CHAPTER - II
RESEARCH DESIGN AND METHODOLOGY

2.1 INTRODUCTION
The purpose of this chapter is to explain how the research was conducted and data was gathered. The present work is an effort to know situations of information support to economically weaker group of women in Karnataka state. Hence the research work was carried on to:

1. Know the information needs of economically weaker group of women and awareness level of people as regards theinformation support programs.  
2. Know the use level of people as regards the information support programs.  
3. Identify, the existing information dissemination mechanism and information support programmes existing in the Karnataka state and to propose suggestions for improving the existing information support programs.  

There are four parts of a research design – observational, sampling, statistical and operational design. Each of them is described in the following sections.

2.2 OBSERVATIONAL METHOD
The research study undertaken is exploratory in nature aimed at knowing the current status of information support to economically weaker women in Karnataka State. The procedure adopted to construct the observational method for the present study are as follows.

- **Problem statement, purpose and benefits:** The research problem was identified by scanning the secondary and primary information resources with possible objectives and in what way the study would benefit the society at large.
- **Theory, assumptions and background literature:** The existing literature concerned to the research problem and established theories available to substantiate the significance of the study in question.
- **Conceptualization of the terminology:** Clear understanding about the research problem and concepts appearing of the research problem by referring dictionaries and encyclopedias is carried out.
• **Review of the Literature:** Comprehensive literature is called out on the research problem by scanning full text journals and abstracting databases both offline and online resources.

• **Designed specific objectives of the study:** The specific objectives of the study are framed.

• **Construction of research design:** Keeping in view the objectives of the study, an interview schedule was developed and pre-tested by selecting one district in Karnataka State i.e. Bijapur District. Two villages were considered for pilot survey in Muddebihal Taluka, Bijapur District. Based on the feedback and suggestions, final interview schedule has been designed.

• **Quantitative research study:** The selection of sample respondents have been made from thirty districts of Karnataka State. From each district one taluka (block), from each taluka (block) two villages have been selected for this study. From each village 30 respondents have been selected. Thus Total 60 villages and 1800 respondents have been selected for this study. Study population has been chosen by adopting multistage sampling that combines cluster method with stratified technique. Two blocks (village/township/city) have been identified by using cluster method. For every block thirty women have been identified by using stratified sampling and interviewed.

• **Data collection and analysis:** Data collected has been tabulated and interpreted accordingly to test the hypothesis of the study, suitable statistical tests are applied.

• **Summary of Findings, Suggestions and Conclusions:** The results of the study are summarized in the form of findings and suggestions have been made based on the results of the study.
A schematic design depicting the overall design for this research work is shown in the form of flow chart in Figure 2.1

Identification of general research problem on Information Support to Economically Weaker Women

Collected Literature Review

Research Problem – Information Support to Economically Weaker Women in Karnataka State: A Study

Literature Review

Objectives of the Study

Development of Research Tools

Pre-tested the Research Tools

Re-designed Research Tools and collected data

Summary of Findings, Suggestions and Conclusion

Figure 2.1: Schematic Design of Research Study
2.3 SAMPLING DESIGN

The study population comprises of the economically weaker group of women in Karnataka State. The study population is scattered in wide geographic area of 1,91,791 sq km. There are 30 districts in Karnataka State. Study population was chosen adopting multistage sampling that combines cluster method with stratified technique, Dr. Nanjundappa committee constituted to investigate the issues related to regional imbalances in the state has ranked 176 talukas against a set of parameters. According to this, 176 talukas are divided into four Zones.


Using cluster method 10 talukas from Zone1; 6 talukas from Zone-2; 7 talukas from Zone-3 and 7 talukas from Zone 4, so that all the districts are covered and have been identified, as indicated below.

