Communicator

Contents

Community Radio

for

Participative Development

in

Uttarakhand

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An Assessment

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──────── Abstract ────────

'Community' emerged as a central element in the
"Another Development" paradigm, which argued
that it is at the local community level that the
problems of living conditions should be discussed.
"Another Development" discourse supported the use
of new means of communication for interaction and
social action in small-scale settings of community,
interest group or sub-culture. Here comes the role of
community radio which after initial hiccups has been
propagated vigorously by civil society members and
organizations including other interest groups in India.
Uttarakhand, a small hilly state has seven community
radio stations (CRS) run by educational institutions,
NGOs or by local community. This study is an attempt
to assess the status of community radio broadcasting
in Uttarakhand. For CRS assessment, CR-PAS tool as
devised by CRSC/NEFEJ with support of UNESCO has
been used. Based on intensive interviews of community
radio broadcasters and audience of two community
radio stations, viz., *Mandakini ki Awaz* and *Kumaon
Vani*, this study suggests that Community Radio is
yet to emerge as a definite participative community
development tool in Uttarakhand.

When UNESCO began promoting community radio in the 1980s, the "idea was using the airwaves as a key to knowledge and information, as a means of cultural expression and independence, a forum for dialogue and participation" (Maslog, 1997). Generally, the term community is associated with territoriality, which however, is dynamic and is changing with the multiple interactions taking place between people and groups, often through the media. Community therefore is also about shared values, and community media, according to Crispin C Maslog, have the following characteristics – that also apply to community radio (Bhattarai & Ojha, 2010):

1. Owned and controlled by people in the community;
2. Usually smaller and low-cost;
3. Provides interactive two-way communication;
4. Non-profit and autonomous, therefore non-commercial;
5. Limited coverage or reach;
6. Utilize appropriate, indigenous materials and resources;
7. Reflect community needs and interests, and
8. Programs or content support community development.

Community Radio is integral to Communication for Development (C4D) as endorsed at the 10th Inter-agency Round Table on Communication for Development held in Addis Ababa, Ethiopia, on 12-14 February 2007. The Round Table recommended it as an important tool for the UN system-wide approach to C4D in accelerating progress towards Millennium Development Goals (MDGs). Relatively inexpensive and all-pervasive, Community Radio is a force multiplier for effective delivery of programmes on health; HIV and AIDS; environment and natural disasters; education; livelihoods; agriculture and rural development; urban development; gender mainstreaming; youth; cultural heritage; capital investment; human rights and the rights of the child; drug abuse prevention and many more. Enhanced with new multimedia technologies, Community Radio becomes an even more useful voice for change and betterment.

In December 2002, the Indian government endorsed legislation enabling what it ambiguously dubbed as community radio. This enabled educational institutions (schools and universities) recognized by the central or state governments to run their own 'community' radio stations. In actual fact, these stations should be more appropriately described as educational or campus radio stations. Ownership of the stations rests with the university. Finally, the 16 November 2006 guidelines included NGOs, Civil Society Organizations (CSOs) and agricultural universities to be eligible to own and

run their community radio stations. Challenges, however, remain. In terms of programming, community radio stations (like commercial or private stations) are not allowed to broadcast news. Transmitter and antenna costs remain exorbitant although there have been recent initiatives to bring in more players in this area. While a Community Radio Forum has been formed, it needs to go to scale and enhance membership across the country. It needs to open its horizons through awareness related programmes especially at the grassroots level. All these have raised worrying questions pertaining to equity and inclusiveness. Community Radio helps the remotest communities to integrate into the national and global economies, and the development of knowledge-based economies. Community Radio may improve governance by enabling people to hold local governments to account for delivery of services. It can bring out the best in community participation in development. It may also be used by farmers to negotiate better prices at local markets, villages to engage in the national economy and citizens to access knowledge on issues and services and even during disasters for disseminating relevant information and also for signaling alarms.

Uttarakhand, a small hilly state has 07 Community Radio Stations (CRSs) being run by NGOs or by local community or by educational institutions. These are Kumao Vani (Mukteshwar, Kumao region), Henval Vani (Chamba, Tehri Garwal), Mandakni Ki Awaz (Bhanoj, Rudraprayag), Janvani (G.B.Pant Agriculture University, Udham Singh Nagar), Radio Khushi (Mussorie), Radio Zindagi (Graphic Era Univ, Dehradun) and Himgiri Zee Radio (Himgiri Zee Univ, Dehradun). Out of 07 CRS, 04 are in hilly areas and 03 are in plains. This study is primarily aimed at assessing the functioning of these CRSs so as to analyze and understand their usefulness for participative community development in Uttarakhand.

