

## CHAPTER 3

### METHODOLOGY

The present investigation was undertaken to study the perceptions of media professionals and professionals other than the media on the contemporary role of newspaper and television in democracy. The present chapter describes the steps in methodology. This chapter is divided into the two following sections:

(A) Methodology for Quantitative Data and

(B) Methodology for Qualitative Data

#### **(A) METHODOLOGY FOR QUANTITATIVE DATA**

3.1 Pilot Study

3.2 Population of the Study

3.3 Sampling Unit

3.4 Sampling Frame

3.5 Sample Size

3.6 Construction of the Research Tools

3.7 Validity of the Research Tools

3.8 Reliability of the Research Tools

3.9 Pre-testing of the Research Tools

3.10 Procedure of Data Collection

3.11 Scoring and Categorization of the Data

3.12 Plan of Statistical Analysis of the Data

#### **(B) METHODOLOGY FOR QUALITATIVE DATA**

3.13 Sampling Unit

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3.15 Sample Size

3.16 Process of Conducting Interviews

3.17 Analysis of the Interviewed Data

### **3.1 Pilot study**

To know the feasibility of studying the perceptions of media professionals and professionals other than the media regarding the contemporary role of selected media, namely newspapers and the television in democracy, a pilot study was conducted. The objective of the pilot study was to find out opinions of people regarding the contemporary role of newspapers and the television in democracy. Purposive sampling method was used to select the sample. The sample comprised 100 citizens who were professionally involved in various fields namely, teaching, marketing, business, engineering, medicine from the city of Vadodara, and four media practitioners from Ahmedabad city of Gujarat. The data were collected using quantitative and qualitative methods. The questionnaire was prepared to collect quantitative data from the citizens of Vadodara city to find out their opinions regarding the role of selected media in democracy. An in-depth interview schedule eliciting information with broad question outline was framed. In-depth interviews were conducted to collect qualitative data from four media practitioners of Ahmedabad city. The questionnaire consists of the following sections.

- a) Background information of the professionals other than the media
- b) Media utilization pattern
- c) Contemporary role of the selected media in democracy
- d) Ideal role of the media in democracy
- e) Suggestions to strengthen role of the media in democracy.

For quantitative data percentages were mainly calculated to interpret the data. The qualitative data was used as a support of quantitative data. Qualitative and quantitative data are presented together to understand the opinions of citizens and media professionals regarding the role of the media in democracy.

### 3.1.1 FINDINGS OF THE PILOT STUDY

The findings of the pilot study were as follows:

#### a) Media Utilization Pattern

##### 1) Newspaper utilization pattern

- A high majority of the respondents (91 percentage) subscribed to English newspapers namely, *The Times of India* or *The Indian Express* as well as Gujarati newspapers namely, *Gujarat Samachar* / *Divya Bhaskar* / *Sandesh*. Some of them (37 percentage) also subscribed to more than two newspapers.
- A high majority (79 percentage) of the respondents were found to be moderate readers with varying time of reading a newspaper daily from 30 minutes to one hour. However, during holidays, the intensity of reading newspapers increased for more hours. In case of some of the respondents (33 percentage), the time varied from one hour to two hours. This shows heavy readership of newspapers.
- A high majority (88 percentage) of the respondents expressed that they read the newspaper to get local information as well as detailed account of information to update themselves.
- In newspapers, the items that they liked to read moderately were local politics (54 percentage); national news (47 percentage), interviews as well as information related to science and industry (44 percentage). They were ranked top by a higher number of the respondents. A little less than forty percentage of them reported that they liked to read a lot in newspapers on business and commerce and sports. The reasons given for it were their interests, their desires to update their knowledge and the like.
- A greater number of the respondents (35 percentage) marked some items like crossword, astrological forecasts, TV columns, filmy reviews, accidents or disasters that they would not like to read in the newspapers. The reasons reported reasons for not liking these items

were many such as disliking the subject or finding the information useless or senseless for the purpose, or finding the information depressing or causing fear and it would be misleading too.

- A high majority (88 percentage) of the respondents also stated that good coverage of the information can be one of the most influencing factors while selecting a newspaper. The other factors were interesting articles; reputation of a newspapers and good quality of paper and print of a newspaper.

## 2) Television utilization pattern

- Little less than half (45 percentage) of the citizens watched programs on the television in Hindi and English languages.
- Half of the respondents watched the television for at least 30 minutes to one hour on working days from Mondays to Fridays, with their busy schedule. It shows moderate viewership. However, during holidays, the intensity of watching the television for more hours increased considerably. A little more than forty percentage of them reported that on holidays they watched television for more than two hours. It shows heavy viewership of the television.
- A high majority (75percentage) of the respondents expressed that they watched the television keeping in mind the entertainment value of the programme. They were followed by a majority (64 percentage) of the respondents who watched the television for educational value.
- About items on the television a high majority (76 percentage) of the respondents reported that they liked to watch programs on news and current affairs. However, less than forty percentage (46 percentage) of them moderately expressed their interest in watching programs on quiz, science and sports.

## b) Contemporary Role of the Selected Media in Democracy

- In view of the association between media and democracy, a majority of the respondents (56percentage) felt that it is very much noticed and it is much desired. A similar response was expressed about

association of media and democracy in in-depth interviews conducted with media professionals.

