

CHAPTER 3

METHODOLOGY

The present research was undertaken to study the use of the internet for the performance of household responsibilities by married women of Vadodara city. The purpose of the present research study was to understand the household responsibilities of married women in the present time and their usage of the internet for performing those household responsibilities by them. Both quantitative and qualitative methods for data collection were used in this study. This chapter deals with the methodology followed for the same. This chapter is divided into two parts-

A. Methodology for Quantitative Data

B. Methodology for Qualitative Data

A. Methodology for Quantitative Data

This section includes the following-

3.1 Feasibility Study

3.2 Population of the Study

3.3 Sample of the Study

3.4 Construction of the Research Tools

3.5 Validity of the Research Tools

3.6 Reliability of the Research Tools

3.7 Pre-testing of the Research Tools

3.8 Procedure of Data Collection

3.9 Scoring and Categorization

3.10 Plan of Statistical Analysis

3.1 Feasibility Study

In order to know the feasibility of studying, use of the internet by married women for performing their responsibilities at home and at the workplace, a feasibility study was carried out between March 2015- August 2015 at Vadodara city.

3.1.1 Objectives of the study

- To study information sources of married women for performing their responsibilities at home and workplace
- To study the reasons for using internet by married women of Vadodara city at their
 - Home
 - Workplace
- To study the frequency of using internet by married women of Vadodara city for performing their responsibilities at home and workplace.

3.1.2 Population of the study

The population of the study comprised of women of Vadodara city who were married mothers and were using the internet.

3.1.3 Sample of the study

The sample of the study was selected through purposive and snowball sampling techniques. One hundred and two married women were selected as the sample of the study.

3.1.4 Tool used for data collection

A structured questionnaire was prepared for data collection. It comprised of the following sections.

- Background information of respondents.
- Internet accessibility pattern
- Usage of the internet for performing responsibilities at home and workplace.

3.1.5 Procedure of data collection

The survey method was used to collect the data. The prepared questionnaires were distributed to married women who were using the internet. Married women were approached through a snowball sampling method by contacting friends, relatives, colleagues, and neighbours.

The collected data were analyzed by calculating mean scores and percentages.

3.1.6 Major Findings of the Feasibility Study

Background information of the respondents

- The married women were almost equally distributed according to their age group
 - 25-33 years (37%)
 - 34-42 years (31%)
 - 43 -50 years (32%)
- Educational Qualification
 - Post-graduation (47%)
 - Graduation (41%)
 - Passed Higher Secondary (6%)
 - Ph.D. (6%)
- Type of Family
 - Nuclear family (52%)
 - Joint family (44%)
 - Extended family (4%)
- Majority of the respondents (61%) had a single child.
- Majority of the respondents (60%) were professionally trained in using the computer
- Majority of the respondents (72%) who were trained in using the computer had undergone with basic computer training

Internet Accessibility Pattern

- Gadgets owned by respondents
 - All of them had Smartphones
 - Smartphone and laptop both (28%)
 - Smartphone, laptop/personal computer, and tablet (12%)

- Devices used to access the internet
 - Mobile phone (44%)
 - Mobile, office computer and personal computer (28%)
 - Mobile and personal computer (30%)
- Internet connection
 - Wifi (30%)
 - Mobile Network (24.5%)
 - Wifi and Mobile (19%)
 - Dongle (5%)
- Time spent on the internet per day
 - One – two Hours during weekdays (43%)
 - less than one hour (24.5%), 1-2 hours (27.5%), more than 2 – 3 hours (26.5%) and more than 3 hours (21.6%) on weekend.

Source of Information for performing household and workplace tasks

- Reliability on the source of information for performing household tasks
 - Mostly relied on family members (43%)
 - Sometimes relied on friends (45%), mass media (16%), new media (20%)
- Reliability on the source of information for performing workplace-related tasks
 - 29% mostly relied on new media.
 - Sometimes relied on subordinates (52%) Senior colleague (42%) and new media (43%) for performing tasks at the workplace.

Reasons for Using the Internet

- Chatting and Social Networking (89.2%)
- Downloading Music, Movies, Games, software, and applications (72.5%)
- Getting news (70.6%)
- Learning new recipes (70.6%)
- Emailing (65.7%)
- Listening to music (62.7%)
- Watching videos and getting reviews for movies (58.8%)

- Seeking online help to maintain good health (55.9%)
- Booking tickets (54.9%)
- Purchasing Clothes (52.9%)
- File sharing (52.0%)
- For Reading books and informative articles (51.0%)
- Getting reviews before purchasing any goods (50%)
- Paying Bills and getting phone/setup box recharge (49%)
- More than 40% of them were using internet for Net banking, learning fitness lesson, getting information regarding creative ideas and for selection of school/college/Job for children.

