

## **CHAPTER 4**

### **RESEARCH METHODOLOGY**

This chapter addresses concerns about the research methodology adopted to address the issue of human trafficking in India. This chapter discusses issues about the research paradigm used for this study and the methods used to collect data. Additionally, it details the steps taken to protect research validity and reliability, two essential components of any investigation. This chapter is summarised into five comprehensive sections, which helps us better understand the detailed design of the research. The first and second sections discuss the research approaches and design to examine the nature of the study, which also describes the philosophical assumptions underpinning the research. The third section explains the research methods opted in the study for data collection. The later sections detail how the data is collected and analysed to investigate the research objectives. The last section talks about the referencing style used for the thesis.

#### **4.1 Research Approaches**

The research approaches are (Creswell, 2009, p. 30) “plans and the procedures for research that span the steps from broad assumptions to detailed methods of data collection, analysis, and interpretation.” The research design refers to the “types of inquiry within qualitative, quantitative, and mixed methods approach that provide specific direction for procedures in a research study” (Creswell, 2009, p. 41).

The plan encompasses numerous verdicts, and they need not be taken in the same sequence explained above. Which approach should be employed to study a topic is the primary decision. These choices should be based on the researcher’s philosophical presuppositions, the research design, and the data collecting, analysis, and interpretation techniques used in the study. The research topic or issue being addressed, the researchers’ individual experiences and the study’s target audiences are all considered when choosing a research approach. Thus, a perspective on research that sequentially offers information from general research constructs to specific methodologies is represented by the three main concepts of research approaches, research designs, and research methods.

According to John Creswell (2009, p. 5), a framework for design explained in the book “*Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*,” this study follows the qualitative research approach. The research approach (Ibid., p. 34) is “the broad research approach is the *plan or proposal to conduct research*, involves the intersection of philosophy, research designs, and specific methods.”

This thesis is an outcome of empirical research, which is exploratory. The nature and objective of the study necessitate adopting the Mixed-Method Approach. This approach is deemed suitable for this study due to its accuracy in analysing the status and possible factors behind human trafficking in Jharkhand. This approach also helps evaluate the communication mechanism adopted by government and non-government agencies to control human trafficking in Jharkhand. According to Creswell (2009, p. 32)

“Mixed methods research is an approach to an inquiry involving collecting both quantitative and qualitative data, integrating the two forms of data, and using distinct designs that may involve philosophical assumptions and theoretical frameworks. The core assumption of this form of inquiry is that the combination of qualitative and quantitative approaches provides a more complete understanding of a research problem than either approach alone.”

The employment of mixed approaches has a long history that dates back to the 1800s. Hesse-Biber (2010) noted that studies of poverty in families in Europe in the 1850s employed mixed methodologies, i.e., the use of quantitative and qualitative techniques together (Le Play, 1855). In his seminal study, *The Philadelphia Negro*, W. E. B. DuBois (1899) advocated using statistical and observational data. According to a common understanding of the evolution of mixed methods research, Campbell and Fiske’s (1959) work on triangulation marked the start of this methodology or at least its systematic development. With their multitrait, multimethod matrix, Campbell and Fiske (1959) contributed to mixed methods by recommending employing many forms (some quantitative, some qualitative) to measure each of numerous features to increase the validity of research findings.

“Many evaluators intuitively concluded that the use of different approaches may improve evaluations of complicated social initiatives; therefore, combining quantitative and qualitative data in the same study is nothing new” (Mertens & Hesse-Biber, 2013, p. 1).

Although there is evidence that both quantitative and qualitative methods have been used in the past, not until the late 1980s and early 1990s did this happen that mixed methods research was acknowledged as a “distinct and self-conscious strategy”, and consideration was given to how to successfully combine these approaches (Maxwell, 2015, p. 1). The publication of Greene and Caracelli (1997) in a volume of *New Directions for Assessment* on that subject, which explored the role mixed methods approaches can play in evaluation, had an impact on the evaluation community’s formal acknowledgement of mixed methods as an essential issue for discussion.

#### **4.2 Research Design**

Within qualitative, quantitative, and mixed methodologies approaches, research designs are styles of inquiry that give explicit guidelines for the procedures in a study design. The research design of the study is a mix-method research design. The mixed-method research design also helps examine the masses’ awareness of human trafficking, analyse relevant and visible media content, and give accurate and dependable results. Broadly speaking and as noted above, this study operates within the paradigms of both quantitative and qualitative methods. Because of this, neither research method can singularly offer a sufficient understanding of a research problem (Creswell, 2003; Sobowale, 2008; Teddlie & Tashakkori, 1998).

In social science research, mixed research designs have increased to provide a comprehensive view of the phenomenon under consideration (Creswell, 1999). It is crucial to employ quantitative and qualitative research methods in a single study to produce complementary findings and improve the study results. Streubert and Carpenter argued that “researchers should use triangulation if multiple philosophic and research traditions would help to address a research topic more comprehensively” (Streubert & Carpenter, 1999, p. 307).

