RESEARCH METHODOLOGY

Research Design:

The researcher plans to present the study in the form of ‘Descriptive Research’, as the work aims to highlight a suggestion of popularising scientific study in order that it reaches the common mass. Scientific technology lingers and is advancing rapidly in terms of technology for example, stem cells, information technology, smart materials, herbal pesticides etc. The research will be carried out by making use of the popular google search engine using the survey method using questionnaire as a tool for data collection.

Primary Source:

The CSIR-NCL publications that have a direct or indirect impact on the livelihood of common people will be selected. These will be limited to ten only. The complete specification of these will be either taken from the internet directly and if required discussed with the concerned scientist. These will be studied and analysed for direct or indirect benefits to common people. The abstracts will be captured from the selected publications and rewritten in simple prose to attract attention of the common people. The popularity of the information will be goggled.

Methodology Used for Primary Data:

A. The researcher will take 10 publications based on their relevance to the common people.
B. The main theme of the publications will be noted and this will be looked for publicity from secondary data sources available online like newspapers, reports and advertisements.
C. An analysis will be made to find out if an attempt was made to make the information reach common readers.
Secondary Source:

The primary data will be supported by the secondary data collected by survey using a questionnaire method. This questionnaire will be prepared by the researcher keeping in mind the students who may or may not have a science background and common readers. These will constitute the common people. The questionnaire will be structured, non-disguised and consisting of the following:

1) Details on SES
2) General questions on their interest in science
3) Questions on the awareness in scholarly journals
4) If they were given a choice, would they like to read scholarly journals and, if yes, why and if not, why.

This method will encourage both open and close ended questions and answers from a varied group of people. The information will be analysed further to study the popularity ratios in each kinds of groups.

Methodology Used for Secondary Data:

A Survey will be conducted using a pre-tested questionnaire circulated to about 300 student’s from Pune region.

Sampling and Sample Size:

The data will be collected through Simple Random Sampling method by using the questionnaires from a limited but varied group of people. The sample will denote the true representation of the variation in thought process that will exists from varied people. The study will be limited to Pune and PCMC region. The sample will be selected by SRS.

Include Size / method – The sample size will be 300 and the sampling method with the help of questionnaire tool will be used.

<table>
<thead>
<tr>
<th>Location</th>
<th>Boys</th>
<th>Girls</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pune</td>
<td>75</td>
<td>75</td>
<td>150</td>
</tr>
<tr>
<td>PCMC</td>
<td>75</td>
<td>75</td>
<td>150</td>
</tr>
</tbody>
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Research Area:

The study is conducted at CSIR’s National Chemical Laboratory, which is a premier, research, development and consulting organisation with a focus on chemistry and its allied areas like Biochemical Sciences, Materials Chemistry, Organic Chemistry and Chemical Engineering. The laboratory is situated on Dr. Homi Bhabha Road, Pashan, Pune 411008. It is a constituent of Council of Scientific and Industrial Research (CSIR) an autonomous body registered under the Registration of Societies Act of 1860.

Analysis:

The data collection from the questionnaire will be analysed using basic statistical tools like graphs, flowcharts, diagrams using ratios and percentage. Survey data through questionnaire and data from secondary sources will be analyzed. In addition, an experiment with school students to develop an interest in science will be attempted. The students will be invited to attend a talk and perform hands on experiments. During the beginning and end of the experiment how many students are interested in science will be asked and analysis will be performed.