Household Responsibilities Performed by married Women

- Kitchen Management, Rearing Children, Home Maintenance, Finance Management, Taking Care of Elderly and Social Responsibility (89%)
- Gardening related responsibilities (70%)
- Homemakers had more household responsibilities than the working women.

Usage of the Internet for performing household responsibilities

- Internet was **always** used for -
 - Purchasing furniture (49%)
 - Keeping in touch with friends/relatives (49%)
 - Purchasing home furnishing goods (49%)
 - Preparing lunch box (46%)
 - Regular health checkup of children (45%)
 - Keeping a check on children's educational performance (45%)
 - Arrangement of furniture (45%)
 - Getting their children's homework done (41%)
 - Meal planning (43%)
 - Fulfilling nutritional requirement of elderly (39%)
 - Paying utility bills (38%)
- Internet was **sometimes** used for-

- Kitchen gardening (50%)
 - Plantation in the garden (44%)
 - Cooking food (43%)
 - Home decoration (35%)
 - Deciding school, college for children (28%)
- Internet was **rarely** used for the help in following tasks.
- Monthly budgeting (60%)
 - Keeping accounts of loans & insurance (60%)
 - Maintaining food storage (60%)
 - Buying grocery, vegetables (59%)
 - Regular health checkup of elderly (58%)
 - Shopping clothes and other items (58%)
 - Performing puja/prayer to god every day (52%)
 - Repairing and recycling (51%)
 - Fulfilling nutritional requirement of children (51%)
 - Cleaning home (50%)
 - Cleaning & servicing of home appliances (50%)
 - Purchasing kitchen appliances (50%)
 - Buying clothes & accessories for children (49%)
 - Meeting nutritional needs of children (48%)
 - Taking care of children (43%)

Usage of the Internet for performing responsibilities at Workplace

- Use of the internet was **always** for -
- Computer-aided tasks (62%)
 - Preparing notes (60%)
 - Preparing reports (58%)
 - Training of subordinate (58%)
 - Motivational activities (58%)
 - Teaching (56%)

- Maintaining the record (50%)
- Internet was **rarely** used for –
 - Allotting duties to subordinates (54%)
 - Organizing staff meeting (54%)
 - Supervision and evaluation (50%)

From the findings of the feasibility study, it was understood that married women of Vadodara city were using the internet for performing their responsibilities at their home and workplace. Findings of the study revealed that the main reasons for using the internet were social and educational. A wide variety of usage of computer and internet was found among married women from being on social networking sites to learning new recipes; from emailing to purchasing; from watching videos and listening music to downloading them; from seeking online help for health-related issues to reading product and movie reviews.

Every woman whether working or a homemaker, have to perform household tasks even after having various help and sources available for those tasks. Women need to plan, organize, manage and accomplish those tasks. The results of the feasibility study suggest that internet may act as an aid to perform their household tasks. Through the feasibility study, it was understood that all the married women were using internet for their household responsibilities for numerous reasons, regardless of being engaged in the different occupation. Therefore it was decided to choose to study the usage of internet for performing their household responsibilities.

The results of the feasibility study showed that married women were using the internet for different reasons. It was found that married women were using the internet for their household purposes though being from different age groups, occupation, and educational background irrespective of their computer and internet training. These variables are feasible to undertake a research study on the similar topic. In order to find out married women's dependency on the internet for their role performance at home, an exploratory study needed to be carried out. Hence the study “use of internet for performance of household responsibilities by married women of Vadodara city” was undertaken.

3.2 Population of the Study

The population of this study comprised of married women of Vadodara city. The sample of the study comprised of three hundred and fifty married women of Vadodara city who had children and were using the internet.

Marriage encircles women with different responsibilities, from the kitchen to community and to society at larger. After becoming a mother, the responsibilities along with the requirement for getting help in performing those responsibilities increases. Thus, taking married mothers as a sample for this study covered nearly all the possible household responsibilities performed by women.

3.3 Sample of the Study

Non- probability sampling techniques namely the purposive sampling technique and snowball sampling technique were used to collect the data. The inclusive criteria for selecting women for the present study were -

- ✓ They should be married
- ✓ They should have children and
- ✓ They should be an internet user.

