CHAPTER-3

RESEARCH METHODOLOGY
Research methodology is a way to systematically solve the research problem (It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem alongwith the logic behind them. It is necessary for researcher to know not only the research method / techniques but also the methodology).\(^1\)

It is necessary for a research scholar to construct a proper research methodology for his problem. (We can say that the research methodology has many dimension and research methods do constitute apart of the research methodology).\(^2\)

News paper industry has it visible and invisible impact on all aspects of modern life. It is also a highly sophisticated and refined industry. Print media is called the fourth estate in Indian democracy. Any business or industry needs a scientific management.

In the present research work, researcher has used the following research methods and techniques.

I. Data Collection

The following types of data were collected for the study:

**Primary data:**

Structure and pre tested questionnaire for working and non-working Journalist was used to measure human resources management activities in Raipur.
**Size of sample:** Primary data were collected with the help of random sample method.

As per press club of Raipur there are 300 working & non-working journalists registered. Out of these 300 journalists and non-journalist 50 were selected randomly. The sample design was as follows:

![Sample Design Diagram](image)

**Figure 4.1 Sample Design**

**II. Secondary Data**

For valual and analysis of human resource activity among press media employees secondary data was collected from various records, reports, hand outs, hand books etc. published by different government and non-government agencies i.e.:

1. R.N.I. India
2. Government of India


4. www.rni.org

5. www.presscouncil.nic.in

6. Different published sources of press club of Raipur city etc.

Figure 4.2  Secondary Data Collection Method
Analysis of Data

For the purpose of analysis of the data following techniques were used:

1) Circulation Index the formula used for circulation index was,

\[
\text{C.I.} = \frac{\text{D.C.I.}}{N}
\]

Where,

\[
\begin{align*}
\text{C.I.} & = \text{Circulation Index} \\
\text{D.C.I.} & = \text{Daily circulation of news papers in numbers} \\
N & = \text{Number of employees in a particular news papers}
\end{align*}
\]

2) Earning cost of per copy: The formula used for earning cost per copy was,

\[
\text{E.C.P.} = \frac{\text{D.T.}}{\text{D.C.}}
\]

\[
\begin{align*}
\text{E.C.P.} & = \text{Earning cost per copy} \\
\text{D.T.} & = \text{Daily Turnover of the paper} \\
\text{D.C.} & = \text{Daily Circulation}
\end{align*}
\]

3) Annual growth of circulation as on the basis of percentage was calculated of circulation of the news paper and there number pattern of annual growth was depicted with negative (-) and positive (+) signs.
4) Arithmetic mean: Arithmetic mean (average) was calculated using following formula:

\[ \bar{X} = \frac{\sum m}{N} \]

Where,

- \( \bar{X} \) = Mean of variable
- \( m \) = Value of a particular variable
- \( N \) = Number of times
- \( \Sigma \) = Summation

5) Graphs: These graphs were used in the analysis

1. Simple bar diagram
2. Multiple bar diagram
3. Pie diagram
4. Line diagram
5. Flow charts.