3.1 Meaning and definition of Research:

Searching it again and again means Re-search. Research is defined as human activity based on intellectual application in the investigation of matter. The primary purpose for applied research is discovering, interpreting, and the development of methods and systems for the advancement of human knowledge on a wide variety of scientific matters of our world and the universe. Research can use the scientific method, but need not do so.\(^1\) Research is an art of scientific investigation. It is regarded as a systematic efforts to gain new knowledge. The dictionary meaning of research is “a careful investigation or enquiry especially through search for new facts in any branch of knowledge”. Definition of Research Research comprises defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; making deductions and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.\(^2\)

M Stephenson and D Slesinger defined research in the *Encyclopedia of Social Sciences* as “The manipulation of things, concepts or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in the practice of an art.”\(^3\)

“Research is an organized and systematic way of finding answers to questions” Systemactic because there is a definite set of procedures and steps which you will follow. There are certain things in the research process which are always done in order to get the most accurate results.

Both quantitative and qualitative researchers would agree that not all quantitative research is well planned and well executed and it is observed that many questionnaires are hastily and poorly written; Some surveys have a 2% response rate; and some researchers use convenience rather than random samples. One approach to the problem of poor quantitative research is to use qualitative research. The qualitative researcher’s solution is to use qualitative methods, such as in-depth interviews of individual’s or even reporting the researcher’s own conscious experience. Some qualitative researchers use quantitative methods, some quantitative researchers use qualitative methods. Most quantitative researchers use qualitative methods as exploratory tools. For example, when
trying to get a hypothesis for a study, the quantitative researcher probably will search the literature. Some researchers conduct a pilot study prior to the full length research. Such study may involve having one’s friends participate in the study and asking them about their impressions of the study. The pilot study may even involve having the researcher take the role of a participant.  

There are substantial differences between the two methods. The differences stem primarily from the fact that qualitative methods are not objective. Consequently, the non-objective evidence that qualitative researchers consider “data” (themes that the investigator senses, the investigator’s subjective impressions, etc.) is not what quantitative researchers consider “data.” Given the strong tradition of objective methods in psychology and the success of quantitative methods in psychology, it is unlikely that qualitative methods will replace quantitative methods.  

Wilkinson T S had rightly pointed out in his book *Methods and techniques of social research*. He says The researcher is constantly concerned with researching the accepted conclusions of his field, i.e. the theories with differing levels of generality and degrees of confirmation existing at a given point of time. He does this researching by probing for facts of the empirical world that confirm one or several predictions generated by his accepted conclusions, his acceptance, a consequence of his assumptions about the correctness of the existing theories.”

The research process involves the following steps. Though the step order may vary depending on the subject matter and researcher, the following steps are usually part of most formal research, both basic and applied:

- Formation of the topic
- Hypothesis
- Conceptual definitions
- Operational definitions
- Gathering of data
- Analysis of data
- Test, revising of hypothesis
- Conclusion, iteration if necessary
3.2 Significance of Scientific Social Research

The findings of any sort of research provides the basis for making new policies in our economic system. It helps in solving various operational and planning problems of business and industry. It is an aid to decision making. It establishes the relation between variables. It is important for social scientists in studying social relationships and in seeking answers to various social problems. It provides a basis for innovation and facilitates the process of thinking, analysis, evaluation and interpretation of various situation. The purpose of the research should be clearly defined. Common concepts should be used that can be understood by all. Research procedure should be explained in detail. Research design should be carefully planned. Researcher should declare all the possible errors and their possible impact on finding.

Veteran scientist C.A. Moser says about social research as “Social research is a systematized investigation to gain new knowledge about social phenomenon and problems.”

According to P.V. Young: “Social research is a scientific undertaking which by means of logical methods, aim to discover new facts or old facts and to analyze their sequences, interrelationships, casual explanations and natural laws which govern them.”

Characteristics of scientific social research:
• It is directed towards the solution of problems. The ultimate goal is to discover cause-and-effect relationship between social problems.
• It emphasis the development of generalizations, principles or theories that will be helpful in predicting future occurrences.
• It is based upon observable experience or empirical evidence.
• It demands accurate observations and description. Researchers may choose from a variety or nonqualitative description of their observations.
• It involves gathering new data from primary sources or using existence data for new purpose. • Although social research activities may at time be somewhat random and unsystematic, it is more often characterized by carefully designed procedure that applies rigorous analysis.
• It requires expertise. The researcher knows what is already known about the problem and how others have investigated.
• It strives to the objective and logical applying every possible test to validate the procedure employed, data collected and conclusion reached.
• It involves the guests for answer to unsolved problems.
• It is characterized by patient and unhurried activity.
Researcher must expect disappointment and discouragement as they pursue the answer to difficult question
• It is carefully recorded and reported. Each important term is defined, limiting factors are recognized, procedures are described in detail, reference are carefully documented, results are objectively recorded and conclusions are presented with scholarly caution and restraint.
• It is interdisciplinary in nature
• It sometimes requires courage.
Objectives of social research
* To facilitate the understanding of human behavior.
* To acquire knowledge about social phenomena, events, issue, problems etc.
* To identify functional relationship existing in the social phenomena.
* To find out the natural laws that regulates or directs social phenomena.
* To standardize the society concept, e.g. culture, struggle, generation gap, social distance etc.
* To formulate solution to social problems.
* To maintain social organization, remove social tension, misconception, etc
* To develop social revival plan.
There are two types of Social Research: Basic and Applied Research

**Pure or Basic research:**
It is also called fundamental research. It is undertaken to improve our understanding of certain problems that commonly occur in social setting and how to solve them.
It undertaken for sole purpose of adding to our knowledge that is fundamental and generalizable. This type of research may have no immediate or planned application. But it may later used in further research of an applied nature. Its objective is therefore, is not apply the findings to solve immediate problems at
hand, rather to understand more about certain phenomena or problem that occur in social life or settings, and how they can be solved. It contributes to theory formation. This research work of professors, scholars and other researchers devoted to generate new knowledge in particular area of their interest can be called fundamental research. Basic research is essentially positive. It explains the phenomena as they are and as not they should be. It may verify or establish new one.

**Applied research:**
It is also called action or decisional research. It is undertaken in response to a social problem, which requires a solution. Its major purpose is to answer practical and useful question. The results are practically applied to solve immediate problems. It involves normative prescription. As applied research is concerned with knowledge that has immediate application. It is also called decisional research.

Scientific research relies on the application of the scientific method, a harnessing of curiosity. This research provides scientific information and theories for the explanation of the nature and the properties of the world around us. It makes practical applications possible. Scientific research is funded by public authorities, by charitable organisations and by private groups, including many companies. Scientific research can be subdivided into different classifications according to their academic and application disciplines.

Explaining the importance of the Scientific method in research Karl Pearson in his book The Grammer of Science says-"There is no shortcut to truth ... no way to gain the knowledge of the universe except through the gateway of scientific method." A step further stalwart Lastrucci says "Science is an objective, logical and systematic method of analysis of phenomenon devised to permit the accumulation of reliable knowledge. It is a systematized form of analysis... not any particular body of knowledge."

From the above discussion it is clear that for any sort of research, the approach should be scientific if one has to reach to the objective conclusion. Without the scientific approach, the research would not yield fruits and it may prove just wastage of time at the end of the day as you are not going to reach any objective conclusion. Explaining the significance of Social research Paulin V Young said
“It is persistently opening our eyes to the social reality, simplifying the mysterious within the seemingly common place in social life and shattering its garments of make believe by which pious hands have hidden their uglier features. The obvious function of research is to add new knowledge to its existing store, but its power of cleansing our minds of cliches and removing the rubbish of inapplicable theory are equally notable. Scientific research is a cumulative process... it is also a rejective process, especially in social sciences.. understanding can be advanced not only by gains in knowledge but also by discarding outworn assumptions.”

The following research entitled “Comparative study of Doordarshan and Zee Television News”, is a basic type of research which is carried out for seeking knowledge about the government controlled news channel and the private news channel and study various aspects of these news channels. Meaning and Definition of Research Methodology: The basic concept of research methodology refers to the way in which companies conduct their research and how they collect the data they need. Whenever a company or organization needs to investigate a particular area of their business dealings, they need to adapt the most suitable research methodology for the job. Research methodology typically involves a full breakdown of all the options that have been chosen by a company in order to investigate something. This would include the procedures and techniques used to perform the research; as well as any of the terminology and explanations of how these methods will be applied effectively. Many areas of research methodology may simply be referring to a generic path or method that a company will apply in order to retrieve the information they need. Research methodology is the way in which researchers specify how they are going to retrieve the all-important data and information that companies will need to make vital decisions.
3.3 Introduction to Mass Media Research

The **Electronic media research** is broadly divided into two main categories: ratings and nonratings research. Two companies conduct the bulk of electronic media ratings in the United States: **A. C. Nielsen** (www.acnielsen.com and www.nielsenmedia.com) conducts local market and network TV and cable TV, and **The Arbitron Company** (www.arbitron.com) conducts local market radio ratings.

