CHAPTER THREE

RESEARCH METHODOLOGY

3.1   Introduction

This chapter covers the description and discussion on the various techniques and procedures used in the study to collect and analyze the data as it is deemed appropriate

3.2   Research Design

For this study, the survey research design was adopted. The choice of the design was informed by the objectives of the study as outlined in chapter one. This research design provides a quickly efficient and accurate means of assessing information about a population of interest. It intends to study the roles of the mass media in the fight against religious crisis. The study will be conducted in Lagos state.

3.3   Population of the Study

The population for this study were residents of Kwara state with population of 3.4 million people according to Nigeria investment promotion commission this base on figure from 2024, Nigeria. A total of 134 respondents were selected from the population figure out of which the sample size was determined. The reason for choosing kwara state is because of its proximity to the researcher.

3.4   Sample and Sampling Techniques

The researcher used Taro Yamane's formula to determine the sample size from the population.

Taro Yamane's formula is given as;

$$n = \frac{N}{1+N\,(e)^2}$$

Where N = Population of study (134)

n = Sample size (?)

e = Level of significance at 5% (0.05)

1 = Constant

$$\therefore \quad n \quad = \quad \frac{134}{1+134\,(0.05)^2} \quad = \quad \frac{134}{1+134(0.0025)} \quad = \quad \frac{134}{1+0.335}$$

$$n \quad = \quad \frac{134}{1.335} \quad = \quad \underline{100}$$

The sample size therefore is 100 respondents.

3.5   Research Instrument and Instrumentation

Data for this study was collected from primary and secondary sources. The primary source of data collected was mainly the use of a structured questionnaire which was designed to elicit information on the roles of the mass media in the fight against religious crisis. The secondary source of data collections were textbooks, journals and scholarly materials.

3.6   Validity of Instrument

The instrument of this study was subjected to face validation. Face validation tests the appropriateness of the questionnaire items. This is because face validation is often used to indicate whether an instrument on the face of it appears to measures what it contains. Face validations therefore aims at determining the extent to which the questionnaire is relevant to the objectives of the study. In subjecting the instrument for face validation, copies of the initial draft of the questionnaire will be validated by supervisor. The supervisor is expected to critically examine the items of the instrument with specific objectives of the study and make useful suggestions to improve the quality of the instrument. Based on his recommendations the instrument will be adjusted and re-adjusted before being administered for the study.

3.7   Reliability of Instrument

The coefficient of 0.81 was considered a reliability coefficient because according to Etuk, a test-retest coefficient of 0.5 will be enough to justify the use of a research instrument.

3.8   Method of Data Collection

This study is based on the two possible sources of data which are the primary and secondary source.

a. **Primary Source of Data:**   The primary data for this study consist of raw data generated from responses to questionnaires and interview by the respondents.

b. **Secondary Source of Data:** The secondary data includes information obtained through the review of literature that is journals, monographs, textbooks and other periodicals.

3.9   Method of Data Analysis

Data collected will be analyzed using frequency table, percentage and mean score analysis while the nonparametric statistical test (Chi- square) was used to test the formulated hypothesis using SPSS (statistical package for social sciences). Haven gathered the data through the administration of questionnaire, the collected data will be coded, tabulated and analyzed using SPSS statistical software according to the research question and hypothesis. In order to effectively analyze the data collected for easy management and accuracy, the chi square method will be used for test of independence. Chi square is given as

$$X^2 = \frac{\sum (o\text{-}e)^2}{e}$$

Where X^2 = chi square

o = observed frequency

e = expected frequency

Level of confidence / degree of freedom

When employing the chi – square test, a certain level of confidence or margin of error has to be assumed. More also, the degree of freedom in the table has to be determined in simple variable, row and column distribution, degree of freedom is: df = (r-1) (c-1)

Where; df = degree of freedom

        r = number of rows

        c = number of columns.

In determining the critical chi _ square value, the value of confidence is assumed to be at 95% or 0.95. a margin of 5% or 0.05 is allowed for judgment error.

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