



Gujarat Technological University



PG Research Centres – Faculty of Management, GTU
Multi Location Collaborative Learning (MLCL)
Project of GTU & DHBW Germany

"An Analytical Study on Relative Impact & Objectivity of Different Media"

Note by the Vice Chancellor:

The following study by the Faculty of Management at GTU is the first attempt under the multi-national- multi-institute research project on studying the democracies of the world.

GTU's young researchers have been able to contribute a very interesting and useful study by looking at the elections of 2014.

Since the evening of 12th May 2014, the exit poll data has become available. The calculation on the basis of media attention, reported in this study, does not fully match the exit polls. However, media attention has got to be augmented with many other factors like the performance of the incumbent government, perceived charisma of the candidates, the strength of the organizations backing the candidates etc. This study is looking at only one of the factors. As we move ahead and study the democracies in the rest of the world and the democracy in action at various levels in India, we may be able to develop greater insights into how a democracy can strive to continuously improve its working so that it can be said to be 'by the people, of the people and for the people'.

Background

The PG research centres of GTU promote the research work in field of business management, engineering, pharmacy and computer science.

To accomplish the goal to make the management students globally competitive, GTU's PG research centres have launched one innovative program for MBA students and faculties. The program is named as Multi Location Collaborative Learning (MLCL).

As a start-up of MLCL, PG research centres, Faculty of Management at GTU has initiated a research project on **Study on Relative Impact & Objectivity of Different Media** in collaboration with DHBW, Stuttgart, Germany.

This is a multi-location –multiyear project, which will be carried out by GTU MBA Institutes and various renowned foreign universities jointly to study the democracies in action. While a University in

Germany has joined the project, GTU is in discussions with a University in South Africa and a University in Slovenia for joining the research project.

The first phase of the project has been started in the month of March 2014, with a study on the "Relative impact and objectivity of different types of Media" on political parties involved in the Indian parliamentary elections of 2014.

The group of students and faculties have observed the relative coverage of political news on various electronic and print media and its impact on viewers to be influenced in their voting behaviour and to develop the perception towards a particular political party.

Introduction:

The Media, whether print or electronic, nowadays has become the most important tool in influencing, political, cultural and social environment & opinions all over the world. In every country the media management is an important function as it plays a seminal role in shaping public perceptions & responses, which particularly influences Government significantly in democracies, policies & exercising of National options. The power of the media has been recognised since many centuries.

Society is influenced by media in so many ways. It is the media for the masses that helps them to get information about a lot of things and also to form opinions and make judgments regarding various issues. It is the media which keeps the people updated and informed about what is happening around them and the world. Media has played significant role in making world a global village and to reduce the communication gaps amongst the people living in the far areas.

Objectives of project

- To study the relative impact of different types of media on various segments of news categories
- To analyse the proportion of news given by various media on different news categories during specified time frame
- To study the attitude of various media groups towards specific candidates and parties

Media types to be studied

- Electronic: International, National and Regional News channels
- Print: International, National and Regional News papers
- Online: e-newspapers, e-news magazines, news on websites
- Radio: News on radio

