

**CHAPTER-II**  
**RESEARCH METHODOLOGY**

**THE PROBLEM :**

After having selected the optional paper 'Sociology of Mass Communication' I was planning to take up a topic relating to the T.V. media. After several discussions with colleagues and the concerned guide I decided to study the media behaviour of the women and I selected the topic 'Mass Media and Women : A Case Study of the Impact of T.V. in Satara City (Maharashtra).'

**PLACE OF STUDY :**

Satara the district headquarters was selected for study. First of all since the city has different areas and locations I selected different localities from the city. Thus, the whole city was the universe of the present study.

**OBJECTIVES :**

The objectives of the present study are as follows :

- 1) To understand the changes in attitudes, norms and values.
- 2) To study the behavioural changes among women and their family members on account of their exposure to television.
- 3) To understand the positive and negative roles of the mass media.
- 4) At the same time the study also aims to understand how far these women apply the information obtained through the media like television in their personal and day-to-day life i.e. in family and in occupational matters.

## THEORIES IN COMMUNICATION RESEARCH :

In this section we shall briefly discuss the most prominent theories in communication. It is important to know how these theories have grown out of more general perspectives, on the ways people encounter and use the mass media.

### SOCIOLOGICAL THEORIES :

#### 1) The Triple-M Theory :

The essential components of this theory are 'mass society', 'mass media' and 'mass culture' and has created a triangle labelled as 'Triple-M Theory' (See Figure 1) (Hamid Mowlana, 1983:150). Mass society refers to a type of society in which the relations between individuals have assumed a mass character. Mass society, furthermore is an industrial society, with successive technological advances, especially in the field of communication. The economics of mass media is that a successively broader audience be reached and hence the level of performance be directed more and more towards common denominator of taste. One result of this process, as the proponents of this theory assert is the hint of mass culture or popular culture (W. Kernhauser, 1960). As the individuals lose a coherent sense of self in such societies, their anxieties increase. They search for new faiths to provide anchors.

Mass culture represents the outtural correlates of mass society and mass media (Bernard Rosenberg and David Manning White, 1957).

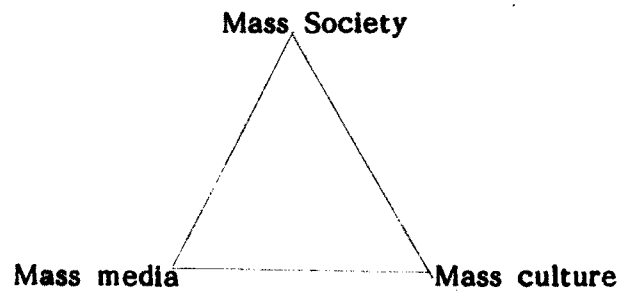


Figure 1 : Triple-M Theory

## 2) Technological-Determinism :

Modern civilization is the history of new technological inventions. The steam engine, printing press, television and the automobile have created for modern humanity these new conditions. (Hamid Mowlana, 1983 : 152). Research and development, which have set conditions for modern technology and thus for cultural and social change are self generating. One of its most quoted advocates, Harold Innis, suggested that historically, fundamental break through in technology are first applied to the process of communication.(Harold Innis, 1950)



Figure 2 : Technological Deterministic Theory

Technological determinism school of thought made its popular appearance in the writings of Marshall McLuhan in the 1960s. He argued that the things on which words were written down count more than the words themselves. (Marshall McLuhan, 1964).

The theory of technological determinism suffers from two inherent weaknesses. First it views only one aspect of a medium - its material or technological determinist view of mass media and culture is based on the historical evidence with no dynamics of its own and also entirely is based on western experience.

### 3) Political-Economy-Theory :

Among the many proponents of this theory are new Marxists, the new left, or just simply those with socialist views of society. In essence, the political economy theory is a socialist strategy in a general sense. But like the students of the mass society theory and technological deterministic school of thought, the writers of this tradition, too, have their own varieties.

In triple-M theory the triangle circle of mass culture, mass media and mass society is closed. The political economy theory questions the cognitive sense of closing this circle and substantiates the supposition that the media of mass communications are not so much a cause of mass culture as a tool to shape it. (Marshall McLuhan, 1964)

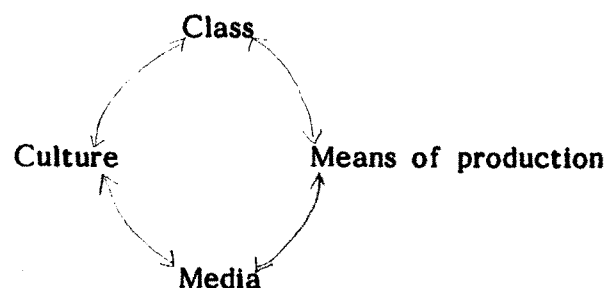


Figure 3 : Political Economy Model

To summarize the political economy theorists base their analysis of the media and culture on the notion that the dominant ideas

in a society are those of the dominant class and that the class which is the dominant cultural and spiritual power. Thus, they concentrate on the basic structural and economic foundation of society.

