
CHAPTER 3

METHODOLOGY OF THE STUDY

The foundation of scholarly research is surfaced on its methodology. Research methodology helps the researcher frame how to conduct the fundamental research. According to Oxford Reference (2022), research methodology is a pragmatic estimation of knowledge and frames inquiry within an educational frame work of inquiry. Research Methodology is a science based on studying a problem, intended to show how to solve various steps scientifically, systematically and logically. It is a keen investigation or inquiry and incorporation of methodology to find new facts and gain knowledge from multiple branches (Patel and Patel, 2019). The topic ‘**An Analytical Study on Social Networking among the Youth**’ consists of the following heads:

Stage: I

- 3.1. Research Design
- 3.2. Selection of the Study Area
- 3.3. Selection of the Sample
- 3.4. Selection of the Methods
- 3.5. Construction of the Tools

Stage: II

- 3.6. Obtaining Ethical Clearance of the Study
- 3.7. Conduct of the Study
- 3.8. Pilot Study
- 3.9. Collection of the Data

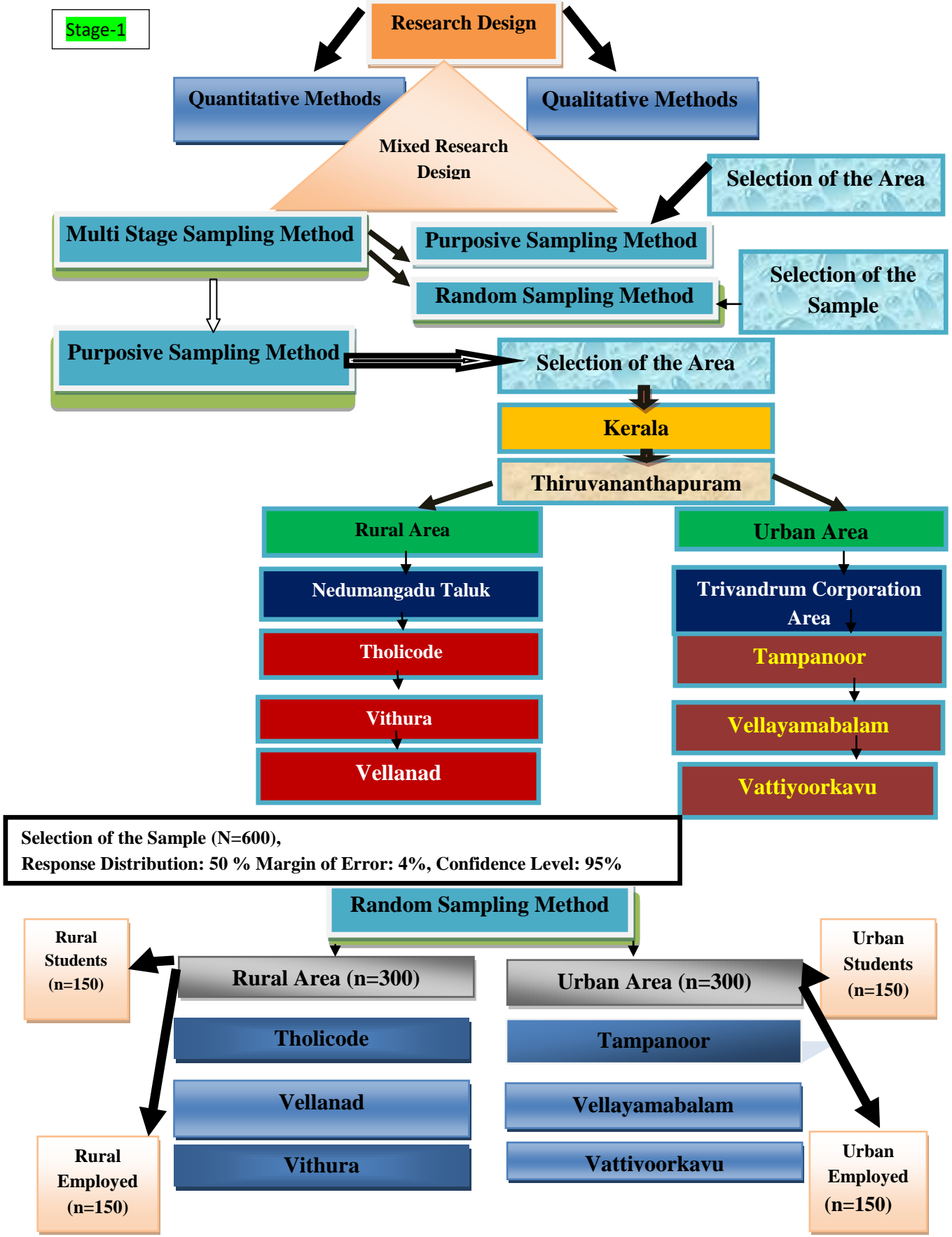
Stage III

- 3.10. Awareness Program and Impact Assessment of the Study

Stage: IV

- 3.11. Analysis and Interpretation of the Data

An Analytical Study on Social Networking among the Youth



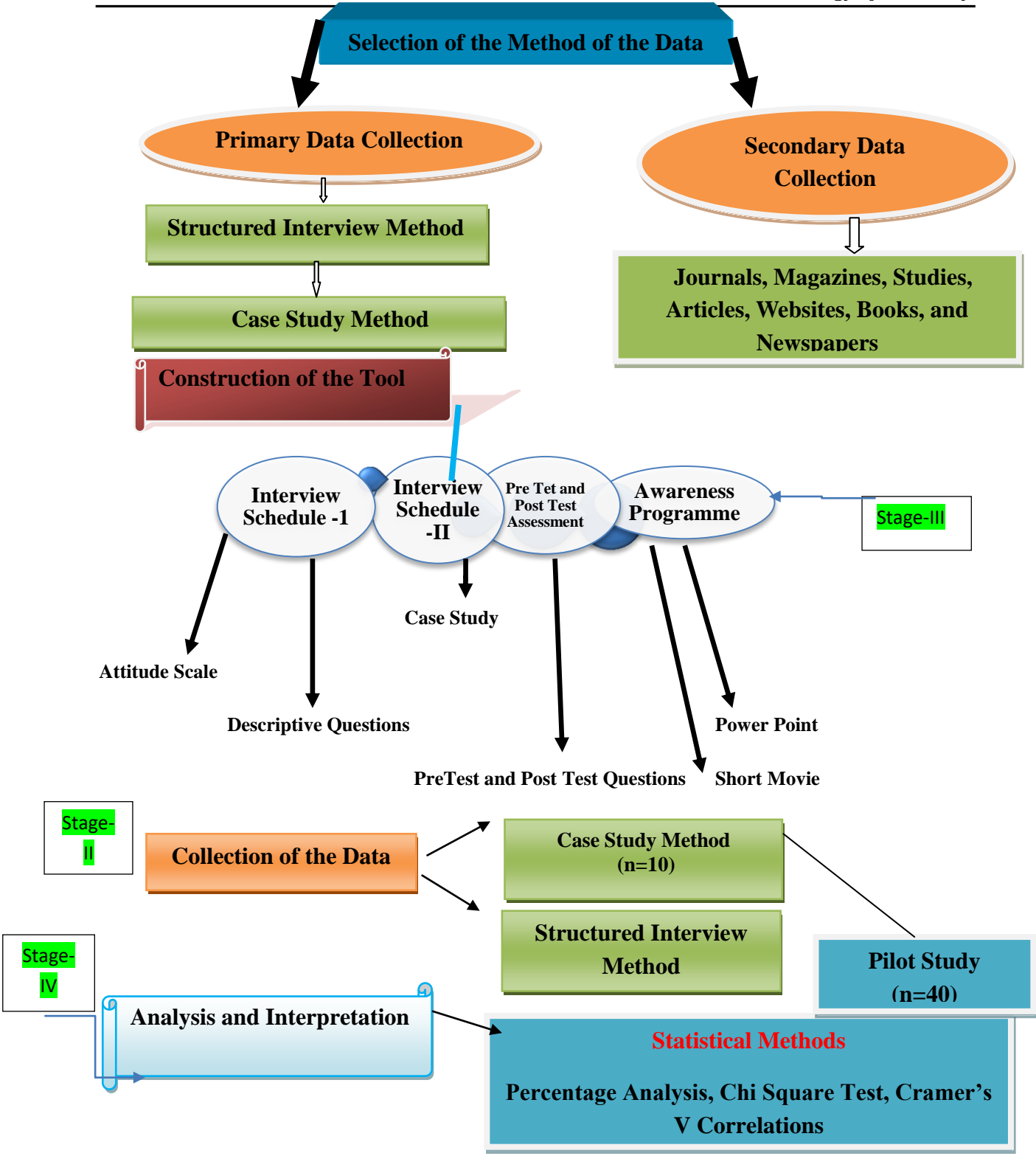


Figure 3.1 Schematic Representation of the Methodology of the Study

3.1. Research Design

Research design is a blueprint of the study based on the research problem. The researcher frames or formulates a project outline or research design in response to the research question. A research design is about determining certain conditions, obtaining data and how the analysis should be performed. Similarly, the research design framework would be integrated into the research oriented economic procedure. It provides fundamental idea before doing the research work (Kothari and Garg, 2019).

The current study design was based on Mixed Method Research Design or Mixed Research Design. It is a blend or merge of quantitative and qualitative research strategies, approaches, methods, theories and language in a single study (Adhabi and Anozie, 2017). The present study employed a mixed research design that utilized quantitative methods and qualitative methods, in the study included interview methods, case studies, impact assessment and attitude scale. It helped in hypotheses forming for the study through quantitative analysis. Thus, it was employed for a better understanding than other methods.

3.2. Selection of the Study Area

