

CHAPTER 3

DATA COLLECTION AND METHODOLOGY

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3.1 INTRODUCTION

The researcher attempts to explore the Economics of Mobile Theatre in Assam from growth, employment and income perspectives. Mobile theatre in Assam which is one of the most popular art form appealing common masses from a long time in various forms taking the modern structure in the 20th century still runs in an unorganized form. In order to make a scientific investigation, it is therefore, not easy to collect authentic data as there is no ready data bank which can be readily referred to. To ensure authenticity and reliability of data utmost care has been taken and efforts have been given to reach different primary as well as secondary sources with first hand and direct experience along with other secondary sources. Based on the data collected, this study is descriptive as well as analytical in nature.

3.2 DATA SOURCES

3.2.1 PRIMARY SOURCES

Primary data have been collected through pre-tested schedules and interviews from various sources.

Required information are collected by stratified random sampling procedure. Mobile Theatre Groups of Assam are classified into three categories on the basis of the level of investment. The three classes are:

- a. A Grade: Level of investment is more than one Crore.
- b. B grade: Level of investment is more than 50 lakhs and less than one Crore.
- c. C Grade: Level of investment is less than 50 lakhs.

As the number of Mobile theatres is not many, the research selected 50% of each category.

Regarding Artists, Other Workers, Organizing Committees who patronize to organize the shows of mobile theatre, the researcher selected samples proportionately (20%) on the basis of simple random sampling procedure but following other considerations to obtain sufficient information for generating more primary data in order to have better understanding and realistic result of the study.

From each group of a class, the researcher selected samples from following categories:

Table 3.1 Distribution of Respondents For Primary Data Collection		
Sl. No	Respondent	Number
1	Actor	30
2	Producer	15
3	Director (Mobile Theatre)	20
4	Director (Cinema)	10
5	Script Writer	5
6	Unskilled Labour	40
7	Technician (Music, Sound, Light)	20
8	Local Organizer	15
9	Advertising Agency	2
10	Book Author	1
Total Number of Respondents		158

Data and Information have been collected from various samples through detailed, simple and well-structured pre-tested questionnaires and schedules keeping in view of the basic objective of the study. For collecting primary data three sets of structured questionnaires are prepared, which consisted of both open ended and close ended questions and rating scales.

They are:

1. Schedule for Owners of the Mobile Theatre and Assamese Film Producers
2. Schedule Prepared for The Employees associated with Mobile theatre
3. Schedule Prepared for the Organizations who patronize to Organize Mobile theatre in their respective places

It may be noted that although there are 24 mobile theatre groups around, for last few years some of the groups' act have been suspended for financial reasons. At the moment, there are 18 groups of which 15 groups are interviewed with 9% margin of error at 90% confidence level. The data were collected in the month of June and July in 2018. Some personal interviews were conducted as late as May, 2021.

3.2.2 SECONDARY SOURCES

The secondary data were collected from various sources such as Journal research papers, Books, interviews taken by other interviewers, news paper reports, articles published in magazines etc.

3.3 METHODOLOGY

Based on the data collected, this study is descriptive as well as analytical in nature. Based on the data available it has also been attempted to analyse the working of mobile theatre under conventional market structure of monopolistic competition. It may be noted that while analysing the working of market structure of mobile theatre, the word 'industry' has been used as a synonym of Chamberlin's product groups to denote the whole entertainment industry covered by different mobile theatre companies as its constituent firms. "we can usefully lump together firms producing very closely related commodities and refer to them as a product group. Thus hand soap, ready-to-eat cereal, or automobiles, for example, comprise instantly recognizable product groups even though in our terminology they cannot be called industries." (Gould and Lazear, 1995, p.354)

Further, instead of empirical verification while analysing the market behaviour of mobile theatres, this research relies more on theoretical concepts under the light of field survey.

Testing of hypotheses 1 and 2 mainly needed analysis of available information. Data processing, scrutiny, tabulation and analysis work have been carried out with appropriate statistical tools.

