

Term paper on determinants of ethics in mass media broadcasting a case study of a...

[Business](#), [Company](#)



Population of the study

The population for this research will be constituted by employees of ABC TV. These are the employees of the firm working in their various departments in the company. This group was specifically chosen because they regularly engage in data collection, production and broadcasting of information in the form of news, ideas, entertainment and programs.

They also report on behalf of the public and hence they are caught between the dilemma of carrying the company's image to the public and fair reporting. They are thus best suited in providing the information on the proposed study, as they are the most knowledgeable to discuss the issues on the topic of the study. The research however will select editors based on their position in the company as the key informants.

Sample size

The researcher will rely on a sample size of 250 respondents who will be interviewed using a standard questionnaire. This sample size will be representative enough because they represent over 50% of the 400 workers at the ABC head office. A 30% to 60% sample is generally accepted as a representative sample.

Sampling techniques

This research will employ two sampling procedures:

- Simple random sampling
- Purposive sampling

The researcher also used purposive sampling in selecting key informants for the study. In purposive sampling, the researcher using his experience and judgment will select the most knowledgeable respondents in the study area for the key informants. Purposive sampling allowed the researcher to selectively choose respondents on the basis of their position at work and level of knowledge on issues of interest to the study. The two sampling techniques were generally advantageous as they are simple to apply and is time saving.

Data collection methods

Diverse methods of data collection were employed at various stages of the study. These were within the confines of appropriate sampling techniques. In some cases, a single method of data collection was used while in others a combination of two or more techniques was necessary. The main techniques that were used are:

The survey method

Being the main method of data collection, survey method involved the use of semi structured, self administered questionnaire. This was given to employees at the ABC. The questionnaire elicited both qualitative and quantitative data. This method produced a more focused and relevant data for the study. Information on the opinions of employees on various issues touching on ethics in mass media broadcasting, conflict between media and the society and other issues touching on the objectives of the study were gathered.

Observation

This is an important technique of any qualitative research. It involves an approach in which the researcher's presence in a social context was maintained for scientific investigation. The observer maintained a constant presence with the population of the study. During visits to various departments of the firm, the researcher observed the various stages of information production before it is finally broadcasted to the public, content of the various information disseminated, ethical considerations put in place before reporting of any kind of news or information to the public and the determinants of whatever information the media houses produce to the public.

Detailed observation was important because it was used to verify some of the information produced during interview sessions. Observation produced qualitative data.

Key informant interviews

This method involved situations where, by training, there were persons who provided the most knowledgeable information on the topic of study.

The key informants for this study were departmental and divisional heads, news editors, selected sales executives and reporters at the head office of the company. These key informants were chosen because they provided an in depth understanding on specific issues under study by virtue of their in depth understanding on specific issues because of their involvements in matters of concern to the study. These people by the nature of their work often have to make ethical choices on what to communicate to the public

and what not to.

Key informant interviews took the form of a face to face interview between the researcher and the informants and the researcher using open ended interview questions. This method was advantageous in the sense that the key informants provided and even expounded precisely on most of the issues in detail owing to their experience in the industry.

Data analysis techniques

The study relied mainly on qualitative method of data analysis involved in the derivation of explanations and making of interpretations of the findings based on descriptions of narratives. The concern was on description patterns, singularities or uniqueness in the data collected. Use of inferences is important when doing qualitative analysis.

On the other hand, quantitative analysis involved the derivation of statistical descriptions and interpretation of data by use of descriptive statistics that relied purely on numerical values. It also involved making conclusions from numerical values through the process of quantification that allowed comparability, reliability and validity of the findings.

Data presentation and analysis

Data from the field was coded and analyzed using statistical package for social sciences (SPSS) program to produce frequency tables. Further analysis involved the synthesizing of information obtained through the above mentioned methods of data collection into a coherent description of what had been observed or otherwise found. The responses given by various respondents were presented using matrix tables, quotations, graphs,

narratives and tables.

Chi-square (χ^2) statistics were used to determine the associations between the independent and dependent variables in the objectives and hypothesis of the study. Percentages and frequencies were also used for descriptive analysis.