The preferred research area for the study was based in Kerala, a southwest coastal state in India, which represents one percent of the total Indian population. Since Kerala is one of the inhabited Indian states, their one fourth of the population lives in urban areas, moreover, the rural settlements are closer to the urban spaces. Being the capital city of Kerala, Thiruvananthapuram district is one of the important urban centres (Noble, 2020), where the population was 33,406,061(1,60,27,412 men and 1,73,78,649 women). The focal area of selected study in Kerala state was narrowed down to Thiruvananthapuram district, as this region can be considered as the central hub of Information Technology that represents the state's socio economy.

As stated in the 2011 census report, Thiruvananthapuram district encompasses 2192 sq. km geographical landscape and the population of the district was 33,01,427 (15,81,678 men, 17,19,749 women), among which Thiruvananthapuram city's population was 7,43,691, (3,61,994 men and 3,81,697 women), and the average literacy rate of the city area was 95.10 percent. Thiruvananthapuram, the metropolitan city of Kerala, its population was different than other areas population, it was 16,79,754 (8,13,065men and8,66,689women) and the average literacy rate of the city comprised of 94.20 (95.96 men and 92.56women)

(Census, 2011). Later in 2021, the census records the estimated population of the city as approximately 21,83,000.

In the selected study area, three urban areas under the Thiruvananthapuram corporation were selected, they were, Vattiyoorkavu, Thambanoor and Vellayambalam. The rationale for the selection of these urban areas was the major urban hubs that represented urban youth, based on the population density, economic activity and its diverse nature. Meanwhile, the selected rural areas in the district were, Vellanad, Vithura and Tholicode villages. The rationale behind the selection of these rural areas was, these localities fall under Nedumangadu taluk, which was in close proximity to Thiruvananthapuram city, and also has more population than other taluks..

Thiruvananthapuram district comprises of six taluks, under which there were 14 urban areas and 78 rural areas. Among the six taluks, Nedumangadu taluk (15 grama panchayat) was a pre dominant rural area that represents rural youth, in proximity to Thiruvananthapuram city, where the population and literacy rate (92.45 percent) was higher than rural taluks. The village of Vellanad under Nedumangadu Taluk of the Thiruvananthapuram district, the total population of the village was 28,667(13,923 men and 14,744 women), where the literacy rate was 92.29 percent (94.88 percent men and 89.88 percent women). Next, Vithura village in Nedumangadu taluk has the total population 31,784(14,925 men and 16,859 women), where the total literacy rate is 92.15 percent (95.18 percent men and 89.50 percent women). Third rural area selected for the study was Tholicode village in Nedumangadu taluk, the total population was 18,437 (8680 men and 9757 women), where the total literacy rate was 88.64 percent (92.18 percent men and 85.54 percent women), (*Official Website of Trivandrum District of Kerala, 2025*).