According to **Wimmer & Dominick**, “The research methodologies used by Arbitron and Nielsen are complex; each company publishes several texts describing its methods and procedures that should be consulted for specific information. The data for ratings surveys are currently gathered by two methods: diaries and electronic meters (commonly called people meters). Each method has its own advantages and disadvantages. There are many types of non-ratings research used by the electronic media. This type of research provides information about what the audience likes and dislikes, analyses of different types of programming, demographic and lifestyle information about the audience.”

Few types of the non rating research are as follows:

* Program testing: research on program ideas, rough-cuts, or final productions.
* Commercial testing: testing advertising messages that appear on radio, TV, or cable.
* Music Research: obtain listener opinions about music that a radio station might play.
* Performer Q: an indication of the popularity of various performers and entertainers.
* Focus Groups: used for all types of preliminary and final research.
* Market studies: an investigation of the perceptions of the entire market, usually within a specific age range.
* Format studies: research with respondents who listen to or prefer a certain type of music.
* Format search studies: research in radio to find an available radio format in a given market.
* Program element importance: identifies elements on radio or television that are most important to a specific audience.
* Personality (talent) studies: analyses of on-air personalities.
* Account executive research: analyses of the local and national sales reps with advertising purchasers.
* Sales research: considered a value-added approach by a station where the station sponsors research for local clients. The results are usually used to prepare an advertising proposal for the client or clients.

**Print Media Research:** There are many types of research conducted by the print media and these types of research have gained most attention in the past several years:

* **Readership:** the most widely used of all print research procedures including research in areas such as reader profiles, item-selection studies, reader-nonreader studies, uses and gratifications studies, editor-reader comparisons, and psychographic and lifestyle segmentation studies.
* **Circulation:** research about who reads the newspaper or magazine, how can circulation be increased, and what the readers want to have included in their newspaper or magazine.
* **Management:** research concerning goal setting by management, employee job satisfaction, and effects of competition and ownership on newspaper content and quality.
* **Typography/makeup:** research on the effects of news design elements—specifically typeface and page makeup—on readership, reader preferences, and comprehension.
* **Readability:** research on all the elements and their interactions that affect the success of a piece of printed material.
* **On-line media usage:** research concerning the Internet and how it affects newspaper and magazine reading.

**Advertising and Public Relations:** Just as with the other media, research in advertising and public relations includes a variety of topic, some of which include:

* **Copy Testing:** research on the effectiveness of advertising.
* **Reach and frequency:** how many people are exposed to advertising.
* Internet-related: research on how the Internet affects advertising and public relations.
* Campaign assessment: research on the success of an advertising campaign.
* Public relations: applied, basic, and introspective research to examine specific practical issues.
* Public relations audit: a comprehensive study of the public relations position of an organization.
* Social audit: a small-scale monitoring program to measure how well a company is living up to its public responsibilities.
* Evaluation research: studies to judge the effectiveness of program planning, implementation, and impact.¹⁵

Internet: The Internet has quickly become a mass medium, and it is changing every day. However, one thing is certain about the Internet, and that is it will provide a countless number of research possibilities for mass media researchers. Consider some of the possibilities:

* **On-line research:** respondents answer questions using Internet-based questionnaires.
* Web site research: what makes a good web site? How can more people be attracted to a web site?
* Music testing: radio stations and music companies test short segments (hooks) of songs.
* Advertising testing: respondents provide reactions to audio, video, and print advertising.

For the topic selected here “Comparative study of Doordarshan and Zee Television News”, the type of electronic media research is non-rating research as the study is about the quality of the news and other current affairs based programmes on the Doordarshan and Zee television news. In the other part of the research, audience research is done to get the cross section of their views regarding the topic.
3.4 The Review of literature, importance of Research topic and Objectives

A research topic is essentially the specific problem area which requires an investigation. However, topic selection is not an easier job. It demands for rigorous mental exercise. It takes of great deal of searching problem topic. In university students need to submit a topic in a proposal form to his thesis advisor.\textsuperscript{16}

\textbf{Wilkinson T S} in his book- Methodology and techniques of social research says, “Personal values play an important role in the selection of a topic for research. Social scientists with different values tend to choose different topics for investigation. Of course, personal values are not the only determinant in selecting a topic for inquiry; social conditions do often shape the preference of investigators in a subtle and imperceptible way. There are also a number of powerful inducements to selection of one topic rather than another.”\textsuperscript{17}

\textbf{Alkoff R L} had mentioned five component of a problem as follows: 1) Research-consumer 2) Research-Consumer objectives, 3) Alternative means to meet the objectives 3) Doubt in regard to selection of alternatives and 5) There must be one or more environments to which the difficulty of problem pertains.\textsuperscript{18}

Many a time the researcher confront a problem in the day to day life when he might be studying some different topic. While investigation one topic the researcher gets an insight for another topic and concentrates on that for further research. Some times a problem comes to mind while discussing or observing a particular topic or while going through the relevant literature on the subject. Similarly discussions with the persons with practical experience in the field of study also inspires to select a particular topic and reach the conclusion. But for sure, a research problem begins with a problem or a difficulty and the research is done for finding the solution for that problem. Some times the problems are selected from the point of view of economical gains as in the applied research. This type of research is going on globally in every field of science.

\textit{Sources of topic} • A problem of the student’s own interest based on his experience, judgment, etc.
• Articles in different publications such as newspaper, journals, magazine, etc.
  • Library and other research studies.
  • Text/ reference book.
  • Advisor’s suggestions.
  • Visiting organizations and interacting with the authorities.

Guidelines for topic selection
• The student should immediately begin to think about his topic selection.
• The size of the topic should not be too broad or too small.
• The topic chosen should not be too complex.
• Material and data on the topic should be available.
• Topic should be researchable.

Format of the research proposal
1. Title:
   It is the broad heading of the research proposal. It should be clearly stated at the beginning. The title should represent the proposed study. It should be short and unnecessary term should be avoided.
2. Background information:
   This part of proposal gives useful information of the study that introduce briefly about it. It includes:
   • Background of the problem.
   • Description of the topic in general and how the researcher developed in it.
   • Background information on the organization to be studied.
   • Relevance of the proposed study.
3. Statement of the problem:
   This is often a declarative statement but may be in the question form. This attempts to focus on a stated goal that gives direction to the research process. It must be limited enough in scope to make definite conclusion possible. The major statement may be followed by minor statement. This part includes:
   • Statement of general problem which being investigated.
   • Statement of detailed problem such as different variables and their associations.
4. Significance of the problem:
It is important that researcher point out how the solution to the problem or answer to the question can influence related theory or practice. i.e. the researcher must demonstrate why it is worth the time, effort and expenses required to carry out the proposed research. Failure to include this step in the proposal may well leave the researcher with a problem without significance- a search for date of little ultimate value.

5. Definitions, assumptions, limitations and delimitations
   • The researcher should define all unusual terms that could be misinterpreted. The variables to be considered should be defined in peripheral form.
   • The researcher should clearly state the assumptions of the study. Assumptions are statements or what the researcher believe to be facts but cannot verify.
   • The researcher works within some conditions called limitations. They are those conditions beyond the control of researcher that may be restriction on the conclusion of the study.
   • Applications to other situations. It includes constraint like time, money, data, source, etc they must be clearly stated.
   • The researcher should also state the boundaries of the study. They are called delimitations.

6. Theoretical framework/ review of related literature:
   This part contains a summary of the writings of recognized authorities and of previous research. This is called literature review. It provides evidence that the researcher is familiar with what is already known and what is unknown and untested. Once effective research is based upon post knowledge, this step helps to eliminate the duplications of what has been done and provides useful hypothesis and suggestions for significant investigation. This part should contain the following:
   • The variables considered relevant to the study should be identified.
   • A clear explanation of relationship between those variables should be explained.
   • The theorized relationship as visualized by researcher should be presented.

7. Statement of hypothesis / objective:
   It is appropriate here to formulate hypothesis. They offer tentative answer to a question. It includes the followings:
• Statement of research hypothesis which the researcher will try to test. In the case of exploratory or descriptive studies, the specific objectives of the study should be presented. The statement or hypothesis / objectives in advance or the data gathering process is necessary for an unbiased investigation.

8. Research methods:
This section consists of three parts:
• Subjects:
The subject section details the population of the study from which the researcher plans to select the sample. It defines sample size and sampling methods.
• Procedures:
The procedures section outlines the research plan/design. It describes in detail what will be done, how it will be done, what data will be needed and what data gathering device will be used.
• Data analysis:
This section describes the method of data analysis. It performs test of hypothesis. The statistical tools to be applied are to be mentioned.

9. Reference/bibliography:
The published sources of information and literature consulted in the course of proposal preparation should be alphabetically listed.