Literature and resource review

In terms of production, management, as well as for reception, Radio is a highly affordable medium. It is a medium of illiterates also. Because of its wide-spread reach and access, it can very well be said to be a people's medium. All over the developing nations, radio has a proven track record of being a catalyst for social change (Girard, 1992; Dagron, 2001). These characteristics of radio make it a community medium as well. Community radio stations (CRSs) are coming up and are being used for development in a substantial way. Tabing (2002) defines a community radio station as 'one that is operated in the community, for the community, about the community and by the community' (p.9). According to Tabing, 'the community can be territorial or geographical – a township, village, district or island and can also be a group of people with common interests, who are not necessarily living

in one defined territory'. Thus community radio may be owned and managed by one group or by combined groups. It could also be controlled and run by people such as women, children, farmers, fisher folk, ethnic groups, or senior citizens. Tabing points out that a high degree of people's participation, both in management and programme production distinguishes community radio from other media. Moreover, the principal sources of support for community radio operations are individual community members and local institutions.

Distinct from the other two forms of broadcasting, the public and the commercial, community broadcasting is a non-profit service. Community radio is a social process in which members of a community federate to design and produce programmes, and air them (Fraser & Restrepo-Estrada, 2001). Community radio is thus characterized by access, public participation in production and decision making, management by listeners, and its operations rely mainly on the community's own resources. This involvement of community members distinguishes it from the dominant state and/or commercial stations that are operated for profit, propaganda, power, politics and privilege but are neither accountable nor accessible to the public. Community radio works as a cultural broadcast mechanism that adapts perfectly to reflect the interests and needs of the community it serves and offers marginalized sections an opportunity to express themselves socially, politically and culturally. Community radio is recognized by AMARC (World Association of Community Broadcasters) as a unique contribution to media pluralism and an ideal means of fostering freedom of expression, development of culture and identity, and active participation in local life. Multiple features of community radio can be summed up as stated by AMARC's (1995) members:

> Community radio, rural radio, cooperative radio, participatory radio, free radio, alternative, popular, educational radio. If the radio stations, networks and production groups that make up the World Association of Community Radio Broadcasters refer to themselves by a variety of names, then their practices and profiles are even more varied. Some are musical, some militant and some mix music and militancy. They are located in isolated rural villages and in the heart of the largest cities in the world. Their signals may reach only a kilometer, cover a whole country or be carried via short wave to other parts of the world. Some stations are owned by not-for-profit groups or by cooperatives whose members are the listeners themselves. Others are owned by students, universities, municipalities, churches or trade unions. There are stations financed by donations from listeners, by international development agencies, by advertising and by

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governments.

Community communications and participative model of development is based on an emergence of "Another Development" perspective (Servaes, 1995) which emphasized alternative communication system and media practices. The stress was on inclusive forms of participation of people in the economy, political system and media within a particular area. 'Another Development' perspective evolved as a critique of, and an alternative to, the modernization and dependency theories, which influenced development communication paradigms until the late 1970s (Servaes, 1995). Modernization theorists advocated a universal model of development on the lines of those in Western European counties and North America. Dependency theorists put forward the transitional and structural conditions needed to eliminate under-development. Both modernization and dependency theorists were on two extremes of a psychological warfare that characterized the cold war period.

'Community' emerged as a central element in the "Another Development" paradigm which argued that it is at the local community level that the problems of living conditions are discussed, and interactions with other communities and outside groups and institutions are elicited (Melkote, 1991). Therefore, it highlighted the critical role of local participation in development and demanded that participatory decision-making strategies be encouraged in the design and implementation of development programmes. For this purpose, communication systems were seen as a means for those local groups to seriously consider development initiatives and desires, and elicit participations. Therefore, the stress was on inclusive forms of participation in the economy, political system and media within the communities. The nation state in this case is considered to be consisting of any number of individual communities. The mainstream media which are usually associated with the concept of nation state were generally left out in support of small and alternative media. Thus, 'Alternative Development' approach to development communication recognized two key elements, viz., 'two-way process of communication' thereby emphasizing interactive nature of communication in contrast to linear form of communication under the modernization paradigm and 'participation of community'. It was widely believed that participatory approach could help in the "development of a community's cultural identity, act as a vehicle for people's self-expression, or serve as a tool for diagnosis of a community's problems" (Melkote, 1991). While fewer efforts were made to define participation, the exact nature and role of communication in "Another Development" were believed to depend on normative goals and standards set by the host communities to ensure participation. The participation, access and self-management define uses of communication media that include two-way communications as "community

communication" or "community media" (Berrigan, 1979).

"Another Development" discourse supported the right to relevant local information, the right to answer back and the right to use the new means of communication for interaction and social action in small-scale settings of community, interest group or sub-culture. In the place of uniform, centralized, high-cost, commercialized, professionalized or state-controlled media it encouraged multiple, small-scale, local, non-institutional, committed media which link senders to receivers and also favour horizontal patterns of interaction (Mc Quail, 1994). Thus, the belief that the community should become the focus of development communication was strengthened.