Figure 3.2 Geographical Location of Kerala State

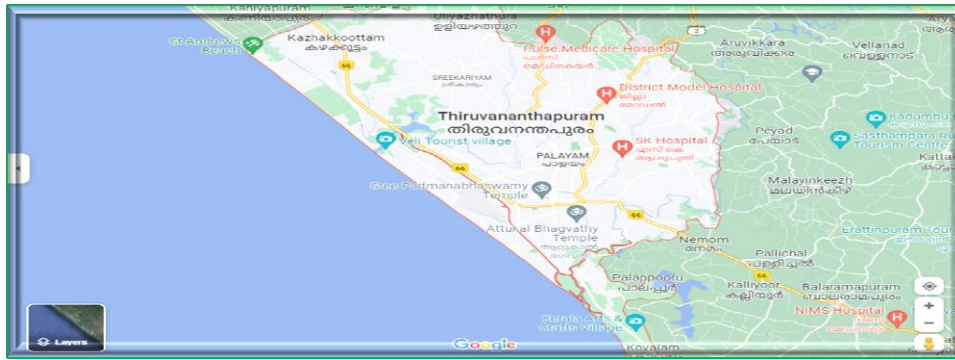


Figure 3.3 Map on Thiruvananthapuram District

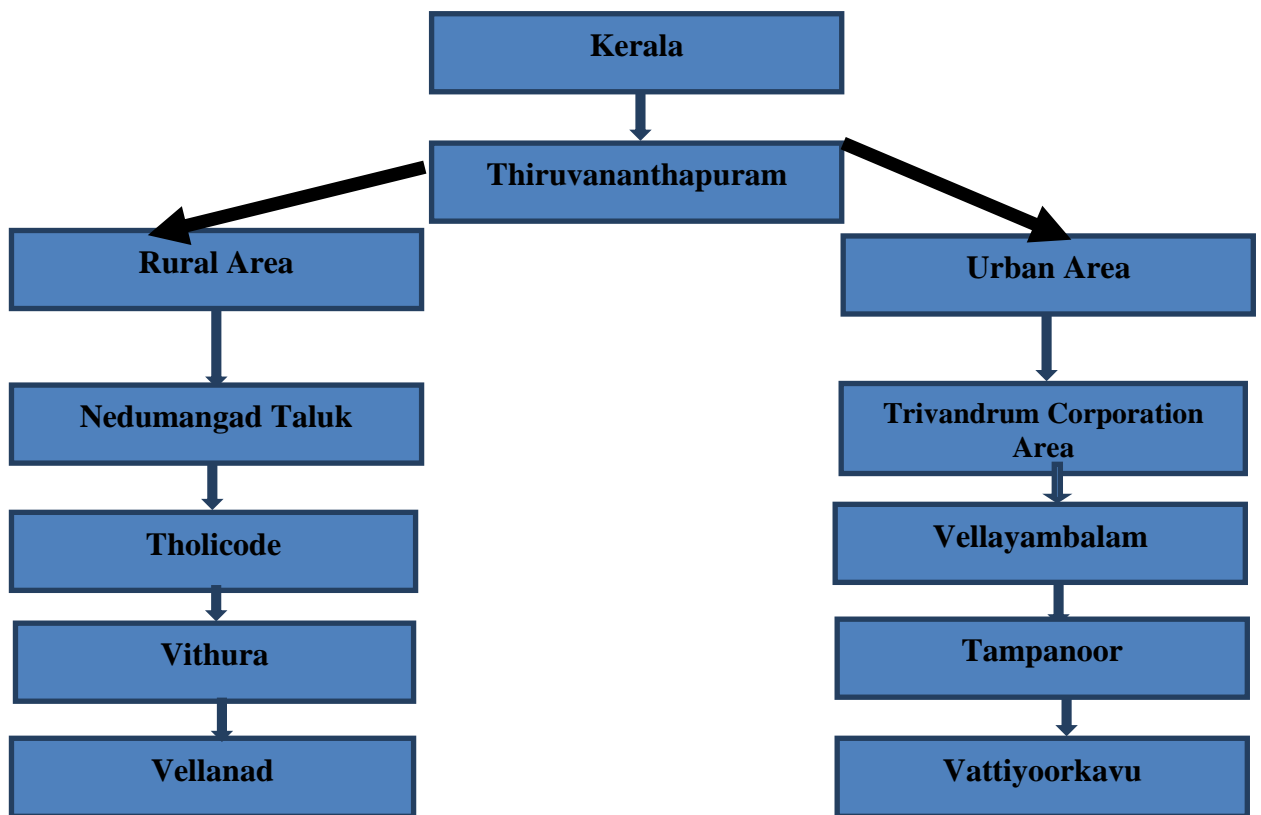


Figure 3.4 Representation of Locale of the Study



Figure 3.5 Rural Study Area of Trivandrum District, Kerala

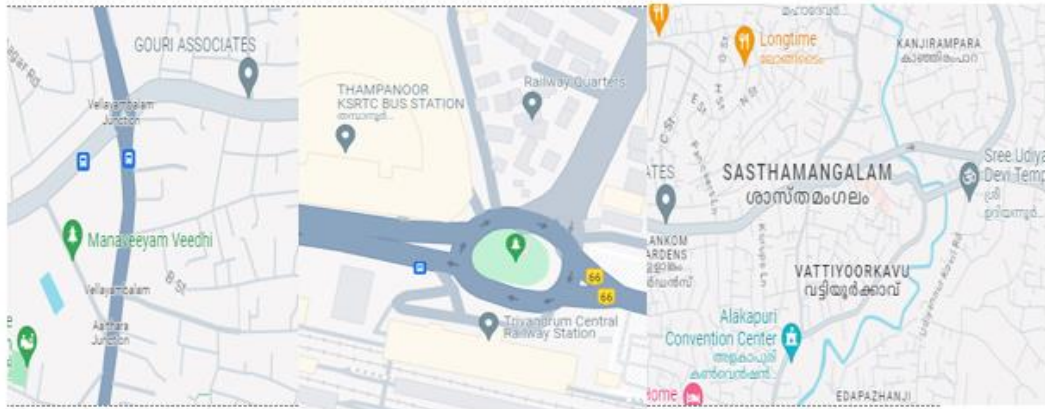


Figure 3.6 Urban Study Area of Trivandrum District, Kerala

3.3. Selection of the Sample

A sample is a statistical course of action that involves the selection of a subset from a population of interest to make an inspection and draw conclusions about the population (Berg, 2024). The multi stage sampling method was carried out in the study, which may be used on different levels. The multistage sampling method is a random sampling, including two or more sampling stages in the hierarchical structure of natural clusters within the population. Different clusters were randomly selected at each stage and clusters represent groupings of people. The clusters nested each other at successive stages (Sedgwick, 2015). Random sampling, also known as probability sampling, is an approach where each unit in the population has an exact chance of being selected for the sample (Kevin, 2019). Multistage sampling offers a robust approach by integrating purposive and random sampling methods. This technique enables researchers to target specific units based on relevant criteria while ensuring representativeness through random selection within each stage. By combining these methods, multistage sampling enhances data collection efficiency, improves sample representativeness and provides flexibility in research design, making it a valuable tool for diverse studies.

According to the National Youth Policy (2017), the age group of youth was between 15 to 24 and 24 to 34 years respectively. Surfacing on this age group, rural youth and urban youth samples were selected for the study. Three hundred samples were selected from rural youth and 300 samples from urban youth through the Random Sampling Method. As part of the backlash from student youth and employed youth, 150 samples were fragmented from the rural student youth and 150 samples from rural employed youth. Similarly, 150 samples