In order to test hypothesis 3 of the study, to measure the inequality of income, both Lorenz curve and Gini Coefficient have been used. As the findings were inconclusive from the analysis, further investigation required use of measure of dispersion: range and standard deviation.

The formulae used in calculating different statistical tools may be outlined as follows:

1. Mean (or \bar{X}) = $(\sum Xi)/n$

Where, X_i = the value of i^{th} item X , $i = 1,2,3 \dots \dots \dots$, n ,
 n = total number of items.

2. Range = (Highest value of an item in a series) – (Lowest value of an item in a series)

3. Standard Deviation (σ) = $\sqrt{\frac{\sum (Xi - \bar{X})^2}{n}}$

Where,

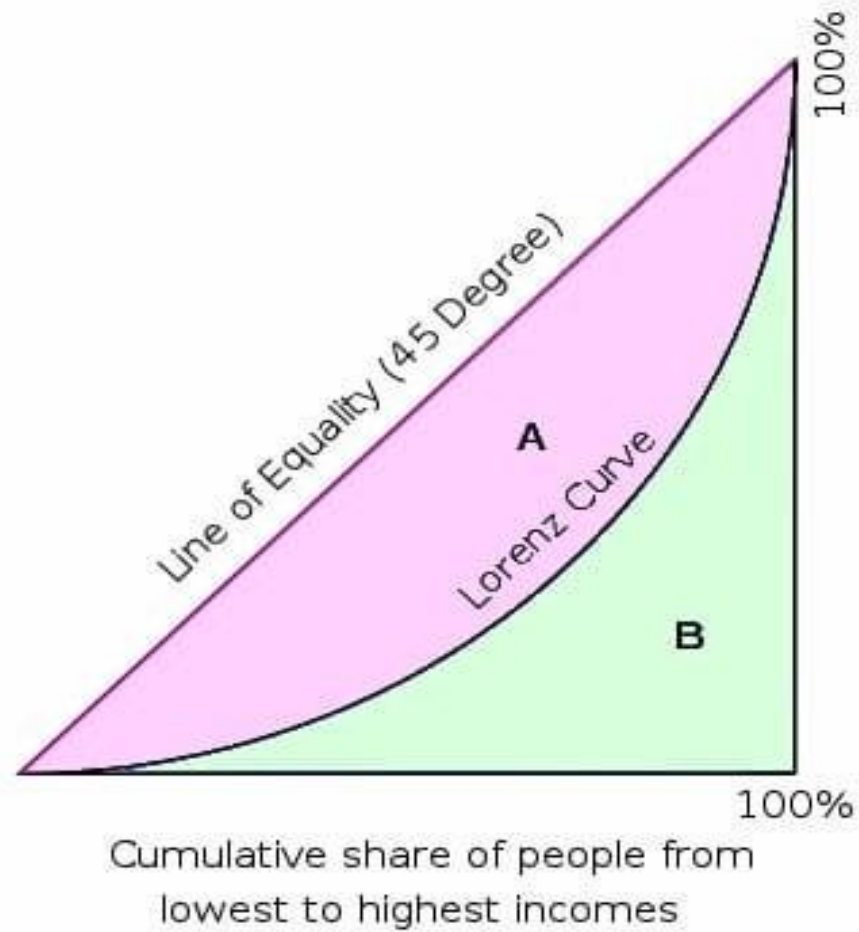
\bar{X} = Mean

X_i = the value of i^{th} item X , $i = 1,2,3 \dots \dots \dots$, n ,

n = total number of items.

4. The concept of Lorenz curve and Gini Coefficient may be depicted as shown in the Figure: 3.1 and the notes attached below the diagram.

Figure: 3.1
Lorenz Curve and Gini
Coefficient



Note:

1. Formula for Gini Coefficient: $(\text{Area A}) / (\text{Area A} + \text{Area B})$
2. Range of Gini Coefficient (zero to one); zero for perfect equality while one for perfect inequality