**Zone - I: Relatively Developed [10 Talukas]**
1. Madikeri - Kodagu district
2. Sringeri - Chikmagalur district
3. Hubli - Dharwad district
4. Mangalore – D.Kannada district
5. Mysore - Mysore district
6. Davangere - Davangere district
7. Karkala - Udupi district
9. Sakaleshpura – Hassan district
10. Naragund – Gadag district

**Zone - II: Backward [6 Talukas]**
1. Haveri - Haveri district
2. Srirangapattana - Mandya district
3. Ankola – Uttara Kannada district
4. Srinivasapura - Kolar district
5. Raibag - Belgaum district
6. Hoskote – Bangalore [R] district
Zone - III: More Backward [7 Talukas]
1. Hiriyur – Chitradurga district
2. Raichur - Raichur district
3. Siruguppa - Bellary district
4. Turuvekere - Tumkur district
5. Hunagund - Bagalkot district
6. Soraba - Shimoga district
7. Koppal - Koppal district

Zone - IV: Most Backward [7 Talukas]
1. Magadi - Ramanagara district
2. Chamarajanagar - Chamarajanagar district
3. Bagepalli - Chikkaballapura district
4. Bhalki - Bidar district
5. Muddebihal - Bijapur district
6. Yadgir – Yadgir district
7. Chittapur – Gulbarga district

In the next stage two blocks [villages] were identified by using cluster method only. For every block thirty women have been identified by using purposive sampling and interviewed, for the purpose of study.

2.4 STATISTICAL DESIGN
Appropriate statistical testing like Chi-square test, Kendall’s Coefficient of Concordance was adopted to statistically verify the data and analyse the results. Chi-square test of independence has been used to test the null hypothesis. Lickert scaling has been used to rate the items required to be studied.

Chi-square test: The Chi-square test of independence is applied to test whether or not two attributes are associated. On the basis of contingency table the test for independence of two variables is carried by computing $X^2$. The formula used for computation of chi-square is as follows:

$$X^2 = \sum \frac{(fo-fe)^2}{fe}$$

Where, $f_o$ = the observed frequency
$f_e$ = the expected frequency in terms of the null hypothesis.
If the actual Chi value is greater than the table Chi value, we say that the difference is statistically significant and that the results of the study do not support the null hypothesis and thus call for rejection of null hypothesis. If the actual Chi value is smaller than the table value, then the difference is statistically non-significant and that the result support the null hypothesis and thus calls for acceptance of null hypothesis.

**Kendall’s Coefficient of Concordance (W):** When there are more than 2 sets of rankings Kendall’s coefficient of concordance (W) is considered to be an appropriate measure. \( W = \frac{12 \sum S}{M^2 (N^3 - N)} \) where \( S \) equals the sum of the squares of the deviations of the total of the ranks assigned to each individual or object form \( M (N+1)^2 \). The quantity \( M (N+1)^2 \) is, of course, the average value of the totals of the ranks, and hence \( S \) is the usual sum of squares of deviations from the mean.

The coefficient \( W \) varies from 0 signifying complete disagreement in the allocation of rankings to 1 signifying complete agreement. The significance of \( W \) (in respect of problems where \( N \leq 7 \)) is judged by finding the value of \( S \) for any given \( M, N \) and \( \infty \) from the table meant for this purpose. This table value of \( S \) is then compared with the calculated value of \( S \). If the computed value of \( S \) is less than the table value \( W \) is considered insignificant and the null hypothesis of independence or no agreement in rankings is accepted. In problems where \( N > 7 \) the significance of \( W \) is judged by calculated \( X^2 \) and comparing the calculated value of \( X^2 \) with the table value.

### 2.5 OPERATIONAL DESIGN

Primary and secondary sources were used for data collection. The secondary data helped to provide a framework and insight based on previous studies on the information need of rural women. Specific data collecting instruments included questionnaires, literature review. The researchers preferred to use structured interview schedules with all the respondents due to low literacy level among the respondents, majority of whom could not read or write.

The interview schedule included questions on personal data (name, age, marital status, literacy level, occupation, income, etc). Other questions included in this interview schedule asked for information on their information needs, mass media, and awareness of government programmes.
An in-depth analysis of the topic of research was made to identify the major facts and the sub facets. Specific variables to be measured were identified. Taking into consideration the objectives of the study and the discussions made with respective groups, investigative questions were translated into operational statements. These statements were framed by adopting inventory technique to gather information to measure each of the variables. Interview schedule has been designed in Kannada language, keeping in view the objectives of the study. The interview schedule is divided into four parts.

First part stresses on general characteristics and emphasis on economically weaker women.