were selected among urban student youth and 150 from urban employed youth. It was necessary to determine whether the rural and urban youth had any difference to turning the study objectives. In this study, the purposive sampling method and random sampling method were used in finding the area and sample selection. The total size of the selected sample was 600.

The researcher studied the personal experiences of youth respondents in the selected study areas, on social networking, which was done using the Case Study Method. A case study is an investigation and comprehension of complex issues. Through detailed contextual analysis, most cases were selected from a small geographical area with fewer individuals, i.e., a real life situation with a limited number of occasions, conditions, and interrelations (Priya, 2021). For better and more accurate data for the interview based case study, the researcher collected 10 samples through random sampling method from the Trivandrum district of Kerala.

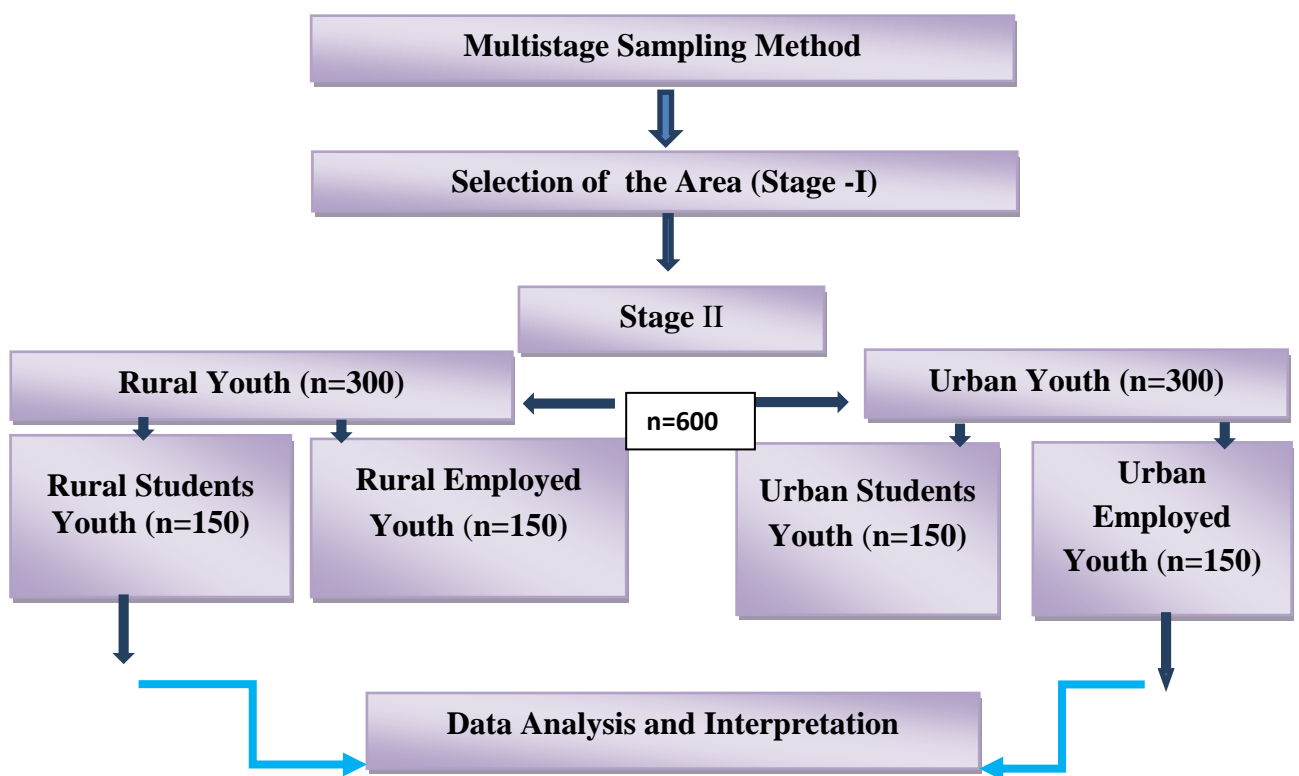


Figure 3.7 Design of the Sample

The size of the sample is given in Table 3.1

Table 3.1
Size of the Sample

| Name of the Selected Rural Area | Number of Rural Youth | | Name of the Selected Urban Area | Number of Urban Youth | |
|---------------------------------|-----------------------|----------------|---------------------------------|-----------------------|----------------|
| | Student Youth | Employed Youth | | Student Youth | Employed Youth |
| Vithura | 50 | 50 | Thampanor | 50 | 50 |
| Tholicode | 50 | 50 | Vellayambalam | 50 | 50 |
| Vellanad | 50 | 50 | Vattiyoorkavu | 50 | 50 |
| Total | 150 | 150 | Total | 150 | 150 |
| Total | 300 | | Total | 300 | |
| Grand Total | 600 | | | | |

3.4. Selection of the Methods

Secondary Data: It is an existing data, which is collected and examined by another party. To fulfil the requirements of the study, the researcher has prioritized the secondary data in this section, which is available in census reports, magazines, journals, books, reports, websites and newspapers for this study (Kothari and Garg, 2019).