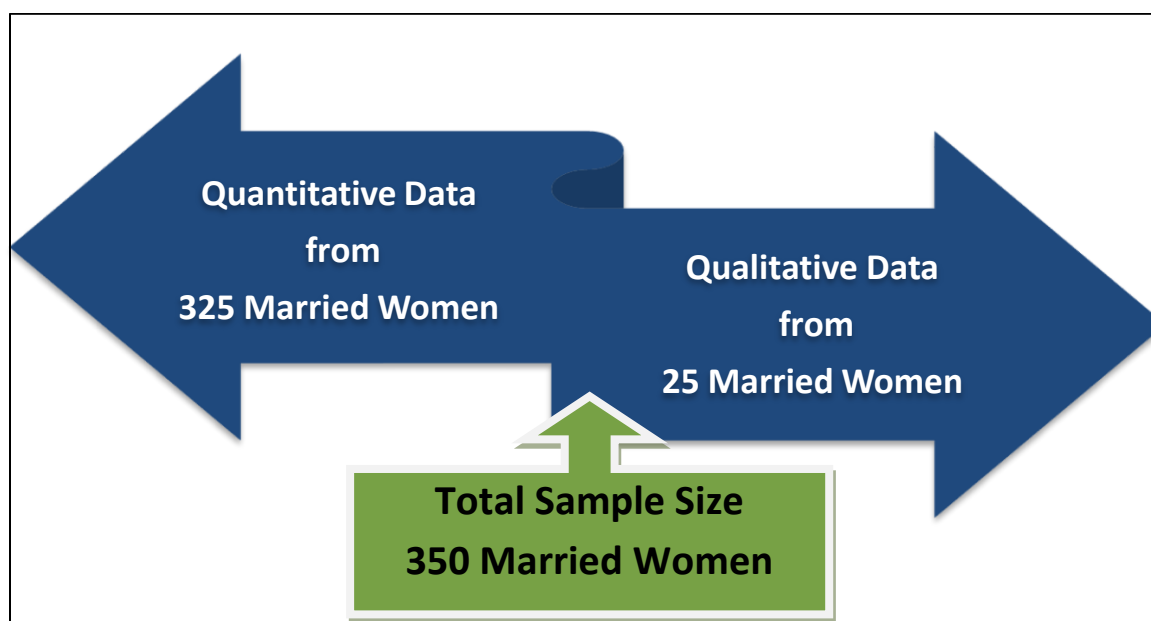
Both quantitative and qualitative data were collected for this study using survey and interview techniques respectively. Purposive and snowball sampling methods were used to collect the data. The data was collected from all four zones (zones divided by Vadodara Municipal Corporation) of Vadodara city of Gujarat. The sample size was decided as per the availability of respondents between the period of data collection that is from August 2016- March 2017. Three hundred and twenty-five married women with children were selected from all zones by using purposive and snowball sampling to collect the data. The percentage distribution of samples from each zone is shown in table no.1.

Table 1 Zone wise Percent distribution of Samples

Zones divided by Vadodara Municipal Corporation	F	%
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East Zone (Abhilasha Chowkdi, Channi, GIDC, Karelibaug, New Sama, Nizampura, Sama, Sama Savli Road)	69	21
West Zone (Akota, Atladra, Bhayli Road, Diwalipura, Ellora Park, Gorwa, Gotri, Jetalpur Road, OP Road, Samta, Subhanpura, Tandalja, Tarsali, Vasna)	120	37
North Zone (Dandia Bazar, Gendigate, Ghadiyali Pole, Harni, Mandvi, Nava Bazaar, New VIP Road, Panigate, Pratapnagar, Raj Mahal Road, Sangam, Harni Road, Sultanpur, Vip Road, Warasiya)	47	15
South Zone (Alkapuri, Amit Nagar, EME School, Fatehgunj, Pratapgunj, Sayajigunj, Makarpura, Manjalpur)	89	27

Figure 5 Sampling Plan for Quantitative and Qualitative Data collection



The quantitative data was collected from three hundred and twenty-five married women whereas twenty-five married women were interviewed for acquiring qualitative data.

3.4 Construction of the Research Tools

The research tool is the backbone of any research. Construction of good research tool decides the quality of data and ultimately the quality of research. Different types of research tools were

designed and used for the present study. A questionnaire, rating scales were designed to collect quantitative data whereas a structured interview schedule was designed to collect qualitative data. They were designed by thoroughly reviewing related literature and also by observing Indian families in our society. The results of the pilot study showed that women were performing most of the household responsibilities. These household responsibilities were listed out through keen observation of the role of women in Indian families by the researcher.