As per information given on Ministry of Information and Broadcasting official website, the number of operational Community Radio Stations (CRS) in India as on 10/10/2014 stands at 176. However, not many experts are impressed with these figures. "This is a drop in the ocean. We have the potential to accommodate around 4,000-5,000 CRS in the country. Also, this upsurge is benefitting whom? Most of them are from the educational sectors and not from the civil society. We needed the NGOs and voluntary organizations to flourish, who really work for the community but unfortunately, this has not happened," says Vinod Pavarala, UNESCO Chair on Community Media, University of Hyderabad. In fact, going by the official ministry data, most of the CRS belong to the educational sector, state agricultural universities, Krishi Vigyan Kendras and NGOs. It may be noted that only these four sectors are allowed to set up community radio stations in India. Another problem is the involvement of multiple ministries when it comes to granting licences to CRS in India. Till now, the government has shown reluctance to open these CRS in 'conflict zones' like Jharkhand and Chhattisgarh which are 'Naxal prone areas'. "By barring the people of these areas of information, they are actually helping the extremists. When people lack access to information, chances are more that they will get inclined to the extremists' views. In fact, we need more CRS in these areas." says Pavarala who is spearheading the struggle for freedom of CRS in the country (Retrieved from http://www.deccanherald.com/content/259324/community-radio-takes-tentative-steps.html).

Objectives of the study

The broad objectives of this study are as follows:

1. To assess the usefulness of community radio broadcasting in addressing development needs and issues of a community where it is operated.
2. To know the strengths and weaknesses in respect of community radio broadcasting in Uttarakhand?

3. To understand the level of community participation in community broadcasting and also to know the role of community radio in giving impetus to participative development.
4. To know whether community radio can be a better communication tool for disaster management/mitigation in a state like Uttarakhand?

Methodology

The methodology used is *Case Studies* and the tool used is "Community Radio Performance Assessment System (CR-PAS, 2008)" developed by the Community Radio Support Centre (CRSC)/ Nepal Forum of Environmental Journalists (NEFEJ) under the aegis of UNESCO. The CR-PAS seeks to assess community radio stations in seven performance areas: participation and ownership, governance, programs, resource structure and management, station management, financial management and networking. It uses a set of 60 indicators for assessing the performance of Community Radio Stations (CRS) and is intended to be a practical tool that the CRS could eventually adopt for continuous self-assessment. All indicators as defined under CR-PAS tool have been used in this study, however some modifications under different composites have been made keeping in view the research objectives and the conditions under which Community Radio Stations operate in Uttarakhand.

An assessment of two major CRSs of Uttarakhand

For gathering relevant information pertaining to different indicators under CR-PAS and to elicit relevant information pertaining to the research questions, in-depth interviews of community radio broadcasters and audience of two Community Radio Stations in the state of Uttarakhand, viz., *Mandakini ki Awaz* and *Kumaon Vani* were conducted. For each CRS, 05 broadcasters (preferably full time) and 50 audience members have been interviewed by administering interview schedules.

CR-PAS performance areas and indicators have been shown in Table-A and Table-B below:

Table – A

CR – PAS composites and indicators

Sr. No.	Performance areas (Composites)	Total Score	Minimum score required	Number of indicators
1	Participation and ownership	20	7	7
2	Radio governance	15	5	12
3	Radio Programs	25	8	14
4	Resource structure and resource management	15	5	7
5	Radio station management	10	4	10
6	Financial management	10	4	7
7	Networking	5	2	3
	Total	**100**	**35**	**60**

Table – B

CR-PAS evaluation categories and qualifying points

Category	Points
Endeavouring community radio	Up to 35
Evolving community radio	36-44
Progressing community radio	45-59
Performing community radio	60-79
Model community radio	Over 80

Source: *Community MHz: Assessing Community Radio Performance in Nepal A Pilot Assessment of 15 Stations*. Published by Community Radio Support Center (CRSC)/ Nepal Forum of Environmental Journalists (NEFEJ) with the Support of UNESCO, Kathmandu, pp. 37-38.

Findings and Discussion

The findings of the study are based on intensive interviews of community radio broadcasters and audience of two community radio stations in Uttarakhand, viz., *Mandakini ki Awaz* and *Kumaon Vani* using CR-PAS tool.

1. Performance in participation and ownership

This composite carries 20 out of the total 100 points. There are seven indicators under this composite each with a maximum score of 2, 3 or 4, depending on their importance. The indicators emphasize the need to define the community for broadcasting, efforts to expand membership and the composition of the members reflecting the population of the community, volunteerism, and active community consultation and involvement of community in station management. The scores were generally based against evidence as set out in the CR-PAS manual. However, some adjustments were made during the assessment considering the environment in which the radios operate in Uttarakhand and the interpretations of the different terminologies in the indicators.

