

CHAPTER THREE

RESEARCH METHOD OF DESIGN

3.0 INTRODUCTION

Dominic and Winner (2002:67) define research as the structuring and investigation aimed at identifying variables and their relationship to one another.

The nature of individual research efforts and the targeted goal often determine which design or method to employ in realizing them. A researcher depending on his/her focus could decide to employ any of the following: content analysis, field survey research design, survey and observational study design or more than one at a time.

3.1 RESEARCH DESIGN

A research design is the step guide of a research procedure. Bryan (1998) defined survey research as a form of quantitative research that involved asking question to a large number of people about their attitude, knowledge, personality, characteristics and other personal details. Survey can involve self-administered questionnaire that respondents fill out by themselves, interview conducted face to face or over the telephone

An important factor that determines the research method to be used in any work is the nature of the problem under the study. Though there are many forms of research methodology but due to nature of this research work, the researcher has chosen to use survey research method (exploratory survey design) to carry-out the research work.

This will enable the researcher to gather information combine with the purpose of observing the population for critical analysis and retrieving factual information from the respondents.

It needs to be stated that this research work was conducted to appraise the variables in audience perception towards social media campaign and its effects on electoral violence. In essence, the residents of Ilorin, Kwara State were the focal point through which questionnaire will be distributed and data collated.

3.2 POPULATION OF THE STUDY

The population covered was the students of Kwara State Polytechnic, Ilorin and strictly to other inhabitants of Ilorin metropolis in Kwara State. The chosen population size comprises adults of both sexes but limited to Instagram users and most importantly youth whose purchasing decision are influenced by Instagram platform in Nigeria shall thus be sampled randomly, using simple random techniques. The demography of the selected population will be limited to age range, sex, educational background, religion, marital status and nature of occupation

3.3 SAMPLE SIZE AND SAMPLING TECHNIQUES

NON-PROBABILITY SAMPLING

Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection. It is a sampling method in which not all members of the population have an equal chance of participating in the study.

In justification of this study, a purposive sampling technique was used to carry out the research exercise.

PURPOSIVE SAMPLING

Purposive sampling is a technique widely used in qualitative research for the identification and selection of information-rich cases for the most effective use of limited resources (Patton, 2002). This involves identifying and selecting individuals or groups of individuals that are especially knowledgeable about or experienced with a phenomenon of interest (Cresswell & Plano Clark, 2011).

It also represents a group of different non-probability sampling techniques known as judgmental, selective or subjective sampling; purposive sampling relies on the judgment of the researcher when it comes to selecting the units (e.g., people, cases/organizations, events, pieces of data) that are to be studied. The main goal of purposive sampling is to focus on particular characteristics of a population that are of interest, which will best enable respondents to answer research questions accurately.

In this wise, 200 pieces of questionnaire shall be administered to respondents for data compilation. 100 questionnaires within Kwara State Polytechnic Ilorin and other 100 in Federal University of Ilorin, Kwara State

3.4 INSTRUMENTATION

Questionnaire instrument will be used as the tool for data collection. The survey design topic where questions in the questionnaire were drafted is " Influence of Instagram in promoting consumer products among Nigerian youths". The instrument is made up of two sections; A&B, "A" sought the demographic information of the respondents while "B" elicited psychographic information of the respondents.

3.5 VALIDITY AND REALIABILITY OF THE INSTRUMENTATIONS

The instrument employed is basic in the sense that it has numerous advantages. The method of instrument to be adopted in measuring the data is concurrent method. There are some of its advantages:

- * It is credible because the results are usually reliable
- * It makes the work less expensive
- * A large volume of information can be collected and analyze. Moreover, it is expected that respondents will respond accordingly by answering the questions effectively. This study will be useful for other researchers in the field of mass communication.

3.6 METHOD OF ADMINISTRATION OF INSTRUMENT

The instrument is administered by the researchers. In the administration of the questionnaire, the researcher made sure only respondents whose purchasing decision are influenced by Instagram platform attempt the questionnaire. Those who have no Instagram account shall be excluded in conduct of this research study.

3.7 METHOD OF DATA ANALYSIS

It is generally noted that research study is complete until the researcher is able to analyze the result of the data collected as a result of the study. This simply means, given meanings to the characteristics of data themselves. For better understanding, research analysis helps researcher to test their hypothesis in order to find out which one is rejected or accepted.

Data collected is going to be used to arranged and present in tables and analyzed in simple percentage format for easy comprehension while reference response will also be tabulated during the testing of hypothesis. Questionnaire is going to be used to gather the basic facts about the research.

Questionnaire is a carefully designed instrument for collecting data in accordance with the specific items of the research question. Hypothesis are used to ascertain facts, opinions, belief, attitude and practices, this can be necessary for answering research questions.