Second part stresses on information needs and gathering habits of women. This part emphasizes on awareness of various types of information or information needs of women. Information needs of women indicate International affairs, National affairs, State affairs, Local News, Central Government activates, State Government activities, Law and Order, Social welfare, Fundamental rights, Employment, Health, Education facilities, House Construction, Taxation, Financial and Banking, Human right, Crime and safety, Travel and Tourism, Science and technology, Communication, Environment, Sports and recreation and Agriculture etc. and also include, Preferred sources for obtaining information like Government Department, GP and ZP members, Gram Panchayat Office, Public Library, Academic Library, Institutions/ Associations, Concerned Professionals, Friends, Neighbors, Family members, Gram Panchayat Secretary, Social Workers, Anganawadi Teachers, Gram Sabha, etc., Preferred language for obtaining information. Preferred media and methods for gathering information like Radio, Television, Newspaper, Internet, E-Resources, Human Resources, Institutional Resources and methods used to express the feelings in public and also include utilization of library.

Third part highlights on various information support programs disseminated through different channels. These channels highlight various women related programs.

Fourth part indicates various Government schemes related to economically weaker group of women and their awareness and women’s problems in getting the related information are emphasized in the Interview schedules.
Pilot Survey:

To test the relevance of questions in the interview schedule, a small representative group of villagers from all demographic categories within the proximity of Bijapur District was conducted. Two villages were considered for pilot survey in Muddebihal Taluk. After the interview, each question was examined to identify the possible problems in answering the questions. Suitable solutions were worked out and modifications were made and the final interview schedule was prepared.

Final Survey:

After the Pilot survey preparations were made for final survey. Two villages were selected with in each of the 30 talukas and 30 women were identified with the help of Social workers, anganawadi workers and NGOs keeping in view the objectives of the purposive sampling as tools.

Interviews were conducted during the period as mentioned below.

