RESEARCH METHODOLOGY:

Research Design:

Descriptive Cross-sectional design:

The research aims to quantify the attitudes and perceptions of male and female, elderly age group and young generation, towards women empowerment concerns and issues. It would be descriptive in nature as it attempts to measures the respondents from different demographic profiles. The data will be collected and their responses will be analysed by using appropriate statistical tools. Thus, the research design adopted for the study will be Quantitative Descriptive Cross-sectional design to cover the various aspects of the study.

Sources of Data:

➢ Primary Data
   A structured questionnaire will be used to collect data from the respondents. It will be framed based on the objectives and hypotheses of the research.

➢ Secondary Data
   • Literature from Reference Books
   • Literature from articles published in Newspapers and Magazines
   • Literature from the articles published in Journals pertaining to Women, Empowerment, Media Impact on Women, Women Key issues, and Literature from relevant websites

Sampling Method:

It refers to how the sampling units will be selected. Non-probability Sampling method will be used.

Method of Non-Probability Sampling:

Convenience Sampling: An attempt will be made to obtain a sample of convenient elements who will be ready to give information. The sampling elements will be identified from both the public and private sectors to cover different age groups, different income groups and different marital status.
Sample size:

The total sample size is considered on the basis of total women in Mumbai. A sample size of 500 women covering women of different demographic characteristics will be considered.

Research Area:

Data will be collected from Mumbai City. A limited area has been taken due to logistical problem. However, efforts will be made to collect data from different parts of Mumbai City so as to gather the essence of its cosmopolitan nature and have an effective sample. The results from this study can be used for further studies with respect to India.

Tests of Hypotheses

The hypotheses will be tested using the following statistical tools:

Non Parametric tests: Chi-square test and Correlation, Factor Analysis

In addition to the above hypothetical tests, the statistical tools like Simple Percentage Method, Pearson’s Correlation, Factor Analysis and Cluster Analysis will be used for analysing the data.

RATIONALE OF THE RESEARCH

The research will reveal whether the empowerment of women has been significantly impacted by media. It will also reveal the awareness level of women of their rights and space in the fabric of society. Through this research, the influence of various past and present forms of media on women emancipation can be understood. Which new forms of media are best suitable to construct the new woman empowered role is the attempt of this study.

Perception of Self positively and confident spirited voice with progressive decisive mindset leads to empowerment of women which is the need of the hour. Satisfied and
empowered women help in the growth of the economy and stabilising sustainable development of the social and cultural milieu.