The research tool was constructed in line with the objectives of the study by referring related review of the literature. The researcher referred to research studies related with the present study to prepare the desired research tool. The thesis, research journals and E-resource materials related to women and new media, gender and ICT, recent internet trends in India were referred from –

- Smt. Hansa Mehta Library, The Maharaja Sayajirao University of Baroda.
- Library of Mudra Institute of Mass Communication, Ahmedabad
- Library of Central University of Gujarat, Gandhinagar
- Inlibnet Center, Gandhinagar, Gujarat
- Library of Department of Extension and Communication, FFCSc., The Maharaja Sayajirao University of Baroda
- Library of Department of Family and Community Resource Management, FFCSc., The Maharaja Sayajirao University of Baroda

The results of the feasibility study helped in deciding the content of the research tool. The tool was prepared in English and then translated into the Gujarati language for better understanding of respondents towards its content.

3.4.1 Research Tool Used For Quantitative Data Collection

In order to get detailed and desired data, a questionnaire was designed with six sections. These sections were divided according to the objectives of the study. They were related to the profile of the respondents, their internet accessibility patterns, their household responsibilities, their usage of the internet for performing their household responsibilities, their experience and problems while using the Internet.

Table 2 Research Tool Used For Quantitative Data Collection

Sections	Content	Response system
I	Background Information (Age, Education, Occupation, Details about Family, Computer Training)	Checklist
II	Information regarding Internet Accessibility Pattern (Types of Gadget in family, Money and Time Spent on Internet, Type of Internet Connection, Information about internet, Purposes of using the Internet)	Checklist and Five Point Rating Scale
III	Household Responsibilities Performed by Married Women	Checklist
IV	Usage of Internet and Household Responsibilities	Five Point Rating Scale
V	Experience While Using the Internet	Five Point Rating Scale
VI	Problems Faced While Using the Internet	Five Point Rating Scale

Table 2 highlights the six sections of the research tool. The details of it are as follows-

Section I- Background Information

Section I of the research tool was designed to obtain data related to the profile of the married women. It included questions related to their-

- Age
- Educational qualification,
- Details of the Family including family type, number of family members, years of marriage, number and gender of children. Monthly family income

- Occupational status
- Contact details including their residential address, mobile, and phone numbers and email address
- Type of computer training
- Familiarity with different Software

Section II Information regarding Internet Accessibility Pattern

This section dealt with obtaining information regarding the internet accessibility of married women. It included questions related to

- Gadgets in Family
- Gadgets used to access the internet
- Type of Internet Connection
- Monthly Expenditure on Internet Recharge
- Time spent on the Internet
- Experience of using the internet in years
- Frequently used Browser, Search Engine and websites
- Source of Information regarding different websites
- Purpose of using the internet: Five point scale was designed to avail the responses of the respondents. Total sixty-three purposes were listed to obtain the data. The respondents had to tick mark against the purposes according to their frequency of using the internet for the same.

Section III Household Responsibilities Performed by Married Women

Section III was designed to collect information regarding one of the dependent variable of the present study i.e. household responsibilities of married women. Household responsibilities were divided on the basis of six aspects namely Kitchen Management, Childcare, household management, finance management, socializing and entertainment and miscellaneous. These categories were made by reviewing the similar type of research articles and related literature. A checklist was prepared wherein the respondents had to tick mark whether they were performing their household responsibilities solely or sharing them with others. Another checklist was

prepared under this section which required data to get information about the help available for married women to perform their household responsibilities. The options provided under the same were- help from husband, in-laws, son, daughter, maid, and others.

Table 3 Number of Statement Under Each Responsibility

Household Responsibility	No. of Statement
Kitchen Management	7
Child Care Management	13
Household Management	14
Finance Management	6
Socializing and Entertainment	13
Miscellaneous	10
Total number of statements = 64	

Section IV Usage of Internet and Household Responsibilities

Section IV was prepared to obtain data related to internet usage for performing selected household responsibilities. Six different questions were asked based on different household responsibilities in the same section. For each question, a five-point scale was prepared to collect their responses. Married women had to provide their responses in terms of frequency of using internet for performing various task listed under selected household responsibilities. The statements were prepared after reviewing related literature and with the help of the results of feasibility study.

