CHAPTER – III

RESEARCH METHODOLOGY
3.1 Introduction

The television templates are increasingly used by the news channels since the advertisers and developers can modify and customize them to meet their needs. These television templates persuade networks like ABC, CBS, NBC and Fox to allow Google TV products to access their online video services. Studies are conducted across the globe on the contents, uses, gratifications and effects of television in modern times. However, scientific investigations dealing with the practical implications of television templates are warranted in good number in the present age of electronic media revolution. The salient features of the study such as conceptual framework of the study, hypotheses of the study, variables of the study, research design, selection of study areas, selection of sample, primary data collection, secondary data collection, statistical analysis, reliability and validity of data, limitations of the study and definitions of the terms used in the study are presented in this chapter.

3.2 Conceptual Framework of the Study

Roberts (2000:124) provided a conceptual framework for quantitative text analysis which refers to the application of one or more methods for drawing statistical inferences from text populations. The quantitative text analysis methods are then depicted according to a 2x3 conceptual framework in which texts are interpreted either instrumentally (according to the researcher's conceptual framework) or representational (according to the texts' sources 'perspectives). The present investigation on television templates customization was carried out by the researcher in Karnataka on the basis of the conceptual framework of Roberts.

3.3 Hypotheses of the Study

The objectives of the present study and the analysis of the findings of the studies reviewed in the earlier chapter have led to generating the following set of null hypotheses.

- **H1.** The communications media association of the respondents is not same across the state of Karnataka.
- **H2.** The priorities of communication elements of television templates are not appropriate.
- **H3.** The television templates are not useful to the respondents across the state of Karnataka.
- **H4.** The television templates have not satisfied the needs of the respondents across the state of Karnataka.
- **H5.** The television templates do not have a positive impact on the respondents across the state of Karnataka.
3.4 Variables of the Study

Keeping the above hypotheses in view, the following variables were selected for the study on the basis of review of literature and discussion with subject experts.

3.4.1 Independent Variables

a. Gender  
b. Age  
c. Education  
d. Occupation  
e. Income

3.4.2 Dependent Variables

a. Mass media exposure  
b. Television news priorities  
c. Uses of television templates  
d. Gratifications of television templates  
e. Effects of television templates

3.5 Research Design

The present study approached the problem through a systematic survey method which is very popular in the fields of Journalism and Mass Communication. A structured and pre-tested interview schedule was administered to the television audience in Karnataka state in order to gather primary data on the customization of television templates and news priorities. The four revenue divisions of Karnataka state namely Bengaluru, Mysuru, Belgaum and Gulbarga were chosen for the purpose of primary data collection. The primary data were gathered through questionnaire tool by the researcher. The questionnaire was designed to explore the understanding of the respondents have about the templates customization and communicative priorities of news channels in Karnataka state.

3.6 Selection of Study Areas

The study was carried out in four important revenue divisions of Karnataka state since they represent different regions of the state culturally, educationally, socially, economically and politically. Primary data were gathered from both urban and rural areas representing these four important regions.
Table 3.6.1. Distribution of Study Area and Sample

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Revenue Division</th>
<th>Name of the Areas</th>
<th>Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bangalore</td>
<td>Bengaluru</td>
<td>96</td>
</tr>
<tr>
<td>2</td>
<td>Mysore</td>
<td>Mysuru</td>
<td>86</td>
</tr>
<tr>
<td>3</td>
<td>Belgaum</td>
<td>Hubli-Dharwad</td>
<td>94</td>
</tr>
<tr>
<td>4</td>
<td>Gulbarga</td>
<td>Kalburgi</td>
<td>74</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td></td>
<td><strong>350</strong></td>
</tr>
</tbody>
</table>

Figure 3.6.1: Distribution of Study Area and Sample

3.7 Selection of Sample

The Cochran formula for sampling is widely used by the researchers across the globe which is as follows.

\[
n = \frac{Z^2pq}{e^2} = \frac{(1.96)^2 (.5) (.5)}{(.05)^2} = 385
\]

