

Time method



To write a psychological research question and the proposed methods.

Research Question: Newspaper reading preferences among final year undergraduate students.

I arrived at this research question because newspaper reading is one of my routine habits and I thought of finding out what others prefer to read in the newspapers.

This research question attempts to find answers to the following questions:

How regularly the participants read newspaper?

What are the different newspapers that they read?

How much time do they like to spend on newspaper reading?

What are the types of newspaper content that catch their attention the most?

Is there any content that they would like to read more often in the newspapers?

Is there any difference in reading patterns of males and females?

Methodology

Design

This is a qualitative research which will use the interview method to understand the opinions and views of a sample of a population. The results of the study can be used to inform newspaper publishing houses about reading patterns and preferences of a specific sample of population. The findings will be used to make recommendations for type and kind of content that can be added to newspapers or made into a separate supplement for the sample of population in question. The findings and recommendations can be disseminated to a wider audience through articles, presentations and reports.

<https://assignbuster.com/time-method/>

Participants

The sample will comprise of 25 females and 25 males from final year of undergraduate class. Convenience and purposive sampling will be done to reach out to the desired sample. The chosen participants will be the one who will be willing to participate and respond to the questionnaire.

Materials

Materials required will be copies of interview schedules, pen, paper and tape recorder.

Procedure

A semi structured interview schedule of about 20-25 questions will be designed to find answers to the research questions. Demographic questions will be asked at the end of the questionnaire.

The tool will be pretested on five students to test the efficacy of the questions, prepare guidelines for analysis and modify any leading, confusing or repetitive questions.

All interested participants will be contacted beforehand for appointments for a face to face interview. A brief description of the study will be provided and the participants will be assured of confidentiality of their responses. At the time of the interview, the responses will be noted as well as tape recorded with participants' permission. Individual interviews will be conducted and each interview will last for about 30 minutes. The responses will be transcribed after the interview is over. All written and recorded data will be labeled with necessary information such as date, name of participant for ease of referencing.

Formats will be prepared to enter data as a step prior to the content analysis of the data. The information will be coded and categorized to arrive at

themes and patterns in the responses. After broad themes and categories emerge, the results and findings will be interpreted keeping in mind the research questions. The results can be presented in various forms such as tables or graphs. Conclusions and recommendations will be provided at the end.

References

The Ohio State University Bulletin, retrieved 17, November, 2008, from <http://ohioline.osu.edu/b868/pdf/b868.pdf>