CHAPTER 3

METHODOLOGY

The present investigation was undertaken to study the perceptions of adolescents regarding the influence of television advertisements on the selected aspects of their lives. The present chapter describes the steps in methodology followed to conduct the study. They are as follows: -

1) Pilot study.

2) Description of the population.

3) Selection of sample.

4) Research tools for data collection.

5) Validity of the tools.

6) Pre-testing and reliability of tools.

7) Procedure of data collection.

8) Scoring and categorization of data

9) Statistical analysis of data.

3.1 Pilot Study

A pilot study was conducted in 1997 to find out the influence of television advertisements on adolescents in relation to the selected variables. The reason for conducting the pilot study was to know the feasibility of studying the perceptions of adolescents regarding the influence of television advertisements on selected aspects of their lives.

The sample comprised of 100 adolescents studying in the 8th and 9th standards of Basil School of Baroda city of Gujarat state. The sample was selected through random sampling method. The questionnaire was constructed to collect the data from the respondents. The questionnaire consisted of three sections: -

Section-I: section 1 of the questionnaire comprised of the background information of the adolescents. The respondents were required to give information regarding their gender, monthly family income, parents' education, viewing duration of television, TV co-viewers, reasons of attractions towards television advertisements.

Section II: Section 2 of the questionnaire comprised of advertisement viewing behavior scale.

Section-III: section 3 of the questionnaire consisted of the items related to the influence of TV advertisements on adolescents.

The questionnaire was administered personally by the investigator on the students of 8th and 9th standards of Basil school of Baroda city of Gujarat state. The statistical measures used in the pilot study were Percentages, Intensity Indices and Chi- Square test.

3.1.1 Findings of the Pilot Study: -

The findings of the pilot study revealed that –

⤷ there was moderate influence of TV advertisements on each of the aspect i.e. physical, social, emotional, parent-child relationship and cognitive aspect of adolescents' lives.

⤷ higher percentage of the respondents from all the categories of the variables i.e. gender, income level of the family, viewing duration, advertising viewing behavior, showed moderate influence of TV advertisements as compared to the respondents showing high or low influence.

⤷ the adolescents were highly influenced in adopting ways of expression from TV advertisements.

⤷ adolescents were highly influenced in liking for well-decorated house by viewing TV advertisements.

⤷ adolescents enjoyed watching their favorite models, sports person in TV advertisements and wanted to imitate them.

⤷ adolescents' general knowledge was also increased to a great extent by watching TV advertisements.

⤷ adolescents developed ability to differentiate between good and bad quality of the product and to compare different brands of the product.

⤷ to some extent, adolescents understood the motive behind television advertisements.

It was evident from the pilot study that there was a definite and considerable amount of influence of television advertisements on adolescents. The results of the pilot study revealed that adolescents were watching television regularly. Therefore the study on the influence of television advertisements on adolescents was feasible.

3.2   Description of the Population.

The population of the present study consisted of adolescents studying in 8th, 9th, 11th, and 12th standard of the schools of the Baroda city of Gujarat state.

3.3.   Selection of Sample.

The sample of the present study comprised of 1000 adolescents studying in 8th, 9th, 11th, and 12th standard from eight English medium schools of Baroda City. The criteria for selection of the schools were to represent major areas of the Baroda city. The areas in which schools were located were as under: -

1) Makarpura
2) Tandeleja (Old Padra Road.)
3) Ellora Park.
4) Alkapuri.
5) Pratap Gunj.
6) Fathegunj.

The schools from which sample was selected were as under:

1) Bhartiya Vidya Bhavans.

2) Auxilium Convent

3) Convent of Jesus and Mary.

4) Basil School

5) Don Bosco School

6) Baroda high School (Alkapuri branch.)

7) Tejas Vidyalaya.

8) Rosary High School.

