

CHAPTER -3

Methodology

3.1. Research Design:

The researcher has adopted analytical survey method for the study. In this method the reasons behind a particular phenomenon, relation between the different variables, and the casual relationship are analyzed. In this approach two or more variables are usually examined to investigate research questions or test research hypotheses. The researcher has used questionnaire as the tool for data collection. A questionnaire consists of a number of questions printed or typed in a definite order on a form or a set of forms. But before applying this method, a pilot study for testing the questionnaire was conducted which revealed the weaknesses of the first conceived questionnaire. The study focuses mainly on the female audience of Indian soap opera. It is a qualitative study of soap opera audience and the data was gathered through interview of the regular viewers of the soap opera.

For the purpose of eliciting viewer's response, the researcher has taken two explicitly violent serials aired on Life OK channel and two soaps based on family drama aired on Star Plus and Sony channel. The researcher has taken Hindi serials of national channels because of their bigger and wider fan following.

Initially quantitative approach has been used in order to collect data. The data collection involves multistage sampling. First, the researcher has undertaken a preliminary fieldwork with the audience who watch the soap opera for more than an hour for which a questionnaire was used. The questionnaire was used for the purpose of pre-test to finalize the questions. The questionnaire had structured and standard questions both open and close ended, to get the idea about the audience's taste and attitude towards their favorite serials and characters. The whole range of questions addressed issues like, the significance of soap opera in everyday life of the audience, how meaning is made, how they derive pleasure by watching and talking about the soap opera in the social circle. And also how it has enriched their knowledge and whether soap operas influence their life style.

The pre-test has helped to form the final questionnaire, which was administered on a sub set of 30 respondents with same kind of adherence to soap operas in terms of choice of the programme to analyze the reasons of preference for those soap operas and how these common choices are apt for arriving at the understanding for the formation of an interpretive community. The pre-test was conducted among the women of different age groups.

The researcher has administered the final questionnaire on the final set of respondents i.e., 400 respondents.

For analysis of the data, the researcher has used simple analysis method. The 400 respondents have been divided into 3 categories 1) Students 2) working women 3) Homemakers

Again, for more detailed study, the student's category has been divided into two sub-groups. The students who study in co-education colleges falls under one group and the second group consists of students who study in girl's colleges. The researcher has done this division to identify how many student respondents belong to co-education colleges and how many student respondents are from girl's colleges. Again, the homemakers consist of both house wives and non- house wives i.e., female respondents who are not into job and are also not married fall under this category.

3.2. Data Collection:

Survey research study was conducted among the urban middle class women of Silchar town from the age of 19 to 50 with the help of a generalized measuring instrument called questionnaire. The questionnaire was generalized by pre-testing it on the original subjects.

3.3. Sample:

The researcher has taken 400 respondents as her sample. Since as per Census 2011 Silchar has got 85,946 women, a sample size of 383 was arrived at with 95% confidence level and 5% as margin of error. The sample size was increased as it was seen that the city is also a home to many women coming from outside for educational or job purposes. Initially a pre-test was done on 150 samples. The

universe for the research was the urban-middle class and higher middle class women of Silchar town. The respondents who aged between 19 to 50 were included in the sample.

3.4. Sampling:

Convenient sampling method has been used to select the colleges of the student respondents. Guru Charan College is one of the most important co-education colleges of Silchar town. Women's college is the only girl's college in Silchar town and is one of the best colleges. The researcher has used simple random sampling method to divide the age group and the occupation of the respondents.

3.5. Selection of Serials:

The researcher has selected two family dramas (*Bade Achhe Lagte Hain and Diya Aur Baati Hum*) and two violent serials (*Dil Se Di Dua..Saubhagyavati Bhava and Amrit Manthan*) from LifeOK, StarPlus and Sony as these serials were found in general more popular than other serials among women viewers of Silchar town. Moreover, the two violent serials selected by the researcher are found to be in general most violent among all other serials national tv channel serials. In addition, to that, the protagonists of these serials are women and also the main victim which falls in the line with the intended study of the researcher. Again, the two family dramas are selected keeping in mind the variables of the study as these serials carry higher Television Rating Point's (TRP's) and the protagonists are both careeristic and family oriented women.

3.6. Variables:

The variables for the study are:

- i) Age
- ii) Education
- iii) Class
- iv) Religion
- v) Working women
- vi) Non- Workingwomen.

3.7. Time Span of Data Collection:

The data was collected by the researcher over a period of 6 month.

3.8. Research Tool:

The researcher has used structured questionnaire with both open and close ended standard questions.

It has served as tool for getting responses from the various respondents.

3.9. Data Interpretation:

Frequency tables have been interpreted.

3.10. Study Objectives:

Following are the objectives of the study:

1. To find out how far women audience can be a part of an interpretive community.
2. To examine how far the dominant meaning accepted by the women viewers.
3. To examine how far these women viewers reject the texts.
4. To find out how far women viewers negotiate the text.

3.11. Research Questions:

Following are the research questions which researcher has used for her analytical study to attain to the final outcome.

1. What is the level of adherence among women in terms of interpreting the soaps?
2. What factors are responsible for developing an identical interpretation pattern among women?
3. What is the level of identification among women viewers with women protagonists of these texts soap operas?
4. What is the pattern of interpretation of these select soap opera text by the members of the interpretive communities?

Reference

Books

Kothari, CR.(2008). *Research Methodology: Methods and Techniques* . ISBN(10):81-224-1522-9,pp.100.