#### **4.3 Research Methods**

Qualitative and quantitative methods are used in the study to address the research questions. In recent years, academics and researchers have focused on using “qualitative and quantitative methodologies in studying the same phenomenon.” Some researchers assert that it is a third research method, in addition to quantitative and qualitative research methods, to demonstrate the importance it has gained. Several titles, including

multi-strategy (Bryman, 2004), multi-techniques (Brannen, 1992), mixed methodology (Tashakkori & Teddlie, 1998), or mixed methods, have been given to this new and expanding research perspective (Creswell, 2003; Tashakkori & Teddlie, 2003).

### **Why use Mixed-Methods?**

Multiple approaches or mixed methods designs combine quantitative and qualitative methodology to address the study subject. Choose from a full range of methodological options at various points in the inquiry process to combine methods to investigate the role and significance of media and communication. These options include purpose, overall design, methods, sampling, data recording, analysis, and interpretation. An adequately mixed methodology includes many approaches at every investigation stage, while the researcher may also opt for particular points of contact.

In addition to “raising confidence in research data, offering novel ways of comprehending a phenomenon, disclosing unique findings, challenging or integrating hypotheses, and providing a greater grasp of the topic,” mixed methods also have other advantages (Thurmond, 2001, p. 254). These advantages are primarily due to the variety and volume of data that may be analysed.

Mixed methods research, which is both a technique and a method, involves gathering, analysing, and combining qualitative and quantitative methodologies in a solo study or a series of studies (Creswell & Plano Clark, in press). The use of mixed methods in this study is justified by the reasons listed below: Since each method of data collecting has its limits, it is possible to mitigate or even eliminate some of these shortcomings by combining various approaches. The benefits of each technique might also reinforce the others. Because societal stigmas like trafficking are so complicated, it is necessary to apply various methodologies to comprehend them fully. It is especially suitable for collaborative and applied research on subjects like human trafficking and the function of media and communication. The researcher can create and confirm theory in the same study since it allows them to respond simultaneously to confirmatory and exploratory questions. It can offer explanations for results that appear inconsistent after utilising various techniques.

Table 4.1 provides a detailed overview of the study’s research objectives and questions. The table also explains the different methods to inquire about the research objectives.

**Table 4.1:** Research Objective Wise Method Used

Research Objectives		Research Questions	Research Methods
1. Prevalence of human trafficking in Jharkhand	<p>a. To Assess the Status of human trafficking in Jharkhand.</p> <p>b. To analyse the purpose and possible factors behind human trafficking.</p>	<p>1. What is the status of human trafficking in Jharkhand?</p> <p>2. What are the purposes and socio-economic reasons behind the prevalence of human trafficking?</p>	<p>Document and Policy Review, In-depth interviews and Surveys</p>
2. Human Trafficking in Media	<p>a. To determine the coverage given to human trafficking by daily newspapers.</p> <p>b. To examine the news frames used by newspapers in reporting human trafficking.</p>	<p>3. To what extent does the press cover issue of human trafficking in Jharkhand?</p> <p>4. How do the Newspapers in Jharkhand frame the coverage of human trafficking?</p>	<p>Content Analysis</p>
3. Communication Response and Mitigation	<p>a. To determine the awareness among people about human trafficking.</p> <p>b. To find out how far society is sensitised about the implication of human trafficking in Jharkhand.</p> <p>c. To analyse the Communication mechanism and policy initiation adopted by the government of Jharkhand in mitigating human trafficking.</p>	<p>4. How far are people in Jharkhand aware of the concept and implications of human trafficking?</p> <p>5. What role can Media and Communication play in Mitigating human trafficking?</p>	<p>Document and Policy Review, In-depth interviews and Surveys</p>

The study aims to investigate the issues while identifying the causes of the trafficking of women and children. The study's secondary and primary data have been collected through various techniques, including document reviews, in-depth interviews, content analysis, and surveys. The details of these methods have provided below.

#### ***4.3.1 Document and Policy Review***

Various books from libraries, articles, journals, and newspaper article cutting have been used as secondary sources for data collection. To prepare this report, we looked at published and unpublished qualitative and quantitative studies starting in 1990.

Additionally, we have examined national policy and legal documents that either directly or indirectly address trafficking as well as laws, programmes, and policies that have as their goal the prevention of trafficking. Finally, we have compiled prevalence data from several sources, including the National Crime Records Bureau (NCRB), NGOs, regional reports, and small-scale studies carried out across India to determine the scope of trafficking.

The National Human Rights Commission (NHRC) report (Sen and Nair, 2004) was one, and the Gram Niyojan Kendra report (with assistance from the Department of Women and Child Development) was the other (Mukherjee and Mukherjee, 2004). Both of these studies have gathered information from a variety of sources, including women and young girls who are now employed in the commercial sex industry, those who have been rescued from CSE, and important CSE stakeholders (traffickers, brothel owners and clients). Additionally, information was acquired from police officers, other government employees, and NGO representatives.

#### ***4.3.2 In-depth Interview***

Primary data was collected through eighteen in-depth interviews, including ten interviews with rescued victims of human trafficking and eight interviews with professionals working in Jharkhand to combat human trafficking associated with different NGOs, Child Welfare Committees, ChildLine, enforcement officer, and CEO of Women and Child Protection Project, Department of Women and Child Welfare, Government of Jharkhand, validates the purposes listed in the table.