Table- 1: Performance in terms of participation and ownership

Sr No.	CR-PAS Indicators	Total score	Score obtained by *Mandakini ki Awaz*	Score obtained by *Kumao Vani*
1.1	The radio has defined, and publicly announced, its community for broadcasting	02	2	2
1.2	The provision of membership is open for all in the defined community, and the radio publicly invites people to acquire membership from time to time.	02	2	0
1.3	The structure of the general assembly should be inclusive reflecting the composition of the target population in terms of class, ethnic, linguistic, gender and geographic characteristics.	04	0	0
1.4	The radio has put in practice the system and mechanism of deciding the membership fees in consultation with the people in the defined community.	02	0	0
1.5	Radio organizes at least one public hearing each year in different locations/clusters of the targeted geographic area.	03	0	0

1.6	Radio has clearly defined the role, responsibility, and working guideline relating to volunteers and their contributions in radio operations such as program, accounting, resource mobilization, and station management, and the status of which is assessed in routine review meetings.	03	3	3
1.7	A structural mechanism is designed to receive suggestions, feedback and comments on a continuous basis from different groups (ethnic, class, gender, occupations), and it is functional.	04	4	4
Total		**20**	**11**	**09**

The scores of the stations were generally based against evidence as set out in the CR-PAS manual. However, the following adjustments were made during the assessment considering the conditions in which the radios operate in Uttarakhand:

Indicator 1.1: The CRSs have defined their community. But when it comes to publicly announcing their community commitment, the radios that have published brochures (and do not necessarily announce it on air) were accepted as having met the condition.

Indicator 1.2: Scores have been given to that CRS which has started seeking membership.

Indicator 1.7: Although this indicator requires two conditions – existence of a functional, structural mechanism for feedback – scores were given if such mechanisms existed. The functionality could not be measured.

Observations: It may be observed in the above findings that none of the stations scored any point in indicators 1.3, 1.4 (deciding membership fees through community consultations) and 1.5 (a system for community involvement) which are imperatives for community participation and ownership and also for sustainability of any community radio. However, it's satisfying to observe that both the CRSs have met the condition as enunciated in indicator 1.1 which implies that community have been clearly defined by respective CRSs.

2. Performance in radio governance

This composite has 15 out of 100 points and includes 12 indicators. Three indicators carry two points each and the rest one each. The indicators

emphasize formulation of separate operational guidelines, holding of general assembly and periodic election of office holders, avoiding domination of political and economic interest groups in the executive board, declaration of code of conduct for office holders and meetings, and following established procedures. Similarly, there are indicators that emphasize long and short-term planning, routine communication, and adoption of inclusive principles and preferential treatment of members of marginalized groups.

Table- 2: Performance in terms of governance

Sr No.	CR-PAS Indicators	Total score	Score obtained by *Mandakini ki Awaz*	Score obtained by *Kumao Vani*
2.1	A separate guideline for radio operation is prepared in participation, consultation and involvement of stakeholders and it is followed in practice.	01	1	1
2.2	General assembly of radio takes place at specified time and intervals.	01	0	0
2.3	Office holders in the management board are selected following a democratic election process.	01	1	1
2.4	At least 80% members of the radio management board are people who are not involved in partisan politics and who have no business interests.	01	1	1
2.5	Different committees are formed according to the defined organization structure.	02	1	1
2.6	A code of conduct for office bearers in leadership positions, and staff members, is announced and reviewed at least twice a year to see whether it is duly implemented in practice.	01	1	1
2.7	Radio management board meeting takes place with a pre-determined agenda regularly as specified in the calendar of operation.	01	1	1
2.8	Plan is formulated based on vision, mission and strategies, and it is in implementation.	02	2	2
2.9	Annual work plan is approved with budget for line items and work is being done accordingly.	01	1	1

2.10	A system is developed, and is functional, to inform the public about the policies and decisions within 24 hours of their adoption.	01	0	0
2.11	Radio discloses its accounts and financial status to the public at least twice a year.	01	1	0
2.12	Radio has adopted a policy on inclusion and positive discrimination and work is being done accordingly.	02	1	1
	Total	**15**	**11**	**10**

The following adjustments in CR-PAS indicators were made during the assessment:

Indicator 2.5: Since there is defined responsibility for different functionaries and decisions regarding management and operation of CRS are taken collectively, half of the total score has been given even if committees are not in place.

Indicator 2.6: The CRS, *Mandakini Ki Awaz* became officially operational in September, 2014. Since it has 'Code of Conduct' defined in its manual, score has been awarded.

Indicator 2.12: Though there's no defined mechanism as envisaged in this indicator, yet half of the total score has been given because some form of community participation mechanism is illustrated in their working manual.