Primary Data: Primary data is a fresh data, collected by meeting the respondents. It involves face to face interaction by interviewing the respondents and the case study can also be accomplished through interviews (Serra et al., 2018).

In the selected study, the collection of primary data was solely based on structured interview method. The structured interview method provides qualitative data via open ended questions by interviewing the respondents. The face to face interaction aids in gathering necessary information in a time constrained circumstances. Well structured interview scheduled was developed.

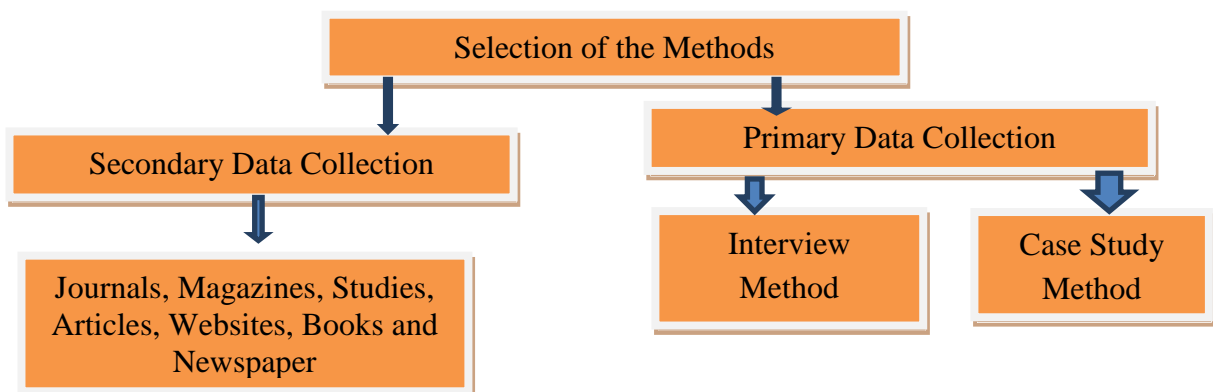


Figure 3.8 Selection of the Methods

3.5. Construction of the Tools

The first stage of data collection involves the construction of the appropriate tools and instruments.

3.5.1. Interview Schedule

A well structured interview schedule has been incorporated to interview the respondents and collect the data, also to justify the study objectives. It included the questions related to socio demographic background of the respondents, the questions related to knowledge level, attitude level, behavioural level, behavioural differences, questions for analysing the usage and impact of the respondents (Annexure- I).

3.5.2. Attitude Scale

Attitude scales provided quantitative measures of attitudes, values and opinions by using numerical scores to summarize. The researcher assigns respondents to statements that examine underlying topical dimensions (Chawla and Sondhi, 2018). In this study, the researcher framed the attitude scale by using a 5-point Likert Scale, to rate the responses for the quantitative measurement. The researcher checked the reliability and validity of the scales for the self structured interview schedule (Annexure- I).

3.5.3. Case Study Schedule

A case study is a type of qualitative investigation in which a social tier, such as a person, a family, an institution, a cultural group, or even the entire community, is carefully observed. It is an approach to study that emphasizes depth above breadth (Kothari and Garg, 2019). For the case study data collection, a well structured interview schedule was constructed to interview the youth. The structured tool was used to collect the respondents personal experiences on social networking (Annexure-II).

3.5 4. Variables of the Study

A variable is a measurable concept, such as an image, perception, or concept that can be measured. It is a property that takes on different values. Here, the study discussed independent and dependent variables. Independent variables are the factors that contributed to changes in a situation or phenomenon. Dependent variables are the outcomes or changes brought about by introducing the independent variables (Ranjith Kumar, 2023). The details of the variables of the study is depicted in Table 3.2

Table 3.2
Details of Variables of the Study

| Variables | Measurement |
|---|---|
| Interview Schedule-I | |
| Independent Variables of the Study | |
| Age | Direct questioning (Followed by Kothari and Garg, 2019) |
| Religion | Direct questioning (Followed by Graeme et.al, 2021) |
| Marital status | Direct questioning (Followed by Sharma, 2018) |
| Educational qualification | Direct questioning (Followed by Graeme et.al, 2021) |
| Types of the family | Direct questioning ((Followed by Sharma, 2018) |
| Income of the family | Direct questioning (Followed by Xi kang, 2019) |
| Locality | Direct questioning (Kothari and Garg, 2019) |
| Dependent Variables of the Study | |
| Present position in the society of the respondents | Direct questioning (Hossainand Ali, 2014) |
| Details respondents beloved ones | Direct questioning (Hossainand Ali, 2014) |
| Knowledge level identification on social networking | Descriptive type questions framed by researcher (Followed by Roberts, 2020) |
| Attitude Scale | |
| Emotional attitude towards social networking | Framed by researcher (Followed by Ray and Mondal, 2020) |
| Behavioural attitude towards social networking | Framed by researcher (Followed by Ray and Mondal, 2020) |
| Positive attitude towards social networking | Framed by researcher (Followed by Ray and Mondal, 2020) |
| Negative attitude towards social networking | Framed by researcher (Followed by Ray and Mondal,2020) |
| Behavioural difference of after and before the usage on social networking | Descriptive type questions framed by researcher (Followed by Roberts, 2020) |
| Analyse the usage and impact of the study | Descriptive type questions framed by researcher (Followed by Roberts, 2020) |
| Interview Schedule II (Case Study) | Framed by Researcher (Followed by Kevin, 2019) |
| Independent Variables of the Study | |
| Socio Demographic details | Direct questioning |
| Dependent Variables of the Study | |
| Qualitative data of the respondents | Direct questioning, framed by researcher (Followed by Kevin, 2019) |