Using in-depth interviews (IDIs) interviewing ten victims, and eight professionals, the study aims to explore and understand the underlying predisposing factors and other issues associated with human trafficking. All eighteen participants were selected through snowball sampling and CWC Khunti and the state office of the child welfare society helped the researcher in making contact with rescued victims as well as working professionals.

#### ***4.3.3 Survey***

Kraemer (1991) recognised three features that set survey research apart. Survey research is utilised in the first place to describe particular characteristics of a given group

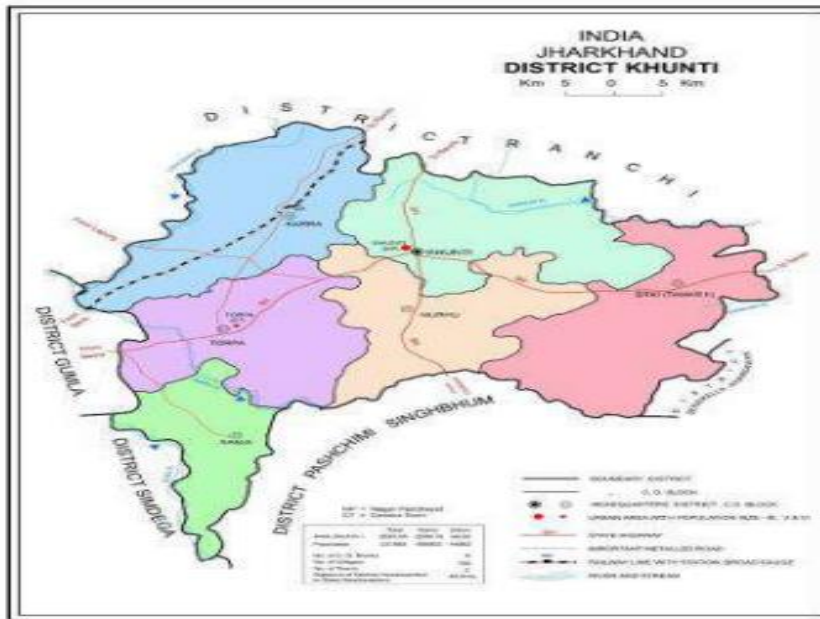
quantitatively. These elements frequently entail looking at the connections between different variables. Second, the information needed for survey research is gathered from

humans and is thus prone to bias. Finally, survey research uses a subset of the population so that the results can be extrapolated to the entire population.

Surveys are capable of obtaining information from large samples of the population. They are also well suited to gathering demographic data that describe the sample's composition. The survey method will help this study determine the level of awareness, people's participation and motivation for controlling child trafficking in Jharkhand. This method will aid in evaluating the impact of the communication strategy used by the Jharkhand government, NGOs, and civil society organisations working there to end child trafficking. Survey research is a powerful and practical means of gathering data. Because of its adaptability, the survey is also one of the most popular media research tools. However, surveys need a lot of stages. The researcher must choose between a descriptive and an analytical strategy, and they must also specify the study's objectives (Wimmer & Dominick, 2015).

#### ***4.3.3.1 Research Area***

As mentioned in the previous chapters, Jharkhand has become the main hunting ground for human trafficking, and data says that the Khunti district has become one of the most prominent when it comes to trafficking human beings. On September 12, 2007, Ranchi district was divided into the newly constituted Khunti district, now the 23<sup>rd</sup> district in Jharkhand. Khunti was once a subdivision of the Ranchi district. A local tale claims that Setea, the son of Chhotangapur Maharaja Madra Munda, had eight sons according to traditional Munda people's custom. The eldest of these eight great-grandsons of Madra Munda left Ranchi and travelled south. He founded the Khunti settlement in the Khuntkatti region.



**Fig: 4.1:** Location map of Khunti District

**Source:** Government of Jharkhand website

There are several reasons behind selecting the Khunti district to analyse the awareness

Sr. No.	District	2006	2007	2008	2009	2010	2011	2012	2013	2014
1	Ranchi	2	2	5	9	11	14	22	10	16
2	Lohardaga	0	0	0	0	1	1	1	6	9
3	Gumla	2	2	1	9	3	8	13	20	42
4	Simdega	2	0	1	0	0	2	11	12	11
5	Khunti	0	0	1	4	1	4	2	13	23
6	Chaibasa	0	0	0	0	1	1	1	8	13
7	Saraikela	0	0	0	0	0	0	0	1	2
8	Jamshedpur	0	0	0	0	0	1	3	0	0
9	Palamu	0	0	0	0	0	1	3	0	0
10	Garhwa	0	0	0	0	1	1	1	0	1
11	Latehar	0	1	0	0	0	0	3	7	5
12	Hazirabag	0	1	0	0	0	0	0	0	3
13	Koderma	0	0	0	0	0	0	2	0	1
14	Giridih	0	0	0	1	2	2	7	4	1
15	Chatra	0	0	0	0	0	0	1	1	0
16	Ramgarh	0	0	0	0	0	1	0	0	0
17	Bokaro	0	0	0	0	0	0	0	0	0
18	Dhanbad	0	0	0	0	0	1	0	1	0
19	Dumka	0	0	1	1	0	0	0	1	7
20	Godda	0	0	0	0	0	0	1	0	2
21	Sahebganj	1	1	2	0	2	0	6	5	2
22	Pakur	0	0	0	0	0	0	0	3	7
23	Deogarh	0	0	0	0	1	0	2	0	1
24	Jamtarah	0	0	0	0	0	0	1	1	0
25	Rail Dhanbad	0	3	0	0	0	1	2	3	0
26	Rail Jamshedpur	0	0	0	2	2	6	1	0	1
Total		7	10	11	26	25	44	83	96	147