Table 4 Number Of Statement related to Internet Usage Under Each Household Responsibility

Household Responsibility	No. of Statement
Kitchen Management	8
Child Care Management	7
Household Management	8

Finance Management	8
Socializing and Entertainment	8
Miscellaneous	10
Total number of statements= 49	

Section V Experience While Using the Internet

This section was made to gather responses related to married women's' experience while using the internet. Both positive and negative statements related to experiences were prepared by reviewing similar research studies. The response system used here was the five-point rating scale. They had to provide their responses in terms of their agreement level for the given statement. Total twenty-two statements were prepared in which twelve statements were positive whereas ten were negative.

Section VI Problems Faced While Using the Internet

Section VI contained a five-point rating scale prepared to obtain data related to the problem faced by respondents while using the internet. The statements prepared were related to personal and technical problems. Thirteen problems were stated in order to collect the responses. The respondents were asked to provide their responses in terms of their agreement level for the given statement.

Table 5 Number of Statement related to Problems faced while Using the Internet

Problems	No. of Statements
Personal Problems	7
Technical Problems	5

3.4.2 Guidelines To Fill The Questionnaire

A guideline was prepared in order to provide the help for filling up the questionnaire. It was attached along with the questionnaire to provide in hand help to the married women while filling up the questionnaire. The guideline contained instructions and examples to answer each and every question asked in the questionnaire. The questionnaire contained questions regarding detailed information of married mothers and their internet usage. Respondents preferred taking

the questionnaire with them to fill it up at their home. The attached guidelines provided them instant help to fill out the questionnaire as per the requirement of the research.

3.5 Validity of the Research Tool

The content validity was checked for the developed research tool. The developed questionnaire was given to experts from different fields. The experts were asked to provide their valuable suggestions in terms of its -

- ✓ Content,
- ✓ Appropriateness of response system and
- ✓ Language clarity

The experts approached were from the following institutions-

- Professor and Head, Department of Extension and Communication, Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara.
- Professor, Department of Extension and Communication, Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara.
- Assistant Professor, Department of Statistics, Faculty of Sciences The Maharaja Sayajirao University of Baroda, Vadodara.
- Professor and Head, Department of Education Administration, Faculty of Education and Psychology, The Maharaja Sayajirao University of Baroda, Vadodara.
- Professor, Department of Education Administration, Faculty of Education and Psychology, The Maharaja Sayajirao University of Baroda, Vadodara.
- Associate Professor, Department of Education (CASE), Faculty of Education and Psychology, The Maharaja Sayajirao University of Baroda, Vadodara.
- Professor, Communication and Digital Platforms & Strategies, Mudra Institute of Communications, Ahmedabad (MICA), Gujarat
- Research Associate, Mudra Institute of Communications, Ahmedabad (MICA), Gujarat.
- English Language Expert from Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara.

The suggestions given by the experts were incorporated into the research tools. These suggestions were related to the terminology used in the research tool. Difficult terminology was simplified as suggested by the experts.

3.6 Reliability of Research Tool

In order to check the reliability of the research tool, the test-retest method was used. The tool was administered to ten respondents. The respondents filled the questionnaire twice in the gap of fifteen days. The coefficient of correlation between the two sets of scores was calculated to find out the reliability. The tool reliability was found 0.92 which showed that it was highly reliable. It was calculated using the following formula:

$$r = \frac{\sum xy}{\sqrt{\sum x^2 \sum y^2}}$$

Where r = Coefficient of correlation

X= Score of the First test

Y= Score of the Second test

3.7 Pretesting of Research Tool

The prepared questionnaires were pre-tested on five married women of Vadodara city. It was administered to know whether the respondents face any difficulty while filling up the questionnaire.

After pretesting, the researcher simplified some terminology and a few more examples were added in questionnaire wherever required. It took twenty-five to thirty minutes to fill up the questionnaire.

3.8 Procedure for Data Collection

The data was collected from three hundred and twenty-five married women of Vadodara city who had children and were using the internet. It was collected from August 2016 to March 2017. Key persons and institutions were identified covering all zones of Vadodara city to collect the data. The researcher identified residential areas, schools, colleges, organizations, public and private offices, corporate offices, social groups, paediatrics, children hobby centers where

married women can be approached. These women were residents, employers, employees, relatives or friends of employees.

The researcher had approached schools to reach out to the mothers. An official permission was taken from school authorities to collect the data from their schools. Large numbers of married women were identified through schools; they were either teachers or mothers of students studying in that particular schools. Some respondents were approached through personal contacts of the researcher and other respondents. Names and addresses of the potential sample were acquired from other respondents, friends, colleagues, and neighbours by using the snowball sampling technique. The questionnaires were distributed to the married women. The researcher gave them information regarding filling up the questionnaire. They were asked to read the guidelines attached with the questionnaire before filling it. They took seven to ten days in filling them.

