CHAPTER III

METHODOLOGY

Methodology is the word by which, we put to use different methods to collect, the data, to analyse, interpret and to find out the result for the research. The word "method" derives from a Greek word (m) thodos which means to pursue particular objective, "logy" is the study of a research. Hence, it is a particular set of procedure that is employed by a discipline. It refers to the rationale and the philosophical assumptions that underlie a particular study.

Methodology includes the following concepts as they relate to a particular discipline or field of enquiry, they are:

1. A collection of theories, concepts or ideas,
2. Comparative study of different approaches, and
3. Critique of the individual methods.

Success of any research depends on the method and procedure followed in conducting the investigation. A sound methodology is vital for good research, without which the findings of the investigation may not be useful for the purpose of generalisation of facts. Questionnaire Method, Percentage, Mean, Median, Correlation Analysis, Cross Tabulation, Canonical Correlation Analysis were used for the present study in order to arrive at the result.

This chapter gives a detailed description of the methodology and procedure used in carrying out the present study, keeping in view its objectives and hypothesis. The main section under which this chapter is organised is rationale of the study, objectives and hypothesis, the research site, sample, tools used and collection of data.
3.1 Rationale of the Study

Television is the most significant electronic medium of progress for the transformation of the society. It is considered as the medium of the mass, because with its sound and visuals, it captures the mind and heart of its audience and has become a part of a new culture and cultural values of those who watch it. “Television has distrusted traditional expectations and is rapidly altering what society accepts as public behaviour.” says Krotz and Eastman (1999). It is a forceful medium of information, education and entertainment, promotion of health. It is a powerful force in the society with its potential to transform individuals and society in order to match them with the developed countries. Television plays an effective role in our life to promote its own ideas, culture and values that are very valuable for the transformation of society.

“Mass media could bring salvation to the less developed countries…. by transferring information, creating new skills and developing new ‘mobile personalities’ among the people” states Haque (1991). Television prepares people to assert themselves in the global village and allows their voices to be heard and their traditions to be seen through the programmes it transmits from the remotest areas of villages to the developed countries in the world.

Television is such a powerful medium; the developed countries like America and Japan and developing countries like India, Malaysia Pakistan make use of this electronic medium for transferring and preserving their culture, tradition, improving the quality of education, political, social, cultural, global marketing and inter connectivity of far-flung areas of a country and of the world at large, for growth and development of societies and their variables that bring in change in the society.
“Experts and especially teachers and teacher trainers, mention a lot of activities where Information communication and technology (ICT) can be useful in the classroom and how it can improve the quality of learning” says Claeys (1997).

The state of Meghalaya was born on the 21st January 1972. It is one of the seven sisters’ states of North East India. It consists of seven districts. Television as a mass medium came to Meghalaya only in 1993. It has now two transmitting television stations, one in Shillong and the other in Tura, which cater to the local target audience of the state.

The pilot study conducted by the researcher on the impact of television and the study of the review of literature prove that Television is a powerful medium of information; therefore, it acts as an agent of social change in various parts of the world.

The impact of television in the global village is very vibrant but a study of its force in Meghalaya has not been undertaken hence the present researcher wanted to carry out the study in the state for the economic, social, educational, technological, cultural development of the villages in the state, to improve the living standard of the people and to make them self-reliant, since most of the people of villages come under the low income strata. One cannot ignore the fact that they too form the fiber of our country. The people of the state and also the citizens of our country have the right to develop themselves and have a responsibility to play an important role in building our mother land.
3.2 Objectives of the study

The objectives of the present investigation are indicated as follows:

1. To identify the relationship, if any, between television as a medium of information and social development.
2. To identify the relationship, if any, between television as a medium of information and cultural changes.
3. To identify the relationship, if any, between television as a medium of information and education.
4. To identify the relationship, if any, between television as a medium of information economic conditions.

3.3 Hypotheses to be tested

The following are the assumptions with reference to the objectives:

Hypothesis # \( H_1 \) Television has no relationship with social development of a society.

Hypothesis # \( H_2 \) Television has no relationship with the cultural changes in a society.

Hypothesis # \( H_3 \) Television has no relationship with the educational development of a society.

Hypothesis # \( H_4 \) Television has no relationship with economic factors of a society.
3.4 The Research Site

The state of Meghalaya comprises seven districts, consisting of three Hills Khasi, Jaintia and Garo. According to census of India, 2001, Khasi Hills are divided into three districts, East Khasi Hills have 8 towns and 899 villages, Ri-bhoi district with 1 town and 570 villages, West khasi Hills with 2 towns and 914 villages Jaintia Hills comprise 1 district with 1 town and 465 villages and Garo Hills are divided into three districts, East Garo Hills, with 2 towns and 856 villages, West Garo Hills with 1 town and 1481 villages and South Garo Hills, have 1 town and 595 villages. Three districts were selected to represent the three major communities of Meghalaya – The Khasis, The Jaintias, and The Garos.