- Regarding the contemporary role of newspapers and the television, a greater number (47 percentage) of the respondents expressed that newspapers provide information in various areas like social, political, cultural and others. They strengthen democracy by playing a role of a watchdog. Regarding the television, less than forty percentage (37 percentage) of the respondents expressed that television provides rapid, immediate information about major political and non-political events and keeps updating people in a society about happenings on local, state, national and world levels. However, a majority of the respondents expressed their dissatisfaction on a point of adhering to democratic values by the media; namely, newspapers and the television (60 percentage and 68 percentage) respectively; while performing its contemporary role in democratic India. Regarding the portrayals of democratic values in today's media, the four of media professionals interviewed for the purpose responded negatively. They felt dissatisfaction that the media, particularly newspapers and television did not telecast coverage as per democratic values.
- Regarding the agenda for newspapers and the television, the selected respondents reported that media owners, political and other influential parties, editors were the people responsible for setting the agenda. However, media professionals, top ranked advertisers and sponsors, political parties, market ratings, proprietors or owners of the media, editors did not show much interest in setting agenda for the media.
- Regarding the coverage of the items in newspapers and the television, issues related to politics were preferred highly by a greater number (31 percentage) respondents for both newspapers and the television. Surprisingly, media professionals also agreed to it and reported that, "Today's politics is mediated politics".

- Social and educational issues were preferred by more than one third of the respondents for both the mediums of newspapers and the television today. All the media professionals reported that educational, developmental issues and coverage of science are seriously missing in today's media. They also expressed that newspapers lack in providing deep coverage on various information which a common man looks for.
- A majority (60 percentage) of the respondents felt that factors like political pressure, increasing competition, absence of professional ethics in the media affect adversely the performance of the media for a democratic environment. Most media professionals also believed that due to lack of awareness on the part of media professionals and citizens regarding their role the media may be lead to perform its contemporary role less satisfactorily in the democracy. They also expressed that with conditions like mushrooming growth of self-financed colleges and students obtaining degrees in a short period lacking adequate field exposure, a new generation of journalists tend to show lack of sensitivity towards problems, accessibility of a common man of the media with his expectations and needs, big conflicts of values and media contents, lack of skills to operate multi media to cater to new generations through media reporting.

c) Ideal role of the Media in Democracy

The common responses regarding the expected role of the media for democratic India were elicited from citizens in their verbatim speeches. Citizens reported that "Media should have a sense of responsibility in terms of giving correct, unbiased and timely information, should project or portray the truth without distorting, give factual data, must give more authentic information related to issues, should be truthful and honest, should stop misleading people and give reality within the interest of the country, should be impartial and provide fast and unbiased/ non-judgmental news". The responses

received from media professionals were elicited in their verbatim. They reported that in democracy, "Media should balance development and entertainment; should give space for common citizens and their problems, project hardcore realities of the nation; should use participatory communication to build the nation; should make people aware about rights and responsibilities, human values, morals, ethics, equality, peace and love".

d) Suggestions to strengthen the role of the media in democracy

To strengthen the role of media in democracy, the most common suggestions drawn by more than one-third of the respondents (35 percentage) were revolving round the points to increase of objectivity and enhance professional ethics. A few of the respondents' verbatim speeches cited earlier were that, "*Media should never give hybrid information / biased news; should be free from politics. To get effective, unbiased performance the media should control political influence; should implement a strong code of conduct; media persons also need to be unbiased*". All the media professionals interviewed suggested an active role by different stakeholders of the society. Citing few from their verbatim speeches would be like, "*People's participation should be increased, two dimensional, superficial presentation needs to be avoided; local media rather than copying from big media, should create its own image; media education should be given; Non-Government Organizations (NGOs) should intervene; mindset of makers must change and set to positively contribute towards society; do good to society must be the attitude of the media professionals; should emphasis on scientific way of coverage, should have logical and analytical expression; should stop yellow journalism*".

### **3.1.2 CONCLUSION OF THE PILOT STUDY**

It was evident from the pilot study, that there is a strong association created by citizens and media professionals for today's Indian society. High majority of the people use newspapers and the television information in their daily lives for various purposes. Thus it can be concluded from the pilot study to take up a research on 'Perceptions of media professionals and professionals other than media regarding the contemporary role of the newspaper and television in democracy'.

### **3.2 Population of the Study**

For good governance of democratic society, the media plays an important role by discharging its duties. In its communication process, the main key players are media professionals who design the messages and professionals other than the media who are end users of those messages. The professionals other than the media are one who rely on and also acting on those messages in a democratic society of India. Hence, the population of the study comprised two segments of the people. Firstly, media professionals working for newspapers or the television organizations, who are directly or indirectly involved in framing media messages. Secondly, professionals other than the media who are engaged in various professions like doctors, lawyers, academicians, engineers and others. They receive media messages regularly and act on it. They also form a part of the population for the present study.

### **3.3 Sampling Unit**

Sampling unit refers to the geographical area from where the samples are drawn. In the present study, samples of media professionals and professionals other than the media were drawn from the cities of Vadodara and Ahmedabad in Gujarat.



As the population of media professionals is relatively smaller in the Vadodara city, it was required for the researcher to extend the sampling to Ahmedabad, a nearby city of Gujarat. In the case of professionals other than the media, samples were drawn from the Vadodara city only.

