

## **METHOD**

This investigation consisted of two distinctive methods. The first part was viewer's perceptions was studied using an interview technique which is presented in part one of the method section and the second part dealing with content description is presented in part two of the method chapter.

### **Part I. Viewer's Perceptions of Female portrayals on Doordarshan.**

This is a correlational study which looked at the relationships between selected demographic as well as personality characteristics of respondents and their perceptions of and identification with Doordarshan female portrayals. The variables studied are defined as follows.

#### **Demographic Variables**

- \* Age: three groups of chronological age were chosen for study, 21-30 years, 31-40 years 41 to 50 years
- \* Gender : both male and female respondents were chosen.
- \* Education : ranged from "No formal education" to "professional level" The scores ranged from 1-7.
- \* Occupation: ranged from "No employment outside the home" to "Professional level". The scores ranged from 1 to 10.
- \* Income: ranged from "No Income" to "3000 and above". However, income category was further revised and the High income group ranged from 3000 - 8000 per month. Scores ranged from 1 to 12. The categories and scoring for education, occupation and income were based on 1989 revision of the Kuppuswamy urban SES scale

(Gon & Patel, 1989).

- \* Marital status: includes categories such as single, married, widowed, divorced, separated.
- \* Family size: the total number of family members living under the same roof.
- \* Children : the number of children belonging to the respondents.

#### Personality Variables

- \* Self esteem: is the value or worth ascribed to one's self descriptions.
- \* Gender stereotype: the extent to which an individual perceives herself to be identifying with cultural stereotypes of femininity and masculinity.

#### Television viewing Variables

- \* Years of television viewing: indicates the number of years of viewing television by the respondent.
- \* Duration of television viewing: the number of hours of television viewing by the respondents. The following dimensions were calculated for this purpose : (a) Hours of Doordarshan viewing per week, (b) hours of cable/VCR viewing per week, (c) total television viewing for those respondent who viewed both Doordarshan and cable/VCR
- \* Programme preferences : The wide range of programmes the respondents viewed regularly and occasionally on the Doordarshan.

### Perception Variables.

- \* Perception : The awareness of some aspects of the external world through physical sensations and the "interpretations" of the same.

For the purpose of this study 'Female Portrayals on Doordarshan' constituted 'some aspects of the external world' and 'interpretations' were studied in terms of, (a) positive and negative traits of female portrayals on Doordarshan. (b) Proximity of portrayals to social reality, (Perceived Reality), (c) perception of portrayals as social expectations, (Perceived Social expectations role), (d) perception of women's issues on Doordarshan. (Women's Issues).

- \* Portrayal : A representation or a description of a character.
- \* Positive portrayal : constitutes what the viewer considers a good or worthy description of the character in terms of her actions and traits.
- \* Negative portrayal : constitutes what the viewer considers a bad or unworthy description of the character in terms of her actions and traits.
- \* Perceived reality of portrayals : The proximity or distance of the Doordarshan female portrayals and/or events to real life.
- \* Perceived expectation role played by portrayals : portrayals serving as models and sending messages to viewers about the expected behaviour in a given social setting.

- \* Women's issues : problems and concerns of women in the contemporary society as portrayed on Doordarshan.
- \* Identification : It is a psychological process that contributes to a sense of who one is and who one wants to be. According to social learning theory, it is achieved by observation and imitation which depend on factors such as availability of models, attention paid to the model, memorizing aspects of the model's behavior, motor reproduction of the said behavior and motivation to imitate the said behaviour, (Cole & Cole, 1988, p.350.).

#### Sampling Procedure .

Area of study : The purpose of this study was to investigate perceptions of female portrayals by viewers on Doordarshan. A need was thus felt that other intervening variables such as regional, verses national network transmissions had to be strictly avoided. Therefore the city of Baroda, Gujarat state, was chosen, since this city received only National transmission, during the calendar Year, 1991 to 1992 April. In the city of Baroda, the sample was drawn from a wide range of areas including the four directions of this city. These areas were Gotri, Makarpura, Tarsali, Alembic, Sama, Fatehgunj, Dandia Bazar, Ajwa and Vaghodia roads.

Sample Criteria: : (a) Gender : The investigation's major concern was to study the women's perception of female portrayals, therefore, three-fourths of the sample consisted of women and one-fourth of men, for the purpose of gender comparisons.

