RESEARCH METHODOLOGY AND WORK PLAN:
The researcher will conduct a Descriptive type, cross-sectional survey. The data will be collected by secondary sources through reports and journals. The primary source of data collection by self-administered close ended questionnaire will also be conducted. The researcher may conduct interviews with the audience if required to support the questionnaire method of data collection.

Design of research work

Stratified Sampling and primary data collection

a. Classes of respondents to be contacted:
   The researcher will include the following class of respondents for data collection.
   1) Participants from 16 to 50 years of age in Navi Mumbai
   2) Multiplexes and Malls audience in Navi Mumbai

b. Universe & Population
   The Population will constitute of the age group from 16 to 50 years residing in Navi Mumbai and as per the Census of 2011 the total population is 20 lakhs. Out of total 20 Lakhs around 60% are in the age group of 16-50 years with 98% as literacy levels.

c. Sampling method & sampling procedure:
   Since the study is about the perception of the people about the gender portrayal in advertisement and movies, the researcher has concentrated on the age group of 16-50. Only people who are literate to fill the questionnaire will be able to participate in the research process.
   • Multiplexes and Malls in Navi Mumbai Region from Vashi to New Panvel.
   • Total sample size of 400 who may be watching movies and advertisements.
   Research will be conducted in NaviMumbai region with following details formed on the basis the sample size proposed for the study:
   Total 8 Multiplexes/mall in Navi Mumbai covering total 400 of respondents.
   Statistical Tools will be decided as per the requirement.
Work plan

First Year [2017-2018]  – Course work completion and Synopsis Presentation.

