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METHODOLOGY

3.0 Introduction

In the chapter a detailed report of all the aspects of the methodology of the study concerning the objectives I, II, and III as stated in Chapter - I have been presented.

3.1.0 Methodological Details for Objective - I

The objective - I is aimed at studying the production of CWCR programmes. The study of production includes a survey of the following aspects.

1. Planning
2. Selection of the topic
3. Scriptwriting
4. Shooting
5. Post-shooting
6. Facilities for shooting
7. Evaluation of the programme
8. Inadequacies of the programme
9. Indices for Improvement of the programme.

The following sections give a detailed description of the objectives, the nature of data, sample, sources of data and tools used for collecting data.

1. Nature of Data

The data regarding the production are both qualitative and quantitative in nature, taking into consideration qualifications, training, number of programmes produced, with regard to the production related personnel.

2. Sources of Data

Records and documents available at EMRC (Ahmedabad) and AVRC (Madras) in particular and other EMRCs and AVRCs.

3. Sample

All the personnel involved in the production unit at EMRC (Ahmedabad) and AVRC (Madras) (Ref. Sec. 3.16 B).

4. Tools

Questionnaires and interview were used to elicit the necessary information.

3.1.1 Preparation of the Questionnaires for the Personnel Involved in Production

The questionnaires for the personnel involved in production were developed after the investigator's visit to one of the centres and subsequent discussions with the personnel involved in production. Questionnaires covering large number of items were constructed and then evaluated by

an expert involved in the production of CWCR programmes. The questionnaires were modified by incorporating the suggestions given by an expert from education, after which a pilot study was conducted to assess the workability of the tools, and the questionnaires were edited finally after the pilot study.

3.1.2 Pilot Study

A Pilot study was conducted at the EMRC Pune to identify the more specific aspects of the problem.

The questionnaires were administered to the co-ordinators, four producers, four production assistants, five subject experts, six scriptwriters and six presenters.

Of the four producers only three producers, of the four production assistants only three production assistants returned the questionnaires duly filled in. The questionnaires were followed by an interview but only one producer and one production assistant were available for the interview.

The co-ordinator could not spare time for an interview due to busy schedule. However, responses were obtained from the other co-ordinators to elicit information about the items included in the interview.

On the basis of the responses received during the pilot study, questionnaires were modified and the final questionnaires were evolved.

A detailed description of each of the questionnaires has been presented in the following sections.

3.1.3 Questionnaire for the Co-ordinator

This questionnaire includes items related to the

a. Background

- * qualifications
- * experience
- * training

b. Selection of the Staff

- * procedure involved in the selection of the staff
- * qualifications of the staff (expected)
- * actual qualifications of the staff

c. Roles and responsibilities of the Staff

- * roles that each personnel in the production has to perform

d. Planning of Programmes

- * time duration for which planning is done

- * people involved in planning
- * aspects taken into consideration

e. Number of Programmes

- * number of programmes to be produced per month
- * meeting of the target specified as regards the number of programmes

f. Selection of Subject

- * Subject area in which programmes are to be produced
- * basis on which subject area is allotted
- * selection of the subject area
- * personnel involved in selection of the subject area
- * selection of the topic for a programme

g. Contact of the Personnel

- * manner in which subject experts, scriptwriters and presenters are contacted
- * person responsible for establishing contact

h. Time allotted and its adequacy for

- * scriptwriting
- * shooting
- * editing

i. Previewing

- * persons present at previewing
- * number of persons
- * aspects focussed on during previewing

j. Feedback

- * audience feedback received
- * manner in which feedback is used

k. Facilities for Shooting

- * equipments available in the studio
- * facilities available for outdoor shooting
- * facilities needed to improve quality of the programmes
- * usefulness of the equipment to improve the quality

l. Maintenance of the Equipments

- * person responsible for maintenance
- * arrangement for maintenance of equipments

m. Opinions with Regard to

- * closed circuit television
- * maintenance of video cassette library
- * dubbing of CWCR programmes in regional languages

n. Association with Doordarshan with Regard to

- * production
- * staff selection
- * training
- * consultation and advice on production and academic aspects

o. Inadequacies and Indices for Improvement with Regard to

- * scriptwriting
- * production
- * presentation

3.1.4 Questionnaires for Producers and Production Assistants

The questionnaires for the producers and production assistants elicited information regarding....