**Source:** CID, Jharkhand

**Fig 4.2:** number of human trafficking cases recorded by police, Jharkhand

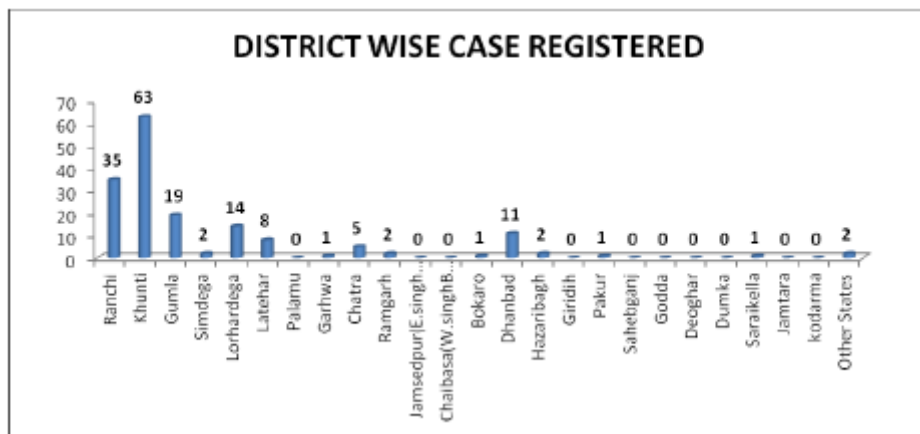
**Source:** CID, Jharkhand



level of people residing there. The first reason is the number of cases of trafficking in human and missing children registered there in the last few years.

Data clearly shows that the number of cases registered was the second highest in the Khunti district in 2013 and 2014. But the exciting thing is that the number of cases regarding human trafficking in the Khunti district has increased in the last two to three years, which becomes essential to inquire about.

The second issue is the problem of missing children in the Khunti district.



**Fig 4.3:** District Wise Case Registered

**Source:** Diya Seva Sansthan

These figures can only be said to be the tip of the iceberg. While accurate statistics on the number of incidences are not available, NGO estimates that about 42,000 domestic workers in India have migrated from Jharkhand (ATSEC, 2010). And the highest number of them belongs to Khunti District. So this is the reason behind selecting the Khunti district as an area of my study.

#### 4.3.3.2 Sample Size and Frame

As per the 2011 census, Khunti had a population of 5.31 lakh living in 107300 households. 91.49% of the population of Khunti district lives in rural areas of villages, and 74% of the population is tribal.

KHUNTI DISTRICT POPULATION, CENSUS OF INDIA - 2011						
Name of Block	TRU	No. of House Hold	Total Population	Total SC Population	Total ST Population	Others Population
1	2	3	4	5	6	7
<b>Karra</b>	<b>Total</b>	<b>20839</b>	<b>109082</b>	<b>4325</b>	<b>80930</b>	<b>23827</b>
Karra	Rural	20839	109082	4325	80930	23827
Karra	Urban	0	0	0	0	0
<b>Torpa</b>	<b>Total</b>	<b>17607</b>	<b>92991</b>	<b>3752</b>	<b>68030</b>	<b>21209</b>
Torpa	Rural	15797	84399	3278	63895	17226
Torpa	Urban	1810	8592	474	4135	3983
<b>Rania</b>	<b>Total</b>	<b>7813</b>	<b>39349</b>	<b>1142</b>	<b>27330</b>	<b>10877</b>
Rania	Rural	7813	39349	1142	27330	10877
Rania	Urban	0	0	0	0	0
<b>Khunti</b>	<b>Total</b>	<b>24607</b>	<b>124388</b>	<b>6245</b>	<b>81837</b>	<b>36306</b>
Khunti	Rural	17362	87998	3905	67815	16278
Khunti	Urban	7245	36390	2340	14022	20028
<b>Erki (Tamar II)</b>	<b>Total</b>	<b>16511</b>	<b>80589</b>	<b>4708</b>	<b>63804</b>	<b>12077</b>
Erki (Tamar II)	Rural	16511	80589	4708	63804	12077
Erki (Tamar II)	Urban	0	0	0	0	0
<b>Murhu</b>	<b>Total</b>	<b>16323</b>	<b>85486</b>	<b>3865</b>	<b>67695</b>	<b>13926</b>
Murhu	Rural	16323	85486	3865	67695	13926
Murhu	Urban	0	0	0	0	0
Total Rural		94645	486903	21223	371469	94211
Total Urban		9055	44982	2814	18157	24011
<b>Sub Total</b>		<b>103700</b>	<b>531885</b>	<b>24037</b>	<b>389626</b>	<b>118222</b>

**Fig 4.4:** Khunti District Population

**Source:** Census of India 2011

### *Deciding the Sample size*

The researcher decided to conduct a household survey instead of getting one-to-one responses to assess awareness about human trafficking. It will not only help to recognise the awareness level among families of different socio-economic backgrounds in a better way but also cover gender issues and discrimination against girl children, which is one of the prominent reasons behind trafficking in humans, according to studies. It will also help draw society's thoughts from a larger perspective.