### **3.4 Sampling Frame**

The media professionals that comprised the sampling frame for the present study were working for newspaper organizations and television channels. Media professionals were identified as those who were working with local, regional and national dailies and with television channels.

At the same time, the sampling frame of the professionals other than the media comprised professionals involved in businesses or jobs in different professional fields like engineers, doctors, academicians, lawyers, marketing personnel, finance personnel, owners or proprietors, researchers, architects, fashion designers, social scientists and others.

### **3.5 Sample Size**

The sampling of the study contained five hundred respondents in total; that is one hundred and twenty three of media professionals working for newspaper organizations and the television channels and three hundred and seventy seven professionals other than the media engaged in different professions.

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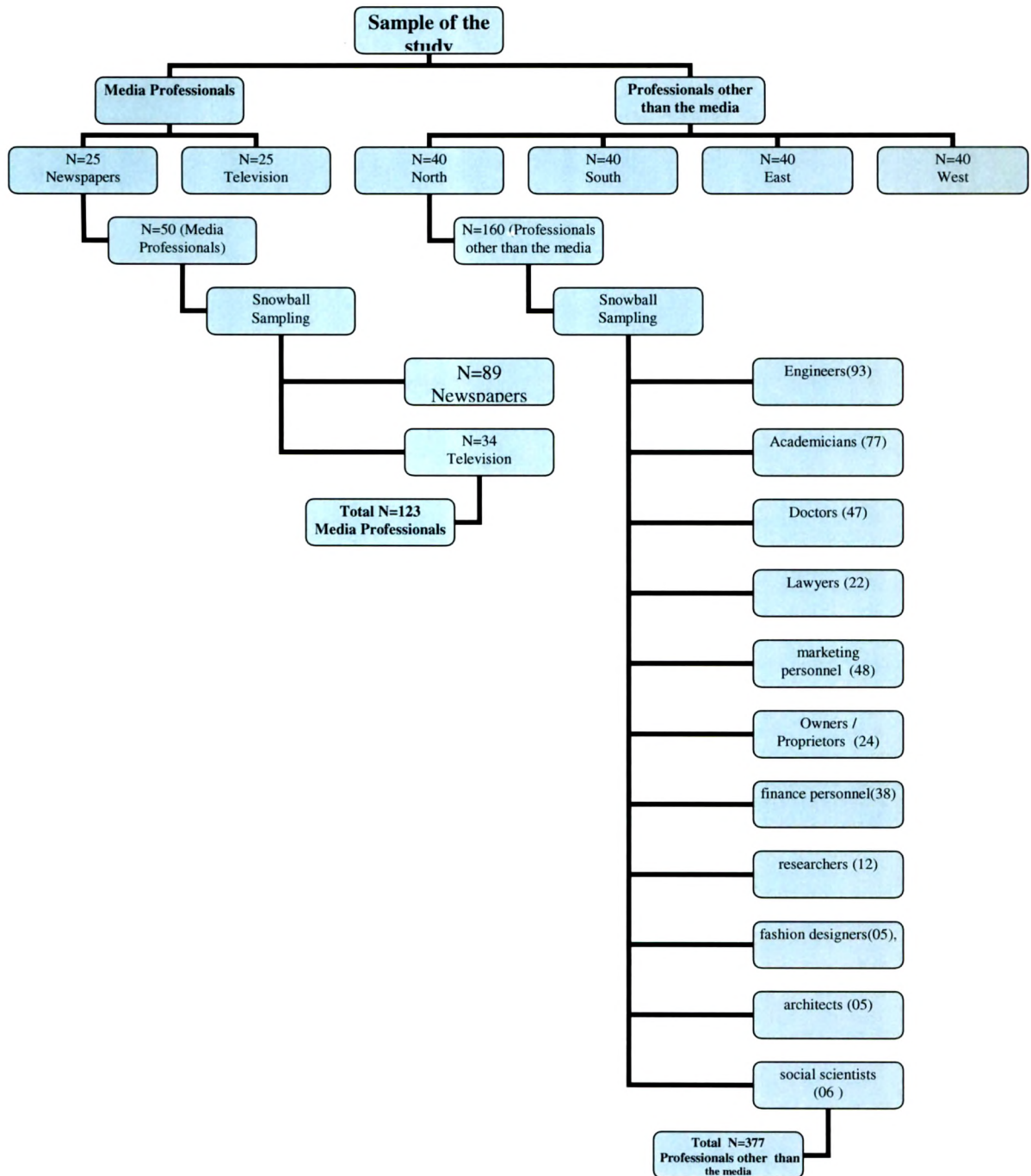


Figure –3 Sample selection of the study

A purposive sampling method was used to draw sample for media professional groups. Media professionals were identified for the study from the professional diaries of various newspaper organizations and television channels. They were selected from their active functioning with the newspaper organizations and television channels during the time of the study. Some five regional and national dailies and five local, regional and national television channels were identified for the purpose. From majority identified newspaper organizations and television channels, almost five media professionals were selected as samples for the study. As organizational structure of local and national dailies and local, regional and national television channels vary, samples from each of newspaper organizations and television channels too varied in nature. Thus, the total come upto 50 of them. These 50 media professionals further provided the names and addresses of their other friends and colleagues.