(b) Socio Economic Status (SES) : The study also required comparisons of perceptions based on the demographic characteristics of respondents. Therefore, two distinctive SES groups of women and men were chosen. The High SES group consisted of those who had a minimum of High School education, clerical and semi-professional occupation and income about 3000-8000 per month. The low SES group had education up to primary school level, were employed in semi-skilled jobs and had income per month which did not exceed Rs. 1500-2000 per month. (c) Age : In order to study relative effects of age, three different age groups of respondents were chosen, ranging from 21-50 years. (d) Access to Television set : This study required respondents who viewed Doordarshan programmes regularly. Hence the need for selecting women and men who either possessed television set or viewed television at a neighbour's place regularly.

Incidental selection of sample respondents was under taken after due consideration of the above four criteria. The final sample had few marginal discrepancies of age distribution though overall 180 women and 60 men were sampled.

Table 1.

Sample distribution of respondents.

Age	H.SES		L.SES	
	Female	Male	Female	Male
20-30	30	10	33	10
31-40	30	10	31	10
41-50	30	10	26	10
Total	90	30	90	30

Grand Total        240

Measurement

The measurement technique was individual interviews of all respondents. A five part interview schedule was developed. The first three parts of the schedule were developed by the investigator and for the 4th and 5th parts suitable scales were chosen. The content of the schedule was as follows.

Demographic information : The first part Contained Demographic information in terms of Age, education, marital status, occupation, Income, family composition and type of family. The three SES variables were scored based on Kuppuswamy SES scale (Revised version by Gon & Patel, 1989). However, the highest Income category i.e. 3000/- and above, was converted to Rs. 3000-8000 in order to avoid too wide a discrepancy in the selection of the high SES group of respondents.

Television viewing patterns. : This part contained questions related to Doordarshan ownership, years of TV viewing, duration of viewing during a week, programme preferences and reasons for viewing television. It basically followed the check list pattern, where the interviewer could check off appropriate responses from a given list for programme preferences and reasons for viewing Doordarshan. However, with reference to the specific serials, the names had to be filled in by the interviewer since there was a possibility of the serial changing during the period of data collection.

Perceptions of female portrayals. : This part was divided into four sub sections:

**Question A.** Positive and negative traits of female portrayals : This contained open ended questions related to perception of positive and negative traits and actions of portrayals. This question was asked with specific reference to on going tele-serials that the respondent was watching during the period of the interview. Responses were required to be filled in verbatim.

**Question B.** Identification with portrayals : This was related to identification with portrayals and traits perceived as worthy of imitation. This question measured three levels of identification apart from "no identification".

Level.	Score.
No identification	0
Would like to be (Level 1)	1
I am like (Level 2)	2

Would like to be + I am like (Level 3) 3

Traits and portrayals worthy of imitation were again asked using open-ended questions.

**Question C.** Women's issues on Doordarshan : This tapped perceptions related to importance Doordarshan gives to women's problems and concerns. This part too used the format of open-ended questions.

**Question D.** Perceived reality and perceived expectations role of female portrayals on Doordarshan : This part used a 3 point rating scale of 7 items, 4 items under perceived reality and 3 items under perceived social expectations role of female portrayals on Doordarshan. The rating scale was fitted with responses Mostly true, Sometimes true, Rarely true with a score of 3, 2, 1 for positive statements and scoring revised for negative statements. Example : Women on Doordarshan are like women in the society (perceived reality statement). Women on television indicate how women should be in the society (social expectation role statement) (Appendix I).

Gender stereotype of respondents. : This part consisted of a \*  
gender stereotype scale developed by Kapadia and Verma, (1990) .  
This scale contained 40 self-descriptive adjectives with a 7  
point rating scale. This scale yields 2 sets of scores for each  
respondent, Gender stereotype Male (GSM) and Gender stereotype  
Female (GSF). Apart from these scores, the respondents can be  
placed into 4 categories Feminine, Masculine Androgynous and  
Undifferentiated by using a median split for both Gender  
stereotype male and gender stereotype female and dividing  
respondents in the following manner.

- \* Above median on GSM + Below median on GSF - Masculine.
- \* Above median on GSF + Below median on GSM - Feminine.
- \* Above median on both GSM & GSF - Androgynous
- \* Below median on both GSM & GSF - Undifferentiated, (Appendix II)

Self-esteem scale for women :

Self esteem scale for women (Kapadia & Verma, 1989) \*\*  
contained 41 statements (18 positive and 23 negative statements)  
fitted with a three point rating scale, Most often, Sometimes,  
Rarely, the scoring being 3, 2, 1 for positive statements and  
reversed for negative statements, (Appendix III).

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\* Kapadia, S., Verma, A. (1990) Gender stereotype Inventory.  
Dept. of Human Development & Family Studies, M.S. University,  
Baroda.

\*\* Kapadia, S., Verma, A. (1989). Self Esteem scale for women.  
Dept. of Human Development & Family Studies, M.S. University,  
Baroda.

