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Watching Women Watching TV: Challenges of Research

The paper reflects on the methodologies that were used in a research that explored women's engagement with television-watching in urban and peri-urban areas of Dhaka city. The study drew on classical texts of media studies and incorporated participatory methods that enabled a close glimpse into the role and affect of television narratives on the lives of female factory workers, slum dwellers, students and working-women. The group discussions generated complex narratives regarding their relationships to the images and stories on-screen while household interviews and participant observation carried out in their homes provided insight into the practical politics of viewing and illustrated how these women negotiated watching television with competing demands on their time and attention. The insights gained from applying these diverse tools will be of use to scholars of media, culture and leisure studies.