The professionals other than the media were identified from the data base diaries of various professional organizations in the Vadodara city which were active and functioning on a regular basis during the time of the study. The samples were also drawn from them using the purposive sampling method. Some one hundred and sixty professionals other than the media were selected from the professional diaries as well as from the yellow pages. The names and addresses of these professionals other than the media were also collected from their colleagues, friends, relatives and neighbours who knew professionals other than the media in their areas. It was checked whether they read newspapers and watched television regularly. Thus, using both the mediums they were selected as sample for the study. The snowball sampling was used to bring the data of fairly representative kind in terms of the geographical coverage of the Vadodara city.

### **3.6 Construction of the Research Tools**

The present study was intended to be an exploratory research. Therefore, the survey method was preferred for studying the perceptions of media professionals and professionals other than the media regarding the contemporary role of the newspaper and television in democracy. The questionnaires, perception scale and knowledge test were the tools used for data collection. The tools were constructed keeping in mind various purposes after reviewing related literature desired from books, journals, and other literatures. The pilot study tool helped the researcher to frame the questionnaire. In the present study, to understand the perceptions imparted by distinct groups of media professionals and professionals other than the media, two separate tools were applied. Both the tools were prepared in English and later translated in Gujarati for better comprehension of the respondents and to ensure ease in communication.

#### **3.6.1 DESCRIPTION OF RESEARCH TOOLS USED FOR MEDIA PROFESSIONALS**

A questionnaire consisting of five sections was prepared to study the perceptions of media professionals regarding the contemporary role of newspaper and television in democracy. The sections, contents and response system used in the research tools of media professionals are detailed in the table below :

**Table 1 : Description of Research Tools of the Media Professionals**

(Refer Appendix-1)

<b>Sections</b>	<b>Content</b>	<b>Response System</b>
Section-1	Profile of media professionals	Check list-cum-questionnaire
Section -2	Perception scale regarding the contemporary role of the newspapers and television in democracy	3 - point rating scale
Section - 3	Suggestions on role of the citizens, media professionals and media policy makers to strengthen role of the media.	Open-ended questions
Section- 4	Knowledge test regarding democracy	2 point response system
Section -5	Media Accountability of media professionals	2 - 3 point response system

The research tools used for data collection from media professionals are as follows:

**3.6.1.1. Section-1: Profile of the Media professionals**

This tool consists of the profiles of the media professionals to include their age, sex, educational qualifications, occupations, incomes, work experience, preference to opt for the media profession, framing of messages, and frequency of coverage on different topics in medium of newspapers or the television.

**3.6.1.2. Section – 2: Perception scale regarding the contemporary role of the newspapers and the television in the democracy.**

This section includes the items on various perceptions attached to selected aspects of democratic values namely Justice, Liberty, Equality and Fraternity. A statements were prepared after reading and reviewing

of books and previous researches conducted in the same area and also research articles, periodicals on the subject etcetera. Some of the statements are modified from another similar study conducted by Parihar and Joshi (2004), and used for preparing this tool for the present study. The scale contains both positive and negative statements. It is a three-point rating scale. The content and number of statements under each aspect are as follows:

**Table 2 : Content and Number of Statements under each aspect.**

<b>Aspects</b>	<b>Contents</b>	<b>No. of state-ments</b>
Justice	To measure the perceptions of the media professionals and professionals other than the media regarding the coverage of newspaper and television on social, economic political and Human dignity in terms of social relationships to produce justice, or living-in-justice with all other people.	12
Liberty	To measure the perceptions of the media professionals and professionals other than the media regarding using of liberty of thoughts and expressions in their coverage by newspaper and television	22
Equality	To measure the perceptions of the media professionals and professionals other than the media regarding coverage of newspaper and television on offering equal status and opportunity to the societal people.	14
Fraternity	To measure the perceptions of the media professionals and professionals other than the media regarding the coverage of newspaper and television on assurance of the dignity of the individual, and unity and the integrity of the nation.	12
	<b>Total</b>	<b>60</b>

#### 3.6.1.3. Section – 3: Suggestions on role of citizens, media

##### professionals and media policy makers to strengthen the role of the media in the democracy

It is an open-ended questionnaire prepared to seek suggestions about the role of three different groups namely the citizens, the media professionals and the media policy makers to strengthen the role of the media in the democracy.

#### 3.6.1.4. Section – 4: Knowledge test regarding democracy

The fourth section of the questionnaire contains a knowledge test regarding democracy. To measure the level of the knowledge of media professionals and professionals other than the media, a knowledge test regarding democracy was conceptualized after referring to various books on politics and the Indian democracy. It contains objective type of questions in the areas of general democratic knowledge carrying 30 marks. It has a 2-3 point response system.

#### 3.6.1.5. Section – 5: Media accountability of media professionals

This section was applicable only in the case of the samples of media professionals for the present study. The questionnaire was originally developed by Murthy (2005), to measure media accountability of media professionals. It was modified for the purpose and used in the present study. It consists of three different aspects namely, professional obligation, language and ethics. There are thirteen positive and negative statements to understand media accountability of media professionals towards their subject, source, society/public and employers as major checks. Regarding the response system, the scale has a 2-3 point response system.

### 3.6.2 DESCRIPTION OF RESEARCH TOOLS OF PROFESSIONALS OTHER THAN MEDIA

A questionnaire consisting of four sections was prepared to study the perceptions of professionals other than the media regarding the contemporary role of newspapers and the television in the democracy. The sections, contents and response system used in the research tools of professionals other than the media are detailed below.