a. Background

- * qualifications
- * experience
- * training

b. Mode of Selection for the Present Job

- * manner in which personnel were selected

c. Roles and responsibilities

- * roles that each personnel in the production unit have to perform

d. Consultation with the Other Personnel

- * manner in which experts, scriptwriters and presenters are contacted

e. Preparation before Production

- * Preparation made by the producer prior to production
- * problems faced by the producer

f. Scriptwriting

- * role of the producers and production assistants at this stage

g. Shooting

- * persons involved in the shooting of the programme
- * procedures involved in administration and financial aspects in the production
- * process of shooting the programme

h. Post-shooting

- * concept of post-shooting
- * personnel involved at this stage
- * roles of the personnel involved at this stage

i. Time Allotted and its Adequacy with Regard to

- * shooting
- * post-shooting
- * the total production for conceptualisation to the end result of the programme

j. Previewing

- * Persons present at the previewing
- * number of persons present at the previewing
- * aspects focussed on during previewing

k. Feedback

- * audience feedback received
- * manner in which feedback is used for production

l. Opinions Regarding the Association with Researchers and Academicians with Regard to

- * selection of the theme
- * involvement in production
- * post-production activities
- * evaluation

m. Inadequacies and Indices for Improvement with Regard to

- * scriptwriting
- * production
- * presentation

3.1.5 Questionnaire for the Subject Experts

The questionnaires for the subject expert included items on

a. Background

- * qualifications
- * experience
- * subjects taught
- * place of employment

b. Contact of the Subject Expert

- * manner in which he is contacted
- * person who establishes contact

c. Role of the Subject Expert

- * role of the subject expert in production
- * problems faced by the expert
- * aspects focussed on while deciding the content

d. Feedback

- * feedback received
- * manner in which feedback is used

e. Inadequacies and Indices for Improvement with Regard to

- * scriptwriting
- * production
- * presentation

3.1.6 Questionnaires for the Scriptwriter

The questionnaires for the scriptwriter included the items regarding....

a. Background

- * qualifications
- * experience
- * place of employment
- * training in scriptwriting

b. Selection Procedure

- * manner in which the scriptwriter was selected

c. Number of Scripts

- * number of scripts written by the scriptwriter

d. Preparation of the Script

- * preparation prior to the writing of scripts
- * personnel involved in the preparation of the scripts
- * criteria considered for writing out scripts
- * forms of presentation

e. Editing

- * method adopted for script-editing

f. Evaluation

- * method adopted for evaluation of scripts

g. Time Allotted and its Adequacy with Regard to

- * preparation before writing scripts
- * writing the script
- * editing the script
- * evaluation of the script

h. Remuneration

- * opinion regarding the amount received and its adequacy

i. Inadequacies and Indices for Improvement with Regard to

- * scriptwriting
- * production
- * presentation

3.1.7 Questionnaire for the Presenter

The questionnaire for the presenter elicited information with regard to

a. Background

- * qualifications
- * experience
- * place of employment
- * training in presentation

b. Selection Procedure

- * manner in which the presenter was selected

c. Preparation prior to Presentation

- * preparation made prior to presentation
- * personnel contacted prior to presentation
- * details regarding dry recording

d. Details Regarding Presentation

- * forms of presentation used
- * aspects considered in presentation
- * number of retakes

e. Time Allotted and its Adequacy

- * for preparation

h. Remuneration

- * the amount received
- * opinion regarding the adequacy

i. Inadequacies and Indices for Improvement with Regard to

- * scriptwriting
- * production
- * presentation

3.1.8 Preparation of the Interview Schedule

The interview schedule was semi-structured. It was developed after discussions with the personnel during the pilot study. During the pilot study the interview was unstructured and some items which could be structured were identified and the schedule was prepared accordingly. The interview schedule included items which were related to the working conditions at the EMRC's and AVRC's, opinions regarding orientation of academicians for ETV production, involvement of professional scriptwriters and suggestions for improvement of CWCR programmes.

