WORK PLAN AND METHODOLOGY

RESEARCH METHODOLOGY

Sources of Data

- Primary Data
  - Survey using Structured Questionnaire (Service Providers of Broadband, Providers of VAS, Research & Consultancy firms, Users of Broadband, Potential Users of Broadband, Academia)

- Secondary Data
  - Books, Journals and Periodicals
  - Contemporary Research on related topics
  - Literature from Government agencies
  - Literature from Research and Consultancy Companies
  - Literature from Companies offering Broadband services
  - Literature from related websites

Research Design

The research intends to measure the impact made by BWA on Broadband users and Business and Operator attitudes and intentions. It will also measure its effectiveness over traditional Broadband techniques. A TAM framework may be adopted. It would be temporal in nature and would be conducted on a sub-section of the respondent population. Thus the design adopted for Research is Quantitative Conclusive Causal Cross-Sectional.

Sampling Type

The sampling will involve Service Providers of Broadband, Providers of VAS, Research & Consultancy firms, Users of Broadband, Potential Users of Broadband, and Academia. The division of the participants has been formed on the basis of the common attributes within a stratum. A random sample from each stratum will be taken in a number proportional to the stratum's size when compared to the population. These subsets of the
strata will then be pooled to form a random sample. Thus the sampling used will be Stratified Random Sampling. This Sampling type was adopted to reduce the potential for human bias in the selection of units of analysis to be included in the sample. Stratified random sample will provide us with an unbiased and diversified sample.

**Sampling Plan**

Survey using Structured Questionnaire

- Service Providers - 10
- Providers of VAS – 20
- Research & Consultancy firms - 10
- Users of Broadband - 100
- Potential Users of Broadband - 100
- Academia - 10

**Sample Size: 250**

**Research Region**

- Pan India – Urban, semi-urban and rural.