

CHAPTER-IV

RESEARCH METHODOLOGY

- Description of the Study Setting**
- Dhaka City Profile**
- Operational Definitions**
- Description of the Schedule**
- Sampling Procedure**
- Hypotheses**
- References**

RESEARCH METHODOLOGY

DESCRIPTION OF THE STUDY SETTING: DHAKA CITY PROFILE

Dhaka is the capital and largest city of Bangladesh. It is located in the geographic centre of the country in the greater deltaic region of Ganges and Brahmaputra rivers (Lexicon Encyclopedia, 1989)¹. Dhaka has witnessed the rise and fall of many political powers, right from the Mughal kings to Pakistani rule in Bangladesh. Upon entering Dhaka in 1757, the British Military leader Robert Clive claimed that it was "as extensive, populous, and rich as the city of London (Paxton, 1984). It was called Varga in Hindu scriptures. Dhaka means 'watch station along river', situated 435 km North-East of Kolkata, India and extending for 7 km, along the North of Buriganga, a tributary of the river Meghna.

History of Dhaka can be traced back to the first century A. D., The Mughals came here in 1574, and the East India Company in 1765. But, Dhaka was founded during the tenth century. It served as the Mughal Capital from 1608 to 1704 and was a trading centre of British, French, and Dutch interests before coming under the British rule in 1765. In 1905 it was again named the capital of Bengal and in 1948 it became the capital of East Pakistan. The city suffered a heavy damage during the Bangladesh war of independence (1971). The romanized Bengali name 'Dacca' was officially changed to 'Dhaka' in 1982.

With Narayangaunj port 16km to South, greater Dhaka forms the country's only industrial zone. The city is within the monsoon climate zone. Nearly 80% of the annual average rainfall of 154 mm (73 inch) occurs between May and September.

Located in one of the world's leading rice and jute growing regions, Dhaka's industries include textiles (jute, muslin, cotton) and food processing, especially rice milling. A variety of other consumer goods are also manufactured there.

Dhaka is the most populated city in Bangladesh, and it is also one of the most populated cities in the world. Prestigious houses of worship are situated in Dhaka.

The Muslim influence is reflected in the existence of more than 700 mosques and historic buildings found throughout the city. Dhaka is divided into an old city and a modern section called new Dhaka and it has a number of important educational, cultural and commercial establishments. The population has a mixed composition-comprising Muslims, Hindus, Christians and Buddhists. The greater Dhaka area has population of over 18 million as of 2016. ([http:// Worldpopulationreview.com](http://Worldpopulationreview.com)).² It is one of the densely populated areas in the world, with a density of 23,234 people per square kilometer within a total area of 300 square kilometers.

OPERATIONAL DEFINITIONS

The key definitions of the terms used in this study are as follows:

IDENTITY: It refers to the commonness or homogeneity recognized or shown by the people in certain situation and individual demarcation from images of others and condition pre-set by family as well as society. It is a label or name attached to a person, a group or a category of people in a geographical area for identification.

CRISIS: A state of uncertainty about the nature and goals of an individual.

THIRD WORLD: The term "Third World" means developing countries of the world, particularly Asia, Africa and Latin America.

CULTURE: A set of values, beliefs and customs which deals with various aspects of human life and activities as different those of other people.

BTV: Bangladesh Television, a state controlled audio-visual broadcasting station at Dhaka, the capital city of Bangladesh.

MEDIA: Radio, television, newspapers, books, magazines etc., through which messages are transmitted to the known or unknown people of different destinations.

- COMMUNICATION:** The process of transmitting ideas between two or more individuals by means of speech, writing, symbols, photographs and others.
- SURVEY RESEARCH:** Major methods which are used to elicit information from respondents; the face-to-face interview, the mail questionnaire, and the telephone survey. These methods can be subsumed under the concept of survey research. Survey research can serve the purpose of collecting data for the evaluation of a given hypothesis.
- MONO-RELIGION:** It refers to singleness in respect of religion being prevailed in Bangladesh with a view to popularize stability of ruling elite's politics.
- CULTURAL PROGRAMME:** The ways of life and the characteristics where all men share whether natives or alien consisting of practical and theoretical knowledge. Cultural concept is regarded as the foundation stone of social sciences.

DESCRIPTION OF THE QUESTIONNAIRE:

The researcher has adopted the survey method for the study. An interview schedule was developed consisting of two parts. The first part was designed to elicit responses from the general public. The second part of the schedule aimed at collecting information from BTV officials about programme production and decision making.