3.1.9 Interview Schedule for Co-ordinator

The schedule for the co-ordinator included items with regard to

- * Rapport among the members of the production team
- * Opinion regarding
 - Orientation of subject-experts, scriptwriters and presentation for ETV production
 - need for professional scriptwriters and presenters for ETV production
- * Future plans for CWCR Programmes

3.1.10 Interview Schedule for Producer and Production Assistant

The schedule elicited information with regard to

- * Rapport shared among the members of the production team

- * Opinion regarding
 - need for orientation of experts, scriptwriters and presenters for ETV production
 - need for engaging services of professional scriptwriters and presenters
- * Suggestions for improvement of CWCR Programmes

3.1.11 Interview Schedule for the Subject Expert

The schedule included items on the

- * preparation done by them as subject experts
- * Rapport with the producers and production assistants
- * Opinion regarding
 - need for orientation for academicians towards ETV production
 - need for employing the services of professional scriptwriters and presenters

3.1.12 Interview Schedule for Scriptwriters

The schedule elicited information regarding

- * Rapport between the scriptwriter and the subject expert
- * Opinion regarding
 - need for training of the scriptwriters for ETV programmes

- need for orientation of the subject expert for ETV
- employing the services of professional scriptwriters or presenters
- * Suggestions for improvement of CWCR Programmes

3.1.13 Interview Schedule for the Presenters

The schedule included items which tried to draw out information with regard to the

- * Rapport among the members involved in production
- * Need for training subject experts for presentation
- * Employing services of professional scriptwriters or presenters

3.1.14 Framing of Interview Schedule for the Experts

Interview schedule for the experts from mass media and education were totally unstructured. The nature of the interview schedule was deliberately kept unstructured as this helped to draw out relevant information from experts. The experts were selected considering their long standing experience in the field of education or mass media and so unstructured interview was thought to be more beneficial. On the basis of the experience of these interviews the investigator developed the questionnaires for the experts who could not be contacted personally and to whom questionnaires had to be mailed.

3.1.15 Questionnaire for the Experts from
Mass Media and Education

The questionnaires elicited information as follows:

- a. idea behind launching CWCR Programmes
- b. objectives of the programme
- c. Opinion of the Experts Regarding their expectations with regard to
 - * the content level
 - * logical sequencing of the content
 - * language
 - * narration
 - * visuals - their appropriateness and use,
music - its appropriateness and use
 - * mode of presentation
 - * usefulness for the students
 - * timings of the telecast
- d. Opinion regarding response received about the CWCR Programmes from
 - * Academicians
 - * Students
 - * Media Experts
 - * Educated masses
- e. Opinion regarding the future of the programmes in terms of
 - * achievement of the objectives
 - * extent of utilisation

- f. Opinions regarding the following
 - * supplement to the classroom teaching
 - * separate channel for the programme

- g. Inadequacies and suggestions for improvement with regard to
 - * scriptwriting
 - * production
 - * presentation

3.1.16 Procedure of Data Collection

After the pilot study conducted at EMRC Pune, the questionnaires were modified and then data were collected from the personnel involved in the production at EMRC Ahmedabad and AVRC Madras.

The section gives details about the sampling and the procedural steps for data collection.

A. Sampling

At EMRC Ahmedabad six producers, two production assistants, nine subject experts, six scriptwriters and seven presenters responded to the questionnaires. However, two scriptwriters who were also presenters could not spare time for an interview. One cameraman was also included in the sample.