The data were primarily collected from 2,487 students from the selected schools. As schools were not ready to segregate selected students for research, initially data were collected from all the students. The school authorities thought that segregation would lead to disturbance in the classrooms and also feeling of dejection among those not included in the sample.

A sample of 1000 students was drawn with the stratified random sampling method from the 2,487 students from whom the data were collected from all the schools .The investigator had originally planned to collect data from 8th to 12th standards, but due to non-availability of the 10th class students because of Board exams in the months when data collection was carried out (i.e. January, 2000 to March 2000) the 10th class students had to be excluded from the plan of data collection.

Similarly the 12th class students were also not available at the time of data collection; however, limited numbers of them could be contacted in their tuition classes and through personal contacts.

According to stratified random sampling method, the students were selected randomly and later on adjusted proportionately, since some schools were only for boys/or girls .In total equal number of boys and girls were included in each class from all the schools (Table 1 for sampling procedure).

No sampling method could be adopted for class 12th, as limited number of students from 12th class could be approached who were from the schools selected by the investigator for the study, and all those who could be approached were taken for the study.

Table-1 Stratified Random Sampling for Selection of Sample.

Schools	Classes								
	8th class Boys Girls		9th class Boys Girls		11th class Boys Girls		12th class Boys Girls		Total
Don Bosco	50	-	50	-	50	20	15	14	199
Basil	18	17	18	17	18	20	23	23	154
Rosary	18	17	18	17	18	20	15	14	137
Bhavans	18	17	18	17	19	20	12	13	134
Baroda	18	17	18	17	18	20	11	12	131
Tejas	18	16	18	17	17	20	4	4	114
Auxilium Convent	-	38	-	38	-	-	-	-	76
Convent of Jesus& Mary	-	18	-	17	-	20	-	-	55
Total	140	140	140	140	140	140	80	80	1000

