CHAPTER III

Research Methodology

Introduction

The detailed study and an art of scientific investigation is known as research. In any specific problem and matter also referred as research problem, the best idea to find out the result of any given problem is the methodology. In any part of knowledge a research can be said as a package of finely designed search for solving/searching the given research problem, variety of criteria is used by the researchers. Various methods are used for solving problems in research. Methodology itself refers to the system of solving a problem.

The below mentioned details may furnish with the sections which covers the research design, study area and media professionals under scrutiny as well as their sample size. Data collection method, Case study, data analysis and ethical issues are also presented. As per the guidance of the study the questions have been used by me for investigation of the problem in this study.

(a) In which standard is the status of female journalists in the Media, in terms of their education level, employment and general working conditions?
(b) Are there any differences between female and male reporters in sourcing women in general issues or women issues?
(c) What are the journalist’s attitudes towards the coverage and portrayal of women in the print and electronic media?
(d) For improving the coverage and portrayal of women in media, what roles do female journalists and media/women associations perform?
(e) Identify what contributes to or limits female participation in the media industry

These research questions are the bases for the formulation of the questionnaire and interview guides. Data are presented in Chapter Four of this thesis.

3.1 Research Design

To study a scientific problem, a research design is a systematic plan. The design made for every research refers to the overall strategy of research. It has been chosen to integrate the different components of the study in a way that best suits the research design. It constitutes the blueprint for the collection, measurement, and analysis of data.

It can be analysed by the design of a study the type of study we undertake: case study, descriptive, co-relational, semi-experimental, and experimental, etc. It also decides data collection methods and a statistical analysis plan.

It remains inevitably important to determine the status of women journalist in Delhi with respect to the following domains:

a. Family and Social Life
b. Working Atmosphere
c. Legal Provision for Working Women Journalist

3.2 Area of Study

The study was conducted in Delhi NCR, and covered areas such as Central Delhi, Noida, and Gurgaon both in the electronic and print media.

3.3 Working women journalists under Scrutiny

People who work in the media houses include ‘reporters’ and ‘editors’. Women journalist may be assigned the work of works in field as a reporter and subsequently also on the desk. The most important people in the study is the Editor because, in collaboration with media owners/managers, they are responsible for establishing and maintaining media policy in their media houses, as well as in agenda setting. Their reporters to follow the
professional ethics are inspected by the reporters. Female and male reporters who write for newspapers and coming under our study are also involved. People who work in News Agencies include senior reporter, such as PTI and UNI. The study has a total of 400 respondents from Delhi.

3.4 Instruments of Data Collection

Collection of requisite data is the process of collecting and analysing information on variables of interest, in a well-designed manner that enables one to answer the stated research questions, test the hypotheses that we have formulated, and evaluate the outcomes. Data collection methods for impact evaluation vary along a continuum. One end consists of quantitative methods and qualitative on the other.

Fig 2.1
Method of Data Collection
There are three ways of Data collection:

**3.5 Questionnaires**

The questionnaire allows one to be brief about and record the answers so that a way of views can be ascertained and allow room for more explanation questionnaire includes both open and close-ended questions. (See Appendix I) Open questions allow respondents to record answers in their own words. Hence they are deemed appropriate in collecting information about differing views and procedures.

Closed questions allow respondents to choose a number of alternative answers because they provide a range of answers and thus the chances of arriving at the said conclusion is more in this case. In this case they are easy to compete and easy to analyse. This pertains to the following three areas:

- Family and Social Life
- Working Atmosphere
- Legal Provision for Working Women Journalist

Questionnaires were distributed by hand and email.

**3.6 Interview Guides**

Three semi-structured interviews were conducted. Interviews were conducted with editors, media officers in media organizations and media training institutions mentioned in the sample size. Deacon, Pickering, Golding and Murdock, (1999) explain that with semi-structured interviews there are no restrictions on question rewording or recording, and the interviewer can very well interpret and explore and elaborate on issues that emerge during the course of the interview. This is an advantage because the format tends to generate a richer type of data.

The first semi-structured interview guide for editors comprises of twelve questions. (See Appendix II), the second semi-structured interview guide for media trainers comprises seven questions (See Appendix III) and the third for media organizations consists of ten questions (See Appendix IV).
3.7 Observation

Some of the required information about the field was gathered through observation directly in the field. Observation was undertaken during distribution and collection of questionnaire, and when conducting interviews.

The researcher was facilitated by this method to investigate the working conditions in terms of facilities and various activities in the respective media houses and media/women’s organizations.

3.8 Secondary Sources Review

For the purpose of obtaining appropriate and relevant books, research papers, published and unpublished reports Articles from the newspapers were consulted while pursuing this study.

3.9 Pilot Study

Prior to obtaining results and observations a pilot study was undertaken so that a proper direction could be set. A good set of questionnaires were distributed for this out of which 5 belonged to the electronic media and five for the print media. A lot of work was held in assessing the clarity, validity and relevance of the questions in the above-mentioned pilot study.

3.10 Data Analysis

During the analysis of this study was undertaken, descriptive statistics analysis method was used. Various types of analysis provides a general overview of the results. It gives an idea of what is happening. As Naoum (1998) elaborates that the descriptive method either analyses the responses in percentages (as in the case of a big sample) or numbers (as in the case of a small sample).

During this study, content analysis method was used to analyse data collected through open-ended questions from questionnaires, interviews and other secondary sources. The frequencies are then converted into percentages of the total number.
The results and findings are presented in the form of tables, graphs and pie chart; then discussions are held to arrive at the findings/results as illustrated in Chapters IV and V respectively.

The figures describing the percentages and frequencies form the basis of discussions to the quantified data. Besides all, ideas, themes and attitudes form the basis of discussions, and interpretations.

3.11 Ethical Issues

It was definitely challenging to obtain information. Some respondents were sensitive about providing information. In this case, as what they expected it was assured to them that the information they provided by them would only be used for the purpose of the study and confidentiality to be maintained about the answers offered.

Certain were concerned about the possibility of getting feedback of the research findings. Henceforth, it was also assured that respondents would get feedback of the research findings.