AVRC Madras

The sample comprised of one producer, one production assistant, one cameraman and the co-ordinator, sixteen subject experts, twelve scriptwriters and twelve presenters.

Over and above the production teams at the two centres, EMRC Ahmedabad and AVRC Madras, five experts from mass media and six from education were included in the sample. Media experts have been defined here as those who have been associated with the mass media as researchers or in production of programme.

B. Procedural Steps for Data Collection

- * Data were collected from the various personnel by administering questionnaires followed by an interview.
- * At EMRC Ahmedabad questionnaires were administered to six producers, two production assistants, nine subject experts, six scriptwriters and seven presenters. Among the nine subject experts there were some who had written scripts too and some who had presented the programmes. Some respondents were both scriptwriters and presenters but not subject experts.
- * At EMRC Ahmedabad, there are three cameraman but only one could spare the time for an interview. He was interviewed to obtain information about his role in the production.

- * At AVRC Madras all the subject experts scriptwriters and presenters (number mentioned in the sampling) were administered questionnaires and all except one subject expert, all the scriptwriters and all the presenters were interviewed.
- * Since there is only one production team at AVRC Madras, so information was elicited from the producer, and production assistant by way of questionnaires and interview and from the cameraman through an interview.
- * The co-ordinators of all the three centres responded to the questionnaires but only one of the co-ordinators could spare the time for an interview.
- * Experts from the field of education and mass media were also interviewed. The experts were selected due to the experience in their field. One of the experts from mass media could not be contacted personally for an interview so he was mailed a questionnaire which was returned by him duly filled in.
- * Five questionnaires were also mailed to experts from the field of education and mass media but no response was received.
- * Questionnaires were also mailed to the other EMRCs and AVRCs in the country but no response was received from them.

3.1.17 Data Analysis for Objective I

The data analysis of the production aspect has been done depending upon the responses obtained from the producers production assistants, subject experts, scriptwriters and presenters. The responses regarding the number of programmes produced, selection for the post, experience, training have been put in the form of percentages.

However, the narrative or descriptive responses obtained from the production personnel regarding their roles and responsibilities during the different stages of the production have been content-analysed to draw out inferences. The inadequacies in the programmes and indices for improvement have also been incorporated.

3.2.0 Methodological Details of Objective - II

The objective II aimed at studying the extent of utilising of the CWCR programmes in the colleges. The components of methodology for objective II are mentioned as under:

A. Nature of Data

The data are both quantitative and qualitative in nature.

Quantitative

- * number of programmes seen

Qualitative

Opinions regarding

- * suitability of the programmes with regard to
- * timings
- * content
- * language
- * presentation

B. Sources of Data

Records and documents available at EMRC (Ahmedabad) and AVRC (Madras) in particular and other EMRCs and AVRCs. Expert from the field of mass media and education.

Students, teachers, principals of the colleges in Gujarat.

C. Sample

The sample of the study for objective II was selected from among the colleges of Gujarat where TV sets have been provided by the UGC. A letter was sent to about hundred and twelve colleges of Gujarat asking for permission to conduct the pilot study. The colleges were identified on the basis of the responses and the surveys conducted by EMRC

Ahmedabad. In each of the colleges five students, a custodian teacher and principal were selected and interviews were conducted. These students were the target audience of the UGC Programmes i.e., undergraduates belonging to the Arts, Commerce and Science Streams and some were also pursuing their B.Ed.

D. Tools

The tools used for collecting data for objective II are questionnaires and interview.

E. Preparation of the Questionnaires

The questionnaires developed for the Principals, teachers and students included the items covering various aspects regarding the quality of the programmes, facilities for viewing etc. These questionnaires were evaluated by an expert from the field of education and modifications were made in the questionnaires depending upon the suggestions given by the expert. The questionnaires for the Principals, teachers and students were assessed by carrying out a pilot study (refer section No. 3.2.4) at two of the colleges which had granted permission to the investigator for the same.