Figure1. Graphical Representation of Stratified Random Sampling Method (N=1000)
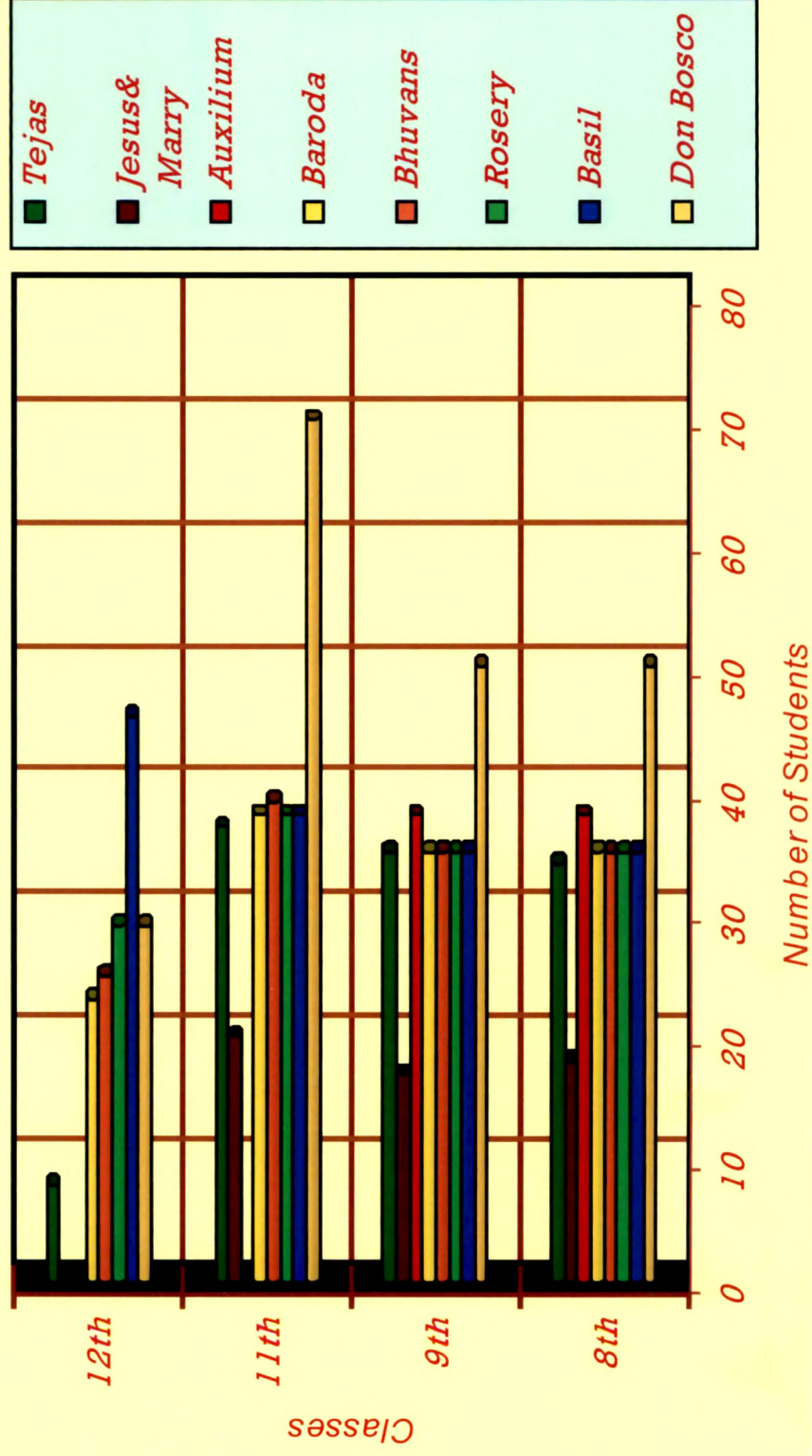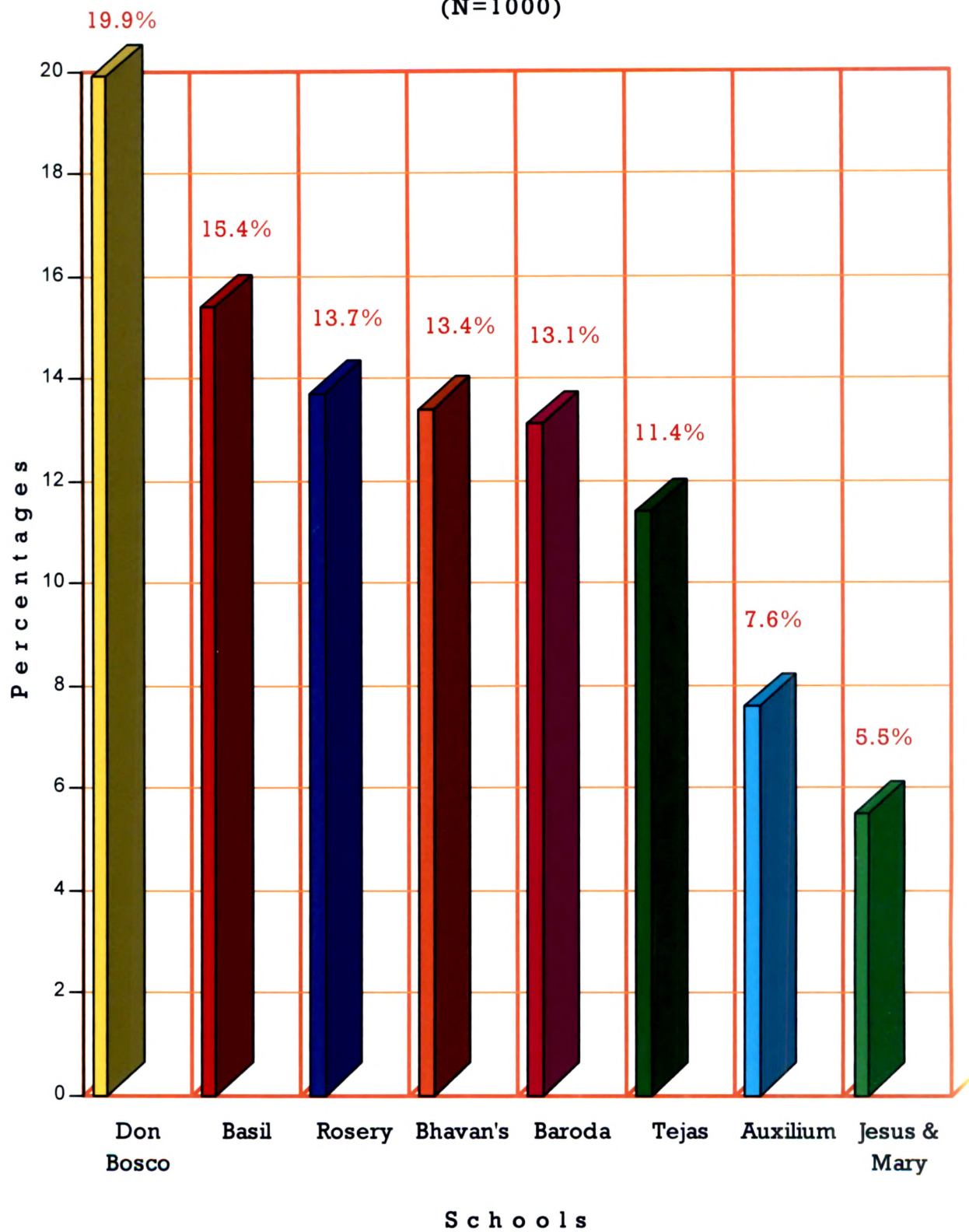
Figure-1 Percentage Distributions of the Respondents According to their Schools (N=1000)