Observations: It may be observed in the above findings that none of the CRSs scored any point in indicators 2.2 and 2.10 which shows that radio governance mechanism doesn't include community in a substantial manner. However, requirements as envisaged in indicators 2.1, 2.3, 2.4, 2.5, 2.6, 2.7 and 2.8 have been met by both the CRSs which show that the radios are moving towards good governance model.

3. Performance in radio program

This composite has 25 out of 100 points. This has the highest weightage in terms of scores allotted, as it is the most important performance area in the CR-PAS. There are 14 indicators to measure performance in programming and each indicator has between 1 and 3 points. The indicators emphasize broadcast of news and information, educational and musical programs in a balanced manner, and periodic review and improvement of programs based on community needs and priorities. Similarly, the indicators require radios to

formulate and declare their program code of conduct, and carry out impact assessments. Within different program categories the indicators emphasize a balance of content in terms of spatial and thematic coverage, and diversity. The indicators demand an appropriate mix of thematic and spatial issues, and promotion of local language, culture, and local artists.

Table- 3: Performance in radio programme

Sr No.	CR-PAS Indicators	Total score	Score obtained by *Mandakini ki Awaz*	Score obtained by *Kumao Vani*
3.1	Radio should generally dedicate 15-25% of broadcast time for news and information programs, 25%-35% for educational and 40%-60% for musical programs.	02	2	2
3.2	Radio holds a review meeting at least once every four months for taking program decisions, monitoring, and for improvement.	02	2	2
3.3	Radio has announced its program code of conduct and carries out an assessment of the same at review meetings.	02	2	2
3.4	Radio has publicly called for stakeholder suggestions and revises program schedules (grid) at least twice a year with their involvement.	03	0	0
3.5	Radio carries out impact survey of its programs.	01	0	0
3.6	With regard to news and information programs the news policy has clearly specified the proportion of content in terms of subject like disaster management and mitigation, and is assessed at review meetings.	02	0	0
3.7	With regard to news and information programs less than 20 percent of the total time is given to any subject (for e.g. , disaster management and mitigation) out of the total time available for news and information	01	0	0

3.8	With regard to news and information programs the station itself produces and broadcasts 100% of the news bulletins	02	2	2
3.9	Educational program policy has clearly specified proportion of content (such as ideological/ theoretical, technical, practical, good practices) and is assessed at review meetings	02	0	0
3.10	With regard to educational program less than 20 percent of the total time is given to any subject (for e.g. , disaster management and mitigation), of the total time for news and information materials	01	0	0
3.11	With regard to educational program the radio has specified the proportion of programs in local languages and this is assessed at review meetings	02	2	2
3.12	With regard to musical programs at least 20 percent of the total musical programs is dedicated to folk and traditional programs created by local artists	02	2	2
3.13	With regard to musical programs at least 25 percent is produced and broadcast in local languages	02	2	2
3.14	With regard to musical programs radio has set aside broadcast time for programs in the local languages proportionate to the population (served)	01	1	1
Total		**25**	**15**	**15**

The following adjustments were made during the assessment:

Indicator 3.1: Information and educational programmes were clubbed together for assessment because it was becoming difficult to distinguish them.

Indicators 3.6, 3.7 and 3.10: Scores have been given based on random check of the content and as informed by respective CRS management. Since CRS role in disaster management and mitigation is also being assessed, it has been included in the indicators and given scores as per information gathered.

Indicator 3.8: Indian laws don't permit CRSs to produce their own

news. All news items have to be taken from All India Radio (AIR), the public service broadcaster in India. Though, CRSs may translate news items into local languages ensuring that meanings and interpretations of news items do not change. Keeping this in mind and because of the fact that informative programmes are all in-house, total score has been awarded to both the CRSs.

Observations: It may be observed in the above findings that both the CRSs balanced proportion of information-education and entertainment components in their programmes. Moreover, local languages have been given due importance. However, some major drawbacks in programming and programme content have also been observed. The CRSs have not yet publicly called for stakeholders' suggestions and have not revised their programme schedules accordingly. This is not in consonance with basic tenets of community broadcasting. Some feedback mechanism is in place but no impact survey has been conducted so far. It is also obvious in the findings that the CRSs have not been contributing in disaster management and mitigation, which should be a priority area of community broadcasting in a state like Uttarakhand which is prone to natural disasters.

4. Performance in resource structure and resource management

This composite has 15 out of the total 100 points. There are 7 indicators to measure performance carrying 1, 2, and 3 points. The indicators emphasize the need to diversify sources of incomes, make efforts to tap non-traditional sources, and focus on avoiding excessive reliance on any single source.