The questionnaires included items related to the various aspects of the programme, viz., timings, language, comprehension, content level etc.

3.2.1 Questionnaire for the Principals and Teachers

The questionnaires developed for the principals and teachers covered the following areas.

a. Background

- * Qualifications
- * Experience of teaching
- * Experience as a Principal
- * Specialisation

b. Opinions with Regard to

- * timings of the telecast
- * frequency of viewing
- * content
 - content level in relation to the understanding level of the students
 - sequencing of the content
 - Language comprehension

Visuals: Clarity, suitability and appropriate use

Music: Clarity, suitability and appropriate use

Narration: Speed and clarity

Mode of presentation: Style used

Usefulness of the Programmes: Pre and post telecast activities conducted, discussion, referring of books

Feedback: Involvement in sending feedback

- * Schedule of the Programme
- * Placement of the TV Sets
- * Maintenance and Repair
- * Seating arrangement
- * Achievement of objective of CWCR Programme
- * Extent of utilisation
- * Inadequacies and Indices for improvement with regard to presentation and utilisation.

3.2.2 Questionnaire for the Students

The questionnaires for the students elicited the information regarding

a. Background

Class in which they are studying, subjects offered/ principal subject.

b. Opinions Regarding the Following were Sought

* Timings of the Telecast - Convenience

* Frequency of Viewing

Content level : Content in the programme with regard to their understanding level, sequencing of the content.

* Language : Comprehension

- * Visuals : Suitability and appropriate use
- * Music : Suitability and appropriate use
- * Narration : speed, clarity
- * Mode of presentation : Style used
- * Usefulness of the Programmes
- * Pre & Post telecast activities conducted
 - activities : - discussions
 - referring books
- * Feedback : Involvement in sending feedback
- * Maintenance & Repair of TV sets :
- * Placement of TV sets
- * Seating arrangements for viewing
- * use of talkback facility
- * Video Cassette Library
- * Use of feedback answer facility
- * Written materials provided if any

3.2.3 Preparation of Interview Schedule

The interview schedule for the principals teachers and students was semi-structured. The schedule was evaluated

following the administering of questionnaires, during the pilot study.

The interview schedule included items on various aspects like source of information about the programmes, involvement in viewing the programmes, suggestions about the CWCR Programmes with regard to presentation.

A. Interview Schedule for Principals and Teachers

The interview schedule for the principals and teachers were semi-structured. The interview schedule was evaluated when the pilot study was carried out at two colleges of Gujarat (refer section 3.2.4).

The interview schedule included items which elicited information regarding the initiative shown by the teachers and principals to view the programmes and interest shown by the students in viewing CWCR programmes and their opinion regarding the extent of utilisation and suggestions for improvement of utilisation.

B. Interview Schedule for the Students

The interview schedule for the students was semi-structured. It was assessed for its workability during the pilot study (3.2.4). The interview schedule sought information regarding the source of information about CWCR

programmes. The students were also asked to opine on the preference of language for the programme, preference regarding the syllabus oriented or general enrichment programmes and suggestions for improvement of the programmes.

3.2.4 Pilot Study

The pilot study was carried out to assess the workability of tools and to identify more specific aspects of the problem. The investigator sent letters to the colleges of Gujarat where TV sets had been provided by the UGC. These colleges were identified from two surveys conducted by EMRC Ahmedabad in 1987 and 1988. There were totally one hundred and twelve colleges. The colleges were asked for permission to conduct a pilot study. The investigator received only seven responses of which only two colleges had granted the permission for conducting the pilot study. The investigator personally visited these colleges and administered the questionnaires. In one college four students, two teachers and the principal were administered the questionnaire, however, the principal did not return the questionnaire. In the other college, questionnaires were administered to five students, a custodian teacher and the principal. Three students did not return the questionnaires and nor did they give the interview. All the others returned

the questionnaire duly filled in and gave favourable response for the subsequent personal interview.