This is valid where \( n \) is the sample size, \( Z^2 \) is the abscissa of the normal curve that cuts off an area \( a \) at the tails (1-\( a \) equals the desired confidence level, e.g., 95%), \( e \) is the desired level of precision, \( P \) is the estimated proportion of attribute that is present in the population and we assumed \( P = 5 \) (maximum variability), and \( q \) is 1-\( P \). The value for \( Z \) is found in statistical tables which contain the area under the normal curve. The researcher followed the stratified and incidental sampling techniques and selected 350 respondents who represented the four revenue divisions of Karnataka state. The samples are selected by giving due weightage to the beneficiaries of the various media institutes as well as untrained entrepreneurs. Statistically, it is desired to have the standard error not more than 10% and 90% of confidence level is considered to determine the sample size.
3.8 Primary Data Collection

Primary data was gathered by administering the interview schedules to the television audience who consisted of farmers, businessmen, officials, housewives and unemployed youth. Stratified sampling technique was used to select the subjects. Further, the study was conducted in two phases. In the first phase, general information regarding family background and personal details were collected from the subjects of the study. The data on the socio-economic status were also collected by administering the interview schedule. In the second phase of the study, the standardized interview schedules’ scales on the templates customization and communicative priorities of news channels in Karnataka state. The responses from about 350 subjects were noted down by the researcher and a team of trained investigators after interacting with the subjects and explaining the aims and objectives of the study.

3.9 Secondary Data Collection

The present study was also systematically carried out on the basis of relevant secondary data such as media reports, journal articles, proceedings of national and international seminars and conferences and other publications related to the research topic. These sources also contained authoritative comments and criticisms on various aspects of television templates customization and news priorities in Karnataka state. The writings which were found from all these sources were also systematically analyzed for the purpose of gathering additional authentic information on the salient features of the study.

Computation of Data

The primary data gathered from the survey on the television templates customization and news priorities in Karnataka state were consolidated and computed by using descriptive analysis which consisted of frequency counts and percentage distribution. These methods revealed the relationship between the independent and dependent variables considered in the study.

3.10 Statistical Analysis

The present study is based on ‘integrated factor analysis’ of television templates customization. It is based on both qualitative and quantitative analyses. Hence, there was no specific need for including the television channels’ component since it is not a content analysis based study. The primary data were analyzed on the basis of certain standardized statistical tests which include – percentage analysis, graphical representation, Chi-square test and cross tabulation. All the statistical methods were carried out through the SPSS for Windows (version 16.0). A brief discussion of these statistical tests is as follows.
Descriptive Procedure
The descriptive procedure displays uni-variate summary statistics for several variables in a single table and calculates standardized (z-scores). Variables can be ordered by the size of their means (in ascending or descending order), alphabetically, or by the order in which the researcher specifies.

Frequencies and Percentages
The frequencies procedure provides statistics and graphical displays that are useful for describing many types of variables. For a first look at the data, frequencies procedure is a good place to start. Further, percentages provide the values out of hundred for each group or sector selected with frequencies.

Cross-Tabs
The cross-tabs procedure forms two-way and multi-way tables and provides a variety of tests and measures of association for two-way tables. The structure of the table and whether categories are ordered determine what test or measure to use. Contingency coefficient analysis was employed in the present study.

3.11 Reliability and Validity of Data

Reliability
This is about the results of the investigation, which has to be reliable. If nothing changes in a population between two investigations in the same purpose, it is reliable. From a deductive point of view if the measure yields the same results on different occasions, or from an inductive point of view if similar observations be made different researches on different occasions.
Rosenthal (1991) stated that there may be four threats to reliability:
1- Subject error has to do with when the interview is carried out, it is of great importance to select a neutral time and date.
2- Subject bias is a great problem in organizations where the management is of an authoritarian character where the interviewee might say what the manager wants them to say, not what they feel.
3- Observer error can be lessened with a high degree of structure to the interview schedule.
4- Observer bias is a question about how the interviewer interprets the data received.