Table- 4: Performance on resource structure and management

Sr No.	CR-PAS Indicators	Total score	Score obtained by *Mandakini ki Awaz*	Score obtained by *Kumao Vani*
4.1	A separate unit is created for resource mobilization, and it is functional.	02	0	0
4.2	Radio has assessed local resource potentials and has prepared annual plan for resource mobilization.	02	0	0
4.3	The actual volume of local resource mobilized should be equal to or more than 80% of the projected amount (target) set out in the annual plan.	03	0	0

4.4	The radio's income from advertising from the traditional commodity market is less than 50% of the total income from operations for the year.	02	2	2
4.5	No single source (individual or organization or company) has more than 15% shares in the radio's total income from operations.	02	0	0
4.6	The income from innovative and creative sources is increasing compared to the average income from such sources during the three years.	03	0	3
4.7	Radio carries out an assessment of the structure of its resource and its mobilization status at least once every three months.	01	0	1
Total		**15**	**2**	**6**

The following adjustments were made during the assessment:

Indicators 4.3, 4.6 and 4.7: Precise information demanded by the CR-PAS indicators was not possible to obtain from the kind of financial reports the CRSs produced. However, scores were given to the station that could show some performance in this direction required by the CR-PAS.

Observations: It may be observed in the above findings that CRSs have not performed well on resource structure and management. The CRS, *Mandakini ki Awaz* failed to score even the minimum desirable score, i.e., 5 under this composite; this may have happened because this CRS started functioning formally from September, 2014 only. Both CRSs need to engage in substantial effort for resource mobilization and management as envisaged in the CR-PAS.

5. Performance in station management

This composite allots 10 out of 100 points to 10 station management indicators with one point each. The indicators emphasize on having a station management and operation manual (or guideline), clearly assigning departmental and individual authority and responsibility, holding regular and systematic staff meetings, etc. Similarly, the indicators require radios to prepare and use equipment maintenance schedules, objective staff performance evaluations, and maintain personal files of staffs.

Table- 5: Performance in station management

Sr No.	CR-PAS Indicators	Total score	Score obtained by *Mandakini ki Awaz*	Score obtained by *Kumao Vani*
5.1	A written manual for station management is prepared and used.	01	1	1
5.2	A written human resource development plan exists.	01	1	1
5.3	Radio has defined station management (departmental) structure, division of work, authority and responsibility.	01	1	1
5.4	Staff members (and volunteers) at the station are provided appointment letters clearly specifying responsibility, authority, and compensation.	01	1	1
5.5	The radio is operating according to annual plans prepared in at least three aspects – program, physical resource mobilization, and human resource development.	01	1	1
5.6	A routine schedule for equipment maintenance is prepared and is in use.	01	1	1
5.7	A written system is developed and is implemented in practice for providing incentives and opportunities to staff based on performance assessment.	01	0	0
5.8	Personal files of staff members are maintained.	01	1	1
5.9	Staff meeting takes place with pre-determined agenda, regularly and as specified in the calendar of operations.	01	1	1
5.10	Review and assessment of decisions of previous staff meetings is done.	01	1	1
	Total	**10**	**9**	**9**

The following adjustments were made during the assessment:

Indicator 5.9: Although the CR-PAS manual demands pre-determined and circulated agendas for staff meetings, it was not possible to gather evidence for this. Therefore, if a station organized staff meeting regularly, it was considered sufficient for meeting the requirement.

Observations: It may be observed in the above findings that the stations are doing good in station management. Both the CRSs are being supported by established organization, *Mandakini Ki Awaz* by Peoples Power Collective (PPC) and *Kumao Vani* by The Energy and Resource Institute (TERI) – this may be one reason for good performance in station management. It is hoped that this will continue and be strengthened in future.

6. Performance in financial management

This composite has 10 out of 100 points divided among 7 indicators – three with two points and the rest one each. The indicators emphasize on having a financial policy on resource use, cash flow plan, bank accounts, inventory of goods and equipment, and reserve funds for replacing equipment. The CR-PAS also requires radios to regularly analyze and disclose their financial status to the community.

Table- 6: Performance in financial management

Sr No.	CR-PAS Indicators	Total score	Score obtained by *Mandakini ki Awaz*	Score obtained by *Kumao Vani*
6.1	A clear financial policy is issued and is in force, and clearly specifies where the income from operations and donations will be used.	02	1	1
6.2	Inventory of goods and equipment are maintained, are inspected and periodically and updated regularly.	01	1	1
6.3	Bank account is opened in the name of the radio and financial transactions are done through the account.	02	2	2
6.4	Cash flow plan is prepared and is effectively used.	01	1	1
6.5	Depreciation of equipment, machinery and vehicles is accounted for, and a reserve fund for the equipment replacement is created.	02	2	0
6.6	Radio publishes the status of its monthly incomes and expenditures.	01	1	0
6.7	Radio analyzes its financial situation every month.	01	1	1
	Total	**10**	**9**	**6**

The following adjustments were made during the assessment:

Indicator 6.1: Though financial policy is not as clear as CR-PAS demands, yet half of the total score has been given because some sort of financial policy is in place.