**Table 3: Description of Research Tools of Professionals other than the Media.** (Refer Appendix-2)

Sections		Content	Response System
Section-1	Part- A	Profile of professionals other than the media	Checklist-cum-questionnaire
	Part-B	Newspaper utilization Pattern  Television utilization Pattern	Two-Three point response system  Two-Three point response system
Section -2		Perception scale regarding the contemporary role of newspapers and the television in democracy	Three point rating scale
Section – 3		Suggestions on role of citizens, media professionals and media policy makers to strengthen the role of the media.	Open-ended
Section – 4		Knowledge test regarding democracy	2 point response system

The research tools used for data collection of professionals other than the media are as follows:



#### 3.6.2.1. Section–1: Profile of the Professionals other than the media

In this the research tools used for the professionals other than the media has been split in two parts namely, Part- A and Part -B.

Part- A of Section-1 consists of questions related to profile of professionals other than the media informing about age, sex, educational qualifications, occupational strata and monthly incomes.

Part B of Section-1 comprises items on newspapers and the television utilization pattern of professionals other than the media. A checklist was prepared to find out newspapers and the television utilization pattern of professionals other than the media. The aspects on which newspapers and the television utilization patterns are studied as follows:

- a) Newspaper Utilization Pattern: It consists of six items. It is studied with reference to languages used in reading the newspaper, time spent on reading the newspaper, items in the newspaper, criteria for selecting the newspaper, purpose of reading the newspaper and the role played by an individual as a citizen.
- b) Television Utilization Pattern: It consists of five items. It is studied with a reference to the languages of the television programs watched, time spent on watching television, programs watched on television, factors influencing the choice of program and the role played by an individual as a citizen.

#### 3.6.2.2. Section – 2: Perception scale regarding the contemporary role of the newspapers and television in democracy.

In the research tool of professionals other than the media, the section – 2 remains same as in a case of media professionals.

(Refer 3.6.1.2).

3.6.2.3. Section – 3: Suggestions on role of citizens, media professionals and media policy makers to strengthen the role of the media in democracy

The section-3 in the tool of professionals other than the media remains common as it is also used in a case of media professionals.

(Refer 3.6.1.3).

3.6.2.4. Section – 4: Knowledge test regarding democracy

The section-4 in the tool of professionals other than the media remains same it is used in a case of media professionals.

(Refer 3.6.1.4).

### **3.7 Validity of the Research Tools**

To check the validity of the research tools, the questionnaires were sent for review by experts from the following institutions in the areas of media and communication research.

- Haryana Agriculture University, Haryana;
- Department of Development Communication Unit, Ahmedabad;
- Department of Communication and Journalism, University of Pune, Pune;
- Department of Extension and Communication, Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara ;
- South Gujarat University, Surat;
- Mudra Institute of Communication, Ahmedabad;
- TALEEM Research Foundation, Bopal, Ahmedabad;
- Faculty of Education and Psychology, The Maharaja Sayajirao University of Baroda, Vadodara.

The experts were requested to check the questionnaire for-

- Content validity
- Nature of the statements
- Clarity of language and ideas

- Appropriateness of the response system

The suggestions given by experts have been incorporated in the tools.

### **3.8 Reliability of the Research Tools**

The test–retest method was used for measuring the reliability of the questionnaire. The tool was administered on five media organizations as well as fifteen professionals other than the media in the Vadodara city. To measure the reliability of the tool, it was administered again on the same persons after a gap of fifteen days.

The co-efficient of correlation between the two sets of scores was calculated to find out the reliability of the tool, by using the following formula.

$$r = \frac{\sum xy}{\sqrt{\sum x^2 \times \sum y^2}}$$

where, r = coefficient of correlation

X= Score of first test

Y=Score of second test

A high correlation was found between the two sets of scores. The value found was r= 0.88.

### **3.9 Pre-testing of the Research Tools**

The prepared questionnaires were pre-tested on three media as well as seven professionals other than the media in the Vadodara city who either own their own business or occupied in public or private organizations. The researcher simplified some terms that the respondents could not follow. The professionals selected for pre-testing of the tool took about 45-50 minutes to fill the questionnaire.

### 3.10 Procedure of Data Collection

The data was collected during the period March 2007 to August 2007. The data was collected from the media professionals and the professionals other than the media through personal contacts and mailed questionnaires.

The prior permission was sought from the concerned authorities of the concerned newspaper organizations as well as television channels to collect the required data and to distribute the questionnaire. The media professionals contacted who were approached for the purpose belong to various newspapers organizations namely, *Sandesh* (17), *Divya Bhasker* (15), *Gujarat Samachar* (13), *The Indian Express*(12), *The Times of India* (10), *Sambhav* (09), *Jansatta* (05), *The Financial Express*(03), *Yugprabhav*(02), *The Economic Times* (02), *The Hindu* (01) as well as from TV channels and TV organizations viz, the *Zee TV* (Gujarati-10), the *E-TV*(Gujarati-10), the *Doordarshan* (03), the *Sahara television*(05), the *Educational Media Research Center* (02) and the *Vadodara News Magazine* (04) all operating in the Vadodara and Ahmedabad cities of Gujarat.