**SELECTION OF TOPIC FOR PRESENT RESEARCH**

The topic selected for the present research is “Comparative study of Doordarshan and Zee Television News”. In the 21st century, the people from the Mass Communication and Journalism saw a new medium for effective communication and that is the Television. In the initial years of Television in India, only one channel existed and that was National Doordarshan. Obviously, the Doordarshan was, since beginning controlled by the government. All the stuff on this television was shaped on the behest of the government. As of the programmes on Doordarshan, there was just the broadcast of few hours in a day in its early days. Gradually the time of broadcast went on increasing with the breakfast TV and then afternoon broadcast. Now it is not only round the clock but also saturated with various channels for various viewers.
National telecasts were introduced in 1982. In the same year, colour TV was introduced in the Indian market with the live telecast of the Independence Day speech by then prime minister **Indira Gandhi** on 15 August 1982, followed by the 1982 Asian Games being held in Delhi. Now more than 90 percent of the Indian population can receive Doordarshan (DD National) programmes through a network of nearly 1400 terrestrial transmitters and about 46 Doordarshan studios produce TV programs today.  

Once private television channels were allowed in the 1991, Doordarshan has seen a steep decline in viewership in homes with Cable and Satellite Television which in 2002 was just at 2.38% for DD National. While it earns significant advertising revenue due to the compulsory feed given to it by the highest bidder to national events including cricket tournaments, there has been a proposal to give it funds by imposing a license fee to own a television in India like the BBC. However this is unlikely to be imposed keeping in view the financial constraints of the average Indian viewer.

Taking advantage of the growth of the satellite television audience, a number of Indian satellite based television services were launched between 1991 and 1994, prominent among them ZeeTV, the first Hindi satellite channel. By the end of 1994 there were 12 satellite based channels available in India, all of them using a handful of different satellites. This number was expected to double by the end of 1996, with a number of Indian programmers and international media companies like Turner Broadcasting, Time-Warner, ESPN, CANAL 5 and Pearsons PLC, seriously considering the introduction of new satellite television services for India.

With the political, social and economic landscape changing facades, **Subhash Chandra**, created Zee Telefilms Limited in October 1992. This enterprise was to act as the chief content provider for Zee TV - India’s first Hindi satellite channel. Zee Telefilms Limited (ZTL) is now known as Zee Entertainment Enterprises Limited (ZEE). Very early in the aftermath of launching ZTL, Subhash Chandra entered into a joint venture with the STAR group of companies. This pact was to augment television broadcasting in India and deliver higher quality of programming content. In another development around the same time, media mogul, Rupert Murdoch’s News Corp Limited acquired the rights
to distribute STAR’s satellite TV content. This made News Corp a de facto partner of ZEE that has established a very strong consumer connect and is governed by a set of values that holds them in good stead in the face of changing viewer environments.\textsuperscript{22}

In the above scenario, it is evident that for the first time in the Indian history, the government controlled Television Doordarshan had got a competitor from the private sector initiated by Subash Chandra. In this context the researcher felt that it is important to study and investigate the claims of the Doordarshan that it is a public broadcast for the welfare of the common men so the topic “Comparative study of Doordarshan and Zee Television News” was selected for study. Similarly it was important to see what the first Television channel from the private sector going to do? Was it really going to compete with the Doordarshan in all types of programmes including the news or not? The Researcher felt that instead of studying all the programmes on the Doordarshan and the Zee Television, it would be better to study about the News telecast and broadcast by these two television one from the private sector and the other, government controlled. It was criticized by the media critics that the Doordarshan is the channel for ‘propagand and publicity of the government’. On this background, the researcher was curious to know how the moral values of journalism and public welfare can be preserved in the era of competition and high production cost of the stuff of news and current affairs. The researcher also felt important to study the use of language of news, the coverage given to various topics, the footage, the repetition of the stories, the investigative stories and their frequency, the news presenters, the use of the modern information -technology equipments in the news gathering.

Besides this, it was also seen that both the Doordarshan and the Zee television present a lot of programmes on current affairs, studio shows, live telecast, field dispatches, video conferencing, uplink facilities and similar programmes. In this way it was deemed that the topic “Comparative study of Doordarshan and Zee Television News” was important not only for the people and professional from the field of journalism and mass communication but also for the common men, rather masses.
**Objectives of Research**

The objectives of the research entitled “Comparative study of Doordarshan and Zee Television News” are as follows:

1) To know about the popularity of the Doordarshan and Zee Television News among the viewers.

2) To find out likes and dislikes of various sectors of society regarding the Television News Channels, especially Doordarshan and Zee Television news.

3) To examine the public welfare content on Doordarshan and Zee Television news and the utility stories and programmes for the masses.

4) To study the changing styles of news presentation on the Doordarshan and Zee Television news and the view of common men about it.

5) To find out that the news and current affairs programmes on Doordarshan and Zee Television news are telecast for which section of the society and how frequently.

6) To examine comparatively the video footage given by Doordarshan and Zee Television news in various bulletins to various topics.

7) To study comparatively, about the news values of the Doordarshan and Zee Television news that are given priority by the channel.

8) To accumulate the views of the audience regarding the credibility and reliability of Doordarshan and Zee Television news.

9) To study the language of the Doordarshan and Zee Television news and see its impact on the viewers, use of language and usage of words from other languages in their bulletins and current affairs programmes.

10) To study about the current topics taken for discussion by Doordarshan and Zee Television news on various occasions and see whether such topics are useful for the viewers and the people, on the whole.

11) To study the speed of filing and delivering on air, the important stories.

12) To study and compare the ‘Electronic Features’ of Doordarshan and Zee Television news.

13) To inquire about the angles given to various stories and the reasons for giving such angles.
14) To examine what is given priority by Doordarshan and Zee Television news? Public welfare of saleable value?
15) To study the difference between a private owned news channel and the government controlled channel.
17) Comparatively studying the coverage given to the stories on subjects like social, cultural, agriculture, child rearing, health, environment, education, developmental, sports, weather and other topics.
18) Coverage given to regional, national and international issues on Doordarshan and Zee Television news.
19) Comparing the use of latest technology by Doordarshan and Zee Television news like using O B Vans, ENG, SNG, uplinkage, video conferencing, live coverage, satellite telecast etc.
20) Examining the use of Logo’s, signature tune, graphics, titling (scrolling), animation, caricatures, dramatization by Doordarshan and Zee Television news.
REVIEW OF LITERATURE:

Research is a continuous process so the researcher cannot avoid earlier research work. He/she must start with earlier work and should note down all such research work, published in books, journals or unpublished thesis. This will give the researcher the guidelines for research. He should collect information in respect of earlier research work. He should enlist them in the given below:

Author/researcher, Title of research /Name of book ,Publisher, Year of publication, Objectives of his study, Conclusion/suggestions. Then he can compare this information with his study to show separate identity of his study. He must be honest to point out similarities and differences. (http://www.mbaknol.com/research-methodology/contents-and-layout-of-research-report).

Literature review is most important to identify the problem of the study, which can be solved by collection of data. It is very important to know that the work is doing by researcher in a research should not be repeated again. Literature review observes about the work that it is doing, is repeating unintentionally. (http://wiki.answers.com/Q What_are_the_importance_of_literature_review_in_research_writing).

“Research is made in order to inform people with new knowledge or discovery. However, it is not to be expected that everybody would willingly believe what you are tackling in your whole research paper. Thus, what you can do to make your research more credible will be to support them with other works which have spoken about the same topic that you have for your research. This is where literature review comes in.

You can even have literature sources in works such as stories, comments, project, speech, article, novel, poem, essay, program, theory, and others. This is why literature review involves scanning the pages of any published literature like books, newspaper, magazine, website, webpage, collection, paper, pamphlet, and the like where you may be able to find any reference to the same topic that you are researching on. This time, “literature” does not exclusively refer to the poetic rendition of words, like that of Shakespeare alone” (http://
The literature review is important because:

It describes how the proposed research is related to prior research and shows the originality and relevance of your research problem. Specifically, your research is different from others.

It justifies your proposed methodology and demonstrates your preparedness to complete the research.

The literature review is one of the important academic requirements. The literature review is a critical discussion and summary of statistical literature that is of ‘general’ and ‘specialized’ relevance to the particular area and topic of the research problem in statistics.

You should spend a lot of time on your literature review because if you do it well, you can use most of it in your dissertation.

Once you have a preliminary list of references, you now have to read this material. This process is ‘time-consuming’ (takes a lot of time) because you will have to read a large amount of statistical research. You must realize that not every reference will contain material that is relevant to your research problem. This is a necessary part of the process: Keep what is relevant and ignore what is irrelevant. It is better to read something that is not directly related to your dissertation than miss a reference that is important and relevant to the dissertation. While you are reading, keep notes about the assumptions made and the important results. Good notes help when you begin to write the literature review. Try to determine the methodology used by the author. This will be helpful when you want to describe how your research is related to prior research. For example, is your research an extension or modification of this author’s research?

General references (e.g., textbooks) can provide useful information on the research area (such as response surface methodology (RSM), survey sampling (SS), statistical quality control (SQC)) and on a more focused research area (such as optimal designs in RSM, adaptive cluster sampling in SS, accelerated testing in SQC). General references, however, are not very useful or provide very little information on your research topic. Some general references will be journal articles that are related to your re-
search topic but have lower importance.