According to the 2011 census, there was a total of 103700 households in the Khunti district which is the total population size for the study. To determine the sample size out of the total households, the present district researcher has employed Krejcie & Morgan's (1970) formula.

$$S = X^2 NP(1-P) \pm d^2 (N-1) + X^2 P(1-P)$$

S = required sample size

$X^2$  = the table value of chi-square for one degree of freedom at the preferred confidence level

N = the population size

P = the population proportion (assumed to be .50 since this would require the maximum sample size)

d = the degree of accuracy expressed as a proportion (.05)

An efficient technique of estimating sample size is required because empirical research increasingly requires a representative statistical sample. Krejcie & Morgan (1970) created a table for calculating sample size for a given population as a quick reference because employing a formula is too hard and not straightforward for all researchers in direction to fill the void in the literature.

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Note: "N" is population size  
"S" is sample size.

Source: Krejcie & Morgan, 1970

**Fig 4.5:** Krejcie & Morgan table for Determining Sample Size for a Give Population

Using the Krejcie & Morgan (1970) table total sample size is determined to be 383 households out of the total population of 103700 households in the Khunti district.

**Sample allocation**

The study employed a Proportionate stratified sampling method to allocate the sample to receive responses. Khunti district has six blocks, so the sample size is divided into six strata. The population and number of households in every stratum are not uniform; thus,

proportionate stratified sampling becomes essential to allocate the sample in all six blocks of khunti district.

**Table 4.2: Block wise Sample Distribution**

<b>Blocks</b>	<b>No. of Households</b>	<b>% of households</b>	<b>Derived Sample Size</b>
1. Karra	20839	20.09%	77
2. Torpa	17607	16.97%	65
3. Rania	7813	7.53%	29
4. Khunti	24607	23.73%	91
5. Erki (TamarII)	16511	15.92%	61
6. Murhu	16323	15.74	60
<b>Sub Total</b>	<b>103700</b>	<b>100%</b>	<b>383</b>

### ***Sample Inclusion***

For sample inclusion in each stratum, convenience sampling of the non-probability sampling technique is used, which allows researchers to select the sample according to their convenient accessibility and proximity.

### ***4.3.3.3 Data Collection Tool***

A survey was conducted among 383 respondents using a well-structured questionnaire containing five sections: 1) demographic profile, 2) perception and knowledge about human trafficking, 3) consciousness about Government initiatives/legal aspects, 4) attitude towards victims and 5) exposure to human trafficking, which help to assess the level of awareness about human trafficking among respondents and also to know possible reasons behind trafficking in human. The questionnaire also contains some open-ended questions to analyse respondents' deep understanding of human trafficking. The questionnaire was used as a tool for information collection because it is a very convenient way of collecting useful comparable data from a large number of individuals. The complete survey took participants, on average, 45 minutes to complete.

#### ***4.3.3.3.1 Measures***

##### ***Demographic Profile***

To assess sample demographics and biases, notably composed of an attitude scale developed by other researchers (Houston-Kalnik, Todd, and Wilson, 2016). Demographic questions for each participant featured their age and gender.

##### ***Perception and knowledge about human trafficking***

To measure the perception and knowledge of respondents against human trafficking, the researcher has adopted Human Trafficking Myths Scale (HTMS) (Cunningham & Cromer, 2016). This scale is also modified according to the need of the current study. This scale is designed to measure the degree to which the participants endorse their myth and understanding of human trafficking. Originally the “scale was composed of false statements about the nature of human trafficking” (Cunningham & Cromer, 2016). But according to the need of the study and the nature of respondents, this scale was modified in which ten statements about human trafficking were taken, and respondents were asked to give a rating on five points Likert scale. Participants must respond to each statement to indicate the degree to which they believe “each statement was true or false on a scale” from 1-5 (Strongly disagree to strongly agree. An example item is “human trafficking is another term for smuggling” (Thomas, 2018). In some statements which are not false, reverse code (5-1) was employed after the response was taken.

##### ***Exposure to human trafficking***

It is to analyse the source of knowledge about human trafficking among respondents. This scale is designed based on a review of previous studies composed of ten statements. Respondents were asked to record their responses on a five-point Likert scale: 1 is for never and 5 for very frequently. An example item is “I have heard about human trafficking in a community meeting”.

##### ***Consciousness about Government Initiatives/Legal Aspect***

To measure respondents’ consciousness about Government initiatives and legal aspects to combat human trafficking Activities to Combat Human Trafficking (ACHT) scale is adopted. The “ACHT is a 12-item scale comprised of actions that a person can make to

combat human trafficking” (Honeyman et al., 2016; Thomas, 2018). Because of concerns about assessing the reach of government and legal action, we modified the ACHT to include ten items associated with government and legal initiatives. We asked the respondents to “record their agreement on a five-point rating (1-5) where one is for strongly disagree and 5 for strongly agree.”

