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**PSC. India. In-depth Study in Media Support Areas, by Dr. S. Das Gupta, UNICEF, New Delhi**

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Notes

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Criteria for the kind of study that should be undertaken to evaluate the effects of a radio campaign. Dr. Das Gupta recommends an in-depth of study of communication behaviour in rural villages with emphasis on qualitative aspects. The study should include baseline data on mother-child health, social, cultural setting; major social institutions (family, kinship, religion etc). Unstructured in-depth interviews with different respondents should be conducted extensively in a totally informal manner. The study should also include observations of day-to-day activities and should bring out growth over time and development of the communication efforts and how it has influenced behaviour, detailing both positive and negative results.

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S. Das Gupta?  
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IN-DEPTH STUDY IN MEDIA SUPPORT AREAS

It has to be a study in depth of the communication behaviour of rural communities with a focus on the qualitative aspects of it. The study should be able to bring out chronological growth and development of the communication efforts and how it influenced the behaviour of the people with both negative and positive results in detail and specific terms.

The following outline is suggested for such a study:

1. Introduction

- (a) Statement of the problems of mother-and-child health, their development and hurdles in adopting the basic services approach.
- (b) Setting out the objectives of the study in terms of knowledge, attitude and practices related to child survival and development of mothers and children in rural families.

2. Situational Analysis of the Status of Mother and Child vis-a-vis the Media Support:

- (a) The Setting: Social, psychological, economic and cultural settings of the community as they influence the rural families, particularly the children and women.
- (b) Village Institutions: Major pertinent social institutions like family, kinship, religion, communication, education, health system, etc. in relation to the development of a particular belief and value system for women and children. Existing media structure, its role and extent of usage in dissemination of information particularly in the subject areas of health and nutrition. Influence the traditional and folk media wield in creating/moulding the public opinion.

Existing communication channels and folk media and their customary use in the life of the community being studied.

- (c) Information Needs: Major information needs of rural families in the subject areas related to mother and child development. Extent of these needs as felt by different sections of the society and how are they met traditionally. The scope for improvement in traditional means and also of utilization of the modern means.
- (d) Need for media support. Its objectives, plans and how it is being implemented.

### 3. Methodology

- (a) Sample: A few villages -- may be one to five -- selected with potential for rich data and also ease in transport, yet remote enough to be representative of the area.

The subjects of study should include selected individuals, families, audience groups, their leaders and the community in general to have an idea of performance analysis of media input at different levels.

- (b) Tools of Study:

- (i) Unstructured but in-depth interviews of different respondents conducted extensively in a totally informal manner.

- (ii) Observation of day-to-day activities, including discussions and developments in the village communities and the selected families, to assess : (1) the spread of messages and (2) the changes in behaviour as manifested in day-to-day practices and up-take of services.

- (c) Time Schedule: It will depend on the sample of study, but should not exceed six months.

4. Results:

- (a) Analytical narration of actual unfolding of the events. The media being used, the messages, support materials in use, services rendered, involvement of local people/agencies, efforts involved in the programme.
- (b) The outcome of media offensive in terms of :
  - (1) arousal of awareness (attention), (2) creation of desire for some changes, (3) induction of activities to try out the new ideas, (4) adoption or rejection of the recommended technology and (5) the satisfaction achieved.
- (c) Inferences on specific messages. A keen observation and analytical reporting on what parts/ items of the messages were received (comprehended and accepted) or not received; what were the particular objections; reasons for the objections; how the objections were expressed; what was/could be done to remove them to remove them; what items/messages were readily accepted; reasons for their ready acceptance and why it was so; what was the ultimate outcome; how was it measured; how far the objectives were achieved; who are cooperative in this and who are not; and the reasons for cooperation or otherwise.

5. Conclusions and Recommendations:

The study should conclude with:

- (a) An objective assessment of how far the media input has been successful in achieving its objective with relation to:
  - (1) specific practices, and (2) specific dimensions of the programme.
- (b) Relevance of media to the needs of the situation of the audience.
- (c) Gaps in planning and implementation of the programme.

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- (d) How the process of change occurred in the observed community and, if possible, the why part of it.
- (e) Identified problems which should be further studied to understand other related dimensions of the process through media input.

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