



Media Research

(BAJMC-210)

Unit – 1

[Introduction to Research]

by

Dr. Sheel Nidhi Tripathi
(Associate Professor, BVICAM, New Delhi)

2023

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi



Lesson 1: Research – Concept

Research can help us to:

- Understand more about particular issues & problems.
- Find workable solutions of the questions
- Work towards that solution
- Evaluate success
- Explore new things

Research is used to:

- Establish or confirm facts,
- Reaffirm the results of previous work,
- Solve new or existing problems,
- Support models or paradigms, or
- develop new theories.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi



Research – Meaning

- Research word comes from the **Latin re (again) and from cercier (to search)**. In French the term *chercher* mean 'seek.'
- Research is an art of scientific investigation.
- It is regarded as a systematic efforts to gain new knowledge.

Research – Definitions

- "A careful investigation or enquiry especially through search for new facts in any branch of knowledge".
- An endeavour to discover new or collate old facts by the scientific study of a subject or by a course of critical investigation.

- The Oxford Encyclopedia English Dictionary

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi




Research – Definitions

- Research comprises defining and redefining problems; formulating hypothesis or suggested solutions; organising and evaluating data; making deductions and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.
– Clifford Woddy
- Systematic, controlled empirical and critical investigation of hypothetical propositions about the presumed relations among natural phenomena.
– Kerlinger

On the basis of these definitions we can define research as
 “Research is systematic, scientific and logical procedure which aims to discover new or verify information or analyse their cause and effects relationship. It facilitate in discovering new knowledge, concept and theories.”


© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi



Nature of Research

- It strives to be objective and logical.
- It is based on observable experience or empirical evidence.
- It is characterized by patient and unhurried activity.
- It demands accurate observations, reservations and descriptions.
- It is directed towards the solution of the problem.
- It is carefully recorded and reported.
- It involves gathering new data from primary or first hand sources or using existing data (secondary data) for new purpose.
- The main objective/aim of research is to find out the truth which is hidden and which has not yet been discovered.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi



Significance of Research

- It provides the basis for nearly all government policies in our economic system.
- It helps in solving various operational and planning problems of business, industry and society.
- It is an aid to decision making.
- It establishes the relation between variables.
- It is important for social scientists in studying social relationships and in seeking answers to various social problems.
- It provides a basis for innovation.
- It facilitates the process of thinking, analysis, evaluation and interpretation of various situation.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi

Lesson 2: Types of Research

- **Exploratory Research:** The primary objective of exploratory research is to provide insight into and an understanding of the problem confronting the researcher. It is used in cases when the researcher must define the problems more precisely, identify relevant courses of action, or gain insights before an approach can be developed. The information needed is only loosely defined at this stage. The research is flexible and unstructured.
- Exploratory studies usually create scope for future research and the future research may have a conclusive design. For example, 'a study into the implications of COVID-19 pandemic into the global economy' is an exploratory research.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi

Types of Research (Contd..)

Descriptive Research:

The major objective of descriptive research is to describe something – usually market characteristics or functions.

- It aims at describing the characteristics of relevant groups. It is also done to make specific predictions.
- Descriptive research includes surveys and fact-finding enquiries of different types. It is characterized by the prior information and formulation of hypothesis. Thus, the information needed is clearly defined. This type of research is pre planned and structured.
- It is typically based on large representative samples.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi

Types of Research (Contd..)

- **Applied Research:** It aims at finding a solution for an immediate problem facing a society or an industrial/business organization. Marketing research or evaluation research are examples of applied research. The aim of applied research is to discover a solution for some pressing practical problems (e.g. dip in sales). It is done to identify concrete social or business problems. Applied research is also called action research.
- **Fundamental Research:** It is also called pure or basic research. It is mainly concerned with generalizations and with the formulation of a theory. Research concerning some natural phenomenon or pure mathematics are examples of fundamental research (evolution theory or Pythagoras theorem).