### Development of the tool

Two different forms of the tool for part III were made. This part of the interview schedule tapped information related to perception of televised female portrayals.

One form contained structured questions with predetermined categories of responses which could be used as a checklist by the interviewer. The second form contained open ended questions. The first form was administered to 30 women whereas the second form with open-ended questions was administered on 15 women. Coding of the data revealed that the responses from open-ended questions were much more rich in terms of revealing the perception of the respondents and wider variety of perceptions could be discerned. The structured questions, on the other hand restricted the scope for free flow of opinions and feelings of the respondents. Therefore, the open-ended interview-schedule was considered more suitable. This schedule was then given to 10 experts in the field of Human development, Psychology and Mass communication. The experts suggested a few probes for the open-ended questions but basically considered the questions adequate for the purpose of the study. The probes were added and the schedule was finalized. (Appendix I).

### Procedure for data collection.

The data was collected during a 5 month period from December first 1991 to April end 1992. Therefore the viewers perceptions were based on programmes telecast during that period of time.

The investigator personally conducted all the interviews for the high SES group and took assistance in order to facilitate better understanding of Gujarati language for the interviews of Low SES group.

Preliminary visits were made to all respondents' houses and appointments were fixed depending upon suitable timings of the respondents. Interviews took place, as far as possible, in a quiet place where the investigator and the respondent were alone and other family members were not present. Each interview lasted for almost 45 minutes to 1 hour.

Perception of portrayals were specifically asked with reference to the ongoing tele-serials since the portrayals would evolve over a period of time and respondents would have an opportunity to repeatedly view the portrayals and form their opinions about them. However, identification could be with any portrayal viewed during their years of Doordarshan viewing.

## **PART II. Content Description of Doordarshan Female portrayals.**

Scope of the study : Content of Doordarshan, as far as this study is concerned, was restricted to Doordarshan programmes excluding feature films, advertisements/commercials and News. Programmes it included were tele-serials, talkshows, interviews, music & dance programmes, cultural roundup, domestic programmes, children's programmes, dramas, UGC programmes, quiz, sports and messages & slogans.

The following is the composition of the sample:

1. Ten tele-serials, 3 to 5 episodes of each namely **Udaan, Mrignayani, Kashish, Ashiana, Manzilein, Talaash, Mashaal, Chanakya, Humrahi and Sangharsh**. These 10 serials were selected on the following basis : (a) majority of the episodes of these serials appeared during the period of data collection from December 1991 to April 1992. (b) they were popularly viewed during their telecast.
2. One Saturday programme excluding feature films, news and commercials.
3. One Sunday programme excluding feature films, news and commercials. .
4. One composite weekday's programme excluding feature films, news and commercials. A weekdays transmission was arrived at by video taping programmes from different time slots during a week. For instance Monday morning transmission, Tuesday UGC programme, Wednesday afternoon transmission and so on. In all 34 hours of programmes were selected for content description and video taped off the air.

Table 2.

Sample distribution of programmes.

<u>Nature of programmes</u>	<u>Hours</u>
Serials	13.35
Saturday	5.55
Sunday	7.45
Weekdays	7.45
Total	33.50 = 34 hrs

#### Tool for Content description:

Content description observation guidelines were prepared by following these steps: (a) Twenty hours of Doordarshan programmes were viewed by the investigator and running notes were made on the content viewed. (b) Salient features that would be required to be included in the observation guidelines were delineated from the running notes. (c) These features were arranged in the form of a checklist with alternative response categories for each item. (d) A mass communication expert was consulted to check for the format of the observation guidelines and modifications were made according to her suggestions (Appendix IV).

#### Content of the Observation guidelines.

This schedule tapped information regarding Male-Female portrayals in terms of their presence in programmes, role significance of portrayals, locations seen in, social class, roles portrayed, occupations, age range, marital status, physical traits and psychological traits of characters.

The content description was done using one scene as a unit of description. A scene was defined as action taking place in one location. When location was changed, it was considered to be a change of scene. The frequency of appearance of characters were the criteria of description but not the actual number of male and female characters present in a given scene.

Apart from the above portrayal descriptions, the guidelines

sought information regarding episode content of each programme and women's issues addressed by programmes.

#### Procedure for data collection:

The 34 hours video taped programmes were individually viewed and the content described by two persons, one a mass communication expert, and the other the investigator herself. For inter-coder reliability a third rating was taken for 7 serials by different persons belonging to the field of Human Development and Family Studies each viewing one or two serials. Inter-coder reliability was found to be 92 percent agreement between the three coders.

#### Plan of Analysis

The following analysis was computed in order to fulfill the objectives of the study. This will be discussed keeping in view each objective of the study. Both quantitative and qualitative analysis are presented simultaneously.