Observations: It may be observed in the above findings that CRSs have been performing reasonably well in financial management. This, again, has been possible because these CRSs are being supported by established organization, viz., Peoples Power Collective (PPC) and The Energy and Resource Institute (TERI). However, *Kumao Vani* needs to improvise its performance in financial management.

7. Performance in networking

This composite has 5 out of the total 100 points and has 3 indicators. The indicators emphasize on having a clear policy for participating in networks, and working with network partners for strengthening radio management and capacity, and for social transformation.

Table- 7: Performance in networking

Sr No.	CR-PAS Indicators	Total score	Score obtained by *Mandakini ki Awaz*	Score obtained by *Kumao Vani*
7.1	A clear policy with regard to participating in networks is developed and it is refined/improved periodically.	01	0	0
7.2	For institutional strengthening, the radio has established partnership with a variety of network partners (advocacy, capacity development, resource mobilization, intellectual resource mobilization) and active working relation is maintained.	02	1	2
7.3	Radio is pro-actively engaged in movements for social transformation in collaboration with different communities and organizations.	02	1	1
Total		**05**	**2**	**3**

The following adjustments were made during the assessment:

Indicator 7.2: As of now, the CRS, *Mandakini Ki Awaz* is being supported by Peoples Power Collective (an NGO) for capacity building and for finances. But no other network has been explored so far. Therefore, half of the total score has been given to this CRS.

Indicator 7.3: Some efforts as envisaged under this indicator have been made but more significant efforts are required. Therefore, half of the total score has been given.

Observations: It may be observed in the above findings that the performance of CRSs in networking has been satisfactory. Though some definite policy with regard to networking is yet to be devised and implemented by the CRSs.

Table – 8: Overall scores of CRS.

Composites	1	2	3	4	5	4	7		CR-PAS Category
	PO	RG	RP	RS & M	SM	FM	N	To-tal	
Total Score	20	15	25	15	10	10	5	100	
Minimum Required	*7*	*5*	*8*	*5*	*4*	*4*	*2*	*35*	
Kumao Vani	**09**	**10**	**15**	**6**	**9**	**6**	**3**	**58**	**Progressing community radio**
Mandakini Ki Awaz	**11**	**11**	**15**	**2**	**9**	**9**	**2**	**59**	**Progressing community radio**

PO: *Participation and ownership;* **RG:** *Radio governance;* **RP:** *Radio programs;* **RS&M:** *Resource structure and management;* **SM:** *Station management;* **FM:** *Financial management;* **N:** *Networking*

Based on overall scores under 7 composites as above, both CRSs can be put under the category – 'Progressive Community Radio'. This implies that the CRSs have been performing but many more steps are expected to be accomplished so that they could become model community radios.

Summary and suggestions

Based on findings gathered during this field assessments, it can be summarized that the CRSs, *Mandakini Ki Awaz* and *Kumao Vani* are making efforts to serve their communities and for addressing their developmental needs like health, hygiene, governance etc besides preserving language and

culture of the region. However, one important component of programming, i.e., 'disaster management and mitigation' is surprisingly missing from programme content/schedule of both the stations. It was also observed during field study that there existed inadequate understanding about the fact that good structures and management can result in better programming, better organization and better ability to raise resources. Both the stations seemed to have failed to realize the power of openness and transparency for winning over community support. Moreover, they are hesitant to disclose not just the information on their financial status and operational problems but also hesitate even to disclose decisions that could be of interest to their communities. The non-transparent behavior remains a major barrier for winning community support and participation.

Based on this study, it can be suggested that community radios in Uttarakhand must focus on community participation and ownership and more on financial management if they wish to make themselves a viable, vibrant and real community broadcasting entities. There is an urgent need to focus on expanding community participation because it is the main asset for any community station that seeks to serve the public with news, information and education materials. Once communities are convinced of the utility of relevant information, news and educational materials on their own radio they can provide the stewardship needed for the sustainability of the stations. Secondly, the community radios should establish some sort of mechanism to begin enlisting members because the members can assure the stations their legitimacy, and provide them the necessary support and strength needed for growth. Thirdly, the community radios must incorporate 'disaster management and mitigation' in some manner in their fixed point charts (programme broadcast schedules) and in their programme content. They should also network with governmental agencies and institutions working in this field in Uttarakhand. Keeping in view the terrain and topography of the region where the community radios are operating, this becomes imperative for them so that the community they are addressing could realize their utility and importance, thereby enhancing their interest and participation in community radio broadcasting in Uttarakhand.