3.5 Sample

From each district, two villages, one with television and the other without television had been identified for the purpose of primary data collection. Random samples of 50 families from each village were selected for the final data collection. One person from every household was chosen by the family, to respond to the questionnaire. The following table presents the details of the Sample. The following villages were selected keeping in mind the nearness of the villages with and without television, since; they have similar topography, climatic condition, culture and the influence by the other factors of the society, so as to enable the investigator to study the factors that are causes for changes in the two villages.
### Table 3.1: Villages with and without television

<table>
<thead>
<tr>
<th>Districts</th>
<th>Villages with TV</th>
<th>Villages without TV</th>
<th>Distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Khasi Hills</td>
<td>Krang (50 families)</td>
<td>Kahaid (50 families)</td>
<td>45 Km and 47km from Shillong</td>
</tr>
<tr>
<td>Jaintia Hills</td>
<td>Tluh (50 families)</td>
<td>Mukain (50 families)</td>
<td>150 and 130 Km respectively</td>
</tr>
<tr>
<td>West Garo hills</td>
<td>Ganapara (50 families)</td>
<td>Ajugri and Neighbouring Villages (50 families)</td>
<td>80 and 85 Km from Tura</td>
</tr>
</tbody>
</table>

### 3.6 The assessment Method

Primary data was collected using the questionnaire method and informal interviews. 

Questionnaire booklets in English were translated into Khasi and Garo and were used for assessing the influence of television as a medium of information on economic, education, technology and culture.

#### 3.6.1 Questionnaire Booklet

Questionnaire, which forms an important aspect of the research, was prepared after conducting a pilot study and this was supplemented by studies of different literature on television and different types of questionnaires prepared by various research scholars. 

A self prepared questionnaire was structured by using five point Likert scale, consisting of two sets like (a) 1-almost to no extent; 2-to a small extent; 3-to some extent; 4-to a great extent; 5-to a very great extent and (b) 0-Never; 1-Seldom; 2-Sometimes; 3-Often; 4-Very Often.
The various variables of social change that are measured are as follows:

1. **Personal information**
2. **Television and Social Development**
3. **Television and Culture**
4. **Television and Education**
5. **Television and Economic Conditions**

The measurement consists of 60 questions and was subdivided into two hundred and sixty five items based on their economic conditions, changes that were made due to technology, the modifications of their culture and education due to television. The drafted questionnaire was submitted to the then head of Mass Media department of St. Anthony’s college, Shillong to determine the validity of the content and the types of question that were included in the questionnaire and he was requested to give his comments and suggestions for improvement of the draft questionnaire. The Head of the department gave valuable suggestions and it was further revised with reference to the suggestions given by the supervisor before it was administered. After the approval by the supervisor the questionnaire was translated into Khasi and Garo languages.

### 3.6.2 Collection of Data

The investigator made copies of the questionnaire and the next step for the investigator was to distribute them among the respondents. After the prior information and preparation to visit these villages, the investigator with the guide and translator first proceeded to Ganapara and Ajugri villages in West Garo Hills District. The investigator met the head men of the villages and explained to them the purpose of
their visit to the villages and then requested him to ask the respondents to feel free to respond to each question since their responses would be treated as confidential. The head men were then requested to go through the questionnaire and to ask questions for clarification so that they would be able to explain to the respondents. They also requested them to distribute the questionnaires along with the written request, to the families and to collect and submit the same with in fifteen days. The investigator had the chance of visiting a few families, since they had to stay in the near by village to collect the questionnaires. It was heartening to note that all the respondents answered the questionnaires. The investigator and the translator were happy to receive 100 questionnaires duly completed.

The next visit was to Tluh and Mulait villages in Jaintia hills. The investigator and the translator visited the fifty families in Tluh and met the family members and briefed them about the purpose of the visit and supplied the questionnaires to be answered and requested them to return the questionnaires with in the specified time. The investigator personally went to each family to collect the questionnaires and to thank them for their co-operation. In the process the investigator was able to interview them in an informal way. After visiting fifty families in Tluh, the investigator and the translator went to Mukain which has no television. The road to the village was beyond their imagination, it was a muddy, slushy road with lots of small and big pot holes. The road was so bad that they were very afraid and thought that they may not be able to return safely. They met the head man of the village and explained to him the purpose of their visit and clarified his doubts regarding the questions and requested him to distribute the questionnaires to the families and to submit the same with in 10
days. Since the houses are scattered, due to severe cold and rain, the headman took a few days extra to submit the same. Here too, the response of the people was cent percent.

The last visit of the investigator and the translator was to Krang and Kshaid in East Khasi hills. In Krang the family members were informed of their visit by the secretary of the village. On the day of their visit they were all gathered in an open place and they met all of them and shared with them the purpose of their visit and requested them in writing and in person to fill in the questionnaires and submit the same to the secretary of the village, who had taken the responsibility of collecting and submitting the same to the investigator. It was very enlightening to note that the people interacted frankly and sensibly with the investigator and requested the investigator to supply a television set to the community hall so that they could have free access to watch the television programmes. The investigator observed that most of them were economically poor and it was hard for them to own a television set but they made use of the neighbour's television set to watch the entertainment, news and serial programmes. They were friendly with each other hence there was no problem of sharing, but they could not have sufficient time to view the television programmes according to their leisure time.

The investigator and the translator were very happy to know that the people were very friendly and responded cent percent. The entire 300 questionnaires were appropriately filled and submitted to the investigator through the headmen and secretary of the villages. The whole process of data collection ended with in 4 months. The investigator then tabulated the data for the analyses.
3.6.3 Analyses and Interpretation

Data collected through the questionnaires from 300 families of six villages belonging to three districts Khasi, Jaintia and Garo Hills, were tabulated and analysed using the statistical methods such as Mean, Median and Percentage, Correlation and t-test. Graphs will be inserted wherever it is necessary. After analysing and interpreting the data, findings and conclusion of the study were drawn. The formulae for the above statistics are given in the appendix.

3.7 Conclusion

The present chapter is a description of the methodology and procedure followed in conducting the present study. The findings obtained through analysis of the data and their interpretations have been presented in the following chapter IV.