

Chapter II

METHODOLOGY

2.1 INTRODUCTION

The descriptive research is qualitative in nature and scope. It can be explanatory and analytical also. Since it is qualitative, the data cannot be subjected to empirical investigation. As a result, some scholars do not agree to call it scientific. However, we have to recognize that there exist abstract concepts, both social and philosophical in nature. These need not necessarily be amenable to empiricism, as there have been many approaches to knowledge. The study is partly historical and that also of recent history, especially when it comes to electronic media. Historical research mainly depends upon secondary sources (in fact, these will become primary source) and even documentary evidence available may not provide accurate picture of the historical past of the issues, events and personalities. Memory based description tends to be inaccurate.

Historical research is no longer the same type of cataloging the events and writing profiles. Today history is written in the context of social, economic, political and cultural development of a particular society. It is more analytical than mere descriptive. The present research has attempted to include the analytical aspect of the history of electronic media in Mizoram. The analysis includes the communitarian aspect of media function, which is unique to the North Eastern states particularly Mizoram, Meghalaya and Nagaland. The study is an attempt to identify the past, present and future of media in Mizoram. The qualitative content analysis of electronic media will reflect the socio-cultural threads of audience preference. The expert interviews will provide an insight into the historical background to the development of electronic media in Mizoram.

2.2 QUALITATIVE RESEARCH APPROACH

Qualitative research at the same time, is not devoid of scientific rigour. It is also systematic and seeks answers to many a pertinent question. No doubt, procedures and methods used are predefined and evidences are collected to substantiate the analytical arguments. A qualitative evaluation also produces findings that are not predetermined, but can be applied beyond the immediate objectives of the research work undertaken. It is said that it is specifically relevant and effective in collecting culturally specific information as regards values, opinions, behaviors and social contexts of a particular population or ethnic groups. As such, the qualitative research is highly relevant for the study of electronic media in Mizoram, an ethnic population in Mizoram which is quite distinct. The qualitative studies provide the human aspect of the issues and events undertaken for scrutiny. They can be effectively conjoined with quantitative investigation, providing a triangulation needed to understand the entire gamut of the research topic, developing deep into intangible factors that are not clearly apparent. As already known, qualitative research seeks to find out the complex phenomena in the social realm of the humankind. The methods and instruments used are flexible and categories responses to questions, in the semi structured methods. It describes individual experiences and the question format is mostly open ended. The greatest asset of the qualitative research is that it allows spontaneity, thus allowing an insight into the mind of the interviewee. Even unanticipated details can emerge in the form of explanatory data. Further probing of responses is possible here.

Credibility is the basis of qualitative research and so much so, the researcher has chosen personalities who have experience and professional credibility. The qualitative data analysis includes documentation, conceptualization and authenticating conclusions and the present research work has employed the same. The description of the findings encompasses both narration and analysis. It can be both inductive and deductive in character. Comparisons form the core of analysis in qualitative studies. Obviously, the present study has employed the qualitative techniques for

evaluation of the growth of electronic media in Mizoram. The work contains analytical history and the issues involved in the growth of electronic media in the state. Since the expansion of radio, television and other electronic forms of communication is a recent phenomenon, the historical insight is of limited focus. Nevertheless, it should offer a microscopic view of the emerging trends. The subjective assessment may rob the work of its rigour, yet an expansive view of the developmental initiatives is presented. The socio-economic conceptualization of the electronic media growth in Mizoram makes it an interesting study. The post independence historical dimension limits the scope of the investigation. However, the researcher has made an attempt to compensate the lack of historicity with the analysis of the pressing issues faced by the electronic media in Mizoram.

2.3 METHODOLOGY

Keeping in view the objectives of the study, the researcher first carried out an in-depth analysis of electronic media in the state. The researcher also took note of systematic and truly longitudinal observational studies of each medium. Exploration of this subject is significant in this area, as no such study has been carried out in Mizoram.

As required by its nature, objectives, and design, the research method for attaining the objectives was the interview. The researcher has used primary and secondary level data collection. At the primary level, all types of oral information like personal interviews and group discussions were included, whereas at the secondary level, data was collected from documents from government offices, private offices, dairies, journals and archives besides books and journals.

Thus the study considered all types of electronic media houses available in the state from government to private owned firms. The study includes all information written and given in oral form by government officials, journalists and also people working in the media and people who worked and already left the media as well.

2.4 RESEARCH SETTING

The research setting of the study is the State of **Mizoram**, in the **North Eastern** part of India.

The study includes all available electronic media houses from government owned to private owned such as Doordarshan Kendra, Aizawl Station, All India Radio Aizawl station, ZOAWI FM Radio, and local cables like ZONET, LPS and Skylinks. Skylinks even though is the first cable television it is not functioning anymore.

2.5 STUDY SAMPLE

Apart from the available written documents collected, the researcher took personal interviews of government officials, people who are working in All India Radio, Aizawl station and Doordarshan Kendra Aizawl, private cable owners of Skylinks, LPS vision and Zonet, journalists and also other people who has experience working in electronic media houses.

The sampling frame of the study is based on the Chapel Hill Study of Donald Shaw and Maxwell Mc Combs (1972), though their theoretical framework is not adopted for the present investigation.

2.6 INSTRUMENT

The data collection instrument was an interpersonal communication where electronic media houses owners and people working were interviewed. There was no proper structured question, whereas the interviewees were allowed to feel free to mention what they feel was important.

2.7 TECHNIQUES OF DATA COLLECTION

From the very beginning the researcher was aware of the fact that there is less materials in written form for data collection.

In the **first phase**, official documents both from government and private media firm were collected. Different libraries were browsed. As the study area is quite new, media houses were at first reluctant to share information and moreover they don't have much written documents which are important. Likewise libraries have less information about the electronic media of the state.

The **second phase** of data collection was having an interpersonal interview with the owners of the local cables and official of the government owned media like Doordarshan Kendra, Aizawl and All India Radio, Aizawl. Since the interview method was unstructured the interviewee got full freedom to speak out what he thinks is important to mention. This enriched the researcher to get more information than what was expected.

The **third phase** of data collection was having interpersonal communication with prominent citizens and people who had experienced working in the electronic media field. This is also based on non structured interview, where the interviewee felt free to express what he/she wanted to say which is important in the study area.

In the **fourth and final** phase a micro survey was conducted in the capital city of Aizawl. A sample of 110 respondents was selected using a convenience sampling. Of the total respondents, 60 were men and the remaining 50 were women.

In the absence of any rigorous data resources, the researcher opted for the convenient sampling method. Though the convenient sampling method has its own drawbacks, yet it reflects the general trend among the audience.

2.8 DATA ANALYSIS

Since the research is based on both historical and explanatory research, the data was analyzed from all the available information collected. The information collected was collated, and interpreted to bring out the objective of the study in its best.

The data collected from the 110 respondents is analyzed both in terms of percentage and chi-square test. Since the data collected is nominal in nature, the chi-square test (a non- parametric) test is employed. The results are interpreted accordingly. The independent variables selected for analysis are sex, age and education.

2.9 RESEARCH QUESTIONS

The main research questions designed for the purpose of analysis are:

1. What is the time spent on listening to radio and the part of the day preferred for listening?
2. What programmes are preferred by the listeners?
3. What is the duration of time spent by the viewers for watching television programmes?
4. What do the respondents think of TV channels, whether they are more entertainment- oriented?
5. Whether the respondents perceive that TV news channels are resorting to sensationalism in their presentation?
6. Whether television channels emphasize more on politics?
7. Whether any code of ethics is need for electronic media in Mizoram?
8. What is the perception of audience as regards the quality of programmes in local cable TV channels?
9. What TV channels and types of programmes are preferred by the audience?
10. What is the audience perception of objectivity in news presentation by TV channels?
11. Whether TV channels emphasize more on politics according to the audience view?

12. Do TV news channels resort to sensationalism in their presentation?
13. What is the view of audience to the suggestion that electronic media in Mizoram should be supported by the state government?
14. What is the view of audience on the professional aspect of electronic media in Mizoram?

2.10 HYPOTHESIS

The hypotheses designed for statistical test of the data are:

RH1: There is a relationship between the gender of the respondent and listening to radio.

HO1: The gender of respondents and listening to radio are not related.

RH2: Age of respondents and radio listening are related.

HO2: Age of respondents and radio listening are not related.

RH3: Education of respondents and radio listening are related

HO3: Education of respondents and listening to radio are not related

RH4: Time spent on television viewing and the genders of respondents are related.

HO4: Time spent on television viewing and the genders of respondents are not related.

RH5: There is an association between the gender of respondents and their perception of television channels being objective in news presentation.

HO5: There is no association between the gender of respondents and their perception of television channels being objective in presentation.

RH6: There is an association between the age of respondents and their perception of television channels in news presentation.

HO6: There is no association between the age of respondents and their perception of television channels in news presentation.

RH7: There is an association between the education of respondents and their perception of television channels being objective in news presentation.

HO7: There is no association between the education of respondents and their perception of television channels being objective in news presentation.

RH8: Respondent perception of orientation of television channels and gender are related.

HO8: Respondent perception of orientation of television channels and gender are not related.

RH9: Age and perception of more entertainment orientation of television channels are related.

HO9: Age and perception of more entertainment orientation of television channels are not related.

RH10: Education of respondents and perception of television channels being more entertainment oriented are related.

HO10: Education of respondents and perception of television channels being more entertainment oriented are not related.

RH11: Gender of respondents and their perception that television channels are resorting to sensationalism are related.

HO11: Gender of respondents and their perception that television channels are resorting to sensationalism are not related.

RH12: Age of respondents and their perception that television channels are resorting to sensationalism are related.

HO12: Age of respondents and their perception that television channels are resorting to sensationalism are not related.

RH 13: Education of respondents and their perception of television channels resorting to sensationalism are related.

HO13: Education of respondents and their perception of television channels resorting to sensationalism are not related.

RH14: Gender of respondents and the perception that TV channels emphasize more on politics are related.

HO14: Gender of respondents and the perception that TV channels emphasize more on politics are related.

RH15: Age of respondents and the perception that TV channels emphasize more on politics are related.

HO15: Age of respondents and the perception that TV channels emphasize more on politics are not related.

RH16: Education of respondents and the perception that TV channels emphasize more on politics are related.

HO16: Education of respondents and the perception that TV channels emphasize more on politics are related.

RH17: Gender and opinion of respondents on code of ethics for electronic media in Mizoram are related.

HO17: Gender and opinion of respondents on code of ethics for electronic media in Mizoram are related.

RH18: Age of respondents and opinion on code of ethics for electronic media in Mizoram are related.

HO18: Age of respondents and opinion on code of ethics for electronic media in Mizoram are not related.

RH19: Education of respondents and opinion on code of ethics for electronic media in Mizoram are related.

HO19: Education of respondents and opinion on code of ethics for electronic media in Mizoram are not related.

RH 20: Gender and perception on quality of programmes in local cable television channels are associated.

HO 20: Gender and perception on quality of programmes in local cable television channels are not associated.

RH 21: Age of respondents and perception on quality of programmes in local cable television channels are associated.

HO21: Age of respondents and perception on quality of programmes in local cable television channels are not associated.

RH 22: Education of respondents and perception on quality of programmes in local cable television channels are associated.

HO 22: Education of respondents and perception on quality of programmes in local cable television channels are not associated.

RH 23: There is a relation between the gender of respondents and the view that Mizoram electronic media should be supported by state government.

HO23: There is no relation between the gender of respondents and the view that Mizoram electronic media should be supported by state government.

RH 24: There is an association between the gender of respondents and the view on electronic media in Mizoram as professional.

HO 24: There is an association between the gender of respondents and the view on electronic media in Mizoram as professional.

2.11 SCOPE OF THE STUDY

The present study brings out the scenario of the electronic media in Mizoram from its past till date. It gives reliable, proper structure of the framework of electronic media in the state.

2.12 UNIQUENESS OF THE STUDY

The uniqueness of the study lies as it is first of its kind in the state. It can be an important source for further research and studies of media.

2.13 OPERATIONAL DEFINITIONS

The definitions of the terms used for the study are as follows:

Electronic media refers to the media that use the electro-magnetic waves to send and receive audio and video signals, radio, FM radio, television and cable television.

The term radio refers to All India Radio, Aizawl Station

The term FM Radio refers to All India Radio, Aizawl FM Station – “FM Zoawi given out at 100.7 MHz”.

The term government owned television refers to Doordarshan Kendra, Aizawl station.

The term cable television refers to Skylinks cable television, LPS Vision cable television and Zonet cable television in the state.

People working in the media refer to the owners of cable television and all other employees. It also includes people who have experience in working with the electronic media but no longer engaged with it.

2.14 RESEARCH GAP

There are innumerable studies, both qualitative and quantitative, when it comes to electronic media in other states of the mainland and also the country as a whole. However, in the case of Mizoram no such study has been undertaken leaving a wide gap in terms of research resources for any kind of work of this nature.