Methodology of Project

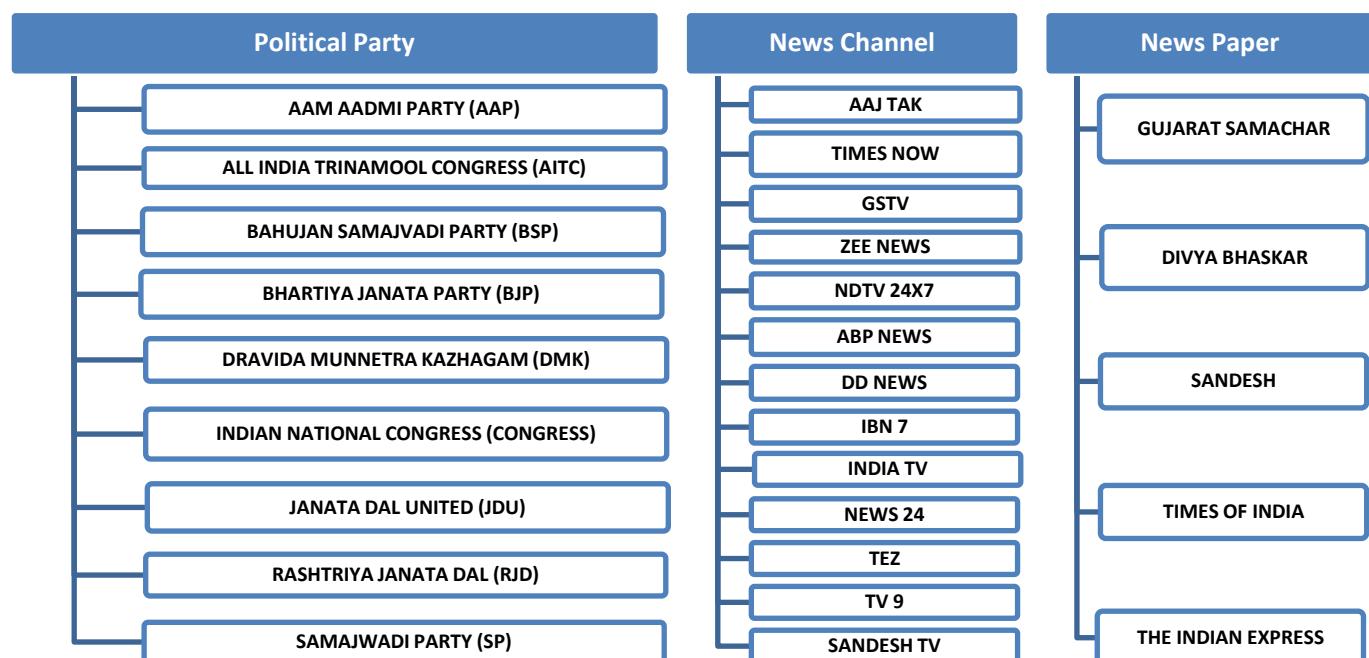
Eight business management Institutes affiliated to GTU from various cities of Gujarat have taken initiative for this project. They have been allotted specific media group (Electronic and Print) to observe and analyse the political news coverage and its relative impact on and viewers' perception and its influence on their voting behaviour. A group of 5 students from each institute and faculty coordinator are nominated. The same structure is being followed by DHBW Germany.

MBA Institute	MLCL Faculty Co-ordinator	Contact Details
Grow More Faculty of Management, Himmatnagar	Prof. Shahal Valjiwala	shahal.valjiwala@growmore.ac.in
Hasmukh Goswami College of Engineering, Ahmedabad	Dr. Deepak Tekwani	dht6885@gmail.com
C K Shah Vijapurwala Institute of Management, Vadodara	Dr. Kunjal Sinha	kunjal.sinha@cksvim.edu.in
Parul institute of Eng & technology- MBA, Vadodara	Dr. Bijal Zaveri	bijuzaveri@gmail.com
ATMIYA Institute of Technology & Science – MBA, Rajkot	Dr. Nishant Vachhani & Prof. Piyush Chadarava	nvvachhani@aits.edu.in, pdchadarava@aits.edu.in
Narmada College of Management, Bharuch	Dr. Trupti S Almoula	s_almoula@yahoo.com
S. S. Agrawal Institute of Management & Technology, Navsari	Prof. Parag More	more.parag@yahoo.com
Smt. K K Patel MBA/MCA College, Patan	Prof. Parth Modi	parthmodi24@yahoo.com

Sample:

Total numbers of respondents were 470 from various cities of Gujarat.

For the purpose of analysis, 9 major national political parties have been selected as per the list available on the website of the Election Commission of India. 13 National and regional News channels as well as 5 National and regional newspapers have been selected for the research as the list given below.



Findings of the Research:

1. Attention/Coverage in Media

The viewers have been asked to give the rank to each political party as per the attention/coverage given by media.

Media	% Attention/Coverage of political parties in Media								
	AAP	BJP	INC	SP	BSP	DMK	AITC	JDU	RJD
% of Attention by Newspaper	12.35%	22.31%	14.76%	9.86%	8.02%	8.56%	8.63%	8.12%	7.39%
% of Attention by News Channels	13.27%	22.90%	15.30%	9.50%	8.50%	8.09%	9.21%	8.00%	7.62%
Average(%)	12.81%	22.61%	15.03%	9.68%	8.26%	8.33%	8.92%	8.06%	7.51%

From the responses, it is found that the BJP (22.6%) followed by INC (15%) and AAP (12.8 %) got the highest attention/coverage by media among all political parties. Here attention and coverage means, any kind of news covered either positive or negative by the News Channels and News Papers, having focus on a particular party.

