

2

Methodological Approach

2.1 Introduction

This chapter provides an overview of the theoretical and conceptual framework of the research issue. It also discusses selecting areas and the design of data-gathering methods. The study is exploratory and uses a descriptive research method. It employs quantitative research methodology and collects primary data using surveys.

This study has chosen a questionnaire as its research instrument, employing close-ended questions that are assessed using the Likert scale. The universe of this study consists of students from five selected universities in Assam: The Assam Royal Global University, Guwahati, Assam University, Silchar, Tezpur University, Gauhati University, and Dibrugarh University.

2.2 Research Design

Research design is essential in a descriptive study. This study has been designed in a planned structure to make productive use of all the available resources. The study's objectives involve an in-depth analysis of the influence of popular talk shows with celebrities from Hindi cinema on the university students of Assam. The researcher collected data from five universities in Assam. The study deals with the selected

population's preferences, frequency, and perception. For this, the researcher designed a close-ended questionnaire for the university students.

The close-ended questionnaire included 34 questions with generally five options to choose from. The questionnaire consisted of questions based on *the Likert scale* and questions related to the various reasons the students like watching the two most popular talk shows and the remaining upon different parameters like their preferences, influence on behavioral patterns, use of language, understanding of value-added content, and social relevance.

The simple random selection method was used to get the information. Statistical Package for the Social Sciences (SPSS) software processed the data gathered. The study used statistical techniques: frequency distribution, percentage, descriptive analysis, inferential analysis, Friedman Ranking Test, Chi-Square Test, and P-Value. The research design was formulated regarding the causation and analyzed using the exploratory design. After discussions with experts, it was decided to use a quantitative approach to this study, which was done through the survey method.

2.3 Research Methodology

In this research, the survey method is used to analyze media content and explore the viewpoint of university students in Assam. A survey method was used as a research tool to analyze and explore the mindset of the viewers of both the selected talk shows.

After observing the content of the two talk shows, *Koffee with Karan* and *The Kapil Sharma Show*, the questionnaire was constructed to explore the public mindset and accumulated data. In this study, the results of 595 respondents were incorporated through simple random sampling. Respondents belonging to 5 different universities of Assam with different age groups and education levels were included. The survey questionnaire was based on a five-point Likert scale. The survey was conducted to analyze the impact of these two chat shows on youth as viewers.

The research methodology adopted in this study primarily relies on quantitative research methods to assess social attitudes. The Likert Scale Technique,

consisting of 5 scales, examined the motives behind students' psychological notions, including curiosity, behavior, biology, and humanistic perspectives. The cognitive approach (focus on understanding information and concepts) was adopted to examine the perceptions of talk show programs after interpreting the research problem. An exploratory design was implemented since the research problem is from a new area, and very little work has been done on talk shows in India. A descriptive design was adopted to find answers to the problem of talk shows and the current situations.

The research design was formulated regarding the causation; it was analyzed by using the exploratory design. After discussions with experts, it was decided to use a quantitative approach to this study, which was done through the survey method.

The researcher adopted the survey method by using closed-ended questions as its research tool. A questionnaire was made and administered to the university students. This survey design aims to provide a quantitative and numerical representation of the patterns, attitudes, or opinions within the research population. This is achieved by analysing a subset of the population known as a sample. Five hundred ninety-five primary data points were gathered for this study through a survey conducted at the designated universities in Assam. Secondary data from literary works on related research topics have supported the study. The study is being done with reference to *The Kapil Sharma Show* and *Koffee with Karan*.

2.4 Sampling Design

The sampling methodology has been based on the topic of the research and its objectives. Since the study is only of university students, the sample consists of university students only. Students of undergraduate and postgraduate courses in both science and social sciences have been included in the survey so far. All the students in the State who are within the study's scope comprise the study's universe. The tentative sample size planned was 600. This was decided after interacting with scholars and experts from allied areas. Since the study involves studying the university student population of the State of Assam, the researcher did a simple random sampling of the five selected universities to cover participants from all the areas of Assam, viz.,

Dibrugarh University, Tezpur University, Assam University, Royal Global University, and Guwahati University.

2.4.1 Sample Size

The study included a total population of 19,295 students from all five selected universities in Assam. The data spells out the components of the study, which were taken from fraternities studying in various disciplines in these given universities:

RGU 5227 (official data received from Registrar's office, RGU in March 2024)

TU 4601 (official data received from TU through RTI in April 2024)

DU 2050 (official data received from the Registrar, DU in April 2024)

AU 2139 (official data received from AU in April 2024)

GU 5278 (official data received from GU through RTI in April 2024)

The size of the sample was decided based on the Cochran formula. As per Cochran's sample size calculation table, if the population size is more significant than 10,000 and less than or equal to 1,00,000, the sample size at a 95% confidence level should be 384. (Agarwal, A., 2023). COCHRAN FORMULA for sample size calculation: $n_o = Z^2 pq / e^2$

n_o , is the sample population

p=proportional distribution (50%)

q=p-1 (50%)

z=Z score as per table 1.96

e=margin of error 5%

Hence, $n_o = (1.96)^2 * (0.5) * (0.5) / (0.05)^2$

$n_o = 384.16$ approximately.

Therefore, the calculated size of the sample, as per Cochran's formula, is 384 samples. To get an accurate and error-free result, the researcher collected data from a larger sample than the calculated sample size of 384 samples. The researcher in the study received 595 responses through simple random sampling from all five universities. Of the 595 samples, 317 were females, and 278 were males.

2.5 Mode of Data Collection

The study adopted a simple random sampling design to justify the objectives of the study. The researcher surveyed in a blended manner by visiting the universities and classrooms personally and online by sharing the questionnaire on WhatsApp groups of different batches in five selected universities. Support was taken from students, faculty members, and HODs of different university departments in and outside Guwahati to collect the samples. Before the questionnaire was circulated, the respondents were informed about the confidentiality of the data. They were briefed with utmost care regarding the topic and the purpose of the questionnaire. The researcher briefed the respondents on the questionnaire, so it was not manipulative. The researcher distributed the survey questionnaire among the student respondents in their classes, canteens, hostels, and libraries. The data were also collected by personally contacting the students.

2.6 The Time Frame of Data Collection

The data was collected from January 2023 to June 2023

2.7 Collection of Data

The sample for the study was collected through a probability sampling technique where every unit of the population gets an equal opportunity for representation. The researcher collected data through random sampling by visiting the chosen classrooms, libraries, canteens, and common areas of Assam Royal Global University, Guwahati University, Assam University, Silchar, Dibrugarh University, and Tezpur University. The selection of universities is purely based on the accessibility and availability of economic and social resources of the researcher.

2.8 Theoretical Framework

Under the use and gratification theory and the cultivation theory, this study is being done using a poll method, and its primary goal is to look at what people see in the

media and how they feel about it. The UGT explains that the purposeful search for specific media to fulfil requirements is an audience-focused perspective on mass marketing.

Blumler and Katz in the study, “The Uses of Mass Communications: Current Perspectives on Gratifications Research.”, (1974), Sage Annual Reviews of Communication Research Volume III., say the whole story of the Uses and Gratifications Theory and Harold Laswell's research is where the idea got its start. UGT is a mass communication theory examining media users' wants, needs, and pleasures. UGT thinks that people who are in an audience are involved media consumers. Instead, the people who watch or listen to media control how much they watch or listen to and how they use media in their daily lives. UGT is different from other theories because it says that viewers choose media that meets their wants and needs to feel good. This idea says that the media must fight with other sources of information to keep viewers interested. (Blumler and Katz, 1974)

"What do people do with media?" is what UGT is about. The theory says that media is a product that is easy to get and that viewers are people who buy that product. University students watch famous talk shows, like ones that have Bollywood stars as guests. Students like to watch these shows, which can be found on TV, YouTube, and other over-the-top (OTT) channels, to learn about the personal lives of famous people. Students primarily watch the talk shows, “Koffee with Karan” and “The Kapil Sharma Show”, due to the celebrity guests invited on the shows from Hindi Cinema. Their main purpose of watching the talk shows is entertainment. They feel happy and refreshed after watching these light-hearted talk shows.

According to Ruggiero, “Uses and gratifications theory in the 21st century.”, *Mass communication & society*, (2000), the concept of uses and pleasures served as a theoretical foundation for early forms of mass communication, including radio, newspapers, television, and the Internet. For instance, personal computers are associated with people's desire to use the Internet for communication. Needs for social identity, interpersonal contact, parasocial engagement, amusement, escape, and monitoring are among the things that people wish to be satisfied with the rapid emergence of new communication technologies, there is an increasing variety of

potential applications and leisure study areas. We live in the information age, where computers have become a big part of our personal and social lives. (Ruggiero, 2000)

Research scholars have also linked how people use media to structural factors, especially how much they watch TV. Research by statisticians has demonstrated that availability, inheritance effects, repeat viewing, and channel loyalty all predict which programme viewers would pick above others (Goodhardt et al., 1987; Webster & Wakshlag, 1983). In research on programme and channel selection (Heeter, 1989), 23% of respondents could not identify the channels they typically viewed. This supports this point of view. Some scholars say that most viewers should pay more attention to the material or channels they watch, but most people must choose what they watch on TV (Rosenstein and Grant, 1997).

How media affects people is talked about in the Uses and Gratification theory. It talks about how people use media to get what they want and are happy when they get it. This theory discusses what people do with media instead of what media does to people. The focus of this idea is on the user or audience. People use the media to find things to discuss, even when they are just talking to each other. By reading the media, they learn more about the world and see things they could not see before.

Different people have different wants and needs. There are four types of needs: a) necessary for thinking and learning, b) necessary for feeling and being, c) necessary for putting together personal and group needs, and d) necessary for keeping things calm. Everybody has different wants. For instance, to keep up with current events, people must watch the News often. People use media to learn new things and get facts and information. This is a brain need. Some people are hungry to learn new things that are intellectual and academic. Many students also use search tools on the Internet to look for anything. All kinds of feelings, pleasure, and people's moods are affective needs. Students deal with their feelings by watching TV and other forms of media. When people get emotional or even cry during a sad scene in a movie or soap show, it is the best example of this. Personal integration is needed for self-esteem.