#### 4.3.3.4 Reliability test of Instruments

Reliability and validity are the two most crucial and essential aspects to consider when assessing any measurement tool or device. Validity is concerned with what an instrument measures and how well it does. In contrast, reliability is concerned with the level of confidence that can be placed in the data gained via the usage of an instrument, that is, the extent to which any measuring tool accounts for random error. The dependability between items was examined using the Chronbach alpha test.

A questionnaire or survey’s internal consistency can be evaluated using Chronbach’s Alpha. This test was done through a pilot survey among forty respondents to test the instrument before completing the study. Table 4.3 and Table 4.4 depict the case processing summary and reliability statistics.

**Table 4.3:** Case Processing Summary

	N	%
<b>Cases Valid</b>	<b>40</b>	<b>100.0</b>
<b>Excluded<sup>a</sup></b>	<b>0</b>	<b>0</b>
<b>Total</b>	<b>40</b>	<b>100.0</b>

**Table 4.4:** Cronbsch’s Alpha Reliability Statistics

Cronbach’s Alpha	Cronbach’s Alpha Based on Standardised Items	No. of Items
<b>0.786631</b>	<b>0.800560</b>	<b>40.000000</b>

The reliability statistics table presents the Alpha value ( $\alpha$  of 0.786631). According to scholars, a Cronbach’s alpha of 0.7 or higher is typically regarded as satisfactory (Gliem & Gliem, 2003).

#### **4.3.4 Content Analysis**

This method has helped to examine media reporting of child trafficking issues. This research technique finds relevance when handling topics dealing with press coverage of various problems. These manifest media content of the selected newspaper's news stories, articles, editorials, opinions, features, cartoons, illustrations etc., will carefully have examined, coded and analysed to make justifiable inferences on the manner of coverage given to child trafficking in Jharkhand. Content analysis is described as a structured method centred on the principles of social science of measuring and counting media content (Zeh, 2005). As postulated by Berelson (1952), a "research procedure for the objective, systematic, and quantitative description of the manifest content of communication" is content analysis (p. 18). The result of content analysis is to produce a succinct and comprehensive description of the material being examined. The analysis produced 139 categories or concepts that the researcher can use to define and understand the material under study (Macnamara, 2005; Bello, 2015).

In any content analysis study, however, the specific approach (quantitative or qualitative) to be adopted by the "researcher is determined by the nature of the problem being studied and the theoretical and substantive interests of the researcher" (Weber, 1990). This study adopts a quantitative approach to content analysis because the volume of mentions necessitated quantification by counting and frequency and coding for statistical analysis to draw scientific conclusions (Macnamara, 2005). In communication research, content analysis is popular among scholars so much that research once identified more than 4,000 journal articles that used content analysis in media research between 1991 and 2002 (Macnamara, 2005; Bello, 2015).

##### **4.3.4.1 Deciding Newspapers for Analysis**

*Prabhat Khabar* and *Dainik Bhashkar* are the two newspapers selected to analyse media coverage of human trafficking in Jharkhand. India's top media and communications company, Neutral Publishing House Ltd., which publishes *Prabhat Khabar*, was founded in 1984 and is largely active in the states of Jharkhand, Bihar, and West Bengal. *Prabhat Khabar*, a flagship Neutral Publishing House Ltd. brand, is one of the top dailies in the country. According to the most recent MRUC poll of newspaper readers in 2019, *Prabhat Khabar* is the leading newspaper in Jharkhand, with 13.72 lakh readers per average issue (RDX Advertising, 2021). *Dainik Bhashkar*, which is owned by The



*Dainik Bhaskar* Group, another newspaper selected for the study, is the largest daily newspaper published in Hindi in India. According to Audit Bureau of Circulations, it is the largest newspaper in India and is rated third in the world by circulation (ABC, 2019). When *Dainik Bhaskar's* Indore issue debuted in 1983, the 1958 Bhopal-based publication expanded. The *Dainik Bhaskar* Group has 65 editions in Hindi, Marathi, and Gujarati and is located in 12 states.

#### ***4.3.4.2 Deciding Time Duration***

2019 was a significant year for Jharkhand in terms of constitutional practices. April and May of 2019 witnessed the general election, and the state legislative assembly was conducted in the same year during November and December. Media is expected to highlight issues of public concern, especially during election time to build public opinion against unfair practices. Thus, the year 2019 was decided to evaluate media coverage of human trafficking in Jharkhand. Articles related to human trafficking published in two selected newspapers between January and December are analysed in this study.

#### ***4.3.4.3 Unit of Analysis***

All the articles related to human trafficking published in selected newspapers during a fixed time duration is unit of analysis for this study. These articles were then coded using either a short- or long-form protocol based on whether or not human trafficking was the focus of the article or was only mentioned in a secondary or peripheral sense. The short-form protocol was used when human trafficking was not the article's focus and consisted only of a basic analysis regarding the article's length, type, and location within the newspaper. The long form was utilised when an article focused entirely on trafficking, mentioned trafficking in the headline or lead paragraph or substantially discussed trafficking (i.e., contained at least four sentences devoted to the topic) and included all of the variables discussed in the preceding paragraphs.

