Public interest in National affairs
And extent of reliance on BBC

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ABSTRACT

The present study examined a person's interest in national affairs with his/her extent of reliance on BBC. This relationship although never studied in Pakistan has been explored elsewhere (Zukin, Cliff, synder, 1984). A little is available on the topic in a Pakistani setting. However, we did a brief review of literature having bearing on topic. Independent variable in present study was. "interest in national affairs", while extent of reliance on BBC was the dependent variable. Like in any other research, concept explication in the present study was useful exercise to clarified the concept in greater details.

At more concrete level we hypothesized that "the higher the score on interest in national affairs, the higher the score on reliance on BBC". We selected a sample of 306 respondents through simple random sampling. We defined our concepts operationally. Both variables were measured on ordinal level. The respondents were asked to respond to the questions on a likert type scale. As our items did not seem to be measuring any recognizable concept other than the one it was supposed to be measuring, our instrument could be said to have face validity. In present study, interview schedule was used to collect the data. The questionnaire was filled in by interviewers. The questionnaire was pretested to make it sure that questionnaire was valid and reliable. After collecting the data, it was coded in the light of prepared code book. We made an operational hypothesis that students who take a lot of interest in national affairs rely more on BBC.

We described the data in terms of univariate frequency distribution . First test of hypothesis was made on the zero-order correlation between the major variable. Pearson's R was used as a correlation coefficient. None of the hypothesized relationship showed up.

The new index was correlated with the two dependent variables. But the interaction could not achieve significance. There was no correlation between independent variable and the respective dependent variable