The prior consent was also sought from the concerned professionals other than the media selected for the present study for the purpose of collecting data and distributing the questionnaire. They belong to various fields namely, engineers(93), academicians (77), doctors (47), lawyers (22), marketing personnel (48), owners or proprietors (24), finance personnel(38), researchers (12), fashion designers(05), architects (05) and social scientists(06).

The questionnaires filled in with the required details were collected back from media professionals after ten to fifteen days. The media professionals took about 35-45 minutes to fill the questionnaire.

Time to time, telephonic follow-up was pursued with the media professionals to give them courtesy reminders especially in the case of media professionals of the Ahmedabad city. The interview method was also used to collect data from a few of the media professionals and professionals other than the media who, though willing to fill up the questionnaire could not do so due to their busy work schedules. However, in the case of professionals other than the media, filled in questionnaires were collected back after a week to fifteen days. Professionals other than the media took about 35-45 minutes to fill the questionnaires.

In order to collect data from media professionals two hundred and eighty forms were distributed, out of which one hundred and thirty two were returned by them. And in the case of professionals other than the media, seven hundred and fifty forms were distributed among them to collect data, out of which four hundred forms were received back. The forms containing incomplete details were excluded from the final samples for the analysis.

Various kinds of reasons were expressed by both the media professionals and the professionals other than the media for not returning the questionnaires. Some of them were :

- Shortage of time
- No interest in filling the questionnaire
- Loosing of the questionnaire
- No trust in the researcher (especially in the case of media professionals)

### **3.11 Scoring and Categorization of the Data**

Different types of scoring procedures were used for giving weightage to various items of all the parts of the tools used to collect information

regarding the variables of the study. The scoring pattern and categorization of the media professionals and professionals other than the media are discussed separately in the following lines :

### 3.11.1 SCORING AND CATEGORIZATION OF VARIABLES OF MEDIA PROFESSIONALS OF STUDY

#### 3.11.1.1. Categorization of Variable of Media Professionals

The tool contains questions regarding profile of the media professionals. The categorization of the variables for media professionals is done as follows:

**Table 4 :Categorization of Variables for media professionals**

Variables	Basis	Categories
Age	Up to 30 years	Younger
	above 30 years	Older
Sex	-	Male
	-	Female
Educational Qualification	Up to Graduation	Educated
	Post-graduate and above	Highly educated
Work experience	Less than 5 years to 5 years	Less experienced
	Above 5 years	More experienced

#### 3.11.1.2. Media Accountability

To measure the media accountability, the scores were given to the media professionals as shown in the (appendix I, Section V). The minimum and maximum possible scores ranged from 0 to 62. However, the scores achieved by the respondents ranged from 6 to 62 and they were categorized as follows:

**Table 5 : Categorization of scores in media accountability**

<b>Variable</b>	<b>Basis</b>	<b>Scores</b>	<b>Categories</b>
Media Accountability	< 33.3 percentile	6 – 36	Less accountable
	33.3 to 66.6 percentile	37 – 47	Somewhat accountable
	> 66.6 percentile	48 – 62	More accountable

#### 3.11.1.3 Knowledge Regarding Democracy

To measure about the knowledge of the respondents, a knowledge test was prepared. For categorization, it was divided according to the percentage of marks obtained by the respondents in the test. Each correct response was given a score of one, and the incorrect a score of zero. The pattern for scoring in the test was done as follows:

**Table 6 : The possible scores of each part of the knowledge test.**

<b>Type of Questions</b>	<b>Maximum scores</b>	<b>Minimum scores</b>
True and False statement	7	0
Fill in the blanks	5	0
Multiple choice	4	0
Match the following	7	0
Select correct response	7	0
<b>TOTAL</b>	<b>30</b>	<b>0</b>

Thus, the total maximum marks possible for the knowledge test were 30 and minimum 0. The total score for each individual was calculated. These scores were termed gain scores and categorized as follows.

**Table 7 :Categorization of scores in Knowledge test.**

Variable	Categories	Basis	Scores
Knowledge regarding democracy	Low achievers	< 33.3 percentile	0 -18
	Average achievers	33.3 to 66.6 percentile	19 -21
	High achievers	> 66.6 percentile	22- 30

**3.11.1.4. Perceptions of Media Professionals Regarding the Contemporary Role of Newspapers and the Television in the Democracy.**

The perception scale was developed to measure the perceptions of media professionals regarding the contemporary role of newspapers and the television regarding different aspects of the democracy. The scale has a three point rating scale. The scores of positive and negative statements are given as follows:

**Table 8 : Scoring pattern according to the nature of statements in the perception scale regarding contemporary role of newspapers and the television in the democracy.**

Statements	Agree to Great Extent	Agree to Some Extent	Agree to Less Extent
Positive statements	3	2	1
Negative statements	1	2	3

The total numbers of statements were 60. The minimum and maximum possible scores ranging from 60 to 180 are shown in the table 9 below:



**Table 9 : Aspect wise Total Obtainable Score**

Aspects	Number of statements	Maximum Obtainable Score	Minimum Obtainable Score
Justice	12	36	12
Liberty	22	66	22
Equality	14	42	14
Fraternity	12	36	12

Range of the scores for describing the perceptions of media professionals and professionals other than the media regarding the role of newspapers and the television in democracy was decided as follows :