#### ***4.3.4.4 Deciding and Defining Variables***

Before describing and defining variables used in this research, it is essential to discuss different approaches to content analysis for significant coding differences of variables.



**Conventional Content analysis-** Conventional “content analysis is generally used with a study design whose aim is to describe a phenomenon” (Hsieh & Shannon, 2005). When there is little current theory or research on a topic, this design style is typically appropriate. Researchers avoid using predetermined categories and instead let the categories and names for the categories flow from the data (Kondracki & Wellman, 2002). To allow for the emergence of fresh insights, researchers immerse themselves in the data (Kondracki & Wellman, 2002). This process is also known as inductive category development (Mayring, 2000). This fundamental research design and analysis strategy is familiar to many qualitative methodologies.

**Directed Content analysis-** “Sometimes, existing theory or prior research exists about a phenomenon that is incomplete or would benefit from further description” (Hsieh & Shannon, 2005). Potter and Levine-Donnerstein (1999) might categorise “this as a deductive use of theory based on their distinctions on the role of theory.” A directed approach to content analysis seeks to extend or validate a theoretical framework conceptually. The focus of the research question can be aided by existing theories or studies. It can provide predictions on the relevant factors or how variables relate to one another, which aids in establishing the initial coding scheme or the connections between codes. This situation has been described using deductive category application (Mayring, 2000). When using a directed approach, a more structured way directs content analysis than in a typical approach (Hickey & Kipping, 1996). Researchers start by selecting important concepts or variables as the initial coding categories using theories already in existence or earlier studies (Potter & Levine-Donnerstein, 1999). Then, using the theory, operational definitions for each category are established.

**Summative Content Analysis-** Typically, the first step in a study employing a summative approach to qualitative content analysis is to identify and quantify specific words or pieces of information in the text in order to comprehend how those words or pieces of material are used in context (Table Below). This quantification aims to investigate usage rather than infer meaning. Manifest content analysis is finding a specific word or piece of information in a text (Potter & Levine-Donnerstein, 1999). If the investigation ended here, it would be quantitative and concentrate on counting the frequency of particular words or content (Kondracki & Wellman, 2002). Latent content analysis is part of a summative method to qualitative content analysis, which goes beyond simple word counts. Latent content analysis is the method of content interpretation (Holsti, 1969). The

purpose of this analysis is to determine the words or the content’s hidden meanings (Babbie, 1992; Catanzaro, 1988; Morse & Field, 1995).

***Major Coding Disparities Among Three Approaches to Content Analysis***

<b>Type of Content Analysis</b>	<b>Study Starts With</b>	<b>Timing of Defining Codes and Keywords</b>	<b>Source of codes and Keywords</b>
Conventional content Analysis	Observation	Codes are defined during data analysis	Codes are derived from data
Directed content Analysis	Theory	Codes are defined before and during data analysis	Codes are derived from theory or relevant research findings
Summative content Analysis	Keywords	Keywords are identified before and during data analysis	Keywords are derived from interest of researchers or review of the literature

According to the need of this study, the researcher has employed a third, i.e., Summative content analysis, to identify and derive variables for this study. Because of our interest in representations of human trafficking in newspapers, we closely replicated Gulati’s (2011) study of the 1980–2006 time periods for more recent years in which he analysed the coverage of the New York Times and the Washington Post. But we also added several new variables to address research needs that have received little attention in the literature, including portrayals of victims, definitions of trafficking, and the reported scale of human trafficking. Gulati examined articles published in the WP and NYT between 1980 and 2006 (N = 605). He coded for story trigger (the reason for printing an article), issue focus (the type of trafficking), source type, country focus, and ideas about causes and solutions. Gulati also categorised articles as either “beat reporting” or “media-initiated” to examine differences in these types of coverage.

Our study replicates this approach, with the exception that country focus was excluded from our analysis in order to focus on new variables, including age and gender (which offer insight into how news media portray trafficking victims) and whether definitions of trafficking or representations of the scale of trafficking were present in an article. Several headlines and quotations are also presented to provide a sense of the tone of news representations.

#### **4.3.4.4.1 Variables**

The variables which are used to analyse newspapers coverage of given newspapers are as follows:

**Article Type-** This is crucial to analyse which articles published in newspapers belong to which category. Whether it is

- News Article which covers the events from the last 48 hours
- News Analysis which evaluates historical and background story
- Editorials are usually official statements from newspaper
- Column/Opinion is a written opinion of a journalist or an independent writer.
- Interview
- Cartoons/Photographs/Maps/Graphics
- Letter to Editor

**Story Triggers-** Gulati (2006) defined a story trigger as the reason for printing an article.

Story triggers help determine whether a story was written following traditional journalistic methods (“beat reporting”) or was more investigative, sparked by the newspapers’ or an individual journalist’s interest in a topic (“media-initiated reporting”).

