Chapter - 3

Research Methodology
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OBJECTIVES

Main objectives of this study were as under:

• To ascertain how edutainment and infotainment programmes had been perceived on television
• To ascertain how edutainment and infotainment programmes had been viewed on television
• To ascertain role of communication research in edutainment and infotainment programmes on television.
• To provide suggestions from media experts for effective use of research.
• To provide suggestions from television viewers for effective use of research.

OPERATIONAL DEFINITION

The term of the study is:

Edutainment and infotainment: In this research, the term edutainment and infotainment had been considered as process of purposely designing and implementing a media message to entertain and educate, inform in order to increase audience members' knowledge about an educational issue, create favourable attitudes, shift social norms and change overt behaviour (Singhal and Rogers, 1999; Singhal and Rogers, 2002). Therefore, it has been combination of education and entertainment, such as that, provided by television channels in India. In addition, Edutainment and infotainment, according to Marcel Danesi in Dictionary of Media and Communications had been ‘blend of education
and entertainment’, any media product or text that both educated and entertained, (Danesi, 2008).

In this study, the word ‘edutainment and infotainment’ had been considered inclusive of ‘infotainment’ and hence, edutainment and infotainment had been used interchangeably for infotainment on most occasions. As Singhal and Rogers (1989b) explicated in their work, edutainment and infotainment had been also known as ‘enter-educate’, ‘edutainment and infotainment strategy’ or ‘infotainment’ (Singhal and Rogers, 1989b).

**Infotainment**: Infotainment, as per Marcel Danesi had been ‘blend of information and entertainment’, television or other media form of entertainment based on factual information in an engaging way,’ (Danesi, 2008). In this research, the term infotainment had been referred to information-based television programme that included informative, educative content in an effort to enhance popularity with audience and consumers. As infotainment had been considered an aspect of edutainment and infotainment, for this research, edutainment and infotainment had been used interchangeably for infotainment on most of the occasions.

**RESEARCH METHOD**

- Exploratory, qualitative research based on primary and secondary data

**SAMPLE SELECTION**

- **Sample Universe**: All those who were directly or indirectly concerned with television content

- **Sample size**: 350
- **Categories of sample**: For this study, sample had been divided into two main categories viz. media experts and television viewers

**Media experts**: 50

Media experts were divided into subcategories like television producers, researchers, scriptwriters, managers and educators with minimum five years of experience in their respective field.

50 media experts with minimum five years experience in their respective fields as

- Television producers (10)
- Researchers (10)
- Media managers (10)
- Scriptwriters (10)
- Media educators (10)

**Television viewers**: 300

Television viewers were of 18 years and above. They were subcategorized according to their age, gender and occupation.

300 television viewers of 18 years and above were classified as per their

- Age – 4 categories (18 – 36year, 37-54 years, 55-72 years, 73 years and above)
- Gender – male and female
- Occupation – working individuals, house persons and students
• **Sampling**: non-probability

• **Sample method**: snowball for television viewers and purposive sampling method for media experts

**RESEARCH TOOL AND TECHNIQUE**

• **Interview guideline**: For individual in-depth interviews of media experts, interview guideline was developed

• **Questionnaire**: For television viewers, questionnaires were employed for collecting data for this research.

Through questionnaire and in-depth interview, details about respondents’ media preference, television-viewing habits, views on education, entertainment, edutainment and infotainment, preference for edutainment and infotainment element and role of research were being explored.

**DATA COLLECTION PROCESS**

Pre-testing of questionnaire and in-depth interview guideline was done based on several criteria like comprehension of the issue and language, understanding of the subject, fulfilment of objective, sequencing of the questions and time taken for the interview and time taken to fill up the questionnaire.

**DATA ANALYSIS AND INTERPRETATION**

The entire analysis for the research had been presented into two broad segments viz. quantitative analysis and qualitative analysis.
All the responses from media experts and television viewers through quantitative and qualitative analysis had been done as per five criteria of questions. These criteria had been media preference and television viewing habits, views on education, entertainment and edutainment and infotainment, preference for edutainment and infotainment element and role of research followed by suggestions.

• **Quantitative Analysis:** The quantitative analysis of television viewers’ responses from questionnaire had been done keeping in mind three independent variables viz. age, gender and occupation. Analysis was done using Statistical Package for the Social Sciences (SPSS) and multiple response technique was applied to analyze the quantitative data.

• **Qualitative Analysis:** Qualitative analysis was done further dividing data into two sub categories - media experts’ views and television viewers’ views. Media Experts were interviewed on basis of in-depth interview guideline developed. Responses of television viewers from open-ended questions of questionnaires were collected and analyzed in this part of analysis.

Analysis through quantitative as well as qualitative methods provided holistic and detailed understanding of the situation. Quantitative and qualitative analysis not only substantiated but also complemented all results.

**LIMITATION OF THE RESEARCH**

The study was confined to the city of Ahmedabad alone and hence the results obtained from research could be generalized with caution.