**Finding research materials:** Libraries provide guidance on accessing information from a large number of sources. Typically, the library at your university includes internet searching and access of databases published statistical literature. I also recommend spending some time browsing (searching) the shelves in the library. After you have located a book in your preliminary list of references, look at the neighboring books on the shelf. You may find another good general reference.

Even though most of your references should be available to download from the internet through your library, there will be references (such as conference proceeding, articles from journals that no longer exist, articles published in languages other than English, technical reports) that one cannot get immediately.

For this research on the topic **“Comparative study of Doordarshan and Zee Television News”**, the researcher had tried hard to find and scan all the possible research that were done earlier done by various experts. For this, the researcher had gone through various books, journals and various sites on the internet. Some research done on the Television and the electronic media were learnt during the literature survey and review of the earlier studies. The research done earlier are as follows:

* “Invasion from the skies: the impact of foreign television on India” was the research carried out by Usha Manchanda. The findings showed that 78.7 per cent of the respondents regularly watch news and current affairs programs on television. The most viewed news and current affairs programs are: Aaj Tak (a Hindi news & current affairs program on Doordarshan channel DD2) followed by The (English) News (on Doordarshan channel DD1), Zee News (A mix of Hindi and English news and current affairs program on Zee TV), Star News and the English news channel — BBC World service. More than two-thirds of the respondents rely on television and newspaper for their daily news updates. However, the newspaper still remains as the source of news on which most people depend, followed by television.

* “Relatively higher numbers of respondents are satisfied with programs on “channels other than Doordarshan” for their technical quality, entertainment
value, credibility of information and overall performance. For overall performance, 91.1 per cent said they were satisfied with “channels other than Doordarshan”, whereas 67.6 per cent were satisfied with Doordarshan channels. A striking majority (84-85 per cent) of the respondents said that Doordarshan programs had improved over the past five to seven years. A similar number of respondents wanted Doordarshan to improve further. Opinion varied about how Doordarshan programs should change from “needs to broadcast more entertainment programs” to “improve technical quality” and “show more educational and meaningful programs”.

Another study related to the news channels showed the following results. The research was carried out in some of the metropolitan cities. Aaj Tak was observed to have a relatively high top-of-mind recall in Ambala (non metro) compared to metropolitan cities of New Delhi and Mumbai. Amongst 323 respondents who had indicated their top-of-mind recall for news channels, Aaj Tak was found to lead the pack with 66% followed by Star News, Zee News and NDTV.

*Television Audience Measurement (TAM)* carried out yet another research on “Unconventional ways to understand In-Home TV viewing behavior”- Eliciting responses through game play and fusing it with TAM TV Panel data. TAM Media Research, India's TV Viewership measurement and analysis house is all set to strike the victory gong for the third time in a row at the ESOMAR Asia Pacific Conference scheduled to be held in Tokyo, Japan. ESOMAR, the World Association of Research Professionals has formally informed TAM India office that its Research Paper on "Unconventional ways to understand In-Home TV viewing behavior - Eliciting responses through game play and fusing it with TAM TV Panel data" has been short listed for a final presentation in Tokyo. This is the first ever study undertaken on this subject anywhere in the world. The study will benefit Advertisers and Broadcasters.

Another research witnessed a lot of activity in the News channel arena at the regional level. However, the heartening fact for the news broadcasters is that the quantum of news telecast and the consequent news viewing presents a classical case of economics, wherein increased supply has been matched by a rise in demand. With increase supply (read launch of news channels), the time spent
on News channel viewing has also registered an increase at an all-India level.

*Another research was carried out by **Prasad S Shetty**, Bureau IT Administration, CIBIL on the topic “Should news channels get into the TRP race?”

**Ravish Kumar** carried on research on “How long can news channels rely on merely TRPs?”. He is a famous Indian television journalist, blogger and currently the Executive Editor at NDTV India, a Hindi News channel since the last 15 years. He had also been a Feature Editor. He has also won several awards including Ramnath Goenka Award for Excellence in Journalism.

*“Indian news channels lose credibility over TRP” was the topic of one research carried out by www.merinews.com. The findings showed that the electronic media has become more of a circus. It just does not follow any journalistic ethics. Viewers are now fed up with the insensitive sensationalism shown by various channels and have demonstrated their dissatisfaction on many occasions.

*The topic for research by www.quora.com was, “How much do CNN or other news channels spend on marketing research?”

*Review of **BBC News & BBC Parliament** Qualitative Research Findings was the research by TWResearch for the BBC Trust.

*The study on the topic, “What India is watching was based on the Share of news genre in the English news genre (%) carried out by TAM in 2010.

**Satindra Kumar** and **Surjit Singh** had done a study on the topic “Viability of news channels in India” (http://www.oppapers.com/essays/Viability-Of-News-Channels-In-India/609032). After the study on the Current Scenario of the Indian News Channels is very encouraging. They concluded that,

“Over 100 applications are pending with the information and broadcasting ministry for licence to start new TV channels. Currently, 454 Indian TV channels are on air, according to the list put up by the ministry on its website. Four months ago, the ministry had cleared 22 new TV channels. The additional requirements could include the financial viability of channels, a more rigorous background check of the profile of operators and their commitment to the welfare of employees, ministry sources said.”

It is said that Indian viewers now spend more time watching news than
reading news, as TV news channels in India have been competing with each other for more viewership. They have been targeting specific viewers by producing interactive and sensational types of news programs for vying for public attention and ultimately to improve their television rating points (T.R.P.) (also see, Prasad Mahapatra 2005). However, there has been severe public criticism of their programs resulting in a decline in the confidence level of the public. Some recent public opinion surveys reveal that the Indian news channels often resort to bias reporting, create insensitivity, contain inaccuracies, promote sensationalism and trivialization in news content, have conflicts of interest and a lack of depthlessness in their news and views stories. Furthermore, they are also criticized that "the channels tend to miss out on important stories in this scramble for eyeballs. 'Hardly 25 percent of national news bulletins are about health, education, development, welfare, environment, etc.'" (Yadav and Sharma 2006).

The suggestions on the basis of findings by the World Press were as follows:
* "Realize that investigative journalism involves more than just string operations."
* "The focus on revenues from advertisement should be shifted to news and bringing more news to the doorsteps of the public."
* "The coverage of political news should not be restricted to the mainstream political parties alone."
* "Apart from politics, films, and sports, the coverage should be extended to developments in the fields of art, culture, science, literature, etc. since they also make news."
* "The so-called reality shows peeping into private lives of individuals (even ordinary folks) is scandalous, is not journalism, and should be discouraged, if not altogether banned."
* "The channels need advertisement revenue—but not at the cost of interruption every three to five minutes. In one hour, they can have 30 minutes uninterrupted coverage, 10 minutes advertisements run, and 20 minutes analysis. This is just an example. News has to be continuous with maximum one break for few seconds."
* "The technical team must be equipped with the state of the art and must
support the newsreaders. In certain live programs, we invariably see the audio signals of anchors at various cities or locations not reaching, whereas the video is visible (or vice versa)."

* "The response from the anchors must be spontaneous and not wait for the readers' signals to reach them. The time gap for their response is irritating."

* "The quality of impartial reporting must be enhanced."

* "At no time should they telecast scenes that can only be viewed with people of good heart conditions."

  * "Where exactly we are failing and to highlight regularly?"

  * "News on women's education and development should be focused more. These are news channels and not entertainment channels. They should cut down Bollywood related programs, which do not offer any career development values to us."

  * "Stop making socially undesirable characters as national heroes. Less exaggeration or avoid undue importance given to politicians/political drama."
3.5 The Research Design

When particular research area has been defined, research problem is defined, and the related literature in the area has been reviewed, the next step is to construct the research design. It is fundamental to the success of any scientific research. Research design means an overall framework or plan for the activities to be undertaken during the course of a research study. It involves decisions regarding what, where, when, how much and by what means concerning a research study. It constitutes a blueprint for the collection, measurement and analysis of data. It serves as a framework for the study, guiding the collection and analysis of data, research instrument to be utilized and the sampling plan to be followed. According to Kerlinger: “Research design is the plan, structure and strategy of investigation conceived so as to obtain answers to research questions and to control variance.”

According to Kinner and Taylor: “A research design is the basic plan which guides the data collection and analysis phase of the research project. It is the framework which specifies the type of information to be collected, the source of data and the data collection procedure.”

Types of research design:

1. Experimental research design:
   It describes what will be when certain variables are carefully controlled or manipulated. The focus is on variable relationship. The purpose of experimental research is to investigate possible cause-and-effect relationship as well as to understand the nature of functional relationship between caused factors and affect to be predicted. An experimental design involves the specifications of:
   • Treatments that are to be manipulated.
   • Test units to be used.
   • Dependent variables to be measured.
   • Procedures for dealing with extraneous variables.

2. Exploratory research design:
   It is designed to explore ideas and insights in order to obtain a proper definition of problems at hand. It is appropriate for the early stage of decision
making process. It is designed to obtain a preliminary investigation of the situation with a minimum expenditure of time and cost.