3.4. Research Tools for data collection.

The present study was an Ex- post facto research. Therefore survey method was adopted and the questionnaire was used for data collection. The investigator prepared the items of questionnaire after –

> ⇘ reading, reviewing books, research articles, newspaper articles, Journals that were related to the present study.

> ⇘ informal interviewing with the adolescents.

The questionnaire had 4 sections. Their contents and response system were as follows:

Table 2. Sections of the Research Questionnaire.

Section	Content	Response System
1	Back ground information	Check list
Section-I	Perception scale regarding the influence of television advertisements on the selected aspects of adolescents' lives.	3-point rating scale
Section-2	Advertisement viewing behavior scale	2-3 point rating scale.
Section-3	Social maturity scale	3-point rating scale.
Section-4	Perception scale regarding the images of women in television advertisements	3-point rating scale

3.4.1 Description of Research Tools.

The research tool used for data collection has been described as under-

3.4.1.1 Background Information.

In the background information the adolescents were required to give information regarding their-

1) Sex

2) School

3) Class of study

4) Educational level of parents.

5) Monthly family income.

6) Mother's occupational status.

7) Mother's work status

8) Viewing duration of Television.

9) Preference in watching Television channels.

10) Interest in watching various advertisements.

3.4.1.2 Section 1

The section 1 of the questionnaire comprised of the items related to the influence of television advertisements on the selected aspects of adolescents' lives. The aspects on which influence of television advertisements was studied were: -

1) Social.

3) Cultural

2) Educational.

4) Emotional

The content and number of statements under each aspect were as follows: -

Table 3. Content and Number of Statements under each Aspect.

