

CHAPTER II

CHAPTER II RESEARCH METHODOLOGY

A) Introduction :

Research always searches for objective knowledge. Research is one of the powerful tools to understand our universe or social world by scientific method.

B) The Research Studies :

Some of the research studies, related to be above topic are Ambekar, J.B. (1992) 'Communication and Rural Development', Joni C. Joseph (1997) 'Mass Media and Rural Development', Kalekar, B.N. (1988) 'Television and its Influence on School Children', Mane Shailaja K. (1992), Mass Media – A Case Study of the Impact of T.V. in Satara city.

C) The Research Problem :

The present study attempts to find out the role of various communication media in promoting social change.

D) Objectives :

- i) To study the socio-economic background of respondents in the Village.
- ii) To document the economic, social and communication situation of the Handwadi Village before the arrival of newspaper, Television and Radio.

- iii) To understand and compare the roles of the three media that have brought changes in attitudes and behavior in agriculture, health, education and family welfare.

E) Area of Study :

The study is done in Handewadi Village. Population of Handewadi is nearly 335. There are in all 65 households, 4 percent households belong to backward class while 2 percent households belong to O.B.C. Remaining 94% households belong to open category. Maratha are one of the dominant castes. Agriculture is major source of income. Handewadi has one primary school, dairy, telephone and newspaper services. Marathi is the main language used by the villagers. Electricity is used by majority of the households. Mostly Hindu Festivals are celebrated in Handewadi. Bore well are used for agriculture. Dairy or buffalo rearing is another secondary occupation.

F) Data Collection :

Data collection is one major work in research process. Data means facts. In the present study researcher has used both the primary as well as secondary data.

i) Primary Data :

The primary data was collected through interview schedule. The interview schedule contained of mainly attitudes, questions and response of eliciting questions.

ii) Secondary Data :

Secondary sources such as relevant books, articles, research paper and internet (websites) as well as panchayat records has been used.

G) Data Analysis :

After collection of the data collected data is used by computer for tabulation, percentages and other analysis and interpretation is used by with help of S. P. S. S.

H) Method of Study : Case of study of Handewadi village

Universe of study : All 65 households of Handewadi village constitute of the universe of study.

Sampling : Purposive sampling technique has been used to select Handewadi village nearby the researcher's residential area.

I) Scope and Importance of The Study :

Now a days mass communication plays a vital role to provide knowledge and recreation.

This study only covers Handewadi Villages perceptions and views about what is changing through media. It is helpful to social workers and governmental authorities.

This study is also helpful to the media owners, educated people to chalk-out new plans and strategies for rural communities for bringing social change.

J) Chapter Scheme :

Chapter I :

Introduction to Mass Communication and Social Change.

Chapter II :

Research Methodology

Chapter III :

A Profile of Handewadi Village

Chapter IV :

Socio-Economical background of Respondents of Handewadi village.

Chapter V :

Perception and attitudes towards developmental communication.

Chapter VI :

Summary and Conclusions, Suggestions.