Purpose of exploratory research

• To identify problems and opportunities.
• To develop a more precise formulation of a vaguely identified problems or opportunity.
• To gain perspective regarding the breadth of variables operating in a situations.
• To establish priorities regarding the potential significance of various problems or opportunities.
• To identify and formulate alternative courses of action.
• To gather information on the problems associated with doing conclusive research.
• To gain management and researchers perspective regarding the character of the problem situation.

3. Descriptive research design: This research design is designed to describe something. It simply portrays an accurate profile of organizations, events, situation or any phenomena. It describes conditions or relationship that exists, opinion that are held, process that are going on, effects that are evidence or trends that are developing. It is the fact finding operation design to search for information. Investigators collect, classify and correlate data to describe that exists. But it does not answer why phenomena behave as they do. Descriptive research is appropriate in the following conditions:
• Portraying the characteristics of social or any phenomena and determining the frequency of occurrence.
• Determining the degree of to which variables are associated.

Purposes of descriptive research:

* To collect detailed factual information that describes existing phenomena.
* To identify problems or justify current conditions and practice.
* To make comparisons and evaluations.
* To determine what others are doing with similar problems or situations and benefit from their experience in making future plans and decisions.
For this research entitled “Comparative study of Doordarshan and Zee Television News” the descriptive research design had been used which is capable to reach the conclusion of the research.

“The purpose of descriptive research is to describe accurately situations or events, such as the characteristics of a population, a social condition, or a particular topic . In the process of descriptive research, data are collected and summarized, but relationships between sets of data and predictions are not usually defined . Descriptive research is one of the more basic types of research, requiring fewer research skills, yet is a very valuable tool for community development . Most of the techniques presented in this handbook could be termed descriptive, in the broadest sense of the word “24.

“Descriptive studies are also called observational, because you observe the subjects without otherwise intervening. The simplest descriptive study is a case, which reports data on only one subject; examples are a study of an outstanding athlete or of a dysfunctional institution. Descriptive studies of a few cases are called case series. In cross-sectional studies variables of interest in a sample of subjects are assayed once and the relationships between them are determined.”25

For any research project to be successful, Dominick and Wimmer guides the researcher saying“Researchers need to have a clear understanding of what they are investigating, how the phenomenon can be measured or observed, and what procedures are required to test the observatio or measurements.”26 The research design selected for this research titled- “Comparative study of Doordarshan and Zee Television News” is the descriptive research design. The study demands the inquiry of the topics for news handled by the Doordarshan and the Zee television. Also the coverage given to various subjects and class of audience. The study of footage and the audience survey regarding their likes and dislikes on the Doordarshan and Zee television news is also to be carried out to reach the conclusions.
3.6 Data collection

The first step toward the research is the collection of data without which the research process can not progress. “A datum is what is observed, is manifest or phenotypical. Data in social sciences, as in other sciences, are based on our sense observation. What is observed, is collected as data.”

Data collection is an important step in social research. It is also known as field work. It involves administrating the research tools to gather data. It connects link to the reality of the work for the researchers. Data collection consists of taking ordered information from reality and transferring to some recording systems so that social behavior can be understood and predicted. It is based on research design. Data provide information for decision making which reduces uncertainties in a decision making.

Definitions of data: A plural of datum, individual facts, statistics, or items of information: These data represent the results of our analyses. Data are entered by terminal for immediate processing by the computer. A body of facts; information.

Data is a plural of datum, which is originally a Latin noun meaning “something given.” Today, data is used in English both as a plural noun meaning “facts or pieces of information” (These data are described more fully elsewhere) and as a singular mass noun meaning “information”: Not much data is available on flood control in Brazil. It is almost always treated as a plural in scientific and academic writing. In other types of writing it is either singular or plural. Data, data processing, jargon day't*/ (Or "raw data") Numbers, characters, images, or other method of recording, in a form which can be assessed by a human or (especially) input into a computer, stored and processed there, or transmitted on some digital channel. Computers nearly always represent data in binary. Data on its own has no meaning, only when interpreted by some kind of data processing system does it take on meaning and become information.  

“Information in raw or unorganized form (such as alphabets, numbers, or symbols) that refer to, or represent, conditions, ideas, or objects. Data is limitless and present everywhere in the universe. See also information and knowledge. Computers: Symbols or signals that are input, stored, and processed by a
The word data is the plural of Latin datum, "something given," but it is not always treated as a plural noun in English. The plural usage is still common. Sometimes scientists think of data as plural, as in These data do not support the conclusions. But more often scientists and researchers think of data as a singular mass entity like information, and most people now follow this in general usage. Sixty percent of the Usage Panel accepts the use of data with a singular verb and pronoun in the sentence Once the data is in, we can begin to analyze it.

While starting the research on the topic- “Comparative study of Doordarshan and Zee Television News”, due care was taken that the data collected should be related to the topic and it should be giving something to the researcher so that it can help in progress in the inquiry.

**Sources of data collection:** Data may be collected from several sources. It is not easy to list them in details. Researchers use these sources according to their data needs. However, the general classification of data collection sources can be presented under two groups:

*Primary sources:* It provides primary data. Primary data are first hand, original data collected by the researchers for the research project by hand. They are collected for meeting the specific objectives of the study. They can be obtained from families, representatives, organization, etc. interviews, questionnaire, observation are the major tools for collecting data from primary sources.

*Secondary sources:* It provides secondary data. Secondary data are already gathered by others. They are attained indirectly. The researcher doesn’t obtain them directly. They are collected by some other researchers before and have been processed at least once.

The **Internal secondary data** are available from in-house source. The source like within the organization. Sources of such data include representative’s report, shipment records, accounting data etc. The **External secondary data** are available from the sources outside the organization. Such sources include published report, library, computer, data books, etc.

**Data collection methods/techniques**
It is necessary to collect accurate data to achieve useful results irrespective of the research design. Researchers use a number of methods to collect data. They are as follows:

**Survey:** The term survey has two constituents, “sur” which means over and “view” which means to see. Thus, the word survey means to oversee, that is, to look over something from high place. A survey is a data collection method based on the study of a given population. It is a systematic gathering of information from the people for the purpose of understanding or predicting some aspect of their behavior. The survey method gathers data from a relatively large number of cases at a particular time. It is not concerned with character of individuals. It is concerned with generalized statistics that cases. It is essentially cross sectional. National population census is an example of survey. Survey data are expressed in numbers or percentages.\(^{31}\)

During the investigation on the topic- “Comparative study of Doordarshan and Zee Television News”, it was seen that the data that is collected should be of good quality, reliable and valid. If the data collected is suppose not reliable and was gathered some months or years ago, the research would not yield fruits to the researcher and he may get disappointed.

**Data should be of good quality:** Scientific research is used by academicians in a wide scope of academic disciplines. Data are the basis for all scientific research. Collecting good quality data plays a vital role in supplying objective information for the problems under study so that some analytical understanding of the problems and hence solutions can be obtained. Making decision on the basis of poor quality data is risky and may lead to disastrous results, as the situation may be distorted and hence all subsequent analyses and decision making will rest on a shaky ground.\(^{32}\)

“Most research projects need data in order to answer a proposed research problem. The data that need to be acquired, and the sources of such data, must be identified as a matter of utmost importance. No amount or depth of subsequent data analysis can make up for an original lack of data quantity or quality. Research problems and objectives (or hypotheses) need to be very carefully constructed and clearly defined, as they dictate the data that need to be obtained and analyzed in order to successfully address the objectives themselves. In
addition, the quantity of data, their qualities, and how they are sampled and measured, have implications for the choice and effectiveness of the data analysis techniques used in subsequent analysis.

Regardless of the field of study or preference for defining data (quantitative, qualitative), accurate data collection is essential to maintaining the integrity of research. Both the selection of appropriate data collection instruments (existing, modified, or newly developed) and clearly delineated instructions for their correct use reduce the likelihood of errors occurring. While the degree of impact from faulty data collection may vary by discipline and the nature of investigation, there is the potential to cause disproportionate harm when these research results are used to support public policy recommendations. Issues related to maintaining integrity of data collection: 1. Quality assurance - activities that take place before data collection begins. 2. Quality control - activities that take place during and after data collection.

Validity and authenticity: Validity is one of the major concerns in a research. Validity is the quality of a research that makes it trustworthy and scientific. Validity is the use of scientific methods in research to make it logical and acceptable. Using primary data in research can improve the validity of research. First-hand information obtained from a sample that is representative of the target population will yield data that will be valid for the entire target population.

Authenticity: Authenticity is the genuineness of the research. Authenticity can be at stake if the researcher invests personal biases or uses misleading information in the research. Primary research tools and data can become more authentic if the methods chosen to analyze and interpret data are valid and reasonably suitable for the data type. Primary sources are more authentic because the facts have not been overdone. Primary source can be less authentic if the source hides information or alters facts due to some personal reasons. There are methods that can be employed to ensure factual yielding of data from the source.