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi

Types of Research (Contd..)

- **Quantitative Research:** It is based on the measurement of quantity or amount. It is applicable to phenomenon that can be expressed in terms of quantity
- **Qualitative Research:** It is applicable to phenomenon that can be related to or involve quality or kind. Motivation research is an important type of qualitative research It aims at discovering the underlying motives and desires. It uses techniques like in depth interviews, word association tests, sentence completion tests, story completion tests and similar other projective techniques. Attitude or opinion researches are examples of qualitative research. It is important in the behavioural sciences where the aim is to discover the underlying motives of human behaviour..

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi

Types of Research (Contd..)


- **Explanatory Research:** The goal of explanatory research is to answer the question of why. They include explaining things in detail and not just reporting. In this type of research attempts go above and beyond what exploratory and descriptive research to identify the actual reasons a phenomenon occurs. It should build and enrich the reasons behind a theory. If there are several explanations for a particular phenomenon, it should determine which one is the best answer. If a theory has already been developed, the focus will be on testing a theory's predictions or principles.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi

LESSON 3: Approaches to Research

- Quantitative Research Approach:** Quantitative Research approach involves the generation of data in quantitative form which can be subjected to rigorous quantitative analysis in a formal and rigid way.
- It seeks to quantify the data. It typically applies some form of statistical analysis.
 - It includes large samples. It is structured It is rigid in nature. Statistical techniques like mean, median, mode, percentage, frequency etc. are used for analysis.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi




Quantitative Research Approach

This approach can further be sub classified as:

- **Inferential:** the purpose of inferential approach to research is to form a data base from which to infer characteristics or relationships of population.
 - ✓ This means Survey research where a sample is studied to determine its characteristics of the entire population.
- **Experimental:** The experimental approach is characterized by much greater control over the research environment and in this case, some variables are manipulated to observe their effect on other variables.
- **Simulation:** it involves the construction of an artificial environment within relevant information and data can be generated. it is also referred to as the operation of a numerical model that represents the structure of a dynamic process.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi



How to Conduct quantitative approach

To conduct quantitative approach following points must be considered:

- **Identification of dependent and independent variables -** Identify the main element that is to be analyzed is the dependent variable and the various factors which are needed to change to see the cause and effect relationship will be the independent variables.
- **Evaluation of change** – To observe changes in dependent variable occurring after modifying the independent variables, we must follow pre and post testing. This can be done by collecting data before beginning the experiment.
- **Study locale** – Is the area where the research study is going to be execute.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi



Qualitative Research Approach

- Qualitative Research approach is concerned with subjective assessment of attitudes, opinions and behavior.
- Qualitative approach to research means to study various perspectives and realities to human life, personal feeling, opinion or taste, the need for alternative ways to behavioral knowledge.
- This approach studies on social complexities like analyze the interactions, processes, experiences, and belief system related to individual, institutions, tradition and day to day life.
- Qualitative approach is concerned with the whole subject rather than analysis or separation into parts; relates with study of individual to find out unique facts. The ultimate aim of qualitative approach is to find a close realization of people, places, cultures and situation related to individuals/ group/ masses or society as a whole.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi

LESSON 4- Media Research : Meaning and Scope

Meaning of Media Research: Media research is the study of the effects of the different mass media on social, psychological and physical aspects.

- It includes achievements and effects of media and a study about the development of media i.e. newspapers, magazines, radio, TV, Cinema or other mass media analysis and collection of information.
- It helps to understand the ways in which media can meet the needs of the audience, whether it can provide information and entertainment to more and different types of people; new technological improvements that help to improve or enhance the medium.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi

Media research

- Media research may also be called as "Audience Research".
- It provides information regarding the popularity & effectiveness of each medium of mass communication and the comparative position of the cost of media.
- This facilitates the selection of the most suitable media mix for the benefit of the media users.
- Media research also investigates that which newspaper or magazine consumers read and/or which radio or television programs they listen to or watch as a part of this specific type of survey.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi

Importance of Media Research

- Businesses study mass media to see which form of mass media produces the greater result for its advertisements.
- In contrast, from a public health standpoint, studies have been performed to see what kind of effect watching TV violence has on children.
- From these studies, parents and educators know that watching too much violence on TV may make children more violent. Parents can use this information to limit the amount or type of television their children watch.
- Thus, the purpose of media research is mainly for business purposes and for public health reasons. Media research for business focuses more on conversions, the number of people watching or reading a mass media form and then turning into customers.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi

Importance of Media Research

- Likewise producers of media products like TV program, radio program or newspaper/magazine contents are also conduct media research to find out that which program or channel is most liked by the media users.
- Accordingly they plan their future productions. Mass media research for health and well-being reasons is important as scientists are still learning about how technology is affecting people in both positive and negative ways.
- For example, with the increasingly prevalent use of smart-phones, some scientists are concerned that the increased exposure to radiation will negatively impact people's health

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi

Areas of Media Research

- Print Media
 - Electronic Media: Radio, Television and Internet.
 - Advertising and Public Relation
- **Research in Print Media** The various forms of print media are newspapers, magazines, books, brochures, pamphlets, catalogues, journals which are the oldest media available even today. Therefore, it was the first subject of mass media research.
 - Earlier, qualitative research were more in practice, later on with the availability of more basic data, development of convenient research tools and increase in institutional support to quantitative research are also performed in print media making it more empirical.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi

Research in Print Media

- Readership survey, circulation and management research are conducted in print media research area. As these are form of applied/utilitarian research, which has more of practical usage for immediate actions to be taken for the purpose of growth and improvement.
- Research on online media use is either performed to know the growth rate between internet news sites and traditional newspapers or to compare the readership and understand the relation between the newspaper"s web version and its print version. The typography and readability research studies are conducted but comparatively less in number

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi

 **Research in Electronic Media: Radio, Television and Internet.**


- Electronic media is a very popular media in India. Convenient licensing procedure is increasing its number at a faster pace. Due to this the competition is touching the sky. To lead in this race of competition one has to understand its target audience's need and interest.
- Research is the most suitable way to find out the target audience and know their interests and needs. The demands of the audience keep on changing with time. Hence, research in electronic media has become very common as the entertainment industry need to know what their target audience wants in terms of programming and content.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi

 **Research in Advertising and Public Relation**

- With this increasing demand of advertisement and large amount of investment on a single advertisement it has become necessary to conduct advertisement research and explore various research applications and approaches of advertising.
- Public relations have become more research oriented in recent years. Many public relation practitioners favour to have a systematic public relation research like the advertising research studies. Research is an integral part of public relation and traditional research methods are widely used in this field. Content analysis, focus group, in-depth interviews and surveys are mostly in practice.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi

 **Scope of Media Research**

Elements of communication process as an area of media research study are –

- Source analysis
- Message analysis
- Channel analysis
- Audience analysis
- Process, effect and impact of research

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi

Area of Media Research Study

- **The source analysis** is conducted on two aspects i.e. individual as a source and channel as a source. Individual as a source can be analysed to know the communication pattern, attitude, knowledge, social system, culture of the society broadcasted through various mass media channels and channel as a source can be analysed to know the availability of media channels like radio, television, newspaper, magazine, internet, cable network etc.
- **Message analysis:** The analysis of message is performed in the ways like contents, ways of expression, structure and treatment of message, coding and decoding pattern etc.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi

Area of Media Research Study (Contd..)

- **Channel analysis:** Channel is a medium or instrument, through which communicators sends the message to the audience to get the feedback such as radio, television, pictures, photographs, films, internet, mobile-phones, newspapers, magazines, posters, outdoor publicity materials etc.
- **Audience analysis:** Collection of analytical and critical information regarding the reach, accessibility, exposure, composition and environmental context of media in relation to potential / target audience is known as Audience Research.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi
