Chapter III

METHODOLOGY

This study will be qualitative research whose aim will be to identify the perceptions among teenagers. This will be a descriptive study to assess the chosen sample of 20 teens (purposive) in detail and depth. Amongst the large group of teens through a questionnaire, 20 teenagers will be selected. The selection will be on the basis of how much they use SNS and how much they are aware of it. The data about perception from the selected teens will be gathered with the help of interviews (telephonic) and focus group discussions.

3.1 RESEARCH QUESTIONS

- What are the perceptions of teenagers towards social networking sites?
- What are the positive or negative aspects of SNS?
- How can these aspects be useful for an educator?
- What are the educational implications (if any) possibilities of SNS?

3.2 CONTEXT OF THE STUDY

3.2.1 Setting

Bhopal is one of the tier-2 cities in India housing a range of secondary schools, public and private. As the capital of the central state of India, Madhya Pradesh, the city houses a bouquet of demography. The schools and the socio-economic background of the users are reflected in the sample selection.

3.2.2 User and Participants

A range of school-going teenagers was selected from the city, from the government and private, day-boarding and morning, schools with a variety of socio-economic representation. The participants were from a diverse gender groups from the classes VIII to XII.

3.3 DATA COLLECTION METHOD

Data was collected through an engagement with the sample and users through:

- Semi-structured Questionnaire
- Feedback Interviews
- Focus Group Discussion

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- Telephonic Interviews

The idea behind selecting **Semi- structured Questionnaire** as the first method for data collection was to know about the orientation of users. Through questionnaire which includes both open ended and multiple choice questions, researcher got to know about the interest of the user and how much and how long they are involved with SNS. Also this helped in selecting the students who actually feels and have a bit innovative ideas to share. Through questionnaire, the author received the leads to specify the sample for further study.

In the second stage, **Feedback Interviews** helped the researcher to know more about the participants and their ideas deeply and extract out the themes through multiple questions and casual conversations. Conversing further their replies which the participants contributed in questionnaire offered insights. This assisted towards categorizing the range of perceptions in multiple themes.

Through the **Focus Group Disscussions** specific topics, selected by the researcher, disussed by the group selected after the questionnaire and feedback interviews. This group of 20 people were divided into four groups of 5 students each. The topics for focus group discussions were:

1. Career Aspects of Social Networking Sites
2. Emotional Aspects of Social Networking Sites.
3. Learning Aspects of Social Networking Sites
4. Cyber Security and Social Networking Sites
5. Role of Gender in forming the perception of Social Networking Sites

In the last stage of data gathering, the **Telephonic Interviews** with a new set of participants not just reinforced the previous ideas but it also paved way to identify common perceptions, both negative and positive towards SNS. This also created a comfortable environment for the participants as they displayed freedom in sharing their perceptions with clarity. Further, the researcher then went through the all four steps to come up with categroised findings.

These categorised findings were synthesized into interpreted themes, which were analysed further through the SWOT (Strnegth-Weekness-Opportunities-Threats) perspective. This helped in disntictly analysing the applied aspects of the derived themes. Further, the suggestions were interpreted for the educational implications.