Reliability: Reliability is the certainty that the research is enough true to be trusted on. For example, if a research study concludes that junk food consumption does not increase the risk of cancer and heart diseases. This conclu-
sion should have to be drawn from a sample whose size, sampling technique and variability is not questionable. Reliability improves with using primary data. In the similar research mentioned above if the researcher uses experimental method and questionnaires the results will be highly reliable. On the other hand, if he relies on the data available in books and on internet he will collect information that does not represent the real facts.

Sources of Primary Data: Sources for primary data are limited and at times it becomes difficult to obtain data from primary source because of either scarcity of population or lack of cooperation. Regardless of any difficulty one can face in collecting primary data; it is the most authentic and reliable data source. Following are some of the sources of primary data.

**Experiments:** Experiments require an artificial or natural setting in which to perform logical study to collect data. Experiments are more suitable for medicine, psychological studies, nutrition and for other scientific studies. In experiments the experimenter has to keep control over the influence of any extraneous variable on the results.

**Survey:** Survey is most commonly used method in social sciences, management, marketing and psychology to some extent. Surveys can be conducted in different methods.

**Questionnaire:** is the most commonly used method in survey. Questionnaires are a list of questions either open-ended or close -ended for which the respondent give answers. Questionnaire can be conducted via telephone, mail, live in a public area, or in an institute, through electronic mail or through fax and other methods.

For collecting data from the ‘People’ source, the tool that was used for this particular research entitled “Comparative study of Doordarshan and Zee Television News”. the researcher used the Questionnaires to seek information and opinion of the people regarding the News on Doordarshan and Zee Television.

**Interview:** Interview is a face-to-face conversation with the respondent. In interview the main problem arises when the respondent deliberately hides information otherwise it is an in depth source of information. The interviewer can not only record the statements the interviewee speaks but he can observe
the body language, expressions and other reactions to the questions too. This enables the interviewer to draw conclusions easily.

**Observations**: Observation can be done while letting the observing person know that he is being observed or without letting him know. Observations can also be made in natural settings as well as in artificially created environment. For data collection on the topic- **“Comparative study of Doordarshan and Zee Television News”**, the primary sources like Questionnaire and observation were used. The history and information regarding the other milestone was taken from the books, research work of the veterans who have submitted their thesis and also discussions with the experienced people in the field of Television news channels were held to get an insight and further strengthen the research.

**Books, journals/periodicals /Magazines/Newspapers**: Books are available today on any topic of research. The use of books start before even you have selected the topic. After selection of topics books provide insight on how much work has already been done on the same topic and you can prepare your literature review. Books are secondary source but most authentic one in secondary sources. **Magazines** are also effective but not very reliable. **Newspaper** on the other hand are more reliable and in some cases the information can only be obtained from newspapers as in the case of some political studies.

**Published Electronic Sources**: As internet is becoming more advance, fast and reachable to the masses; it has been seen that much information that is not available in printed form is available on internet. In the past the credibility of internet was questionable but today it is not. The reason is that in the past journals and books were seldom published on internet but today almost every journal and book is available online. Some are free and for others you have to pay the price. They are actually diaries written by different people. These diaries are as reliable to use as personal written diaries. Unpublished Personal Records: Some unpublished data may also be useful in some cases. 36

**Diaries**: Diaries are personal records and are rarely available but if you are conducting a descriptive research then they might be very useful. The Anne Franks diary is the most famous example of this. That diary contained the most accurate records of Nazi wars. **Letters**: Letters like diaries are also a rich
source but should be checked for their reliability before using them. **Government Records:** Government records are very important for marketing, management, humanities and social science research. Census Data/population statistics, Health records, Educational institutes records

Public Sector Records: The records from the public sector like the survey data of the Non-Governmental Organization (NGO), Other private companies, records from the people working in the field since longer time.

For data collection on the topic- **“Comparative study of Doordarshan and Zee Television News”**, the researcher also used sources of secondary data like various websites containing rich data about the electronic media, especially the television. Besides the e-journals, books, magazines on various topics of Mass Meida and periodicals, newspapers were also utilized.

Besides all the primary sources and the secondary sources of data the data used was through personal observation and analysis of the **news bulletins of the Doordarshan and Zee News**. The Bulletins of nearly four months of the Doordarshan and the Zee Television News were video tapped for the study and the analysis of the topic- **“Comparative study of Doordarshan and Zee Television News”**. Also the visits to various News rooms of national and regional television centers had given a fillip to the research and observation yield a good variety of data. Many of the Journalism related to Mass Communciation and Journalism like the Communicator and Vidura and some on the Social Sciences were also studied.
### 3.7 Hypothesis for the selected topic

After finalizing and formulating the research problem, the researcher moves towards finding the approximate answer to the formulated problem. This is what is called as **Hypothesis**. This tentative answers called as hypothesis guide the researcher throughout the research and he can progress smoothly towards the conclusion. The word hypothesis is a compound of two words ‘hypo’ and ‘thesis’ where ‘hypo’ means under and ‘thesis’ means reason or rational view. Thus, hypothesis is a below reasoned view. It is a view, which is not fully reasoned. In social research and other research, hypothesis is used to mean a statement about the relationship, which helps to be investigated.

Highlighting the importance of Hypothesis in the research process **Lundberg G A** in his book entitled Social Research says, “The only difference between gathering data without a hypothesis and gathering with one is that in the lattercase, we deliberately recognize the limitations of our senses and attempt to reduce their fallibility by limiting our field of investigation so as to prevent greater concentration of attention on particular aspects which past experience leads us to believe are insignificant for our purpose.”

Furthermore in the thinkexist.com dictionary Hypothesis is defined as, “A supposition; a proposition or principle which is supposed or taken for granted, in order to draw a conclusion or inference for proof of the point in question; something not proved, but assumed for the purpose of argument, or to account for a fact or an occurrence; as, the hypothesis that head winds detain an overdue steamer.

* A tentative theory or supposition provisionally adopted to explain certain facts, and to guide in the investigation of others; hence, frequently called a working hypothesis.”

* It is a message expressing an opinion based on incomplete evidence

* a proposal intended to explain certain facts or observations.

The business dictionary defines hypothesis as A supposition or explanation (theory) that is provisionally accepted in order to interpret certain events or phenomena, and to provide guidance for further investigation. A hypothesis
may be proven correct or wrong, and must be capable of refutation. If it re-
 mains unrefuted by facts, it is said to be verified or corroborated.\textsuperscript{40}
Stalwart \textit{F.N. Kerlinger} stating the significance of hypothesis says, “Hypothesis
is the most powerful tool man has invented to achieve dependable knowledge.
Once the problem to be answer is defined, the researcher formulates theory.
Theory formulation leads to hypothesis formulation. Data collection and analysis
revolve around the hypothesis, when hypothesis comes to be true, it originates
theory”.\textsuperscript{41}
According to \textit{G.A. Lundberg}: - “A hypothesis is a tentative generalization the
validity of which remains to be tested. It may be any hunch, imaginative idea or
intuition whatsoever, which becomes the basis of action or investigation.”
According to \textit{W. Goode} and \textit{P.K. Hatt}: - “A hypothesis is a proposition, which
can be put to test to determine its validity. It may seem contrary to, or in
accordance with common sense.”\textsuperscript{42}
\textbf{Null Hypothesis}: Null hypothesis is one, which indicates a definitive
effect relationship between two variables. It is so called because this hypothesis
usually reflect ‘no difference’ or ‘no effect’ situation. It means that there is no
difference between two populations in aspect of some property and
that the difference if any is only accidental and unimportant. The null hypothesis
is akin to the principle that a man is innocent until he is proved guilty. It
constitutes a challenge and the function of a research to give facts a chance to
reflect this challenge.

\textbf{Usable Hypotheses}: Every researcher tries to formulate hypotheses but it is
very important that the hypothesis should be usable. The entire study rests
upon the potential significance of the hypotheses. In this guide, \textit{William J.
Goode} and Paul K. Hatt prescribe step-by-step methods for evaluating
hypotheses against criteria. Note again the emphasis given to the criterion that
a hypothesis should be related to a body of theory. It is also important to
anticipate the verification problem. Zetterberg has stated three criteria for the
acceptance of a working hypothesis: (a) that the empirical data were found to
be arranged in the manner predicted by the working hypothesis, (b) that we
have disproved the null hypothesis with a certain probability, and (c) that we
have disproved alternate hypotheses to the one tested.\textsuperscript{43}
The **Hypothesis for the present research** entitled “**Comparative study of Doordarshan News and Zee Television News**”, after the study of the available material and the experience from watching the Doordarshan and the Zee Television News, are formulated as follows:

1) Doordarshan News bulletins are mostly shaped to give publicity to the activities, schemes and policies of the government whereas the Zee television news is giving more coverage to the private, corporate, entertainment, crime, industrial and commerce sector.

2) The speed of giving stories by the Zee Television news is more than the Doordarshan news and the details are made available much sooner.

3) Unlike Zee Television News, Doordarshan News gives more coverage to the public welfare sectors like agriculture, development, health, environment, education, family planning and rural development.

4) The stories included in the bulletins of Zee Television News are mostly for the benefit of the urban people and that on Doordarshan are for the masses, on the whole.