The data was also collected through online method. The questionnaire was uploaded on “Google forms” and a web link was created to fill it up. The web link was shared via email and WhatsApp. The response rate through online mode was very low. Only fourteen forms were filled online. Married women preferred filling up the form offline since the online mode was time taking due to the length of the questionnaire

Few of the married women were facing difficulties in filling up the questionnaire on their own. Therefore, the researcher made personal contact with them and the data was collected using one to one communication technique according to the respondent’s convenience of time and place.

Nearly eight hundred forms were distributed to the eligible sample for data collection. Out of which 334 questionnaires were received back. The reasons for receiving fewer questionnaires, despite distributing more than eight hundred questionnaires were-

- The unwillingness of respondents to fill out the questionnaire.
- Length of the questionnaire
- Some of the respondents lost it.

Later three twenty-five questionnaires were selected as data generating questionnaires. The reasons for the exclusion of the remaining nine forms were-

- Incomplete information provided by the respondents.
- Respondents had not answered the questions properly.

3.9 Scoring and Categorization

The collected data on usage of internet for performing household responsibilities was scored and categorized as follows-

3.9.1 Categorization and Scoring of Variables

The categorization of independent and dependent variables of the study are as follows-

Table 6 Categorization of independent variables of the study

Independent Variables	Basis	Categories
Age	25 - 35 Years	Young Mothers
	36 - 45 Years	Middle Aged Mothers
	46 - 55 Years	Old Mothers
Educational Qualification	Below Graduation Degree	Low level of Education
	Graduate	Moderate level of Education
	Above Graduation Degree	High level of Education
Independent Variables	Basis	Categories
Occupation	Homemaker	Homemaker
	Business/ Self Employed	Business/ Self Employed
	Service	Service
Years of Marriage	1 - 8 Years	Recently Married
	9 - 17 Years	Married since short time
	Above 17 Years	Married since long time
Number of Children	1 Child	Single Child
	2 Children	Two Children
	3 Children	Three Children

Type of Family	Living with Spouse and children	Nuclear Family
	Living with Spouse and children and In-laws	Joint Family
	2 or more families (kin) living under the same roof	Extended Family
Income Group	Rs. 25000- Rs. 70000	Lower Middle Income
	Rs. 70000- Rs. 150000	Middle Income
	Above Rs. 150000	Higher Income
Experience of Using the Internet	3.50 - 5.00	Good Experience
	2.51-3.49	Fair Experience
	1.00-2.50	Bad Experience
Computer Training	Trained in school/ college/ institute	Formally Trained
	Trained by self/family/ relatives/friends	Informally trained

Table 7 Categorization of dependent variables of the study

Dependent Variables	Basis	Categories
Household Responsibilities	1.00-1.59	Less Household Responsibilities
	1.60 – 2.59	Moderate Household Responsibilities
	2.60- 3.00	More Household Responsibilities
Internet Usage for performing household responsibilities	3.50 - 5.00	High Usage
	2.51-3.49	Medium Usage
	1.00-2.50	Low Usage

3.9.2 Scoring of Household Responsibilities

A checklist was used to get the responses for household responsibilities of women.

Table 8 Score provided for different responses of Household Responsibilities of Married Women

Response	Score
Did not had Responsibility	1
Shared Responsibility	2

Sole Responsibility	3
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In this section total, fifty-eight items were there and they were categorized into different household responsibilities viz. kitchen management, child care, household management, finance management, socializing and entertainment and miscellaneous responsibilities.

Table 9 Scoring of data for Overall Household Responsibilities and Aspect wise Household Responsibilities

Aspect	No. of Items	Maximum obtainable Score	Minimum obtainable Score
Overall	58	174	58
Kitchen Management	6	18	6
Child Care	12	36	12
Household Management	13	39	13
Finance Management	6	18	6
Socializing and Entertainment	12	36	12
Miscellaneous	9	9	9

3.9.3 Scoring of Usage of the Internet for performing Household Responsibilities

The five-point rating scale was used to study the usage of internet for performing household responsibilities. The responses were categorized according to the range of intensity indices. The scoring and categorization for the same are as follows-

Table 10 Scoring and Categorization of data for Internet Usage for performing household responsibilities

Response	Score	Range of Intensity Indices	Categories
Always	5	3.5 - 5.00	High Usage
Often	4		
Sometimes	3	2.51-3.49	Medium Usage