For reducing the subject bias the researcher tried to make respondents certain that their answers were considered confidential. Since the questionnaire was designed as a survey format we did not face with observer error or the observer bias.
Validity

Validity is concerned with whether the findings are really about what they appear to be about (Saunders and Goddard. 2002). There are tests for validity:

1- Construct validity establishes correct operational measures for the concepts being studied.
2- Internal validity is applicable for explanatory and causal studies only (not for descriptive or exploratory studies). It establishes a casual relationship; thereby certain conditions are shown to lead to other conditions.
3- External validity establishes the domain to which a study’s findings can be generalized.

If a question can be misunderstood, the information is said to be of low validity, the researcher arranged a semi-interview environment and the questionnaires were given to respondents face to face, so that if they faced any difficulties while filling out the questionnaire, the ambiguity could be explained. The validity was thus, increased. Since this study is descriptive no consideration is taken to internal validity. As for external validity, this study could be generalized with a 95 percent level of certainty and a 5 percent margin of error.

3.12 Limitations of the Study

It was not practically possible for the researcher to enjoy the benefit of accessibility of data to all the television audience in Karnataka state. It was also not possible to study the perception of all the stakeholders on the uses, gratifications and effects of television templates in the state concerned due to lack of time, large numbers and other constraints. Incidental and stratified sampling methods were followed in selecting the respondents. Though much care has been taken to collect the primary data, the memory bias on the part of the respondents cannot be completely ruled out.

3.13 Definitions of the Terms Used in the Study

3.13.1 Media Exposure

Modern society is known as media centered society since media serve as informal universities and provide food for thought to the people. The media are also regarded as the voice of the people in a democracy. The media exposure matters in modern society. In the present study, the communication media exposure among the respondents was assessed by the researcher.

3.13.2 Television Exposure

Television is a powerful audio-visual medium of communication in the modern society. Television has being mainly responsible for the shrinking of the world – a world without boundaries. Today all sections of society including the children spend more time watching a variety of television programmes both domestic and foreign. Television has both positive and negative features as a medium of communication. Today, television
has become an all pervasive medium of communication which attracts people regardless of age, gender, status and other factors.

3.13.3 Television Viewing Behavior

Television viewing behavior is assessed in terms of place of television viewing, availability of different television channels, types of television programmes, physical position while watching television, mode of watching television, duration of watching television, control over the choice of television programmes and other aspects of television viewing by the viewers including children.

3.13.4 Television Templates

The television templates basically include website templates, flash templates, e-commerce templates, Facebook templates, responsive templates and other templates which include amazing features. The television templates also consist of interesting page transitions, easy-to-use content management systems, drop down menus, photo galleries, custom fonts, full screen background images, contact us forms, google maps, social networking icons, rollover effects, photo galleries and so on. In the present investigation, the uses, gratifications and effects of television templates were analyzed scientifically.

3.13.5 Television News Priorities

Television news shapes the priorities people attach to various issues and concerns in modern times. Practically, television news cannot create priorities or standards out of thin air. The television’s power to shape the priorities is nonetheless formidable. In the present investigation, the television news priorities of the respondents were assessed systematically.

3.14 Summary

The television templates constitute an important aspect of television production in modern times. The influence of socio-economic factors on the communications media associations, uses of television templates, gratifications of television templates and effects of television templates are less understood in a developing state like Karnataka due to lack of comprehensive scientific studies. The primary data were gathered from 350 respondents representing the different gender, age, education, occupation and income groups. The respondents were selected on the basis of incidental and stratified sampling methods. The present study approached the problem through a systematic survey method. Several tools and techniques like non-participant observation, informal discussion and secondary literature review were also used for the purpose of data collection. Prominent statistical analysis techniques such as percentage analysis, graphical representation, Chi-square test and cross-tabulation were also employed in the present study. This investigation primarily deals with the scientific evaluation of the access, uses, gratifications and effects of television templates with special reference to Karnataka state.