This variable helps to know that

- Trafficking Tragedy or another event
- Allowing a response to a previous article
- Offer analysis or interpretation
- Report by Government/NGO/anti-trafficking group
- Law enforcement/judicial action
- Investigative Report/Newsroom enterprise
- Debate, passage, and Implementation of Policy

**Sourcing-** Prior research has found that news media coverage of trafficking is dominated by the use of official sources, mostly government officials and law enforcement, including their reports, press releases, and other documents. The study tries to analyse here in the case of Jharkhand what the situation is. This variable helps to know whether the source of an article published in

- Government Officials
- NGO and Activist
- Law Enforcement/ Court

- Victims
- Traffickers/Employers
- Academician/Researcher
- UN Agencies
- Witness/Family Members
- Other Journalists/Religious Leaders

**Issue Focus-** An article’s “issue focus” refers to the type of human trafficking referenced and the context in which trafficking was discussed.

- Sex
- Labour
- Sex and Labour
- Immigration
- Adoption

**The portrayal of Victim-** This variable helps to analyse whether the victims are identified in coverage with them

- Age
- Gender

**Magnitude-** Quantification can be used to describe magnitude. This variable is examined to determine whether news stories refer to local, national, or worldwide victims of trafficking.

Definition Provided

- Is a definition provided?
- Does the article discuss the number of victims at the local national, or International level?

**Cause-** whether an article has mentioned the cause behind the issue of human trafficking in its coverage. If yes, what are the causes which is mentioned

- Criminal Activity/Deception
- Organised crime network
- Poverty
- Political Violence
- Government corruption
- Family selling their children to traffickers
- Poorly designed/enforced law
- Gender discrimination

- Women attracted to urban life adventure
- Lack of educational opportunity
- Sex tourism
- Cultural tolerance
- Western demand for cheap labour
- Lack of international co-operation
- Official (Law and Order Frame)
- Human Right Frame

**Solution-** whether the solution is recommended or not?

- Yes
- No

#### ***4.3.4.5 Instrumentation***

The instrument cast off in collecting the data was a code book and code sheet. The coding guide served as a guide in developing the coding sheet. This helped in assigning numbers to the content categories employed in this research. The code sheet is used in systematic data collection for content analytical research. The code sheet, which consists of columns and rows, is designed to facilitate coding the contents of newspapers studied and their frequency. Okoro (2001:30) states that coding has the advantage of converting data generated into easily understandable numerical values or symbols representing specific attributes or given variables and indications.

#### ***4.3.4.6 Reliability and Validity***

The two most crucial and essential aspects to consider when assessing any measurement tool or instrument are reliability and validity. Validity is concerned with what an instrument measures and how well it does so, whereas reliability is concerned with the level of confidence that can be placed in the data gained via the use of an instrument, which is, the extent to which any measuring tool accounts for random error. To check the reliability of instrument used for content analysis in this study researcher has selected and trained five independent coders who coded at least ten percent of the selected news articles on human trafficking. Then Inter Coder Reliability test is conducted. To conduct Inter Coder Reliability test “Cohen’s Kappa” is increasingly accepted as the standard i.e. best suited measures for testing intercoder reliability. Five independent coders coded thirty news articles to test the instrument.

**Table 4.5:** Cohen’s Kappa Reliability Score

<b>News Articles</b>	<b>Article Type (V2)</b>	<b>Story Triggers (V4)</b>	<b>Types of Reporting (V5)</b>	<b>Sourcing (V6)</b>	<b>Issue Focus (V8)</b>
<b>Kappa Score</b>	.907	.827	.870	.944	.828
<b>Approximate Significance</b>	.000	.000	.000	.000	.000

**Table 4.6:** Cohen’s Kappa Reliability Score

<b>News Articles</b>	<b>Portrayal of Victim (V9)</b>	<b>Definition (V10)</b>	<b>Cause Mentioned (V12)</b>	<b>Framing of Cause (V13)</b>	<b>Solution (V14)</b>
<b>Kappa Score</b>	.946	.839	.883	1.000	.842
<b>Approximate Significance</b>	.000	.000	.000	.000	.000

The table 4.5 and 4.6 represent the Kappa score for each vital variable which finds the instrument acceptable for the study.

#### **4.4 Scheme of Data Analysis and Presentation**

The data has been analysed using both qualitative and quantitative data analysis methodologies. A straightforward statistical approach was used to tabulate the data because the information gathered through the questionnaire and code sheet was objective in nature. “One way Anova test” and “Independent T-test” were performed for the data collected via questionnaire to determine mean differences between each demographic group. In order to determine whether there is a statistically significant association between the variables employed in the content analysis approach to study media material, there is also the “Pearson’s “Chi-Square test.” It has also been supplemented with qualitative analysis and information gleaned from in-depth interviews and document reviews. The study’s findings are displayed in various tables, figures, and graphs. graphs, etc.

## **4.5 Referencing Style**

This thesis uses the American Psychological Association (APA) referencing style, which was created in 1929 and is extensively used in the areas of education, communication, and psychology. In addition, it offers essential advice on every area of writing, from authorship ethics to the optimal word choices to minimise prejudice in language. Additionally, it is renowned for its authoritative and user-friendly reference system, which produces powerful, straightforward, and elegant scientific communication. The reason why the APA style has become popular is because it enables established authors to utilise a consistent format that gives social science research structure and order, making it appear more formal and professional.