

CHAPTER 3

RESEARCH METHODOLOGY

This chapter of Research Methodology contains a clear statement of the objective of the research and an explanation of the methodology adopted in accomplishing the research. It brings forth the methods used for data collection as well as the methods used for the analysis of the data.

The Chapter explains the significance of the study in the social work profession and Human Resource Management. It also outlines the sources of data collection and the materials used in this study and discusses matters of reliability and validity. The scope of the study along with various limitations should is also stated in this part.

3.1 Title: *Influence of Virtual Connectivity on Employees Health & Wellbeing*

3.2 Objectives of the Study:

1. To study the benefits & drawbacks of virtual connectivity for employees.
2. To understand the impact of virtual communication on work-life balance.
3. To evaluate the impact of virtual connectivity on the physical and mental health of employees.
4. To analyze the opportunities and the new trends that virtual connectivity introduces (work from home, flexible timings, etc.).

3.3 Rational of the study

The latest technology has changed the dynamics between corporations and their stakeholders. The emergence of the internet and modern communication tools are creating a shift from traditional communication. The recent environmental trends are forcing organizations to give greater importance to virtual communication for its existence and sustainability.

Organizations are aware that need to gear up to sustain in this competitive era. The competitive edge can bring sustainability and it's important if there is good communication between the internal stake holders (interpersonal relationship) and also with external stakeholders. **Virtual connectivity** plays an important role in safeguarding and enhancing the corporate image of the organization.

This 24*7 connectivity with the work and world at large has its share of consequences as well. It also brings a great deal of stress, anxiety, and rush along with other health-related issues. These issues can't be ignored so is the use of virtual connectivity. It is important to understand and address these issues to prevent any health issues and develop good wellbeing.

As human resources is an important asset of the organization and their Health and wellbeing are also of utmost importance for their functioning it has become one of the important functions of Management.

This study will be beneficial for the employees, organization, and community at large. It will try to understand the Latest trends like work from home, and flexible timings that virtual connectivity introduces. The influence on health and wellbeing will be highlighted.

3.4 Significance of the Study:

Social work believes that people who make the society are in turn shaped by the society itself. They are the most crucial asset for the very survival and sustained growth of the society. One of the fields of Social work is **Human Resource Management**. One of an organization's most valuable resources is its people. The **management** in the present times has realized that the process and practice of corporate need constant enrichment with the support of technology.

Virtual connectivity has changed how the traditional organization works and has a great impact on the employees' lives. It is critical to comprehend the various opportunities/trends this virtual world brings to the organization and its people.

Covi-19 Pandemic has disrupted the lives of the individuals and society at large. It was Virtual Connectivity which has arrived to rescue the livelihood of the whole wide world. The third goal of Sustainable Development Goals is Good Health and Wellbeing. The study focuses on enhancing this goal in the working Professional.

The study will evaluate various modern factors of virtual connectivity that influence the Health and wellbeing of employees. The suggestions and recommendations based on the study can be significantly used to develop action modules for enhancing the Health and wellbeing of the employees.

3.5 Hypotheses of the Study

The present study is based on the following set of hypotheses. They include:

1. There is no relationship between Virtual Connectivity and health and wellbeing.
2. There is no association between Virtual Connectivity and Work-life balance.

3.6 Study Variables

3.6.1 Independent Variables

Include all personal information of the employee such as Age, Gender, Marital status, Education qualification, Experience in industry, Experience in the present firm, and type of industry.

3.6.2 Dependent Variables

Include various aspects related to Work-life balance, Work from home, Flexi timing, mental health, Physical Health, Lifestyle, and Digital Wellbeing.

3.7 Research Design

The Research Design undertaken for the present study is Exploratory cum Descriptive study. The study is explorative in nature as it attempts to explore various aspects of Virtual connectivity that influence the health and wellbeing of employees. It also attempts to explore the opportunities and new trends the Virtual connectivity introduces. It's a descriptive study as the study also attempts to describe various aspects like Work-life balance, work from home, lifestyle, physical & mental health, and other parameters in relation to Virtual Connectivity.

Universe of the study: IT/Virtually/Web enabled Organization that has a presence in Gujarat.

3.8 Study Sample

Total number of samples: **385 samples** - This means 385 or more samples are needed to have a confidence level of 95% that the real value is within $\pm 5\%$ of the measured/surveyed value.

The sample size Is Determined with 95% confidence and a margin of error of 5%. Assuming a population proportion of 50%, and unlimited population size. z for a 95% confidence level is 1.96.e is within $\pm 5\%$ of the measured/surveyed value.

Cochran formula for unknown population:

$$n = \frac{z^2 \times \hat{p}(1-\hat{p})}{\varepsilon^2}$$

Where,

z is the z score

ε is the margin of error

N is the population size

\hat{p} is the population proportion

Nonprobability sampling is used in the study. It is a non-random sampling where the samples are drawn in a subjective manner. The sampling for the present study will be **purposive sampling**. A purposive sample, also referred to as a judgmental or expert sample, is a type of nonprobability sample. The main objective of a purposive sample is to produce a sample that can be logically assumed to be representative of the population.