The data in the above table shows the independent and dependent variables used in this study. A well established interview schedule was used to interview the respondents. Therefore, the basic details of the respondents was used as socio demographic details or independent variables such as age, religion, marital status and educational qualification, type of family and income of the family and community, all of which were supported by various literatures. The attitude scale was framed with the help of the Likert scale to quantify the qualitative data. The interview schedule included emotional, behavioural, positive and negative attitudes of the variables. These include dependent variables that detect usage and impact. The attitude scale reliability was tested through Cronbach's alpha reliability test. For the seven items on the emotional attitude for students' scale, reliability was 0.883, similar to the employed youth scale value was 0.952. For the 11 items on the behavioural attitude for students' scale, reliability was 0.985 and similarly, for employed youth, it was 0.980. For 9 items on positive attitude scale reliability for students was 0.982 and similarly, for employed youth, it was 0.976. For the 8 items for negative attitude scale reliability, for students, it was 0.983 and similarly, for employed youth, it was 0.969. Reliability was checked using SPSS Software. A case study was conducted to determine the usage of social networking experience and the problems outlined in the research objective. Here, the independent variable was the respondents' basic details, and the dependent variable framed the qualitative data.

3.5.5. Short Movie Made as Implementation Technique for Focus Group

As an effective tool, a short film was made, based on the current situation, to make people more aware of the importance of social networking and also, for them to understand the positive and negative impact of social media, the directed short film was set in a way to pique the respondents interests. After stage III (Awareness Programme and Impact Assessment of the Study) the study has analyzed and interpreted the data. The researcher conducted an awareness education programme for the focus group, for them to participate in the social networking awareness programme, for their better understanding and clarity on social networking. PowerPoint was used as a tool to educate the focus group of the study. The researcher presented the short movie directly to the respondents during the awareness programme. In this scenario, YouTube was used as the medium for respondents to watch and share the short film to other respondents, which, in total, was delivered to 332 participants (Annexure-III).

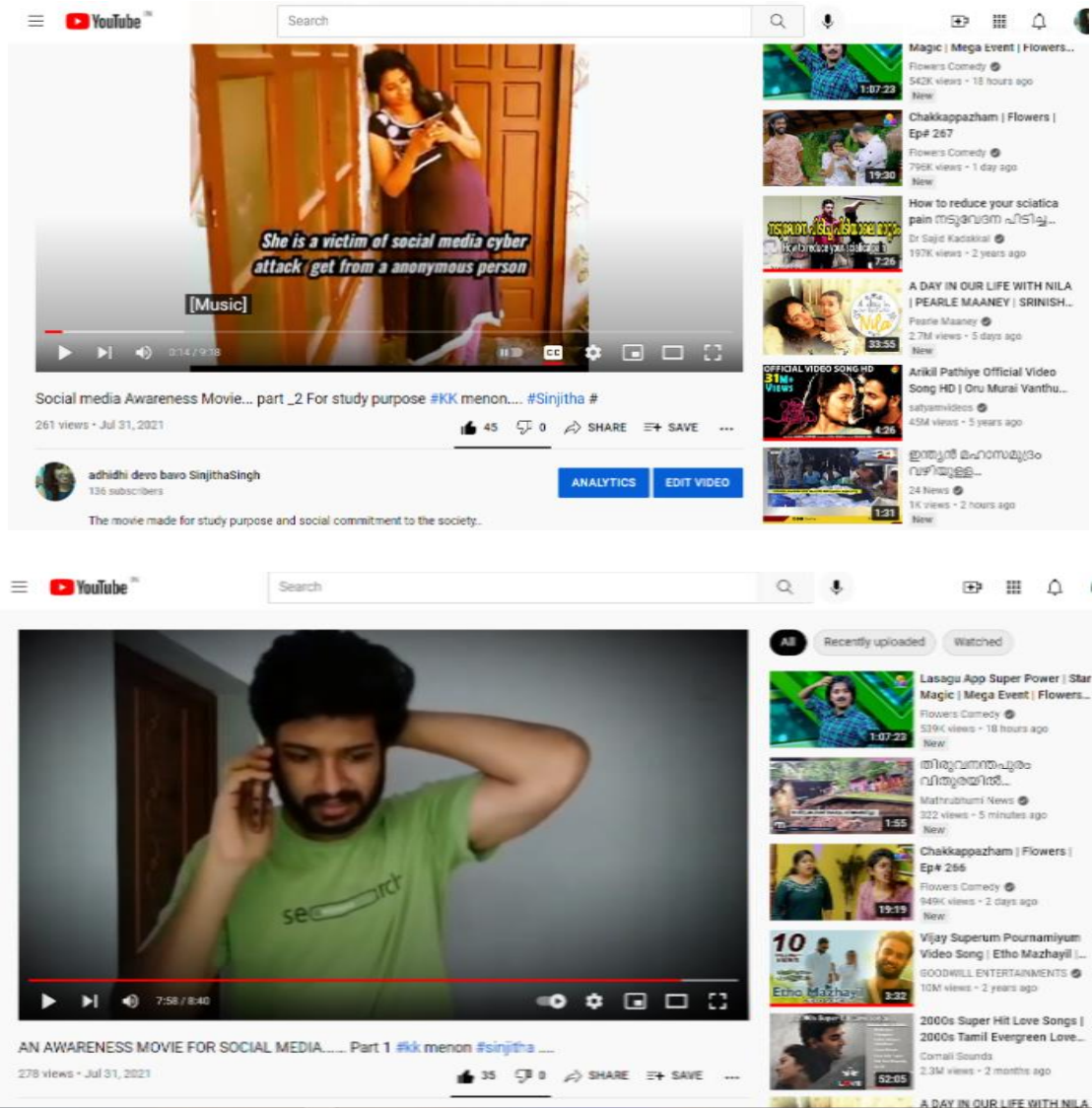


Plate 3.1 Glimpses from the Short Movie

3.6. Obtaining Ethical Clearance of the Study

For the study entitled 'Analytical Study on Social Networking among the Youth', the scholar has obtained an ethical clearance certificate for data collection from the Human Ethical Committee of the Avinashilingam Institute of Home Science and Higher Education for Women, Coimbatore. The approval number is AUW/IHEC/EXT-20-21/XPD-10. The clearance certificate is enclosed (Annexure IV).