Table 2.1: Details of Final Survey

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>District</th>
<th>Taluka (Block)</th>
<th>Villages</th>
<th>Date of Interview</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kodagu</td>
<td>Madikeri</td>
<td>1. Mekeri</td>
<td>25-10-2010 to 09-11-2010</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2. Hakathur</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Chikmagalur</td>
<td>Srigeri</td>
<td>1. Nemmaru</td>
<td>09-08-2010 to 23-08-2010</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2. Kigga</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Dharwad</td>
<td>Hubli</td>
<td>1. Ingalahalli</td>
<td>12-04-2011 to 02-05-2011</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2. Bandiwad</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>D. Kannada</td>
<td>Mangalore</td>
<td>1. Moodushedde</td>
<td>18-10-2010 to 01-11-2010</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2. Ganjimata</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Mysore</td>
<td>Mysore</td>
<td>1. Harohalli</td>
<td>03-02-2011 to 23-02-2011</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2. Varuna</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Davangere</td>
<td>Davangere</td>
<td>1. Kakkaragolla</td>
<td>04-08-2010 to 11-08-2010</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2. Avaragolla</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Udupi</td>
<td>Karkala</td>
<td>1. Yennehole</td>
<td>31-05-2011 to 20-06-2011</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2. Andar</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Bangalore (U)</td>
<td>Bangalore (S)</td>
<td>1. Samethanahalli</td>
<td>25-11-2010 to 18-12-2010</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2. Naduvathi</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Hassan</td>
<td>Sakaleshpura</td>
<td>1. Hanbal</td>
<td>27-08-2010 to 09-09-2010</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2. Anjagondanahalli</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Gadag</td>
<td>Naragund</td>
<td>1. Hadagali</td>
<td>20-03-2011 to 11-04-2011</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2. Hadli</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Haveri</td>
<td>Haveri</td>
<td>1. Kabbur</td>
<td>06-09-2010 to 15-09-2010</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2. Negalur</td>
<td></td>
</tr>
<tr>
<td>No.</td>
<td>District</td>
<td>Taluk</td>
<td>Villages</td>
<td>Dates</td>
</tr>
<tr>
<td>-----</td>
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<td>--------------------------------------------</td>
<td>--------------------------------</td>
</tr>
</tbody>
</table>
| 12  | Mandya           | Srirangapattana| 1. Kellikoppalu  
2. Rampura                                   | 24-02-2011 to 17-03-2011  |
| 13  | Uttara Kannada   | Ankola         | 1. Shirkeli  
| 14  | Kolar            | Srinivasapura  | 1. Attikkunte  
2. Hogalagere                                   | 12-11-2010 to 06-12-2010  |
| 15  | Belgaum          | Raibag         | 1. Savasudhi  
2. Akkanadala                                   | 23-06-2010 to 02-07-2010  |
| 16  | Bangalore (R)    | Hoskote        | 1. Upparahalli  
2. Kumbalahalli                                  | 19-12-2010 to 07-01-2011  |
| 17  | Chitradurga      | Hiriyur        | 1. Hiriyur  
2. Adivala                                      | 12-08-2010 to 19-08-2010  |
| 18  | Raichur          | Raichur        | 1. Thimmapura  
2. Hanumapur                                     | 01-11-2010 to 07-11-2010  |
| 19  | Bellary          | Siruguppa      | 1. Halekote  
2. Hosadevalapur                                  | 08-11-2010 to 15-11-2010  |
| 20  | Tumkur           | Turuvekere     | 1. Girenahalli  
2. Madihalli                                     | 09-12-2010 to 30-12-2010  |
| 21  | Bagalkot         | Hunagund       | 1. Rakkasagi  
2. Hiremagi                                      | 18-05-2010 to 19-05-2010  
11-07-2010 to 16-07-2010 |
| 22  | Shimoga          | Soraba         | 1. Thelagundha  
2. Shakunavally                                   | 16-09-2010 to 25-09-2010  |
| 23  | Koppal           | Koppal         | 1. Kavaloor  
2. Agalkera                                      | 19-07-2010 to 31-07-2010  |
| 24  | Ramanagara       | Magadi         | 1. Tirumale  
2. Nethanahalli                                  | 01-10-2010 to 15-10-2010  |
| 25  | Chamarajanagar   | Chamarajanagar| 1. Mariyala  
2. Kellamballi                                   | 13-09-2010 to 28-09-2010  |
| 26  | Chikkaballapura  | Bagepalli      | 1. Ramsampalli  
2. Pathabagepalli                                 | 02-01-2011 to 25-01-2011  |
| 27  | Bidar            | Bhalki         | 1. Dongapur  
2. Kardyal                                       | 10-01-2011 to 31-01-2011  |
| 28  | Bijapur          | Muddebihal     | 1. Kuntogi  
2. Bidarkundi                                    | 20-05-2010 to 21-05-2010  
05-07-2010 to 10-07-2010 |
| 29  | Yadgir           | Yadgir         | 1. Hattikuni  
2. Yadalli                                       | 23-08-2010 to 26-08-2010  |
| 30  | Gulbarga         | Chittapur      | 1. Kardali  
2. Bammanhalli                                   | 27-08-2010 to 01-09-2010  |

Interviews have been conducted for 1800 economically weaker women and data has been analysed.
2.6 CHAPTERISATION

The present study has been divided into six chapters viz.

Chapter-1: Introduction: In this chapter an attempt is made to justify the need for the study and statement of the problem is provided. It also brings out the scope and limitations, enumerates the objectives of the study and hypotheses.

Chapter-2: Research Design and Methodology: Factors considered in identification of the observational method, sampling design, statistical design, and operational design followed for the pilot as well as for the final survey. At the end chapterisation of report is given.

Chapter-3: Information Support to Economically Weaker Women: Review of related Literature: This chapter provides a brief review of related literature on information support to economically weaker group of women.

Chapter-4: Data Analysis: It includes the description of the data, their analysis and results obtained. In essence this chapter presents the entire data and their analysis drawing results from them.

Chapter-5: Existing Information Support Programmes: Existing information dissemination mechanism, Information Support Programmes in the Karnataka State are identified in this chapter.

Chapter-6: Summary of Findings, Suggestions and Conclusions: A brief summary of the findings based on the survey results and discussions is enumerated. Provides testing of null-hypothesis, major observations, areas of further research, suggestions and conclusions of the study.

A bibliography arranged alphabetically by author’s name is provided at the end.

Appendix I: Structured interview schedule used for the study (English version).

Appendix II: Research papers published

2.7 REFERENCES