Inclusive Criteria: Working professional in IT/Virtually/Web enabled Organization who has a presence in Gujarat.

3.9 Primary Data Collection

The tool is the way to collect the required data.

The primary tool of data collection was a Questionnaire, structured questionnaire consisting of close and open-ended questions

Reliability & Validity of Tool:

This tool is developed by referring to the various standardized tools available on the relevant subject. The tools were sent to 4 experts for content validation and changes as per their suggestions and expertise were made to the tools.

A pilot sample is studied and the sample data is treated on Cronbach's Alpha Test to assure of the reliability and validity of the tool.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.957	.954	54

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
192.10	831.679	28.839	54

The Cronbach's Alpha test score for the tool was 0.95, indicating that the score was good according to the reliability standard and valid to be considered as a tool for data collection.

3.10 Secondary Data Collection

The sources of secondary data were published journals, articles, books, reports, newspapers, journals, magazines, and other published and unpublished sources in this field.

3.11 Statistical treatment

The researcher has used editing, coding, tabulation, and interpretation of data. The collected data will be correlated with the various dependent and independent variables. Hypotheses will be verified using appropriate statistical tools (chi-square & correlation) with the help of Excel / SPSS.

3.12 Period of the Study

The duration of data collection was November 2022- May 2023

3.13 Ethical Consideration of the data:

The following ethical considerations were taken care of during the carrying out of this research study:

- ❖ Informed consent- Sufficient information regarding the objectives of the study was communicated and they are free to choose whether they want to participate or not or can withdraw in between.
- ❖ Voluntary participation – There was No force or pressure was used on any participant to participate in the study.
- ❖ Anonymity - Personal information related to either the employees or the organization is not revealed in the study.
- ❖ Confidentiality- The confidentiality of the data and the respondent profile will be maintained.
- ❖ All the information collected through the questionnaire will be only used for Academic purposes.

3.14 Limitations of the Study

These were certain difficulties that were faced during the study which might affect the study:

- ❖ The pandemic had delayed the data collection process. There were Difficulties in getting permission; it was a time-consuming process which increased the duration of data collection.
- ❖ Experienced that respondent took a long time to complete questionnaire even after constant reminders.
- ❖ As the area of studies is new it was difficult to get secondary data on a lot of factors included in the study.

3.15 Explanation of the Terms Used in the Study

- ❖ **Virtual**

Not existing physically, but technologically or software-generated to appear to do so.

- Virtual connectivity**

Being connected to work, Personal life & World at large Using Virtual Medium.

- ❖ **Virtual Medium**

The medium of communication is Virtual. i.e. it can be any website, domain, social network account (including WhatsApp, Instagram, Facebook, Twitter, etc.), blog, feed, email address, email distribution list, or other Internet account or presence that incorporates the usage of the Internet.

- ❖ **Work-life balance**

The equilibrium created between work, personal interest & family life with the intervention of virtual media

- ❖ **Flexible work (flexi timings)**

Leverage in working timings to complete the allotted working hours i.e. exempting employees from working in traditional timings

❖ **Work from home**

Employees can do his or her job from home with the aid of a virtual connection.

❖ **Health**

“Health is a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity”. (World Health Organization)

❖ **Physical Health**

It means the condition of one’s physical body taking into consideration everything from the absence of disease to fitness level.

❖ **Mental health**

Mental health is a state of well-being in which an individual realizes his or her abilities, can cope with the normal stresses of life, can work productively, and can make a contribution to his or her community. State of being able to think, feel, and act.

❖ **Wellbeing**

Experience of feeling well with good health, happiness, and perceiving positive prosperity.

❖ **Lifestyle**

The way an individual is leading a normal day or life.

❖ **IT/Virtually/Web/Telecom enabled Organization**

Organizations using information technology/ Virtual medium/web/telecom to enable their communication functioning

3.16 Chapter Scheme

Preface: It is that portion of the thesis stating the background of the whole thesis.

Acknowledgments: In this section, the researcher attempts to deliver her sincere gratitude to all those who have been instrumental in the successful completion of the research work.

Table of contents: It is tabulated form the heading of content research work.

List of tables and figures: This is a list indicating the various figures and tables that have been incorporated into the thesis.

Chapter 1:

Presents the introductions of the study topic where different concepts and historical backgrounds of Virtual connectivity and Health & Wellbeing are discussed.

Chapter 2:

Outlined the different research and review related to Various Factors of Virtual Connectivity and Health & Wellbeing.

Chapter 3:

Research methodology which covers the significance of the study, objectives, research study, variable covered under study, hypothesis, universe, sample and sampling, tools used for data collections, analysis of data and its treatments, limitations

Chapter 4:

Described the analysis and interpretations of data in the form of frequency and percentile distributions. The statistical technique used to explore the relationship and hypothesis.

Chapter 5:

Summarized the study in terms of findings & conclusion,

Chapter 6:

Recommendations and plan of actions.

References:

This section includes the links to sources used in the study in (American Psychological Association) APA style 7th edition.

Annexure:

This section includes the questionnaire is a tool of data collection is put in for prove the authenticity Reliability and validity test.