Aspects	Contents	No. of Statement
1.Social	To measure the perceptions of adolescents regarding the influence of television advertisements on their attitude, personality, life style, behavior pattern, language, independence, gender identity, aggressiveness, violence etc.	45
2.Educational	To measure the perceptions of adolescents regarding the influence of television advertisements on adolescents' understanding, judgment, believability, retention capacity of advertisements etc.	31
3.Cultural.	To measure the perceptions of adolescents regarding the influence of television advertisements on their belief, values, habits, work patterns, forms of behavior etc.	20
4.Emotional.	To measure the perceptions of adolescents regarding the influence of television advertisements' negative and positive emotional appeals upon their emotions.	9
Total		105

The investigator prepared the statements after reading and reviewing books, research articles, periodicals etc. There were positive as well as negative statements. Three point rating scale was designed to measure the extent of influence of television advertisements on the selected aspects of adolescents' lives.

3.4.1.3 Section 2 ➤ Advertisement Viewing Behavior.

The advertisement viewing behavior means the act of seeing, surveying, or understanding of television advertisements The scale developed by Sethi (1997), to measure the advertisement viewing behavior was used in the present study to measure the advertisement viewing behavior of the adolescents of the present study. The scale had 2/3-point response system and numbers of statements under the scale were 13.

3.4.1.4 Section 3 ➤ Social Maturity Scale.

The scale to measure the level of social maturity in adolescents was conceptualized after referring manual for a comprehensive scale for social maturity (ACSSM) prepared by Dr. Roma Pal (1986). The main indicators/dimensions of the social maturity discussed in the scale were referred and, after reading books on psychology particularly on child psychology, adolescent stage, and child development the scale to measure the level of social maturity was constructed by the investigator.

The main indicators/dimensions of social maturity scale were-

✤ One's ability to co-operate with family, friends and society in general.

✤ One's trust or belief in persons, i.e. how much to trust others when need arises.

✤ One's work orientation includes one's knowledge of skills in performing any task and one's own capacity to perform any task and to gain and experience pleasure in work.

✤ One's ability to act independently, to take decisions, to take initiative etc.

✤ One's ability to take stress, possessing ability to undertake uphill task with confidence and assurance.

✤ One's social tolerance, openness to change or willingness to accept changes in any social structure and setting and adapt accordingly to the changes.

✤ One's social commitment towards family, friends, and society, feeling of unity in diversity (i.e. with different castes, sub-castes, religion, nations) etc.

Three-point scale was designed to determine the level of social maturity of the adolescents. The scale had 31 statements. The nature of statements was positive as well as negative.

3.4.1.5. Section 5 ➢ Perception Scale Regarding the Images of Women in Television Advertisements.

To measure the perceptions of adolescents regarding the images of women in Television advertisements; investigator

constructed the perception scale regarding the images of women in Television advertisements. A three point rating scale was designed for the scale. The scale had positive and negative statements, which depicted the favorable, unfavorable and changing perceptions of adolescents regarding diverse images of women in television advertisements.

3.5. Validity of Research Tools.

The research questionnaire was given to six experts from the Departments of Human Development and Family Studies (HDFS) and Extension and Communication (EC) of the Faculty of Home Science, M.S.University, Baroda.

The experts were requested to check the questionnaire for –

- � Content validity.
- ✖ Nature of the statements.
- ✖ Clarity of language and ideas.
- ✖ Appropriateness of response system.

The suggestions of the experts, which were found imperative, were incorporated in the questionnaire.

3.6 Pre-testing and Reliability of the Tools.

The prepared tools were pre-tested on 5 students of Basil school and 5 students of Baroda school of Baroda city. The investigator simplified some terms that were not understood by the students.

The test-retest method was used for measuring the reliability of the questionnaire. The tool was administered on 30

students selected from secondary and higher secondary classes in November 1999. All the 30 students were taken from Basil school Baroda. The tool was administered again on the same students in December 1999, keeping a gap of two weeks.

Coefficient of correlation between the two sets of scores was calculated to find out the reliability of the tool. The coefficient of correlation was calculated by using the following formula:

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

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 r-value was found 0 .92

3.7 Procedure for Data Collection.

Data were collected from 2,487 students from 8th, 9th, 11th, and 12th standard studying in the selected eight English medium schools of Baroda city during January 2000 to March 2000. The final research data were consisted of 1000 students selected through stratified random sampling method from 2,487 students.