5) The network of reporters, correspondents and stringers of Zee News channel is far more stronger than that of the Doordarshan News. Similarly, the modern communication equipments like OB Van, SNG, ENG, satellite uplink used by the Zee News are more than Doordarshan News.

6) The experiments of different styles of news presentation and that of discussion is more on Zee News rather than the Doordarshan news.

7) The language of Zee News is cosmopolitan i.e. mixture of Hindi, English and a little bit of Metropolitan language whereas as the Doordarshan news uses the Traditional Hindi and English for their English Bulletins.

8) Political topics are discussed on larger scale on the Zee Television News as compare to Doordarshan News. Instead, DD News selects topic for discussion that include educational, environmental, health, public awareness, social welfare etc.

9) More coverage is given to sports news on Doordarshan for various types of sports as compared to Zee News which concentrate more on the Cricket and Lawn tennis news stories.
10) The Zee News air more stories based on investigation some of which are termed as ‘Sting Operation’ by the electronic media. Such stories are very very less on the Doordarshan News.

11) Being a News channel run by private owners, the Zee Televison News contain more stories that are anti-government as compare to the DD News which lauds the policies and steps taken by the government.

12) The dramatized crime stories galore on Zee Television News accompanied by the superstitious stories but such stuff is not a part of the Doordarshan News.

13) Though Doordarshan News is not popular in the urban areas it is watched in the rural and remote areas of the country. One of the reason for watching Doordarshan News rather than Zee News in the rural area is that the reach and availability of Zee News is problematic.

**Role of Theory in Research** Theory is a word that has become ill-reputed and is considered merely as speculation or a tentative answer to a question. It has different meanings for different scientists. In fact the word has been derived from Greek word meaning ‘Theorein’ which means to look at. According to the Thesaurus dictionary theory is:

1. A set of statements or principles devised to explain a group of facts or phenomena, especially one that has been repeatedly tested or is widely accepted and can be used to make predictions about natural phenomena.
2. The branch of a science or art consisting of its explanatory statements, accepted principles, and methods of analysis, as opposed to practice: a fine musician who had never studied theory.
3. A set of theorems that constitute a systematic view of a branch of mathematics.
4. Abstract reasoning; speculation: a decision based on experience rather than theory.
5. A belief or principle that guides action or assists comprehension or judgment: staked out the house on the theory that criminals usually return to the scene of the crime.
6. An assumption based on limited information or knowledge; a conjecture.

Business dictionary defines theory in the following way “A set of assumptions,
propositions, or accepted facts that attempts to provide a plausible or rational explanation of cause-and-effect (causal) relationships among a group of observed phenomenon. The word's origin (from the Greek thorós, a spectator), stresses the fact that all theories are mental models of the perceived reality.”

Theories, on the other hand, are all about why. Coming up with theories is at the heart of the scientific process. In simplest terms, observations of a phenomenon lead to an educated guess about what is causing it or how it works. Experiments or other forms of research then test this guess or hypothesis. If these guesses are confirmed, a theory emerges. If it’s a powerful one, it will both explain, telling you why something is happening in such-and-such a way, and predict, telling you what should happen next. Theories may be abandoned or modified as researchers learn from both their successes and their failures.

Explaining how something works is important, and not only for the sake of knowledge itself. Explanations can lead to solutions. You can’t fix something if you don’t understand what’s gone wrong. You can’t prevent cancer cells from madly multiplying if you don’t know how and why they started to madly multiply in the first place. To interfere in the process, you have to understand the process, in all its overwhelming complexity. It is an established fact that theories are initiated due to research and they are proved during the research. Research helps in recasting theories and empirical research helps improve the theorotical model. Research also refocuses on the theory by shifting the interest of researcher to new areas. It is due to the research that theories put forth, is clarified during research. In this way the theory and research are co-related with each and theory plays important role in the research process.
3.8 Significance of Survey in Social Research

Present research entitled “Comparative study of Doordarshan and Zee Television News”, had one chapter based on social survey of various categories of the viewers of Zee Televeison News and the Doordarshan News and as such it is important to see the basics of survey in social research. Here the researcher had made an attempt to study the significance of survey in social research or the social survey.

*thinkist.com* dictionary defines survey in the following way:

*To view with a scrutinizing eye; to examine.*

*The act of surveying; a general view, as from above.*

*The operation of finding the contour, dimensions, position, or other particulars of, as any part of the earth's surface, whether land or water; also, a measured plan and description of any portion of country, or of a road through it.*

*To examine with reference to condition, situation, value, etc.; to examine and ascertain the state of; as, to survey a building in order to determine its value and exposure to loss by fire.*

*Dictionary.reference* defines survey in the following manner:

*to take a general or comprehensive view of or appraise, as a situation, area of study, etc.*

*to view in detail, especially to inspect, examine, or appraise formally or officially in order to ascertain condition, value, etc.*

*to conduct a survey of or among: to survey TV viewers.*

*to determine the exact form, boundaries, position, extent, etc.*

*Survey research* is one of the most important areas of measurement in applied social research. The dictionary meaning of survey is: “Survey is a technique for gathering information from a large number of users” [*Brehob*, 2001]. A “survey” can be anything from a short paper-and-pencil feedback form to an intensive interview.

Surveys are an important technique used in Human-Computer Interaction (HCI) research. They provide feedback from the point of view of the users. They provide information regarding users’ preferences and ideas about the design in many stages of the interface development. Users’ reactions can have a strong
impact on the design and development of an interface. However, not all surveys are useful. The data collected in a survey can be biased. This means that the answers to some kinds of questions - for instance, those related with time measurements or frequency of event occurrences - may not be reliable.

The key step in designing a survey is setting the goals. The goals of the survey determine the target population and questions. If the goals are not clear, the result of the survey will be uncertain. Correctly determining the target population is critical; it should represent the targeted users of the interface and bias should be eliminated. This concept is known as sampling. Sampling is defined as “the act, process, or technique of selecting [...] a representative part of a population for the purpose of determining parameters or characteristics of the whole population” in Sampling In Research, which is a web tutorial on the subject by Mugo Fridah W.

In determining the questions, there are issues that must be considered such as type of questions, question contents, response format, question wordings, and question placing [Trochim, 2000]. The following paragraphs explain these issues briefly.

In unstructured responses, the respondents write down text as a response (e.g. responses to text open end questions). Questions should be clear and unambiguous. Also, the order of the questions matters. For example, the easier questions should be placed before the harder questions. The rationale behind this is to prevent respondent boredom at the beginning and to motivate them to complete the survey.50

For the present research entitled “Comparative study of Doordarshan and Zee Television News”, a survey of 500 respondents from various categories is to conducted and the questions for the survey are mixed type including close-ended, open-ended i.e. both type.

Scientists say that the researchers should prepare the questions and answer choices with a statistical method in mind, because they will be used to analyze the collected data at the end. However, not all the statistical methods might be applicable for a particular response type. For example, there is no statistical method that can analyze text open-end questions. There is a huge amount of literature regarding statistical data analysis. For example, a Summary of Sur-
vey Analysis Software is provided by Survey Research Methods Section (SRMS) of the American Statistical Association (ASA). Some useful links on statistical methods are “Statistical Data Analysis: Inferring from Data” and “Research Methods & Statistics Resources”.

As described in Survey Design, Questionnaire Design Tips by Creative Research Systems, mail questionnaires are sent to the respondents via surface mail. An important advantage of mail questionnaires is that they are inexpensive. They can also include pictures. Note that this is not possible with some survey methods e.g. phone interviews - which will be described in the next section. Another advantage is that mail questionnaires allow respondents to complete the questionnaire at a convenient time. This is not the case with phone or personal interviews as the respondents are obligated to the time slots provided by the interviewer. While carrying out survey for this research “Comparative study of Doordarshan and Zee Television News”, both the above type of questionnaire were used though they have some advantages and some disadvantages.

**Mail questionnaires** also have some disadvantages. First, it may take several weeks to collect the responses, which may be too long. Second, the response rate is usually less than 5%. Finally, mail questionnaires could lead to a biased sample since, most of the time, researchers do not know the background of the respondents. To some extent, it is possible to collect information about the respondents' background by including related questions into the questionnaire.

**Web-based questionnaires** are becoming more popular as the Internet and World-Wide Web usage increases. Survey Design, Questionnaire Design Tips lists the advantages of web page surveys as follows: First of all, Web-based questionnaires are very fast. Since a questionnaire provides quantitative data, there may be situations in which it must be supported by interviews to get qualitative data about the users such as their mood, their willingness to participate to the research, external factors such as the environment in which users live, etc. Understanding user's psychology can be helpful for interpreting the statistical results correctly. For this purpose, even ethnographic methods can be used provided that the researcher can set up the necessary environment. All of the techniques described
in this text are quite general; the reader has to re-interpret and tailor each sur-
vey-research method to suit the kind of activity that he/she is doing. Survey research is one of the most important areas of measurement in applied social research. The broad area of survey research encompasses any measurement procedures that involve asking questions of respondents. A "survey" can be anything from a short paper-and-pencil feedback form to an intensive one-on-one in-depth interview. We'll begin by looking at the different types of surveys that are possible. These are roughly divided into two broad areas: Questionnaires and Interviews. Next, we'll look at how you select the survey method that is best for your situation. Once you've selected the survey method, you have to construct the survey itself.