4) Cultural Systemic or Structural functional-Theories :

Many communication scientists have realised that the socio-cultural system in which the media operate have to be studied. In other words, such researchers adopt a cultural systemic or structural functional perspective for studying the communication media. However, such studies are rare and countable on finger tips. (See Ambekar-Yadav, 1992). The present study also falls under this category.

Other-Theories :

- 1) Socio-Psychological Theories.
- 2) Reinforcement Theory.
- 3) Observational Learning Theory.

METHODOLOGY OF THE PRESENT RESEARCH :

Communication is relatively a new branch of Sociology. It draws its methods and techniques mainly from the social science research methods and techniques. It has also added its own methods and techniques such as observation, content analysis, participant observation, case study, etc.

Case Study :

In this case study 15 respondents were selected. For this study the researcher has used case study as the main technique of data

collection. In spite of its limitations it is a qualitative and descriptive technique of data collection. The researcher got detailed information about the life of women and their families. The personal interview is useful in data collection. The case studies give full knowledge about a particular problem of study. Its other advantages are as follows :

1) Conclusions can be reached after comparing the various aspects of life of the women and her family from various socio-economic levels.

2) Unit of Study : The whole family can be taken as a unit for study.

3) Use of Several Techniques : In this method several techniques can be used - such as interview, documents and observation to get useful around data.

4) Experience of the researcher is vast : The researcher has to study different aspects of human life. In case studies his field is not restricted like that of the statistician.

5) Study of process : A technique can be used to study things but to deal with dynamic and mobile data intensive approach is needed. through case study method. Data on the women's family background, T.V. viewing behaviour, attitudes, impact, etc. were included. Besides I had even informal discussions with the women regarding the change in their daily routine, children etc.

#### Sampling :

In order to understand the difference in the influences of income and occupational level women respondent families from 5 different economic groups were selected. Those groups are as follows :

- 1) First Group
- 2) Second Group
- 3) Third Group and
- 4) Fourth Group and
- 5) Fifth Group.

1) First Group : The first group consists of 3 respondent families having monthly income between Rs. 250.00 to 1500.00. These families are taken from the Sadarbazar sum area and belong to economically lower group.

2) Second Group : The second group consist of 3 respondents whose monthly income is between Rs. 1501.00 to 2500.00

3) Third Group : The third group consists of 3 respondent families whose monthly income is between Rs. 2501.00 to 4000.00.

4) Fourth Group : The fourth group consists of 3 families whose monthly income is in the range of Rs.4001.00 to 7500.00.

5) Fifth Group : The fifth group consists of 3 families whose monthly income is Rs.10000.00 and above.

All these above economic groups have got a distinctive way of life. Care was also taken to include women respondent families from different age, educational and occupational background. In this sense, the selection of women in each economic category was randomly, in the sense that known families who could tell things in detail only were selected. In all total number of case studies were completed.

#### Observation Method :

According to Susan (1980) the naturalistic observational method of observing and recording example writing down, tape recording behavioural regularities and inferring rules from these regularities. (Schimanoff, 1980)

In the observational technique which was a complementary technique to case study method I visited the families and could observe the family members watching television and interacting with each other.

It is an important technique of data collection. In this method the researcher exerts no control over the environment or communication and observes communication in its natural setting.

#### EXPERIENCES DURING DATA COLLECTION :

The respondents gave good responses. They frequently enquired what was the purpose of the interview ? What was the nature of the M.Phil. Course ? What was the use of this course ? So some respondents were reluctant to give information on family background, but when the researcher convinced the respondents frankly and politely about the purpose of the study, and assured that the information given by them would be used only for academic purposes and would be kept strictly confidential, all the respondents agreed to give information without reservations.

#### ANALYSIS OF DATA :

The notes and observations made during personal interviews of the women respondent families were read, edited, interpreted and described in a logical order in the form of a case study.

I selected 15 respondents for the case study. The researcher visited their homes during evenings because he wanted to meet all family members and observe their activities and their attitudes, habits and norms.



**REPORT-WRITING :**

The dissertation has been divided into the following chapters :

- CHAPTER-I : INTRODUCTION - MASS COMMUNICATION  
AND MASS MEDIA
- CHAPTER-II : RESEARCH METHODOLOGY
- CHAPTER-III : SETTING OF THE STUDY - SATARA CITY
- CHAPTER-IV : IMPACT OF T.V. ON WOMEN : CASE  
STUDIES
- CHAPTER-V : CONCLUSIONS.

**LIMITATIONS-OF-THE STUDY :**

I should be frank enough to record some of the limitations. I collected good data in Marathi but translating it into English was a great problem for the researcher due to language difficulties.

Short term intermittant field work.

In spite of the difficulties, the researcher made a sincere effort to do full justice to the study.

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