

## Chapter III

# METHODOLOGY OF THE RESEARCH

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### 3.1. What is Research Methodology?

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. The methodology section answers two main questions-

- How was the data collected or generated?
- How was it analyzed?

### 3.2. Methods of research

Research method may be understood as all those methods or techniques that are used for conducting a research. In other words, all those methods which are used by the research during the course of studying his/her research problem are termed as research methods.

Since, the objective of research is to arrive at a solution for a given problem, the available data and unknown aspects of the problem have to related to each other to make a solution possible. However, keeping this in the view, research methods can be put into the following categories.

#### Surveys

Surveys involve collecting information, usually from fairly large groups of people, by means of questionnaires but other techniques such as interviews or telephoning may also be used. There are different types of survey. The most straightforward type (the "one shot survey") is administered to a sample of people at a set point in time. Another type is the "before and after survey" which people complete before a major event or experience and then again afterwards.

#### In – depth Interview

This is the most common qualitative research method. It is a personal interview that is carried out with one respondent at a time. The advantage of this research is that, it provides great opportunity to gather precise data about what people believe and what their motivation are.

The researchers can ask questions and follow up questions during interviews which can help them to collect relevant information. Such methods of interviews can be performed directly (face-to-face) and indirectly (through phone, mail, letters etc.).

### **3.3. PURPOSE**

The purpose of this study is to know the parent's perception using social media by their ward within the campus of Regional Institute of Education, Bhopal. This chapter deals with the methodology employed to achieve the objective of the study mentioned in chapter one.

- Methodology of the study
- Population
- Sample
- Tools
- Administration of tools

### **3.4 METHODOLOGY OF THE STUDY**

This is a status study where the techniques of inductive research are being used to find out the Parent's perception using social media by their ward within the campus of Regional Institute of Education, NCERT, Bhopal, Madhya Pradesh.

#### **Inductive Research**

In an interview research a research collects the data that are relevant to his or her topic of interest. After data collection the research looks for a pattern based on his/her observations and develops a theory or hypothesis.

The inductive approach also involves the three steps

- Firstly, observe the different perception of the parents.
- Secondly, try to identify the pattern between the difference observations.
- Finally, makes a general view about what is occurring.

#### **POPULATION**

In the study, 20 parents are involved from the campus of Regional Institute of Education, NCERT, Bhopal, Madhya Pradesh.

#### **SAMPLE**

Data is collected from a selected sample and the sample is the representation of the population. In this study, sample are taken on the random basis. The only target to select the sample (Parent) who have ward between age of 12-16.

#### **TOOLS**

A Researcher require many data gathering tools or techniques. There are many different types of tests available and many different ways to classify them.

For the present study, the questionnaire was prepared by the researcher herself and administered on Parents of the ward aging between 12-16. The tool used for this study, which consist of closed ended questionnaire and open-ended questionnaire.

### **ADMINISTRATION OF THE TOOL**

Prior to administration, the parents were explained the questions that was supposed to attempt. The significance of the questions and necessary instruction were given before start of the interview session. The parents were made clear that these questions are designed to help them. After this, researcher asked questions from the parents. The study was conducted on both male and female parents. There was no fixed time limit for the interview as it is open ended questions.

**3.5 Data Collection:** According to this study, the primary data is used. The primary data for this research study will be collected through a questionnaire; the data of questionnaire was collected from 20 respondents. In addition, this collected data lead this research study to the exploration of the impact of social media on student's education performance. At the same time, literature review of this research study will provide the secondary. Source of secondary data, which is, gathered from published research articles.