The pilot study helped to evaluate the tools and showed that some of the items could not elicit the information as these items were related to specific details about the programmes which the respondents could not answer as they were not viewing the programmes regularly hence these items were included for those respondents who had viewed the programmes regularly.

3.2.5 Procedure for Data Collection

The colleges in Gujarat where TV sets had been given by UGC were identified from the two surveys conducted by EMRC Ahmedabad in 1987 and 1988. These were 112 colleges which were provided with TV sets by UGC. All these colleges were sent a letter to find out if a pilot study could be carried out in their colleges. The investigator received responses from only seven colleges. Two colleges had granted permission to the investigator for carrying out the pilot study.

Totally fifteen replies were received; so, reminders were sent; on sending the reminders replies were received from twenty nine other colleges.

The investigator visited twenty seven colleges personally, when many of the colleges did not respond to the letter and many of the colleges which responded to the letter had to report that the students did not view the CWCR programmes. Thus, to know the actual condition about the viewing, the investigator decided to visit the colleges personally. The investigator visited twenty seven colleges, these included sixteen colleges which had not responded to the letter and the other eleven colleges which had sent a response to the letter. Personal visit to the colleges revealed that the students teachers and principal were not able to respond to the items which included the details about the programmes as they were viewing the programmes very infrequently.

Subsequently only interviews were conducted and the questions were used to elicit the relevant information.

3.2.6 Data Analysis

The data analysis for objective II regarding utilisation has been done both qualitatively and quantitatively.

Data regarding the frequency of viewing, language comprehension and preferences of the language, source of information about the programme, syllabus or general

enrichment, schedule from the UGC Programme, have been put in the form of percentages. These data have been obtained from the Principals, teachers and students.

The data obtained from the students teachers and principals regarding the presentation of the programmes, i.e., the inadequacies and indices for improvement have been content-analysed.

The records and documents available from various centres have been analysed quantitatively and qualitatively depending upon the availability as well as the nature of data source. These records gave the data regarding extent of utilisation i.e., percentages of viewers of the CWCR programme preferences about the timings, language comprehension and other aspects of the presentation.

Content analysis of the CWCR Programmes have been carried out by the various centres giving data about the number of programmes produced by the centres, use of media potential, content level, visuals etc. and analysis of the responses by the students regarding various aspects of presentation. These reports have been content-analysed and relevant information obtained and have been seen vis-a-vis responses from the students.

3.3.0 Methodology for Objective III

The objective III aimed at looking into the purpose of CWCR programmes i.e., of providing enrichment to the students of undergraduate level.

A. Nature of Data

Data for objective III are mainly qualitative in nature as they are opinions and responses of the students and other knowledgeable persons regarding

- * books read on a particular topic after viewing CWCR programmes
- * discussion on a topic
- * other ways in which more information is obtained
- * Whether programmes stimulate interest and provide adequate information.

B. Source of Data

Principals, teachers, students, experts from the field of Mass-media and education.

C. Sample

All the principals, custodian teachers, students of colleges where students view the CWCR programmes.

D. Tools

Data for the objective - III are collected by including items in the questionnaire and interview used for the objective.

3.3.1 Data Analysis

The objective - III is related to examining the objective of CWCR programmes i.e., providing enrichment to the students.

Since the data obtained are both qualitative and quantitative, hence percentages have been calculated for data obtained regarding post-telecast activities e.g., reading of books following telecast, discussions in the class or elsewhere regarding programmes viewed.

Responses obtained in narrative form have been content-analysed to draw out the inferences.

Reference

Joshi, V. (1987), "To Study the Effectiveness of School Television Programmes in Science of Secondary School Level Unpublished Doctoral Thesis, CASE, M.S. University, Baroda.