People use the media to feel good about their status, build their reputation, and stabilize things. While in college, students watch TV to reassure themselves that people respect them. For instance, people see advertisements for jewelry, furniture,

clothes, and other things in the media and buy them to change their lifestyles. That is why the media helps them do it. Social integration needs include getting along with family, friends, and others. People no longer get together on the weekends to hang out with friends. Instead, they use social networking sites like Facebook, Twitter, Instagram, and others to meet new people and stay in touch.

As another example, a student might start watching a show not because they want to but because a friend does. This way, both people can talk about something they both like. This situation is calm when students use media to escape from real life and ease their stress. Students often unwind by watching TV, listening to the radio, surfing the web, and other activities. Media can get people's attention because it makes them feel like they know the figures and the situation. Everyone has different needs and opinions about how the media meets those needs. Some students may watch the News to unwind, while others may become stressed or angry. People use information in different ways, but it is the same. The main reasons people watch reality TV shows these days are not just because they are popular but also because they think the shows are more accurate, entertaining, and attractive. New ideas are always coming up, and viewers can take part in many ways from home because issues are covered in detail. Sensationalism gets more people to watch.

The nurturing theory was used because it fits the study's purpose of looking at how talk shows with Hindi movie stars affect college students in Assam the best. The main idea behind cultivation theory is that the views shown on TV are already standard in society. However, they have been repackaged so that many people can easily understand them. In his theory, Gerbner said that people who watched many media, especially TV, would start acting similarly.

George Gerbner, a communication scholar, devised "cultivation" in 1969 to explain how TV and other mass media affect people over time. The cultivation theory, which George Gerbner created, looks at how TV affects general opinion. One example of culture theory is how TV can make people's views more stable and uniform. Kids who watch commercial TV have much more negative ideas about girls and boys than kids who do not watch commercial TV.

Gerbner in "Violence in television drama: Trends and symbolic functions. *Television and social behaviour*, (1972), points out that Cultivation theory says that people exposed to media for a long time change how they think about the world and act. The cultivation theory says that people are more likely to have a view of reality like how TV shows about reality if they watch more TV. (Gerbner, 1972)

In their "cultivation theory," Gerbner and his coworkers say that "viewers cultivate television information by integrating it into their perceptions of real-world phenomena." People's views of truth are more likely to be skewed the more they see images in the media. The study observed that the people who appear on these big talk shows sometimes use foul language and words that are not appropriate. The study understands that the more these shows university students see, the more likely they will have a view of life that is more like what TV shows show. University students tend to imitate the dressing style, attitude, language and behaviour of their favourite celebrity stars after watching them on these popular talk shows, "Koffee with Karan" and "The Kapil Sharma Show".

Potter in "Perceived reality and cultivation hypothesis." (1986), found that the degree and type of perceived reality of violent TV content are better at explaining training effects than the more common ways of measuring exposure to violent content. (Potter, 1986)

As this research analyses the content of talk shows, it analyses guests, who they are, and their affiliation or expertise (Ethos). Then, through a survey, the public (Pathos) was questioned about the same issues. Speakers are replaced with show participants; instead of seeing their characters, their affiliations are analysed. Credibility or perception in public was established with the results of the survey.

References

- Agarwal, A. (2023). Usage Pattern of WhatsApp among the Students of Selected Universities in Assam. Unpublished. (*Doctoral Thesis*)
- Blumler, J. G., & Katz, E. (1974). The Uses of Mass Communications: Current Perspectives on Gratifications Research. Sage Annual Reviews of Communication Research Volume III. (Essays)
- Gerbner, G. (1972). Violence in television drama: Trends and symbolic functions. *Television and social behavior*, 1, 28-187.
- Goodhardt, G. J., Ehrenberg, A. S. C., & Collins, M. A. (1987). *The television audience: patterns of viewing. An update* (No. Ed. 2). Gower Publishing Co. Ltd.
- Heeter, C., Brown, N., Soffin, S., Stanley, C., & Salwen, M. (1989). Agenda-setting by electronic text news. *Journalism Quarterly*, 66(1), 101-106.
- Potter, W. J. (1986). Perceived Reality and the Cultivation Hypothesis. *Journal of Broadcasting and Electronic Media*, 30(2), 159-74.
- Rosenstein, A. W., & Grant, A. E. (1997). Reconceptualizing the role of habit: A new model of television audience activity. *Journal of Broadcasting & electronic media*, 41(3), 324-344.
- Ruggiero, T. E. (2000). Uses and gratifications theory in the 21st century. *Mass communication & society*, 3(1), 3-37.
- Webster, J. G., & Wakshlag, J. J. (1983). A theory of television program choice. *Communication research*, 10(4), 430-446.