The interview schedule meant for the general public comprised of two sub parts; sub part I, dealt with demographic variables such as age, sex and monthly income. The variable of education was not taken into consideration as it was decided to approach respondents with an educational level of minimum of Intermediate standard since it was thought that people only with certain level of education could

understand and respond to the nature of questions asked in this study. The questions mainly covered aspects relating to the cultural impact of BTV programmes, besides covering such items as the viewing habits and preferences of the respondents. The open-ended question was incorporated in the questionnaire with a view to make qualitative analysis of the relevant responses.

The second part of the schedule that is meant for the BTV officials had two sub parts, sub part I comprised of the demographic variables such as in the case of the schedule meant for the general public. Sub part II dealt with the impressions and opinions of the BTV officials for 12 questions covering such aspects as their choice in the selection of the programme etc.

The part I and II schedules thus developed were pre-tested on 60 respondents and 10 BTV officials respectively. The schedules were then suitably modified in the light of the pilot study. Thus two data sets formed the primary source for analysis i. E., the data gathered from the general public and from the BTV officials. The secondary data are gathered from such official documents as reports on Five Year Plans, Constitution of Bangladesh, Cultural Commission Report, Annual Budget copies, reference books, articles in periodicals and newspapers, published and unpublished research reports.

In addition, reviews of related documents and literature on cultural communication were collected from the Assam University Library, Silchar, Mysore University Library, Mysore, the Andhra University Library, Visakhapatnam, the American Study Research Centre Library, and Osmania University Library, Hyderabad, the Indian National Library at Calcutta, the Dhaka University Library, Dhaka, Bangladesh Agricultural University Library, British Council Library, American Cultural Centre Library, Central Public Library, National Library, Bangladesh Television Library and Shilpakala Academy Library, all in Dhaka City.

SAMPLING PROCEDURE

The researcher has employed the cluster sampling method for selection of respondents in the research setting i. e., the Dhaka City. Such a sampling method had to be adopted in view of the vast geographic area to be covered and the physical and financial limitations involved in the conduct of the study. In cluster sampling, the researcher takes sampling units from larger groupings called clusters, which are generally arrived at by simple or stratified sampling method.

The method of cluster sampling is defined thus:

"It is a procedure whereby units of observation in the universe are divided into clusters, or primary sampling units. Then sampling proceeds by stages. First a sample of clusters is selected, and then units of observations are drawn from the clusters that have been selected. Units drawn at the final stages are called elementary units" (Summers *et al.*, 1977)³."

The cluster sampling has three stages, and the researcher at the first stage, has to identify the areas for sampling. For this purpose, keeping in view of the study and the profile of the Dhaka City in mind, the localities which had the concentration of educated people were identified. The localities thus selected were: Motijheel, Lalbagh, Ramna, Dhanmandi, Mohammadpur, Tejgaon, Gulshan, Uttara and Mirpur. The geographical area inclusive of these localities was divided into equal dimensional blocks. A random selection from these blocks led to the sample of a number of localities. From each selected locality a certain number of households were randomly selected taking into account the total number of households in that locality. The cluster selected for the investigation could not be of equal size for the reason that the blocks selected did not have uniform number of households.

Apart from this in order to include a component of students' representation in the sample, a sub-sample of students were taken using the official lists of students. Care was taken to select the students randomly and from the six prominent educational institutions located in the city.

Random numbers table was used for purposes of random selection of blocks and households. The sample of respondents included the following categories:

A.	PROFESSIONALS		B.	OTHERS	
1.	Teachers	28	1.	Government Employees	53
2.	Lawyers	14	2.	Politicians	15
3.	Law enforcing officials	10	3.	Religious Teachers	12
4.	Engineers	15	4.	Academic Administrators	12
5.	Doctors	18	5.	Voluntary Workers	12
6.	Journalists	18	6.	Artistes	24
7.	Businessmen	10	7.	House wives	52
8.	Bankers	10			180
9.	Radio Programme Producers	10	C.	STUDENTS	
		130	1.	University of Dhaka	50
			2.	Bangladesh University of Engineering Technology	15
			3.	Dhaka Medical College	12
			4.	Dhaka Polytechnique Institute	15
			5.	Central Law College	10
			6.	Institute of Leather Technology	18
					120

Total = 430

Advantages of cluster sampling method

1. Cluster sampling method helps in reducing the cost of conducting a survey.
2. It allows greater possibility of the primary units being incorporated on a representative basis i. e., each primary unit has a greater probability of being selected.
3. Chances of independent variables being measured due to chance factor are also a possibility.
4. This method allows room for the final selection to be carried out by either a simple or stratified procedure.

5. Even artificial clusters can also be made when researchers place grids onto the maps.
6. Several levels of clusters like cities, districts and households can also be used in the method.
7. Suitable for underdeveloped countries like Bangladesh where sampling frames are difficult to obtain.