3.7. Conduct of the Study

The selected topic was based on social needs and the title was set in such a way to justify the objective. For the study, the data collection process began after the collection of

40 samples, as their preparation involves the interview schedule after a thorough check on their validity and reliability, to conduct the pilot study and to collect data from student youth and employed youth. For the study, three villages under Nedumangadu Taluk in Thiruvananthapuram district and three cities were selected from Thiruvananthapuram Corporation area. The interview session consisted of 150 urban student youth, 150 urban employed youth, 150 rural student youth and 150 rural employed youth, from the selected areas, by identifying suitable educational institutes for data collection, with proper permissions obtained from the concerned authorities. A promising confidentiality and assurance of consent was maintained throughout the session, which encouraged student youth volunteers to participate and share their experiences.

Whereas the participation of employed youth through diverse means, likely, professional circles, social networking sites and public places, that involved a proper introduction to the study with transparency to earn their trust with a promise of confidentiality to their inputs, which piqued them to open up and honest in sharing experiences and information. Hence, meaningful interactions and data collection were achieved.

Since the study was conducted during the COVID epidemic, obstacles did arise in carrying out face to face interactions. Furthermore, a short film was created with the aim of raising awareness and delivering it to the respondents. It was also recognized that providing more time to respondents to express their interest in further information would be beneficial. By using PowerPoint, the necessary information was conveyed. Also, youth were able to express what they learned through pre test and post test impact assessments. The required knowledge was transferred to the students in the appropriate contexts, whereas it was carried out, also, by observing employed youth during their leisure and convenience.

Case Study: A case study is an extensive study of an individual, a group, or a unit. It is methodical research on a single person, group, community, or other unit in which the investigator thoroughly examined data pertaining to several variables (Heale and Twycross, 2017). This study employed a case study approach to investigate personal experiences and perceptions of social networking among individuals. For the case study, 10 respondents were selected and data were collected through face to face interaction. A well prepared interview schedule was used. The interview schedule was designed to gather information on the respondents opinions, experiences and perceptions of social networking. The data was

collected through face to face interviews. The investigator was asked close ended questions to gather indepth information. The data were analysed by using a case study approach and observation. This study aims to gain a deeper understanding of the personal experiences and apprehension of social networking among individuals.

3.8. Pilot Study

The selected topic was based on social needs and the title was set in such a way to justify the objective. For the study, the data collection process began after the collection of 40 samples, as their preparation involves the interview schedule after a thorough check on their validity and reliability, to conduct the pilot study and to collect data from student youth and employed youth. For the study, three villages under Nedumangadu Taluk in Thiruvananthapuram district and three cities were selected from Thiruvananthapuram Corporation area.

3.9. Collection of the Data

Data collection is a method for collecting observations or measurements to conduct research for scholarly, business, or governmental purposes. Gathering data enables original insights and firsthand knowledge of the study's topic (Bhandari, 2023). In this study, the researcher has employed interview to find out the primary data that aided in identifying respondents through face to face interaction. The period of data collection was a span of six months from March 2021 to August 2021, with a breakdown of four months dedicated to data collection and one month for producing short movie and the final month focused for on the awareness programme.