The investigator administered research questionnaire personally in the classes. The investigator had personally visited each school and took permission from the principals of the

concerned schools one-month in advance and fixed the dates for data collection. The classes were adjusted for the data collection. Some schools allowed collecting data during PT classes, games period or in the craft class only. Whereas some schools adjusted their practical classes and some school authorities were cooperative enough to give classes as per the investigator's convenience.

Since the sample size was huge, the investigator had faced some problems in adjusting time for each section of each class, besides some difficulty in maintaining peace in the classrooms. However, the data collection was done peacefully without any major problem. The school authorities and majority of the students were very cooperative in this regard. Majority of the students were found to be curious about the purpose of the study and enjoyed responding to the tools prepared by the investigator.

3.8 Scoring Pattern and Categorization of the Data.

3. 8.1. Background Information.

The tool contained questions regarding background information of the respondents. The items in the background information did not require any scoring pattern as the responses were in the checklist form. The categorization of the variables in the background information was done as follows: -

Table 4. Categorization of the Variables in Background Information.

Variables	Description	Categories
1) Sex	Male	Male
	Female	Female
2) Class of Study.	8th and 9th classes	Secondary.
	11th and 12th classes.	Higher secondary
3) Educational Level of Parents	Up to Post Graduation and above.	High
	Upto Graduation/Graduation with Diploma	Medium
	Up to Higher Secondary	Low
4) Income Level of the Family.	Rs. 5,001 - 6,000 Rs. 6,001 - 7,000 Rs. 7,001 - 8,000 Rs. 8,001 - 9,000 Rs. 9,001 - 10,000	Low
	Rs. 10,001 - 15,000 Rs. 15,001 - 20,000	Middle.
	Rs. 20, 001 - 25,000 Rs. 25,001 - 30,000 Rs. 30,001 & above.	High.
5) Mother's Occupational Status	House wife	Housewife
	Working.	Working.

Table-4(contd.....)

Variables	Description		Categories
6) Mother's Work Status.	e.g. Doctors Engineers, Professors, Lawyers, CA etc.		Professionals
	e.g. Lecturers, Principals of Higher Secondary Schools, Class 2 Gazetted Officers, etc.		Middle order Workers.
	e.g.Typists,Beauticians, Telephone operators, Nurses, peons, etc.		Skilled/ Semi skilled workers.
7)Viewing Duration	<u>Weekdays</u> 2-3 hrs 3 hrs & more 2-3 hrs 3 hrs & more	<u>Holidays/ Sunday</u> 2-3hrs 3 hrs &more 3 hrs & more 2-3 hrs	Heavy Viewers
	2-3 hrs 3 hrs & more 30-min-1 hr. 1 hr-2 hrs 1 hr-2 hrs 2-3 hrs	30 min-1 hr. 1-2 hrs. 2-3 hrs 3 hrs & more 2-3 hrs 1-2 hrs	Moderate Viewers
	30 min-1 hr. 1 hr-2 hrs 30 min.-1 hr. 1 hr-2 hrs	30 min-1 hr. 1 hr-2 hrs 1 hr-2 hrs 30 min-1 hr.	Light Viewers

3.8.2 Perception scale regarding the Influence of Television Advertisements on the Selected Aspects of Adolescents' Lives

The scale to measure the influence of television advertisements on the selected aspects of adolescents' lives i.e. social, educational, cultural and emotional was developed by the investigator .A three point rating scale was developed to measure the extent of influence of television advertisements on the aspects of adolescents' lives. It consisted of positive and negative statements.

The scoring of the statements of the scale was done as follows: -

Table 5 Scoring Pattern According to the Nature of Statements in the Perception Scale.

Statements	To Great Extent.	To Some Extent.	To Less Extent.
Positive Statements	3	2	1
Negative Statements	1	2	3

The total numbers of statements were 105. The possible obtainable scores ranged between 105- 315.

