

CHAPTER - IV

RESEARCH METHODOLOGY

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Following is the brief outline of research procedure that has been adopted in the present work.

1) The Research Problem :

The research problem for the present M.Phil study was to study the socio-economic impact of Vasundhara Vahini community radio's programme production process and specific farming programmes on the farmers of Baramati.

2) The Study Area :

The present study was carried out in Baramati of Pune district.

3) Research Design :

It is Experimental research design. For the present research study two groups: one, Farmers exposed to community radio and two, Farmers not exposed to community radio have been selected as a controlled group and for comparative purpose.

4) Sampling :

There are 30,000 farmers families which are served by community radio. For the purpose of the study, a sample of eighty respondents consisting of two comparative groups was undertaken. The two groups of respondents are: one, the community radio listener and second, the community radio non- listeners and each group consists of 40 farmers. Both groups were chosen and matched on the basis of size of

land holdings and income background. The non-listener group was selected as a control group with similar socio-economic background as the community radio listener farmers. A purposive sampling technique was used to determine the number of respondents. Preference was given to respondents who co-operated in interviews.

5) Tools for data collection:

There was one type of schedule for two groups. Whenever the researcher asked questions from schedule to the respondents observation was also used. A free atmosphere was created for interview by informal discussion. With schedule and informal discussion with farmer and their parents researcher tried to understand about their use of communication media and its socio-economic impact.

In the present study researcher has used few case studies for the purpose of understanding the impact on some socio-economic characteristics through the use of community radio. In the case study method data was gathered through interviews as well as participant observation and through general discussion with respondents.

To collect secondary data researcher has used records and documents of the organizations and books, journals and articles, seminar papers and internet.

6) Operational definitions:

Before explaining the objectives of study the researcher would like to define some of the terms that have been used in the study.

a) *Community radio listener farmer (community radio farmer)*

Farmer who mainly listens or uses community radio as a source of information.

b) *Community radio non-listener farmer (Non community radio farmer)*

Farmer who was not familiar with community radio but uses other communication media as a source of information, except community radio.

b) *Impact*

Change in awareness level, knowledge level, information level and adoption of agricultural technologies and socio-economic characteristics.

7) The Objectives of Study :

General objective :

To examine the community radio's impact on farmers.

Specific objectives :

1. To study the concept and growth of community radio in India.
2. To understand the structure, content of programmes and the response of farmers regarding Vasundhara Vahini community radio.
3. To study the economic impact of community radio in terms of changes in awareness level, knowledge level and information level and adoption of agricultural technologies of farmers regarding farm practices, farm development. Also to study changes in agricultural production and economic status of farmers.
4. To study the social impact of community radio in terms of changes in family values, health, education and local social issues.

8) Tabulation of data:

All the filled in schedules was followed by the preparation of the code book. Coding was done through numbers. Then data was transferred to code sheets. A tabulation plan was made according to the requirements and objectives the study.

9) Experiences during the field work :

The field work was novel and very interesting. Whenever the researcher visited the respondents they were busy in their home work or farm work. They were not sure whether to give information or not whenever researcher visited. But when additional details regarding the study and visit were given respondents gave information freely.

10) Chapter scheme :

Following is the chapter scheme of the present work.

1. Community Radio: An Introduction
2. Profile of Vasundhara Vahini Community Radio, Baramati.
3. Review of Literature.
4. Research Methodology.
5. Socio-Economic Characteristics of the Respondents. Community Radio and Respondents.
6. Impact of Vasundhara Vahini Community Radio on Farmers.
Case studies.
Analysis of Case Studies.
7. Conclusions.
Bibliography.
Appendix