Richard O'Leary underlines the importance of social survey by saying, "The social survey is one of the best known and most widely used approaches to investigation in the social sciences. It is normally associated with the questionnaire, the most common technique for data collection used by surveys. However, the survey is more than a data collection technique. Rather it refers to a research design and can include a range of research goals. A defining feature of the survey is that it is a structured method of data collection. Surveys collect information on the same characteristics or variables about each respondent or case."

The design of questionnaires for survey should be attractive and it should encourage the respondents to answer them at return back to the researcher. For this, the questionnaire design need some of the factors that are used for this research entitled “Comparative study of Doordarshan and Zee Television News”, due care is taken that the questionnaire be designed according to the general rules and guidelines layed down by the veteran researchers of the social sciences.

It can be said that more number of responses in the survey depends on the design of the Questionnaire. Keeping this point in mind, the researcher had designed the Questionnaire for surveying on the research entitled “Comparative study of Doordarshan and Zee Television News” after considering the importance of designing it.
3.9 Data analysis and interpretation

This is the penultimate step in research as it helps the researcher to reach the conclusion after the research. The techniques of data analysis are necessary as the large data can be brought under the control to reach the conclusion. Data analysis and interpretation is the process of assigning meaning to the collected information and determining the conclusions, significance, and implications of the findings. The steps involved in data analysis are a function of the type of information collected, however, returning to the purpose of the assessment and the assessment questions will provide a structure for the organization of the data and a focus for the analysis.

The common types of analysis technique of data includes the following points:

* Mean – The mean score represents a numerical average for a set of responses.
* Standard deviation – The standard deviation represents the distribution of the responses around the mean. It indicates the degree of consistency among the responses. The standard deviation, in conjunction with the mean, provides a better understanding of the data. For example, if the mean is 3.3 with a standard deviation (StD) of 0.4, then two-thirds of the responses lie between 2.9 (3.3 – 0.4) and 3.7 (3.3 + 0.4).
* Frequency distribution – Frequency distribution indicates the frequency of each response. For example, if respondents answer a question using an agree/disagree scale, the percentage of respondents who selected each response on the scale would be indicated. The frequency distribution provides additional information beyond the mean, since it allows for examining the level of consensus among the data.

Higher levels of statistical analysis (e.g., t-test, factor analysis, regression, ANOVA) can be conducted on the data, but these are not frequently used in most program/project assessments.

The analysis of NARRATIVE (QUALITATIVE) DATA is conducted by organizing the data into common themes or categories. It is often more difficult to interpret narrative data since it lacks the built-in structure found in numerical data. Initially, the narrative data appears to be a collection of random, unconnected
statements. The assessment purpose and questions can help direct the focus of the data organization.

**Data editing:** In a well-executed study, the data collection plan, including procedures, instruments, and forms, is designed and pretested to maximize accuracy. All data collection activities are monitored to ensure adherence to the data collection protocol and to prompt actions to minimize and resolve missing and questionable data. Monitoring procedures are instituted at the outset and maintained throughout the study, since the faster irregularities can be detected, the greater the likelihood that they can be resolved in a satisfactory manner and the sooner preventive measures can be instituted.

Data reduction includes simplifying individual variables (e.g., collapsing six possible values to a smaller number) and deriving compound variables (e.g., “socioeconomic status” derived from education and occupation). 57

For reaching the conclusion of the research entitled “Comparative study of Doordarshan and Zee Television News”, all the above mentioned procedures of data analysis are carried like coding, tabulating, data cleaning, data reduction, data exploring. Due to these steps of data interpretation, it was possible for the researcher to reach the conclusions with ease else that work could have been very tedious. The data collected from various views who were 500 in number was difficult to analyse without the analysis techniques. In similar way, the study of language, footage, priority to stories, discussion and other facets of the Doordarshan and Zee news would have been out of reach in the stipulated time period.
3.1.1 Limitations of the study

While carrying on the research on the topic entitled “Comparative study of Doordarshan and Zee Television News”, the researcher wished to study, comparatively, at least 8 to 10 news channels so that the findings would have been broad and the actual comparative ‘statistics’ can be obtained but it was not possible as it would have required more time, energy and money. This was the first limitation of the study.

It is also to be regretted that despite eager desire to study comparatively about the national and regional news channels, it was not possible as the audience of both the type of channels are at the either ends. Similarly it was necessary that the inspection and study of the foreign news channels was to be done and for this, it was required that the researcher should visit various countries and study their channel. This first hand data collection would have been beneficial while comparing these channels with the Indian channels but the visits to foreign countries for study was beyond the budget of the researcher and that was an important limitation of the study.

* The researcher was eager to find out likes and dislikes of various sects of society regarding the Television News Channels, especially Doordarshan and Zee Television news throughout the nation by choosing samples from at least 8 to 10 states across the nation but it was not possible due to huge expenditure and more labor.

* It was also required that the researcher examine comparatively the video footage of various news channels besides the Doordarshan and Zee Television news in various bulletins on various topics but unfortunately it was beyond the budget.

* Similarly, the researcher had a wish to accumulate the views of the audience regarding the credibility and reliability of Doordarshan and Zee Television news but it was later learnt that the concepts like credibility and the reliability cannot be exactly defined and measured.

* The researcher also had the intention to study the language of the Doordarshan and Zee Television news and see its impact on the viewers, use of language and usage of words from other languages in their bulletins and current
affairs programmes but it was initially observed that the viewers of Hindi channels do not bother much about the language. Many of them even do not remember the words used as substitute for the existing vocabulary.

*It was also intended to study the speed of filing and delivering on air, the important stories but the claims regarding the speed lacked truth as all the news channels owned by the private sector said that they were first to deliver the story.

* The aim to study the angles of the stories was many a times unclear as the angle seems to be due to some various reason and the channel claimed that the intention behind the angle was based on some different reasoning.


3.1.3 The Research Report

Irrespective of the quality of the research undertaken, much of the acceptance of the results depends on the way they are communicated to the relevant audiences. This act of communicating is called report writing. It is the final step in the research process.

A report is simply a statement or description of their that have already occurred. It is culmination of the research findings to a specific audience to accomplish given purpose. This presentation can be written or given orally or both. It is concise and clear communication of findings of the research work.

Senior researcher in the social science Kinner and Taylor- “A research report can be defined as the presentation of the research findings directed to a specific audience to accomplish specific purposes.”

Its objective is to tell readers the problems investigated, method used to solve the problem, result of the investigation and conclusion inferred from the result. It is to report what was done, why it is done, outcome of the doing and researchers’ conclusion.

Guidelines for report writing:

* The research report is design to communicate information for use by decision maker, so obviously it must be tailored to his need.
* Report should be concise yet complete. It should cover the important points of the project and should exclude the unimportant.
* The research report must be an objective presentation or the research findings.
  * Table of contents: If the report is lengthy or it is divided into numerous parts, it is usually describe to have table of content. Table of contents list the sequence of topic covered in the report long with page reference. Its purpose is to aid the readers in findings the particular section in report. If the report includes numerous chart, graphs, and figures they should be listed immediately following the table of content by page number.

Research design: It can be exploratory or conclusive the researcher should describe the particular design used.

Data collection method: The researcher must explain the data collection
method used. Data can be collected from primary or secondary source with various methods.

**Sampling:** It should specify universe, sampling units, sampling size, sampling procedure employed.

**Fieldwork:** It should describe fieldwork activities such as description of the number, type of field workers used, how they were selected, trained and supervised and how their work was verified.

**Analysis and interpretation:** It should include logically unfolding of information. It requires the organization of the data into a logical flow of information for decision making purposes.

**Limitations:** Every research project has weakness which needs to be communicating in a clear and concise manner. This helps readers to form more accurate interpretations of the result than they would otherwise do.

**Findings:** Findings are the results of the study. It is an organized narrative of the results. This section makes up the bulk of the report. Summary table and graphics methods of presentation should be used liberally.

**Conclusions and recommendations:** It must flow logically form the presentations of the findings. Conclusions should clearly link the research findings with the information needs and based on these linkage recommendations for action can be formulated.

The report should also contain various types of tables as demanded by the research report so that the reader can understand it easily. It should also have different charts, scatterograms, graphs, illustrations etc

**Bibliography:** A bibliography is a list of published works. However, by common use both published and unpublished materials are listed in bibliography. It is added at the end of research report. It is always arranged alphabetically. If the bibliography is extensive, it can be divided into books, periodically, newspaper, reports and public documents.

For the present research entitled **“Comparative study of Doordarshan and Zee Television News”**, due care is taken that it should include the points in details about the purpose and objectives of study, importanace of the topic, review of literature, teh research design used for this research, data collecting tools, data interpretation and analysis methods, conclusion suggestion or rec-ommendations and the Bibliography, webliography and appendices.
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