**Table 10: Categorization of the scores in perception scale  
regarding the contemporary role of newspapers and the  
television in the democracy.**

Categories	Basis	Newspaper Scores	Television Scores
Less favourable perceptions	< 33.3 percentile	60-119	60-114
Some what favourable perceptions	33.3 to 66.6 percentile	120-127	115-122
Favourable Perceptions	> 66.6 percentile	128-180	123-180

The item wise intensity indices were also calculated overall as the aspect wise and the item wise. It was to measure the perceptions of media professionals regarding the contemporary role of newspapers and the television in the selected aspects of the democracy. The range for overall, aspect wise and item wise intensity indices for all the items having three point scales are as follows:

**Table 11 : Overall and aspect-wise categorization of the perceptions of the media professionals regarding the contemporary role of newspapers and the television in the democracy.**

Overall and Aspects	Categories	Newspaper	Television
		Basis	Basis
Overall	Less Favourable	1.00 - 1.99	1.00 - 1.93
	Somewhat Favourable	2.00 - 2.19	1.94 - 2.06
	favourable	2.20 - 3.00	2.07 - 3.00
Justice	Less Favourable	1.00 – 2.00	1.00 – 2.00
	Somewhat Favourable	2.01 - 2.16	2.01 - 2.16
	favourable	2.17 – 3.00	2.17 – 3.00
Liberty	Less Favourable	1.00 – 2.00	1.00 - 1.90
	Somewhat Favourable	2.01 - 2.16	1.91 - 2.04
	favourable	2.17 – 3.00	2.05 – 3.00
Equality	Less Favourable	1.00 - 1.83	1.00 - 1.66
	Somewhat Favourable	1.84 - 2.08	1.67 – 1.91
	favourable	2.09 -3.00	1.92 -3.00
Fraternity	Less Favourable	1.00 – 2.07	1.00 – 2.00
	Somewhat Favourable	2.08 -2.34	2.01 - 2.21
	favourable	2.35 – 3.0	2.22 – 3.0

### **3.11.2 SCORING AND CATEGORIZATION OF VARIABLES OF PROFESSIONALS OTHER THAN THE MEDIA**

#### **3.11.2.1 Categorization of Variables for Professionals other than the media**

The tool contains questions regarding the profile of professionals other than the media. The categorization of the variables has been worked out as follows:

**Table 12 : Categorization of Variables for Professionals other than the media**

<b>Variables</b>	<b>Basis</b>	<b>Categories</b>
Age	Up to 40 years	Younger
	Above 40 years	Older
Sex	-	Male
	-	Female
Educational Qualification	Up to Graduation	Educated
	Postgraduate and above	Highly educated
Occupational Strata	Employees of private / public organization	Service
	Owner /Proprietors / Private practitioners	Business

### 3.11.2.2 Newspaper Utilization Pattern of Professionals Other Than the Media

The scores were given for this variable. The minimum and maximum possible scores ranged from 33 to 110 in cases of those newspaper utilisers. However, the scores achieved by the respondents ranged from 33 to 88 for the newspaper utilization. They were divided into three categories on the basis of percentile method as the light, moderate and heavy utilisers according to their scores as follows:

**Table 13 : Categorization of scores in the newspaper utilization pattern of Professionals other than the media.**

<b>Categories</b>	<b>Basis</b>	<b>Scores of newspaper utilisers</b>
Light utilisers	< 33.3 percentile	33- 58
Moderate utilisers	33.3 to 66.6 percentile	59 – 63
Heavy utilisers	> 66.6 percentile	65 -88

### 3.11.2.3 The Television Utilization Pattern of Professionals other Than the Media

The scores were given for this variable. The minimum and maximum possible scores ranged from 23 to 65 for the selected television utilisers. However, the scores achieved by the professionals other than the media ranged from 23 to 55 for the television utilization pattern. The respondents were divided into three categories on the basis of percentile method for this variable as light, moderate and heavy utilisers according to their scores as follows:

**Table 14: Categorization of scores in the Television utilization pattern of professionals other than the media.**

Categories	Basis	Scores of Television utilisers
Light utilisers	< 33.3 percentile	23- 25
Moderate utilisers	33.3 to 66.6 percentile	26-30
Heavy utilisers	> 66.6 percentile	31-55

### 3.11.2.4 Knowledge Regarding Democracy

In the research tool of professionals other than the media, the section 4 deals with a variable of knowledge regarding democracy. It was common as used in case of media professionals. So, scoring and categorization of this part for the present study remained the same as it is given in the case of scoring and categorization of media professionals in the section 3.11.1.3

### 3.11.2.5 Perceptions of Professionals other Than the Media Regarding the Contemporary Role of Newspapers and the Television in the Democracy.

In the research tool of professionals other than the media, the section 2 of the perception scale regarding the contemporary role of newspapers

and the television in the democracy remains common as used in the case of media professionals. So, scoring and categorization of professionals other than the media for this part in the present study is the same as it is given in the case of scoring and categorization of media professionals as per 3.11.1.4

The item wise intensity indices were also calculated overall, the aspect wise and the item wise to measure the perceptions of professionals other than the media regarding the contemporary role of newspapers and the television in the selected aspects of the democracy.

