

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter explains the methods and techniques use to obtain data in the cause of the study and various forms of data used and how the respondents were consulted.

3.1 Research Design

The nature of individual research efforts and the targeted are often determined which design or method to employ in realizing them. A researcher, depending on her focus could decide to employ any of the following.

- 1 Field survey
- 2 Survey method
- 3 Survey and observational study designs or more than one at a time.

Due to the nature of the research work, the researcher has chosen to use survey design or survey method to carry out the research work. This will enable the researchers to gathered information combined with the process observing the population for critical analysis. Survey design method was adopted to realize the research objective since it is essentially a design that recognizes importance of people in data gathering about people's reaction to media programmes procedure. It needs to be stated that this research work was conducted to appraise the variables in audience participation programme on radio with a view to further enhancing their potentials for effective communication in the society. In essence, the presenter participants on these programmes are the focus of attention in the assessment drive of this research work.

Survey research method is always used by researcher is interested at study certain characteristics attitude motivations, behavior or options of a populations, which may be large or small without attempting to manipulate any variables. Survey methodology studies the sampling of individuals units from a population and associated survey data collection techniques, such as questionnaire construction and methods for improving the number and accuracy of responses to surveys.

Survey methodology as a scientific field seeks identity principles about the sample design, data collection, instruments, statistical adjustment of data, data processing and final data analysis that can create systematic and random survey methodology is both a scientific field and a profession, meaning that some professionals in the field focus on survey errors empirically and other design surveys to reduce them.

3.2 Population Of The Study

Population size in a research context refers to the entire members, group, objects, or element a researcher is interested in the population however refers to the number of people living in a particular geographical location. The population for this study however will be based on people of Kwara state who will have access to radio, the researcher would then collect a sample with the same pollution as the national population

3.3 Sample Size And Sampling Techniques

The research will sample 50 questionnaire which will be selected randomly from the questionnaire sent out as it was being impossible to analyze a lot of questionnaire, respondents were selected from various parts of the metropolis swimming up to a total of 50 questionnaire the contents of which will be analyzed to measure the role of sobi FM radio in the fight against religious crisis, issue raised and determine how many of them were influenced by program. The sample techniques random is a non-conditional based types of sampling which gives the entire respondent in the population equal chance of being selected the most important advantage of the random sampling is the result of investigation can confidently be extended for the entire study population.

3.4. Instrument

The data used in this work are obtained from a primary source. The primary source serves as the basis for collecting information for the study. The questionnaire is a written list of questions designed to be answered by a large population of people living in Kwara State and listeners of the programme in the state.

The source, which serves as the instrument, is a questionnaire that is distributed by hand to the respondents, making it easy to collect after administration. It also refers to the statement created by the researcher when they speculate on the outcome of the research.

3.5 Validity Of The Instrument

In this research Endeavour, the study instrument is the questionnaire. This is mostly used to elect the views of the audience that participate on the radio in the fight against religious crisis. It also helps to determine the rate at which the audience participates in the program.

Professional method was adopted to validate the instrument used for the study. The instruments were tested within the population of the study before they were distributed. The use of frequency tables and samples percentage in analyzing data collected also established the validity of this work

3.6 Method Of Administration Of The Instrument

The nature of this study has necessitated the use of questionnaire. The questionnaire method will be adopted to elicit information from respondents on the sobi FM radio in the fight against religious crisis. Thus, the data will be presented using table and analyzed using simple percentage to give in clear terms the reliability and coherence nature of the ensure from the interviewers.

3.7 Method Of Data Analysis

The analysis of a data and process will manually handle simple descriptive statistical in line with the format provided by the researcher will be applied to analyses data from the survey.

In analyzing the data collected through our questionnaire simple percentage table and cross tabulation will be used in the course of this research and conclusion of the findings will follow. This is one of the most adopted means of data analysis by many researchers.