

CHAPTER THREE

Research Methodology

3.0 Introduction

This chapter focuses on the methodology adopted for the study. It discusses the research design, the target population, the sample size determination, and the sampling techniques employed. Additionally, the chapter outlines the instruments for data collection, their validity, and the methods of data collection and analysis.

3.1 Research Design

A research design refers to the strategies, processes, or techniques used in collecting and analyzing data to uncover new insights or deepen the understanding of a topic. The research design adopted for this study is the survey method. Specifically, the descriptive survey design was used, as it is particularly suitable for exploring public perceptions or assessing the influence of one factor on another (Ohaja, 2003). According to Check and Schutt (2012), survey research involves collecting data from a group of people based on their responses to structured questions. For this study, a survey design was chosen due to its relevance in investigating public perception and its flexibility in providing valid and generalizable results. Survey methods are recognized as reliable and effective for studies of this nature.

3.2 Research Method

The research method employed in this study is the survey method. Okoro (2001) highlights that surveys are effective for measuring public opinions, attitudes, and orientations within large

populations at specific periods. This method was deemed appropriate because the research aims to collect data through questionnaires distributed to respondents. The study specifically examines the influence of hip-hop musical lyrics on the moral behavior of students at Kwara State Polytechnic.

3.3 Population of the Study

The population of the study encompasses the entire group of individuals sharing specific characteristics, from which a sample is drawn. This study's population consists of students from Kwara State Polytechnic. The total student population is estimated to be 8,250, based on records from the institution's administrative office.

3.4 Sample Size

A simple random sampling technique was adopted for this study. A sample size of 300 students, including both male and female students from Kwara State Polytechnic, was selected. This sample size is considered adequate for generating meaningful insights into the influence of hip-hop musical lyrics on students' moral behavior.

3.5 Instrument for Data Collection

Data collection instruments are tools or methods used to gather and record information for research purposes. These may include surveys, questionnaires, interviews, focus groups, and observations. For this study, the primary instrument is a structured questionnaire. The questionnaire is divided into two sections: the first section captures demographic variables, while the second section focuses on the core research questions related to the study.

3.6 Validity of the Instrument

The validity of an instrument refers to its accuracy in measuring what it is intended to measure. For this study, the validity of the questionnaire was ensured through a pre-testing process. The pre-tested questions provided the desired results, confirming the instrument's accuracy. Furthermore, the questionnaire was reviewed and approved by the research supervisor to enhance its validity. Based on these measures, the instrument is considered valid for the study.

3.7 Method of Data Collection

The method of data collection involves the systematic process of gathering information for research. For this study, data was collected using questionnaires administered to the selected respondents. The questionnaires were distributed both physically and online, ensuring broad reach and efficient data collection. Respondents were guided on how to complete the questionnaires, ensuring clarity and accuracy in their responses.

3.8 Method of Data Analysis

The method of data analysis refers to the techniques used to interpret and make sense of collected data. For this study, data was analyzed using descriptive statistics, specifically simple percentages and frequency tables, to summarize and present findings. Additionally, the chi-square test of goodness-of-fit was employed to test selected hypotheses. This approach ensured meaningful interpretation of the data and alignment with the research objectives.