The range for overall and aspect wise item wise intensity indices for all the items has a three point scale as shown below:

**Table 15 : Overall and aspect wise categorization of perceptions of the professionals other than the media regarding the contemporary role of newspapers and the television in the democracy.**

Overall and Aspects	Categories	Newspaper	Television
		Basis	Basis
Overall	Less Favourable	1.00 - 1.98	1.00 - 1.90
	Somewhat Favourable	1.99 - 2.10	1.91 - 2.03
	favourable	2.11 - 3.00	2.03 - 3.00
Justice	Less Favourable	1.00 - 1.91	1.00 - 1.91
	Somewhat Favourable	1.92 - 2.08	1.92 - 2.16
	favourable	2.09 - 3.00	2.17 - 3.00
Liberty	Less Favourable	1.00 - 2.00	1.00 - 1.89
	Somewhat Favourable	2.01 - 2.13	1.90 - 2.04
	favourable	2.14 - 3.00	2.05 - 3.00
Equality	Less Favourable	1.00 - 2.00	1.00 - 1.75
	Somewhat Favourable	2.01 - 2.16	1.76 - 2.00
	favourable	2.17 - 3.00	2.01 - 3.00
Fraternity	Less Favourable	1.00 - 2.00	1.00 - 1.85
	Somewhat Favourable	2.01 - 2.21	1.86 - 2.07
	favourable	2.22 - 3.00	2.08 - 3.00

### 3.12 Plans for Statistical Analysis of the Data

A statistical package for social sciences (SPSS) was used to analyze the data. Different statistical measures for various purposes were used as follows:

**Table 16 : Plan for Statistical Analysis of the Data**

No.	Purpose	Statistical measures
1	Profile of media professionals and professionals other than the media	Frequencies and percentages
2	Overall and aspect wise differences in the perceptions of media professionals and professionals other than the media regarding contemporary role of newspapers in the democracy.	Frequencies and percentages
3	Differences in the perceptions of media professionals and professionals other than the media regarding contemporary role of newspapers in the democracy with respect to selected variables.	t-test, ANOVA (F-test)
4	Overall and aspect wise differences in the perceptions of media professionals and professionals other than the media regarding contemporary role of the television in the democracy.	Frequencies and percentages
5	Differences in the perceptions of media professionals and professionals other than the media regarding contemporary role of the television in the democracy with respect to selected variables.	t-test, ANOVA (F-test)
6	Item wise perceptions of media professionals and professionals other than the media regarding contemporary role of the <sup>newspapers and</sup> television in the democracy.	Item wise intensity indices

## **(B) METHODOLOGY FOR QUALITATIVE DATA**

An In-depth interview method was used to collect qualitative data only from selected media professionals of Vadodara and Ahmedabad cities. The purpose of conducting in-depth interview was:

- To understand the overview of the contemporary role of newspapers and the television in the democracy.
- To understand perceptions of media professionals regarding media accountability and their role in making the media more democratic.
- To obtains suggestions to strengthen contemporary role of newspapers and the television for societal development.

### **3.13 Sampling unit**

The media professionals working in the selected newspaper organizations and television channels based in Vadodara and Ahmedabad cities of Gujarat were contacted for conducting in-depth interviews.

### **3.14 Sampling frame**

The selection of the samples was done using purposive sampling method. While distributing and collecting questionnaires from different newspaper organizations and television channels, the media professionals were identified and selected on the basis of their willingness to share their perspectives. However, the prior permission from concerned editors, directors, programme directors was obtained and the respondents were oriented about the nature and objectives of the study. Then, according to the pre-decided time the researcher approached the media professional at his office to conduct the interview.

### **3.15 Sample Size**

The fifteen media professionals selected from different channel houses like the *E TV-Gujarati* (1), the *Zee TV-Gujarati* (1), the *Baroda Today* (2), *The Times of India* (1), the *Sandesh* (3), *The Indian Express* (2), the *Divya Bhaskar* (3), and the *Educational Media Research Centre* (2) were interviewed for all relevant details. Through personal visits and telephonic conversations the prior appointments were sought from these media professionals for the interview.

### **3.16 Process of Conducting In-depth interview**

In the beginning, the interviewee was given a handout describing the nature of the study. S/He was assured of all confidentiality. The interviews were mainly conducted in English or Gujarati or English or Hindi as per the preference and comfort of the participants. They were held at the respective organizations keeping in mind the convenience of the media professionals. The interviewer was introduced the topic to the media professionals, and then they were asked to express and share their own experiences related to the topic of discussion. They were asked to share their views and perceptions without any hesitations. All the 15 in-depth interviews were conducted personally by the investigator. The investigator had already conducted interviews in the pilot study with a group of media professionals. She had also acquired formal training in conducting various participatory research methods in different settings. Each in-depth interview conducted focused on selected key issues of the study. The selected media professionals were able to discuss at length key issues of the study. It took almost 1 to 1 1/2 hour during which almost all the key points were discussed by the media professionals, and the interview was concluded with a note of gratitude. The notes were taken about the points discussed to record the responses of the participants.



### **3.17 Analysis of the Interviewed Data**

The notes maintained at the time of the interviews were transcribed and the data was finally recorded. The responses were classified and coded under a particular question or issues. Then under each research question, the coded data obtained from the 15 interviews were clubbed on a comparative analysis table. It helped the researcher to categorize the qualitative findings under major sections. These sections are discussed in the following chapter.