can be used for many times from texts and content, while messages dominant in the analysis). See https://www.digitalmethods.net/). In addition, because the researcher often needs tools for measuring and counting this method should always be considered as part of the research.
3.5 Method of the Study

The study is a systematic analysis and method of the study is a Quantitative and Qualitative method. For this purpose, the content analysis took into consideration. For the purpose of data collection, the chief tool was observation and review of library archives. Current affairs observed and recorded.

Detailed reports analysed which constitutes the study of this individual case. This study tries to research the numeric frequency, as well as doing an explanatory interpretation of the text used by politicians. It is conducted using both Quantitative and Qualitative analysis method. To do Qualitative analysis, the post of 20 International Political Leaders on Twitter and Facebook were divided into the following groups as the socio-economic-political issues: Children, Climate Change, Development, Family, Health, Women.

In each group, the researcher found a huge volume of Tweets and Posts. So it was necessary to analyse them in the quantitative method. The researcher observed one-year activities of the politicians on both social networking sites from 01/01/2015 to 31/12/2015. The tweets and posts which have been collected were 2365 in number and had the keywords of the mentioned socio-economic-political issues.

It also collected and analysed the number of followers, the countries which the politicians belong to, the hashtags, mentions and sub-issues were collected and analysed. That is why this research applied the mixed method.

3.6 Objectives of the Study

3.6.1 General Objectives

1. To examine the political communication usage patterns on social networking sites

2. To understand the significance of social media as medium used by international political leaders

3. To study on Twitter and Facebook as major sources of new public diplomacy
3.6.2 Specific Objectives

1. To analyse the role plays by social media on public diplomacy
2. To study Hashtag and Mention diplomacy
3. To explore Political leader’s orientation about most important global issues
4. To explore most concerned sub-issues by political leaders on social networking sites

3.7 Scope of the Study

The importance of the research is limited to political communication on social media. The study focuses on field work specifically Facebook and Twitter of the 10 most followed international political leaders in 2015 when according to Twiplomacy.com all related and reliable data were available. This data even limited more to 6 most important socio-economic-political issues. Leaders on Facebook are as follows in order to their number of followers: Barak Obama, Narendra Modi, Office of India’s Prime minister, Recep Tayyip Erdogan, Joko Widodo, Abdel Fattah el-Sisi, Queen Rania, The White House, Enrique Pena Nieto, Noynoy Aquino. Leaders on Twitter are as following: Barack Obama, Pope Francis, Narendra Modi, Office of India’s Prime minister, The White House, Recep Tayyip Erdogan, President Obama, HH Sheikh Mohammed, Enrique Pena Nieto, Sushma Swaraj.

3.8 Data collection Tools

Primary Data is collected by Observing social media, activities of the politicians, their contents post on the particular issue on social media in the duration of one year daily. Secondary data is collected from the library and the internet by reviewing the literature of Books, Newspapers, Research Papers, Journals and Magazine and online Blogs.