CHAPTER III
METHODOLOGY

Research is a systematic attempt to obtain answers to meaningful questions about phenomena or events through the application of scientific procedures. It is an objective, impartial, empirical and logical analysis and recording of controlled observations to lead the development of generalizations, principles or theories resulting in to some extent in prediction and control of events that may be consequences or causes of specific phenomena.

Educational research is a systematic attempt to gain a better understanding of the educational process to improving its efficiency. It is an application of scientific method to study the educational problem.

Research methodology helps to solve the research problem systematically through description, explanation and justification concerned with techniques of the problem for obtaining valid information. It is a plan and procedure for carrying out the research. It is concerned with knowledge, its structure, data collection, classification and analysis of the research work.¹

Research methodology is the theoretical and philosophical framework which guides the research work. It involves the theoretical frameworks and learning of the various techniques to use in the conduct of research tests, experiments, survey and critical studies. This philosophy includes assumptions and values that serve as basis for research and are used for interviewing data reaching conclusion.² It refers to the plan of action to examine the research problem from various angles. It is a system of methods used in a particular area of study. Methodology differs according to the nature and
characteristics of the problem of investigation. It includes research design and statistical design.

In the present study, the investigator carries out the study as follows:

(i) Methods of the Study,

(ii) Population of the study,

(iii) Sample of the study,

(iv) Tools for Data Collection,

(v) Collection of Data,

(vi) Statistical Implication.

3.1 Methods of the Study

Research methods are most important in a research process for data collection. It studies the various steps of the plan of attack to be adopted in solving a research problem, such as the manner in which the problems are formulated the definition of terms, the choice of subjects for investigation, the validation of data-gathering tools, the collection, analysis and interpretation of data, and the processes of inferences and generalization. It consists of the techniques for studies and experiments to be successfully initiated perform and concluded. It is a part of methodology. It mainly used for gather information to find out the solutions of research problem. It involves survey, interviews, case-studies, observation, experiments etc.

Research methods can be categorized into three types,-

(i) Historical method: Which provides a method of investigation to discover, describe and interpret what existed in the past.
(ii) Descriptive method: Which provides a method of investigation to study, describe and interpret what exists at present.

(iii) Experimental method: Which is provides a method of investigation to derive basic relationships among phenomena under controlled conditions or more simply to identify the condition underlying the occurring of a given phenomenon.

On the basis of the nature of study the investigator has applied the Descriptive Survey method to get more pertinent and precise information regarding the problem, as it involves the description, recording, analysis and interpretation of conditions that exist within the purview of investigation. Survey is the most commonly used descriptive method in educational research. This method involves a systematic and comprehensive study of a particular problem and the presentation of recommendation for its solution. The survey method is scientific and it is relevant to this problem because it helps to know the present status of the problem under investigation.

Survey studies may take different form depending upon the scope, nature and purpose of the problem under investigation. Survey data may be collected from every unit of a population or from representative sample. The proposed empirical research study was conducted in the district of Golaghat of Assam and it has been focused on a representative sample on the basis of convenience sampling to collect data for the study. The information were gathered on the basis of concerning a large number of related factors such as, - Education and Literacy development, Agricultural development, Social change and Social reform, Political awareness, Business and Advertisement, Women empowerment, Child development, Health development, Cultural development, Moral and Spiritual development, Sports, Environment
awareness, appropriate use of Leisure time, development of National Integration and Globalization.

3.2 Population of the study

Population refers the total number of people inhabiting a specific area. From statistical point of view, it is the total number of items about which information is desired. A research population is known as a well-defined collection of individuals or objects known to have similar characteristics. In research study population is a group of individuals taken from the general population who share a common characteristic related with the specific research problem.

The population of a particular problem of investigations may be two types-finite and infinite. The population of limited number of individuals, members, things, objects or units is known as finite population. The population of unlimited number of individuals, members, things, objects or units is known as infinite population.

It is very necessary to identify the population before the selection of a sample for the study. The present study is related with the “Role of Radio and Television in promoting Education in Non-formal way: A case study of Golaghat District”. Therefore, all the Radio listeners and Television viewers of Golaghat district include in the main population of the study. But, it is not possible to know the volume of the Radio listener and TV viewers of the district. The investigator has selected as representative units from all the circle of Golaghat district.

3.3 Sample of the study

Sample is a systematically selected small proportion of population for observation and analysis through the representation of the objects, matters, things,
beings or human individuals etc. Through the observation of the sample the investigator can draw conclusion about the characteristics and quality of the population.

On the representation basis sampling may be divided into two types- Probability sampling and Non-probability sampling. In probability sampling the researcher do not select the units of the population at their own prudence. In the non-probability sampling the researcher establishes required control over the process of selection of sample depending on their own judgment.