2. Influence of media coverage in voting

The respondents have been asked whether the coverage of political news in the media affects their voting decision.

Respondents	Agree	Neutral	Disagree	Total
Male	54.76%	23.41%	21.83%	100%
Female	46.51%	31.40%	22.09%	100%
Total	51.42%	26.65%	21.93%	100%

From the above table, it is clear that, almost 55% Males and 47% Females (51% of total respondents) agreed that they get influenced to vote for a particular party on the basis of content that they watch and read on/in media.

3. Viewer's perception about political party from the media coverage

On the basis of the opinion regarding the maximum news coverage of political party in media and its impact on their voting decision, the respondents have been evaluated for their perception towards a particular political party.

Media	% of Fair Image Perused by Viewer for the political Party									
	AAP	BJP	INC	SP	BSP	DMK	AITC	JDU	RJD	None
Newspapers	4.95%	75.47%	13.44%	2.83%	0.47%	0.24%	1.18%	0.94%	0.00%	0.47%
News Channels	6.60%	74.76%	14.62%	1.18%	0.94%	0.24%	0.24%	0.94%	0.00%	0.47%
Average (%)	5.78%	75.12%	14.03%	2.01%	0.71%	0.24%	0.71%	0.94%	0.00%	0.47%

From the responses it is found that around 75% of the respondents have perused fair image of BJP followed by Congress (14%) and AAP (6%). Here, the perception of viewer is considered and not the type of news covered i.e. either positive or negative.

Conclusion:

Party	Average % Attention	Average % Fair Image
AAP	12.81%	5.78%
BJP	22.61%	75.12%
INC	15.03%	14.03%
SP	9.68%	2.01%
BSP	8.26%	0.71%
DMK	8.33%	0.24%
AITC	8.92%	0.71%
JDU	8.06%	0.94%
RJD	7.51%	0.00%

Coefficient of Correlation is **0.94** which indicates a very strong relationship between attention/coverage of political party by media and fair image perceived by viewers or readers.

It can be interpreted that higher coverage of any kind of political news can affect half of the viewers'/readers' voting decision as well as it can create a fair image of particular political party in viewer's/readers' mind.

Prediction Parliamentary Election 2014 Result:

From the above analysis, it is clear that 75% of viewers/readers have formed a fair image of BJP, followed by INC (14%) and others (11%). It has been also found that 51% respondents believe that their voting decision can be influenced by the attention/coverage of political news in media.

On the basis of this analysis and findings, we can predict the possible numbers of seats which can be achieved by various political parties in 2014 parliamentary elections as per the following table.

Party	Seats Won 2009*	% of Seats Won 2009	% of Fair Image Perceived	Difference	Convertible Seats **	Predictive Result 2014
BJP	116	21%	75%	54%	149	265
Congress	206	38%	14%	-24%	-66	140
Others	221	41%	11%	-30%	-82	139

* <http://electionaffairs.com/parties/UPA.html>

** 51% of respondents have agreed that their voting decision will get influenced by attention/coverage of political news in media. So, we can assume that out of total 543 parliamentary seats, 51% seats may get influenced due to media attention/coverage of a particular political party. Thus, for 277 (51% of 543) seats, voters can change their decision (as compared to the elections of 2009) by the attention given by the media. The convertible seats are the seats which might be added or subtracted from the figure of 277 on the basis of % of difference of seats won in 2009 as well as the %age of fair image perceived by viewers/readers. **The study, at present, is only attempting to develop a new and probably a more effective methodology. Admittedly the sample size is too small and the sample is limited to one state. However we hope to be able to increase the sample size as the project is able to get support.**

:Team MLCL – GTU:

[Mr. Keyur Darji, Mr. Vikrant Vala, Mr. Hitesh Gujarati, Dr. Kaushal Bhatt, Dr. Ritesh Patel,

Dr. Sarika Srivastava, Dr. Mamta Singh, Mrs. Krishna Parmar, Mrs. Krutika Raval,]

E-mail: mlcl@gtu.edu.in