Rarely	2	1.00-2.50	Low Usage
Never	1		

Table 11 Minimum and Maximum obtainable scores for Overall and Aspect wise Internet Usage for Household Responsibilities

Aspects	No. of Items	Maximum obtainable Score	Minimum obtainable Score
Overall	49	245	49
Kitchen Management	8	40	8
Child Care	7	35	7
Household Management	8	40	8
Finance Management	8	40	8
Socializing and Entertainment	8	40	8
Miscellaneous	10	50	10

3.9.4 Categorization and Scoring of Internet Usage Pattern of Respondents

In order to know the internet usage patterns of respondents, different parameters were studied. These parameters were their personal gadgets, expense on internet recharge, the experience of using the internet, time spent on internet and purposes for using the internet. The categories for the same are as follows-

Table 12 Categorization of Internet Usage Patterns of Respondents

Internet Usage Patterns	Basis	Categories
Internet connection used	Dongle with 2G and 3G network	Dongle
	Mobile Network with 2G and 3G network	Mobile Network
	Wifi and LAN	Wifi and LAN
Monthly Monetary Expenditure on Internet recharge	100 - 500 Rupees	Less Expenditure
	501 - 1000 Rupees	Moderate Expenditure
	More than 1000 Rupees	More Expenditure
Experience (Years) of using the Internet	0-2 Years	Neo Experienced
	3-4 Years	Less Experienced
	5-10 years	Moderate Experienced
	More than 10 years	More Experienced
Time Spent on Internet	0-1 Hour a day	Very less no. of Hours
	2 Hours a day	Less no. of Hours
	3-4 Hours a day	Few no. of Hours
	More than 4 Hours a day	More no. of Hours
Frequency of using internet for various Purposes	3.50 - 5.00	Most of time
	2.51-3.49	Some time
	1.00-2.50	Rarely

3.9.4.1 Frequency of using internet for various Purposes

Different purposes were listed in a five-point rating scale to know the frequency of internet usage for those purposes. The intensity indices was ranged from 5.00 to 1.00.

The scoring and categories for the same are as follows-

Table 13 Scoring and Categorization of Frequency of using internet for various Purposes

Response	Score	Range of Intensity Indices	Categories
Always	5	3.50 - 5.00	Most of time
Often	4		
Sometimes	3	2.51-3.49	Some time
Rarely	2	1.00-2.50	Rarely
Never	1		

Table 14 Minimum and Maximum obtainable scores of purpose/reasons for using the internet

Aspect	No. of Items	Maximum obtainable Score	Minimum obtainable Score
Purpose of using the internet	62	310	62

3.9.4.2 Internet Usage in terms of their Internet Usage Pattern

Internet usage was evaluated in terms of respondent's internet accessibility pattern. It was calculated by summing up following –

Table 15 Scoring of Internet Usage

Internet Usage Pattern	Score
Type of Internet Connection	
Dongle	1
Mobile Network	2
Wifi and LAN	3
Monthly Monetary Expenditure on Internet Recharge	
Low Expenditure	1
Medium Expenditure	2
High Expenditure	3
Time Spent on Internet	
Very Less and Less Hours	1
Some Hours	2
More Hours	3
Experience (Years) of using the Internet	
Neo and Less Experience	1
Moderate Experience	2
More Experience	3
Frequency for using the internet for various Purposes	
Most of time	1
Some time	2
Rarely	3
Total Score	30
Minimum Obtainable Score= 5	
Maximum Obtainable Score= 30	

The mean score was calculated to find out the type of internet user on the basis of their internet usage pattern and they were categorized as under-

Table 16 Categories of Internet Users on the basis of their Internet Usage pattern

Basis	Type of Internet User
Above Mean	Heavy User
Mean	Moderate User
Below Mean	Light User

3.9.5 Experience of Using the Internet

The experience of using the internet is categorized into three categories viz. Good experience, moderate experience and bad experience depending upon the intensity indices. The scoring of experience of using the internet is as follows-

Table 17 Scoring of data for Experience of Using the Internet

Response	Scores for Positive Items	Scores for Negative Items	Range of Intensity Indices
Always	5	1	3.5 - 5.00
Often	4	2	
Sometimes	3	3	2.1-3.49
Rarely	2	4	1.00-2.00
Never	1	5	

Table 18 Maximum and Minimum obtainable scores for the experience of using the Internet

Aspect	No. of Items	Maximum obtainable Score	Minimum obtainable Score
Experience of Using the Internet	22	110	22

3.9.6 Problems while using the internet

The problems were categorized into three categories on the basis of intensity indices.

