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CHAPTER THREE RESEARCH METHODOLOGY 3.0 INTRODUCTION

This chapter captures the procedure and methodology used to undertake the study. It is presented under the following sub-headings research design, population, sample and sampling procedure, instrument for data collection, validation of instrument, reliability of instrument, procedure for data collection, method of data analysis.

3.1 RESEARCH DESIGN

The research design for the study would be a case study research design. This design would be adopted because it is the most appropriate for the study.

In this study the researcher intends to study the corporate communication strategies adopted by Dana airlines in the aftermath of the June 2012 crash. The study will also adopt a qualitative research design; it will use interviews and review of secondary data. Findings made from the study can only be spoken for, for Dana airlines; however, companies may want to use it as a reference point when developing their own corporate communication strategies.

3.2 POPULATION OF STUDY 150 1.3 SAMPLE SIZE 301.

4 SAMPLING TECHNIQUE

The sampling technique utilized for the study would be purposive sampling technique.

In this type of technique the researcher chose the sample for a particular reason. Random sampling would not be used; the researcher chose the sample because the researcher had a unique or certain reason why that sample was selected for the study. In this study the researcher will purposively select all the staff of Dana airline, management staff of Dana airlines, customers, employees in government agencies and Parastatal such

as FAAN (federal airport authority Nigeria and NCAA (Nigerian civil aviation authority), Nigerian airspace management authority. And staff of civil society groups such as members of Nigeria labour congress. 3.

4 INSTRUMENT FOR DATA COLLECTION Instrument for data collection will include audio recording device, secondary data such as articles they wrote, publications, reviews and reports, commentaries and interview guide. 3. 5

VALIDITY AND RELIABILITY OF THE INSTRUMENT The interview guide would be given to the researcher's supervisor to evaluate the validity. Items not suitable as commented by the supervisor would be removed or modified. 3.

6 PROCEDURE FOR DATA COLLECTION The researcher would write to Dana airline and their stakeholders' months before the actual take off of the study, intimating them of the nature of my study and imploring their cooperation to be a part of the study. 3.

7 METHOD OF DATA ANALYSIS Data collected would be analyzed using content analysis. This is a form of analysis used to analyze contents gotten from audiotranscriptions, interviews, articles, focus group discussions and secondary data in word format. The analysis will be done with a view to answer the research questions of the study raised by the study.