The primary purpose of a research study is to find out the principles which have an universal application. But to do the study on the whole population is impossible and impracticable. Therefore the sampling process is necessary to draw a valid generalization on the basis of careful observation of variables. After defining the population the investigator must be selected the sample unit.

The process of selecting sample is known as sampling. In the present study, the investigator selected 300 units by applying the convenient sampling according to the nature of the study (As volume of the population is not known to the investigator, so, in the present study, investigator has to select 300 units by applying convenient sampling). Convenience sampling is a kind of non-probability sampling in which the sample unit is selected according to the convenience of the sample. The researcher selects certain units convenient to him. It is used when the universe is not clearly defined, where sampling unit is not clear and when a complete source list is not available.

From a district, it is difficult to detect proper units who are using both i.e Radio and Television. After a study it is also not possible to take the total units for the
investigation. So, the investigator has conveniently selected three hundred units as sample for the study.

3.4 Tools for Data Collection

There are various tools of data collection i.e. observation, questionnaire, interview schedule etc. the tools of data collection needed careful consideration and proper planning. It depends on the type of people, information, duration of time of research study, availability of man power, etc. In some specific types of problem more than one technique may be used for investigation also. In order to collect data for the study, the investigator has used interview schedule depends on the purpose of the study. The tools to be used in the present study can be stated as follows:

* Interview schedule for collecting general information of social background of the respondents,

* Interview schedule for collecting information of the benefit of TV programme of the respondents,

* Interview schedule for collecting information of the benefit of Radio of the respondents.

* Interview schedule to compare of the benefits of the respondents in between Television and Radio.

The set of structured questions in which answers are recorded by the investigator herself is called interview schedule. In the schedule, the investigator gets the opportunity to explain difficult items. The questionnaire schedule consists of different information regarding the social background of the respondent, benefits of TV and Radio programmes on different ways like,- Education and Literacy development,
Agricultural development, Social change and Social reform, Political awareness, Business and Advertisement, Women empowerment, Child development, Health development, Cultural development, Moral and Spiritual development, Sports, Environment awareness, appropriate use of Leisure time, development of National Integration and Globalization etc. On the basis of the above items questionnaires was constructed.

The first schedule was prepared with question items throwing light on various aspects of social background of the respondents. The second schedule was prepared with question items for the respondents regarding their opinion about the functioning of the TV programmes, the third schedule for the respondents were prepared with question items regarding their opinion about the functioning of the Radio programmes and the fourth schedule were prepared with question items regarding opinion of the comparison among the TV and Radio programmes on the benefits of different aspects. In the second, third and fourth interview schedule, the all aspects covered some questions items with four options as a, b, c, and d for their respond. The respondents should select with tick mark any one of the options of each question.

3.5 Collection of Data

Data means observations or evidences. Collection of data is very essential in any educational research to provide actual result. Research tools are administered on the sample subjects for collecting data, which may be obtained by administering questionnaires, personal observations, interviews and many other techniques of collecting qualitative and quantitative evidence. It helps the researcher to properly analyze the results of all activities by his research design and procedures. Quality of data means quality of research.
There are two types of data collection in a research study, primary data and secondary data. When the investigator is collecting the data for the first time that is the primary data. It is the first stage data to which the scholar collects for necessary information i.e. social background, economic background, educational background, recent trends etc. It provides genuine information for the research. Secondary data’s are that which have been already collected by others i.e. Govt. publication, annual reports, books, journals, newspaper, magazines, diary, etc.

In this study, the investigator had used both primary and secondary sourced of data. The primary data were collected from the respondents (TV viewers and Radio listeners) through a set of questionnaire of interview schedule and the secondary data’s were collected from various books, journals, magazines, official records and reports, website, GU library published doctoral thesis, periodicals etc.

The investigator had given importance on the proper application of these tools and it had been done efficiently without bias. In some rural areas, it was very difficult for the investigator to convince the respondents to respond of the interview schedule. At that time the researcher tried her best to convince them that all information’s were kept confidential and under any circumstances, they would not face any sort of trouble.

3.6 Statistical Implication

Statistics implies collection of the various facts and information in numerical figures for their necessary analysis, interpretation and observation of a particular situation. This study deals with the collection, classification description and interpretation of data by the survey method of study. It can help us to describe, explain and compare events in a systematic way.
It is an important and indispensible tool in a research work. The statistical technique was used in this study for qualitative description of data collected through various tools in simple percentages. The percentage are given on various categories, and presented graphically with bar graph and pie diagram.
References:

2. Ahoja, Ram, Research Methods p- 41, 42,
3. Kothari, C.R, Research Methodology. p-8,