Table 19 Scoring and Categorization of data for problems while using the internet

Response	Scores	Range of Intensity Indices	Categories
Always	5	3.5 - 5.00	More Problems
Often	4		
Sometimes	3	2.51-3.49	Moderate Problems
Rarely	2	1.00-2.50	Did not had any Problem
Never	1		

Table 20 Maximum and Minimum obtainable scores of Problems while using the Internet

Aspect	No. of Items	Maximum obtainable Score	Minimum obtainable Score
Overall Problems while using the internet	12	60	12
Personal Problems	7	35	7
Technical Problems	5	25	5

3.10 Plan of Statistical Analysis

Different statistical measures were used to analyze the collected data. The data were coded and analyzed using computer software namely M.S. Excel and SPSS. The statistical measures used were as follows.

Table 21 Statistical Measures Used to analyze the data

Content	Statistical measures
Background Information of Women	Frequency and Percentage
Information regarding Internet Usage Patterns	Frequency and Percentage, Intensity indices, t-test, ANOVA and Posthoc test (Tukey's HSD comparison),
Household Responsibilities	Frequency and Percentage, t-test, ANOVA and Posthoc test,
Usage of the Internet for Household Responsibilities	Frequency and Percentage, Intensity indices, t-test, ANOVA and Posthoc test (Tukey's HSD comparison)
Experience While Using the Internet	Frequency and Percentage, Intensity indices, t-test, ANOVA and Posthoc test (Tukey's HSD comparison)
Problems Faced While Using the Internet	Frequency and Percentage, Intensity indices, t-test, ANOVA and Posthoc test (Tukey's HSD comparison)

Formulas Used for different statistical Measures

Formula used for t-test was-

$$t = \frac{(x_1 - x_2)}{\sqrt{\frac{(s_1)^2}{n_1} + \frac{(s_2)^2}{n_2}}}$$

Formula used for ANOVA

Between Group Variance

Within Group Variance

Between group variance = Variance in the mean of each group from the total mean of all variance groups

Within group variance = Average variance of scores within groups

Formula was used for calculating Intensity Indices:

Total Score for an Item

Total Number of Respondents

B. Methodology for Qualitative Data

The qualitative method of data collection provides data which a researcher cannot obtain from quantitative methods. It gives more insights into the subject, wherein a researcher can get to know about the respondent's feelings, problems and their views regarding any subject. This method allows a researcher to collect data beyond the close-ended questionnaire. For the present research study, in-depth interviews were conducted with married women.

3.11 Sampling for Qualitative Data collection

Twenty-five married women who had children and were using the internet were interviewed to collect the qualitative data. The respondents were selected through purposive and snowball techniques.

3.12 Research Tools Used For Qualitative Data Collection

An interview schedule was prepared by reviewing related researches and with the help of experts from the similar field. It included a series of ten questions related to their household responsibilities and their internet usage. The purposes of collecting qualitative data were to understand -

- The roles and responsibilities of married women at their home and workplace
- Their efforts to improve themselves for performing their responsibilities at home and workplace
- Their sources of help available and used by them to perform their responsibilities at home and workplace
- Effect of media in their decision making related to their household responsibilities.
- The role of the internet in acquiring knowledge and problem-solving abilities of selected women.
- Effect of internet usage for performing household responsibilities on their lifestyle.
- Problems faced by them while using the internet

Interview method was also used to seek suggestions of married women of Vadodara city to promote internet usage among other women.

Qualitative data were collected during April 2017- May 2017. Twenty-five women were approached through personal contacts and by using the snowball method. The researcher took appointments from respondents as per their convenience for conducting interviews. Respondents were informed about the topic of the present research study while taking the appointments. This helped them to understand the topic and prepared them for the interview. The place of the interview was decided as per the convenience of respondents, it was either their home or workplace.

In-depth interviews were conducted personally by the researcher. The duration of the interview varied between 20 to 50 minutes. Respondents were taking more interest in providing the responses as the topic was related to them and of their interest. Interviews were recorded on the voice recorder and handwritten notes were also taken by the researcher.

3.13 Analysis of Qualitative Data

The notes and audio recordings taken during interviews were transcribed by the researcher. The data were analyzed using comparative tables and then interpreted according to the questions asked in the interview. The comparative tables helped in combining the similar responses and finding out the exclusive ones. The similar responses were clubbed together and then a list of those responses was prepared and interpreted accordingly.