Disadvantages

1. This type of sample limits itself to areas specified and may not be representative.
2. Similarly the stratification of respondents may not be specifically stratifiable, except into broader categories.
3. The danger of sample becoming totally homogenous without representing other categories is evident in cluster area sampling.
4. It may become based on non-representative due to the above factor.

Consistent with the procedure described above, a sample of 600 respondents was identified and the questionnaire was given to them. The data collection was taken up in 2012 and was completed in a period of eight months. The task of contacting the respondents and eliciting the data from them was arduous as the availability of respondents posed a challenge to the abilities of the researcher. Women respondents in particular were not forthcoming to give information to the researcher in the absence of men folk in the households.

However, the researcher could elicit the respondents and could get a majority of the questionnaire completed. After rejecting erroneous or partially completed schedules, 430 questionnaires formed the dataset for the study.

In view of the greater geographical area to be covered, the researcher took the assistance of the students of the Department of Journalism and Mass Communication, University of Dhaka, Bangladesh, in the identification of the households during the pre-data collection phase and in the distribution of schedules. However, the data were collected by the investigator himself.

In the case of BTV officials who numbered 72, the researcher contacted them in their offices. Compared to the general public, gathering responses from officials proved strenuously difficult. The reasons obviously were the bureaucratic structure and the unwillingness on the part of the government officials to express their opinions freely for fear of being victimised later.

After collecting data, respondents from the general public were divided into three age groups, from 18 to 30 years, from 31 to 40 years, and 41 years and above. Similarly, they were classified into different income groups. As regards the occupation of respondents, the researcher divided the sample into such categories as (a) professionals (130), (b) others (180) and students (120), representing a cross section of the educated people. The category of 'others' included people from public such as voluntary workers, government employees, politicians, religious teachers, academic administrators, artistes and housewives.

As regards the BTV officials, classification of the sample by the demographic variables was done. However, the categories of lower income group and lower age group did not exist in this sample in view of the initial income level and age structure of the BTV officials. Similarly, the number of women officials (two) at BTV was also less in the division looking after the cultural programme.

The data thus collected were then tabulated. Bivariate and cross tables, and percentages were calculated. Analysis and interpretations were made by the researcher on the basis of the above methods and qualitative data were utilised wherever needed to supplement the analysis.

The researcher has confronted the following problems while conducting the research:

1. Difficulties in reaching out to the respondents were an obstacle in the collection of data. Many a time, it took two to three visits for the researcher to locate a respondent in the selected area of Dhaka City for collecting information. Even after the contact, the respondents some times needed some persuasion to give the necessary information. Similarly, the BTV officials who were important and influential functionaries could be approached with difficulty.

2. The other constraint was about time and money. It would have been better if the researcher could collect some more data. But financial and physical limitations made it impossible as he was pursuing his research work in a foreign country i. e., in India.
3. The subject under study was understandable to respondents who have certain level of education only. However, from among such respondents, the researcher took a random sample;
4. Since Bangladesh is an Islamic republic and a monoreligious country, the religion wise data collection was not possible.

Further limitation was that very few studies have been carried out on Bangladesh Television in Bangladesh resulting in an acute dearth of research material.

HYPOTHESES

The researcher has formulated the following research hypotheses for the purpose of the study:

1. The BTV's cultural programmes have a positive impact on the audience in that they promote the Bengali culture.
2. The western programmes of BTV have been successful in making the Islamic society of Bangladesh accept the western values.
3. Irrespective of the hold of religion, and their impact on religious beliefs foreign programmes of BTV make the Bangladeshis more and more materialistic.
4. BTV's western programmes help modernise the common people.
5. The identity crisis of Bangladeshis has compelled them to seek increased telecasting of Bengali cultural programmes in order to preserve their culture.
6. The audiences seek more and more religious programmes to support their identity.
7. The social habits of Bangladeshis are susceptible to change consequent to the viewing of BTV's western programmes.

8. BTV's western programmes inject individualism among the audiences.
9. Partial societal acceptance of foreign programmes on BTV would divide the monoreligious society of Bangladesh into elites and commoners.

The researcher has applied the chi-square test to eight important statements, taking the age wise classification of respondents for the purpose. Application of the test to other independent variables would give similar results, it was thought.

REFERNCES

1. *Lexicon Universal Encyclopedia (1989)*. Lexicon Publications: New York, 6: 3-4.
2. [http:// Worldpopulationreview.com/world_cities/dhaka-populations/](http://Worldpopulationreview.com/world_cities/dhaka-populations/)
(Retrieved on 19.03.2016)
3. Summers, George W., William, Peters, S. & Charies Armstrong (1977). *Basic Statistics: An introduction*, Wadsworth Publishing Company: California, 1977, pp. 342-344.
