

## **CHAPTER-3**

# **RESEARCH METHODOLOGY**

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#### **3.1 Introduction**

Research methodology refers to the organized approach or structured plan that directs the researcher throughout the process of conducting a study. It encompasses the methods, tools, procedures, and techniques employed to gather, analyze, and interpret data, all aimed at addressing specific research questions or fulfilling the objectives of the investigation. As John W. Creswell defines it, research methodology involves the design, framework, and methodical strategy formulated to effectively seek answers to research problems or questions. This chapter outlines key aspects of the study, including the target population, sampling methods, data collection instruments, and the statistical techniques applied for data analysis.

#### **3.2 Area or Location of Study**

The present study was conducted to know the Attitude of Commerce Teacher toward **“Swami Atmanand Government English Medium School (SAGES) Initiative”** of Chhattisgarh in Khairagarh-Chhuikhadan-Gandai, Rajnandgaon, Kawardha, Durg, Raipur district in Chhattisgarh.

#### **3.3 Procedure of the study**

Following procedure were used for this study:

1. Review of related literature
2. Identification of the Problem
3. Formulation of hypothesis
4. Identifying the sample
5. Construction of Attitude Scale
6. Collection of data

7. Analysis of data
8. Reporting the findings

### 3.4 Design of the Study

#### 3.4.1 Methodology

Descriptive survey method was employed for the present study.

#### 3.4.2 Population

The population in a study encompasses all individuals who possess a specific trait or a set of traits that the researcher aims to investigate and make generalizations about. In this particular research, the focus is on commerce teachers located in the Chhattisgarh.

#### 3.4.3 Sample

A sample is a smaller group drawn from the overall population, intended to accurately reflect the larger group in a research study. In this investigation, a total of 50 commerce teachers from Khairagarh-Chhuikhadan-Gandai, Rajnandgaon, Kawardha, Durg, Raipur district of Chhattisgarh were selected through a simple random sampling technique.

Table-3.1:Area-wise, Gender-wise Distribution of sample

Location/Gender	Male	Female	Total
Khairagarh- Chhuikhadan- Gandai	8	2	10
Rajnandgaon	8	6	14
Kawardha	6	4	10
Durg	4	6	10
Raipur	5	1	6

Total	31	19	50
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### 3.4.4 Research Tool Used

In this study, the researcher explored the attitudes of commerce teachers toward the SAGES Initiative. To measure these attitudes, a structured questionnaire was created consisting of two parts:

#### **Part A: Likert Scale Statements**

A 5-point Likert Scale (Strongly Agree to Strongly Disagree) was used to collect quantitative data. The scale consisted of 25 items categorized into the following dimensions:

1. Infrastructure and Resources
2. Teaching-Learning Process
3. Student Performance and Behavior
4. Professional Experience
5. Overall Attitude toward the SAGES Initiative

Each item was rated on a scale from 5 (Strongly Agree) to 1 (Strongly Disagree).

#### **Part B: Open-Ended Questions**

To enrich the data, 5 open-ended questions were included to gather qualitative insights on teachers' experiences, challenges, and suggestions related to SAGES.

### 3.4.5 Statistical Techniques Used

1. **Descriptive Statistics:** Mean, Standard Deviation, Percentage – to summarize teachers' responses.
2. **Inferential Statistics:**
  - **t-Test:** To compare attitudes based on gender.

- **District-wise analysis** using mean score comparison to explore geographical differences.

### 3.5 Ethical Considerations

Ethical standards were strictly adhered to throughout the research process to ensure the rights, dignity, and privacy of all participants were respected. The following ethical measures were taken:

1. **Informed Consent:** All participants were informed about the objectives of the study. Their consent was taken before participation.
2. **Voluntary Participation:** Participation in the study was entirely voluntary. Respondents were assured that they could withdraw from the study at any stage without any consequences.
3. **Confidentiality and Anonymity:** The identity of all respondents was kept strictly confidential. No personal identifiers were included in the data analysis or final report.
4. **Use of Data for Academic Purpose Only:** The data collected was used solely for academic and research purposes, and not shared with any unauthorized individual or organization.
5. **Non-Harmful Procedures:** No physical, psychological, or emotional harm was caused to the participants during the data collection process.