Chapter – III
SOURCES AND RESEARCH METHODOLOGY

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3.1. Introduction:

The methodology plays significant role in determining different stages of research work. The present study is made on the impact of mass media such as radio, newspapers, magazines, television, internet, cell phones, etc on women living in rural and urban areas of Gulbarga district. Hence, the universe of the present study is Gulbarga district and the variables are women. Based on the nature of the women, the respondents are classified on the basis of the working or employed women and housewives or unemployed women. There are different criteria such as rural and urban, age groups, education, different occupations, marital status, etc. were considered while selecting the samples.

After deciding upon the subject, the researcher, in consultation with the research supervisor went through the available literature on women’s work. A review of literature revealed that there were practically no studies were made on impact of mass media on women in Gulbarga district. Then the researcher contacted and had discussion with the experts on the subject such as publishers of newspapers and magazines, Director of All India Radio of Gulbarga, press reporters, women organizations, etc. The proposal or statement of the problem was finalized on the basis of discussion with these experts, who are experts in the field to provide the knowledge and information needed for the present research work.

3.2. Meaning of the Concepts:

While defining the research problem, a few terms that were frequently used in the problem were needed to clarify their meanings. Webster’s Encyclopedic Unabridged Dictionary of the English Language defined the terms used in the present research study.
Mass Media : those means of communication that reach and influence large numbers of people, especially newspapers, popular magazines, radio and television

Impact : 1) to force tightly together; pack; wedge.
2) to affect; a usage objected to by some;
3) to have an affect: usually with a usage objected to by some
4) the power of an event, idea, etc, to produce changes, move the feelings, etc.

3.3. Sources of Data:

Two sources of data were to be collected from the researcher as under.

1. Secondary Data:

The secondary data on the nature of knowledge that was spread and communicated by different types of media such as newspapers, magazines, radio, television, internet, social networking, etc was collected from the leading research journals, books, web sites, etc. These data sources formed for understanding the theoretical concepts for the present study.

2. Primary Data:

Collection of Primary data is an important step in every research study. The researcher visited household and offices, where women are living or working in different areas in villages, towns and Gulbarga city. Primary data is also collected from the respondents through interview schedules. It is observed that few of the respondents are illiterates, low-educated and high educated, the researcher personally interacted with the each of the women respondent and collected information on their personal, socio-economic, educational aspects which provided background to the use of mass media. The researcher also collected primary data on knowledge of the respondents about different types of mass media and use of such media by the respondents. In this way,
researcher gained exhaustive knowledge on interests of women in use of different programmes and news events while assessing impact of such media on women. The researcher also observed the living conditions of the women, which reveals the significance given by women to mass media in their houses.

3.4. Variables Studied:

Keeping the objectives in mind, it was decided to have vast information on various background characteristics such as socio-economic, demographic, cultural, attitudinal, behavioural, etc., of the respondents was collected. However, the variables which have been taken into account in this study are based on relevant theoretical and logical grounds. Moreover, for a clear understanding of the nature of these variables further, classification or different groupism of variables was done. In the justification for the selection of the determinants Variables) and their hypothesized relationship is well presented.

In order to test the hypotheses mentioned in the first chapter, a few social variables were listed for the cross verification analysis and these variables are as follows.

**Demographic Variables:**

The major demographic characteristics of the respondents which are included in the present study are the age of the respondents, marital status, number of children, etc. These characteristics were considered to be important to evaluate the qualitative aspects of the study.

**Economic Characteristics:**

The significant economic characteristics of the respondents were undertaken for the study purposes are Family Occupation, work or occupation of women, family income, economic conditions of the family, facilities in the houses of women, etc.
Social Characteristics:

The major social characteristics of the respondents studied here are: place of residence, religion, caste, type of family, number of members in family, education, etc was also gathered.

Behavioural Variables:

The important behavioural characteristics of the respondents considered to be like making discussions with the other women, lifestyles of women, knowledge of women gained from different sources of information and communication, etc.

3.5. Sample Size and Selection Procedure:

Taking into consideration the limitations of the researcher’s time, money and energy, it was decided to study a total sample of 400 respondents. Among the 400 respondents, 200 are employed and working in different sectors and also from different educational backgrounds. Total 200 unemployed women or housewives are also selected and surveyed to collect primary data on impact of mass media on housewives. The information in different aspects such as cultural change, information gained on agriculture, improvements made in their occupations, life styles changed in their life, education and learning from mass media, etc., was collected from the respondents. It is observed that housewives have more leisure time and as such, they use mass media more compared to working women. On the other hand, more number of working women are using information and communication technology applications such as internet, mobile phones, social networking, etc.

Selection of Sample:

It has been already pointed out that due to limitations of time and money, the researcher could afford to study only 400 respondents. Of course, a
sample of 400 out of a vast population of all women is difficult. Hence, the samples are selected using Simple Random Sampling Method.

However, despite best efforts made by the researcher to collect responses from more respondents, many respondents did not cooperate in giving required answers. Finally the researcher dropped their interview schedules.

3.6. Preparation of Interview Schedule and Pre-testing:

In accordance with the objectives of the study an exhaustive interview schedule was prepared both in Kannada, the regional language of Karnataka and English. The Interview Schedule is composed using different scales like dichotomous, multiple choice, descriptive and rating. In addition to this, the researcher adopted personal observation technique to ascertain the knowledge of women in different aspects such as socio-economic, political, education, technology, life style, etc which gained through mass media.

To make the survey and to collect the primary data interview schedule was used. It is assumed that few of the respondents are illiterates and low educated and hence, interview schedule is a suitable tool for collection of primary data. Interview schedule is by far the most important instrument used for the data collection. The interview schedule was addressed to both working and unemployed women in different villages, towns in Gulbarga district and Gulbarga city.

The primary data collected through the Interview Schedule is represented in the form of Tables. The tables are analyzed with the percentages, so as to make analytical study and also help for comparison of different kinds of the data. Statistical techniques such as Chi-Square and Correlation are also used wherever necessary. Further, on the basis of collected data certain generalizations are stated as findings and conclusion.
While preparing the interview schedule, the researcher was in constant interaction with the respondents from different socio-economic backgrounds have deep insights into the subject. The schedule was constantly modified before being given final shape.

A formal pre-testing was held on 10 respondents from working women, 10 respondents from housewives to know if the respondents understood the schedule and answered the questions the way they were expected to.

The results of pre-testing showed that the respondents did not feel any confusion and ambiguity in understanding the questions and answering the same.

3.7. Methods of Data Collection:

Data was collected by employing the interview method. The respondents were contacted at their residence or places of their work. On an average every day 5-8 respondents were contacted and their interviews completed. The fieldwork took four months to complete. The study was carried out in February-June 2014.

As mentioned in the scope and limitations of the study, a sample survey was made to collect the primary data. That is the researcher chosen villages, towns in Gulbarga district and Gulbarga city. Approximately, there are 850 Villages with seven towns and one city in Gulbarga district. It is noted that respondents from total 05 villages from each taluka were selected to collect the primary data using Simple Random Sampling Method and 10 respondents from each of the town and 40 respondents were selected from Gulbarga city. Hence, total 400 respondents were selected to collect the primary data.

Coding and Tabulation:

The data was manually coded by the researcher. It took about three months. Coding was checked and rechecked to get perfection.
A tabulation plan was prepared. The coded data were tabulated by the subject experts in Bangalore. Chi-square tests and Correlations were applied to selected tables to find out the relevance of the primary data.
Chapter – IV

AREA OF THE STUDY

4.1. Introduction

4.2. Gulbarga District

4.3. References