##### Television viewing patterns.

Descriptive as well as quantitative analysis were used to fulfill this objective, to find out years of television viewing, hours of television viewing, programme preferences and reasons for viewing Doordarshan.

Means, standard deviations, analysis of variance and correlations were calculated for years and hours of TV viewing and frequency, percentages and chi-square analysis were used for describing findings about programme preferences and reasons for

viewing television, was discussed using frequency percentages.

#### Trait perceptions.

The data from open ended questions of trait perceptions recorded that there were 249 traits that respondents attributed to the portrayals out of which 177 were positive traits and 72 were negative traits. These traits had to be classified into clusters to facilitate analysis for which the following procedure was adopted. (a) All the traits, emerging from the interview schedule were listed. (b) With the assistance of a thesaurus, broad categories were made of trait descriptions of similar meaning. e.g. determination, will power, strong willed were classed under one trait. This procedure reduced the trait list to 71 items. (c) This condensed version was given to three experts for further classification of traits into categories. (d) Finally 3 major clusters for positive traits, and 3 major clusters for negative traits were evolved from the experts recommendations. These were..

<u>Positive traits</u>		<u>Number of traits.</u>
1. Traits of Strength	-	16
2. Traits of Compassion	-	5
3. Traits that attract	-	7
Sub-total	-	28
<u>Negative traits</u>		
1. Traits of cruelty	-	5
2. Traits that repel	-	6

3. Trait of weakness	-	6
Sub-total	-	17
Grand total	-	45

For the purpose of analysing significant differences in attribution of different traits, these above categories were used with chi-square analysis. But, the qualitative description of traits contained actual traits and not just the categories.

perceived reality and perceived social expectations role of female portrayals.

The data was scored, but could also be used as categories. Where ever feasible,. quantitative analysis as well as descriptive analysis were employed.

Perceived reality contained four statements with a score range of 4 to 12, (4-6 Low, 7-9 Moderate, 9-12 High) while perceived social expectations role consisted of three statements with a score range of 3-9 (3,4-Low, 5,6,7-Moderate, 8,9-High). While high, moderate and low perceptions categories were used with other qualitative data in chi-square analysis, the scores and means and standard deviations were used in quantitative analysis for both these variables.

Identification.

Two aspects were analysed in this section : (a) frequency percentages of respondent's levels of identification. (b) Traits and portrayals perceived worthy of imitation frequency, percentages with chi square analysis were used.

Scoring was possible for levels of identification and the traits of identification which were used in quantitative analysis with other variables of this study.

#### Women's issues on Doordarshan.

The data was available in categories. Frequency, percentages and where ever necessary chi-square analysis was carried out.

#### Relationships between personality and demographic variables with perceptions variables.

1. Significance of difference among different categories of respondents based on their demographic and personality traits in relation to (a) Years of television viewing, (b) Hours of Doordarshan viewing, (c) Hours of cable/VCR viewing, (d) Overall hours of viewing for cable/VCR viewers, (e) perceived reality, (f) perceived social expectations role (g) Identification, were computed using one-way & two-way analysis of variance techniques.

2. Significance and direction of relationships between demographic and personality traits of respondents with the above listed variables Product-Moment Correlation Co-efficient was computed. Wherever essential, Partial of correlations were computed. Data on Self Esteem was collected only for the 180 female respondents, therefore Gender stereotype and self Esteem Two-way analysis of variance was computed only for female respondents. The male, respondents Gender stereotype was analysed with other variables using One-way analysis of variance.

Content description of significance given to female portrayals on Doordarshan.

1. Significance of difference among male and female portrayals in terms of : (a) Number of times present, (b) Role significance, (c) Locations seen in, (d) Roles portrayed, (e) Occupations , (f) Age ranges, (g) Marital status, (h) Physical traits, (i) Psychological traits, (j) Involvement in women's issues, were studied.

Since data was available in categories chi-square analysis was computed. With reference to physical and psychological traits of female portrayals, narrative form was adopted for the purpose of description.

Comparison between content description and viewers perception:

1. Trait comparisons of viewers perceptions and content description - narrative form was used, Since the data was all of qualitative nature. The results chapter therefore does not consist of information in this regard. The information which fulfills this aspect of the objective is presented in the Discussion chapter.

2. Women's issues on Doordarshan: comparisons between viewers perceptions and content description. Three different kinds information was available, (a) Perception of women's problems/concerns in contemporary society, (b) Presence of these problems/concerns on Doordarshan as perceived by respondents,

(c) Presence of these problems/concerns on Doordarshan as evolved from content description. Chi-square analysis was used to find out significance of difference.