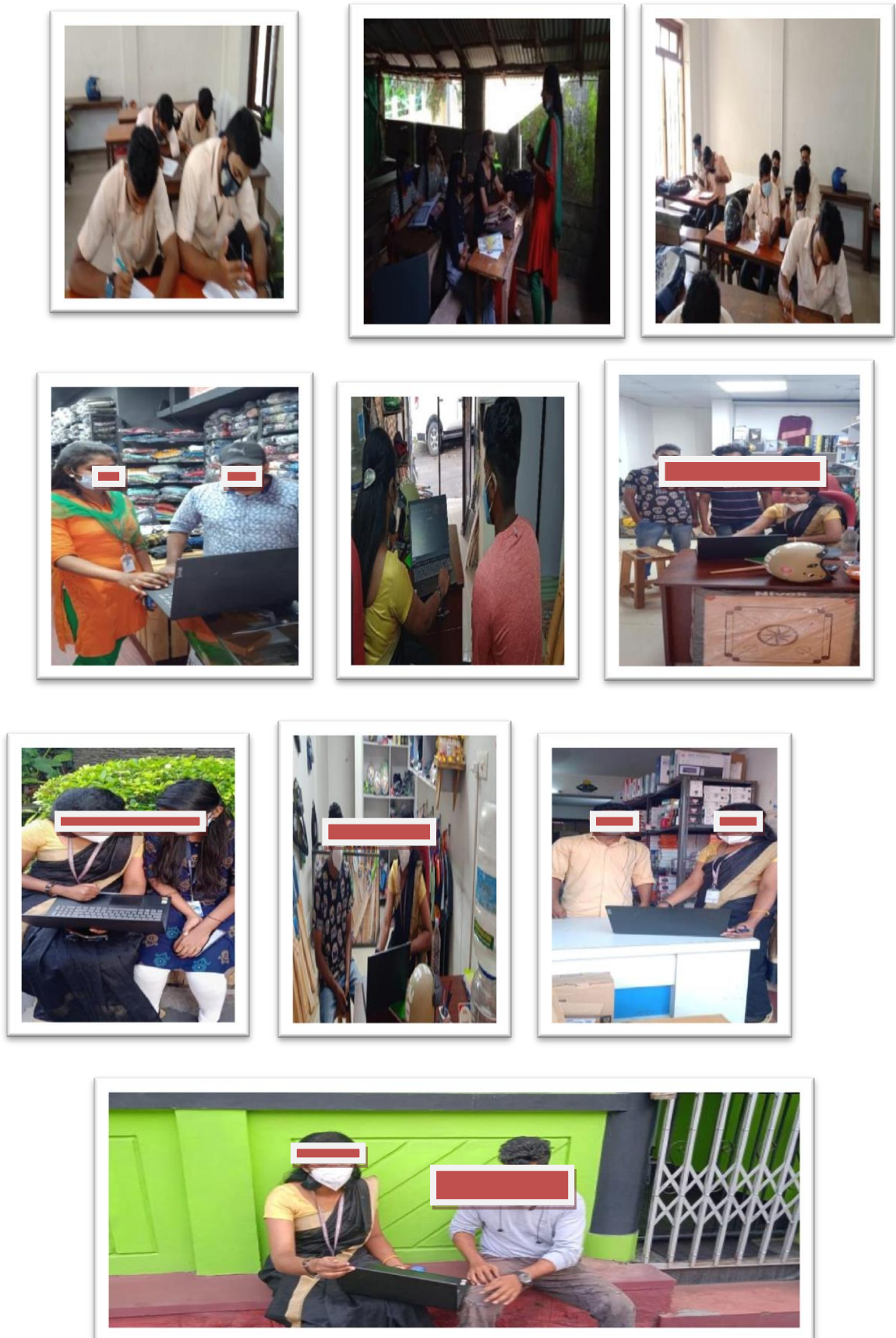


Plate 3.2 Glimpses from Awareness Programme

3.10. Awareness Program and Impact Assessment of the Study

The impact of the study was analysed through pre impact assessment and post impact assessment. The collective response was attained through interview for awareness program. The goal was to find respondents interested in learning more about social networking, issues related to social media and such people were considered as focus group and the researcher educated them through the education programme. It raised their awareness in the less knowledgeable area of the subject. At this stage, the 3.10.1 planning awareness program for the focus group, 3.10.2 implementing the awareness program and 3.10.3 studying the impact of the programme, were done.

3.10.1. Planning Awareness Programme for Focus Group

The education, awareness programme and focus group were identified based on responses from rural and urban youth. To determine the focus groups knowledge and understanding level in social networking, a pre planned test, with 15 questions framed for the test to determine the youths social networking knowledge and understanding of the topic.

Focus group participation of youth on awareness programme is depicted in Table 3.3

Table 3.3

Focus Group Participation of Youth on Awareness Programme

| Focus Group for Awareness Programme (n=228) | | | |
|--|----------------|-------------------------|----------------|
| Students (n= 136) | | Employed (n= 92) | |
| Rural Students | Urban Students | Rural Employed | Urban Employed |
| 86 | 50 | 66 | 26 |

3.10.2. Implementing the Awareness Programme

The awareness programme has been administered among rural and urban focus groups of youth through pre and post impact assessment tests, using pre designed questions. Data has been collected beforehand to the intervention, after which respondents were educated on various features of social networking through the usage of PowerPoint presentations for effectiveness. Also, a short film illustrating both the positive and negative impact of social networking was screened to strengthen awareness. The programme was conducted in settings convenient to the respondents, with student youth showing greater enthusiasm in participation. Overall, the initiative has improved participants knowledge,

enhanced their proficiency in social networking and elevated greater attentiveness to their needs.

Topic included in the awareness programme is given in Table 3.4

Table 3.4
Topic Included in the Awareness Programme

| Topic Included in the Awareness Programme |
|--|
| Social media, types of social media, purpose of social media, differentiation between other media and different kind of social media |
| Advantages and disadvantages, dating applications pros and cons, social networking and social networking profile |
| Core values of using social media, privacy, privacy violation in networking and importance, community standards, bullying and harassment |
| Videos, types of videos in social networks, content creation in social networks, online discussion, video call, chat, need to be careful and copyright |
| Social media useful in money making, YouTube, YouTube studio, micro vlogging and blogging, online products, advertisements, online article and magazines |
| Online business and website creation |
| Critical awareness on major topics related society and social media: type of online abuse, social media crime, prevention measure and precautions, national crime reporting portal and social media used murders |
| Information technology act and laws, cyber awareness and hygiene, its importance and social media murders in India |
| Youth life on social media, juvenile delinquency, suicide, fake news, false information from social networks, internet addiction and cyber bullying |

3.10.3. Impact Assessment of the Programme

After the completion of education and awareness programmes, the impact assessment was done through pre and post tests to see the effectiveness of the educational program. A questionnaire consisting of 15 questions related to social networking was used to measure the knowledge of respondents in the focus group. Post test questionnaire session, the same was repeated at the end of the programme, to analyse the respondents answers, that helped in ensuring the effectiveness of the class. The pre and post assessment questions were enclosed (Annexure -V).

3.11. Analysis and Interpretation of the Data

Data analysis is the method of cleaning, transforming and modelling the gathered data to extract essential information for decision making. Interpretation is the reviewing of data through various pre determined processes to frame valid conclusions (David et al., 2011). Accurate statistical methods were employed to analyse the study findings, such as percentage analysis, paired sample t-test and correlation analysis.

3.11.1. Percentage Analysis

Percentage analysis is the most frequently used method for statistical analysis, that represents per hundred and the symbol ‘%’ is used to represent the percentage. A percentage is one hundredth of the total or whole, so it is calculated by dividing the total or whole number by 100. The formula is: (value/total value) *100 (Mccormick, 2010).

3.11.2. Chi-square Test

Karl Pearson invented the Chi-Square test that aims to test the hypothesis, where no correlation exists between two or more groups, populations or formula. Moreover, the test observes data distribution, also, it is used in discrete data in the form of frequency. The independent test is used to find the prospect of some random factors to take account of the perceived correlation (Turhan, 2020). The formula is:

$$\chi^2 = \sum \frac{(\text{Observed value} - \text{Expected value})^2}{\text{Expected value}}$$

3.11.3. Cramer’s V Correlation

Cramer invented the Cramer’s V Correlation to measure the association between two categorical variables, based on the chi-square test. The ordinal and nominal variables must contain two or more independent groups. The Cramer’s V ranges from 0 to 1, in which the zero indicates the no association and one indicates perfect association (Baak et.al., 2018).The formula is:

$$V = \sqrt{\frac{\varphi^2}{\min(k - 1, r - 1)}} = \sqrt{\frac{\chi^2/n}{\min(k - 1, r - 1)}}$$