The Intensity Indices were found out - overall, aspect wise, and item wise to measure the influence of television advertisements on the selected aspects of adolescents' lives.

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The categorization of Intensity Indices was made as follows: -

Table - 6 Categorization of Intensity Indices.

Range of Intensity Indices.	Description of Categories.
2.31 – 3.00	Highly influenced
1.61 – 2.30	Moderately influenced
1.00 – 1.60	Less influenced

3.8.3 Advertisement Viewing Behavior:

The Advertisement Viewing Behavior scale had two/three point response system. The items were assigned scores ranging from 1-3 depending upon the value of a particular response. For 2 point rating scale the items were assigned score 1 for "No" response and 2 for "Yes" response. The total numbers of items were 13. The possible obtainable score ranged between 13-38.

The categorization of the scores was done as follows: -

Table - 7 Categorization of Scores in Advertisement Viewing Behavior Scale.

Scores.	Category.
31- 38	Highly Intense Behavior.
22-30	Moderately Intense Behavior.
13-21	Less Intense Behavior

3.8.4 Social Maturity Scale.

The social maturity scale was developed by the investigator to measure the level of social maturity in adolescents. The scale had 3 point rating scale, the scores of positive and negative items were given as follows: -

Table- 8   Scoring Pattern According to the Nature of Statements in the Social Maturity Scale.

Statements	To Great Extent	To Some Extent	To Less Extent
Positive	3	2	1
Negative	1	2	3

The total numbers of statements were 31. The possible obtainable   score ranged from 31- 93.

The categorization of the scores was done as follows: -

Table - 9 Categorization of Score in the Social Maturity Scale.

Score.	Category.
73- 93	More Mature.
52- 72	Mature.
31-51	Less mature

3.8.5 Perceptions Scale regarding the Images of Women in Television Advertisements

The perception scale was developed by the investigator to measure the perceptions of adolescents regarding the images of women in television advertisements.

The scale had three points rating scale, the scores of positive and negative statements were given as follows:

Table-10 Scoring Pattern According to the Nature of Statements in the Perception Scale regarding Images of Women in Television Advertisements.

Statements	Strongly Agree.	Somewhat Agree.	Do not Agree.
Positive statements.	3	2	1
Negative statements.	1	2	3

The scale had 23 statements and the possible obtainable score ranged between 23-69.

The categorization of the scores was done as follows.

Table-11 Categorization of the Scores in Perception Scale
Regarding the Images of Women in Television
Advertisements.

Score.	Category.
55- 69	Favorable Perceptions.
39- 54	Changing Perceptions.
23-38	Unfavorable perceptions

The Intensity Indices were also calculated for the items in the perception scale for the images of women in television advertisements.

The categorization of the Intensity Indices for the items in the perception scale for the images of women in television advertisements was made as follows: -

Table-12 Categorization of the Intensity Indices.

Range of Intensity Indices	Description of Categories
2.31 – 3.00	High level of Agreement
1.61 – 2.30	Moderate level of Agreement
1.00 – 1.60	Low level of Agreement

3.9 Analysis of Data

Different statistical measures for various purposes were used as follows:

Table-13 Plans for Statistical Analysis of the Data.

Sr. No.	Purpose	Statistical Measures
1	Background Information of the respondents	Frequencies& Percentages
2	Perceptions of adolescents regarding the overall & aspect wise influence of television advertisements on their lives.	Percentages & Intensity Indices
3	Perceptions of adolescents regarding the images of women in television advertisements	Percentages & Intensity Indices
4	Differences in the perceptions of adolescents regarding the overall and aspect wise influence of television advertisements on their lives in relation to the selected variables	F-test (ANOVA) t- test
5	Differences in the perceptions of adolescents regarding the images of women in television advertisements in relation to the selected variables	F-test (ANOVA) t- test