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Community Radio: A Tool to Communicate Health and Nutrition Challenges of Women

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Abstract

Science for Women's Health and Nutrition initiative of Department of Science and Technology (DST), was conceived and a pilot launched in 2005, at Anna University, Chennai to tap the potential of Community Radio Station (CRS) as a tool to reach adolescent girls and women. Later, it was expanded to 39 CRSs run by educational institutions and voluntary organizations across India. Further, in 2016-17, 14 CRSs were selected and trained not only in content development but also in leveraging and engaging community in programming and broadcast related activities. Commonwealth Educational Media Centre for Asia (CEMCA), was commissioned to conduct preparatory exercise comprising household survey of about 1000 women in the coverage area of CRSs and roll out an intensive training programme on participatory and locally relevant content development. Over 4000 hours of content in various Indian languages and local dialects has been created to empower women mostly from underprivileged communities by creating awareness related to issues pertaining to their Health, Nutrition and Hygiene. The programme not only created one-year full time and part time job opportunities for 140 skilled women but also provided a common platform for discussion and decision making.

Annually, India accounts for 44,000 maternal and 779,000 newborn deaths (15% and 26% respectively of the global burden). About 46% of all maternal deaths and 40% of all stillbirths and neonatal deaths occur during labour and on the day of birth (within 48 hours) despite the fact that the Institutional Delivery Rate in the last one decade has increased from 38.7% (NHFS-3, 2005-06) to 78.9 % (NFHS-4, 2015-16). Alongside various other challenges and issues pertaining to women's health, nutrition and hygiene such as anemia, HIV, menstrual hygiene and malnourishment are of serious concern. On the other hand, even though India is currently experiencing a deluge of information channels, critical information around health and nutrition that has the potential to pull a whole generation out of the clutches of malnourishment and stunting is missing.

A yawning gap still exists in communicating challenges pertaining to health and nutrition that continues to be a leading concern in India due to various traditional beliefs and practices (Patil et al, 2002). Women, both in urban and rural India, still continue to follow unsafe and unhygienic practices during pregnancy, childbirth and lactation. These practices endure during preparation of meals for infants and family. In India, dialogue and discussion related to reproductive health, particularly in rural and semi-urban settings, still continues to be a taboo thus leading to Reproductive Tract Infection (RTI), due to unsafe and unhygienic practices during menstruation. As per NHFS-4, 2015-16, 4 out of 10 women use unsafe methods of sanitary protection. Lack of awareness, myths & misconception associated with immunization, nutrition, communicable and non-communicable diseases persist within communities thus holding India back from reaching its commitment towards women and children under the United Nations Sustainable Development Goals.

Leveraging partnerships

In order to bridge this huge gap of communicating science related to health and nutrition, the National Council of Science and Technology Communication (NCSTC), Department of Science and Technology (DST), Government of India, was mandated to develop programmes having elements of training & research in thrust areas backed by field activities to enable informed decision-making at grassroots level. It did so by leveraging the potential of Community Radio (CR) through launch of 'Science for Women's Health and Nutrition**'** (SFWHN) programme in 2005, thus reaching directly to young girls and women.

Community Radio is an important instrument to disseminate vital information and create knowledge communities. It is also a vital tool for

bridging gaps among governmental agencies by creating an enabling policy environment to facilitate response to various challenging issues. A single window clearance and time bound processing of CR applications, allocation of spectrum, promotion and digitalization of radio signals to accommodate more frequencies has been created by Ministry of Information and Broadcasting (MIB) that further encourages various organizations to apply for CR licenses and work towards communication with the society at grassroots.

To achieve these goals, Community Radio Facilitation Centre (CRFC) was established by Commonwealth Educational Media Centre for Asia (CEMCA) in 2011 with the approval of MIB to facilitate CR applicants in licensing process and provide guidance to CR Stations (CRSs) through capacity building, guidelines and toolkits. DST supported 68 CR Stations through training the community representatives on use of participatory forms of radio-programming and to develop locally relevant content that has a direct connect with adolescent girls and women. The premise of this endeavor was that local, contextual and compelling content in local dialect/ languages would influence behavioral changes in everyday life.

The primary focus of 'SFWHN programme' was to empower girls and women by making them aware of various issues pertaining to health and nutrition of family. It reached out to women, especially those from underprivileged and sometimes even socially excluded communities in both urban and rural areas across the country to exercise their right to freedom of expression and securing easy access to media.

Review of literature

Mass Media is one of the popular and cost–effective public health promotion tool globally (Mtega, 2013, Sood et. al., 2014, Godlee, 2015). It has been debated often that the mainstream media neglects the needs of local community and fails to reach the bottom of the pyramid to address their core challenges. Thus, CR is looked upon as an alternative to mainstream media as it has potential to address social issues at grassroot level. Tahmeena and Onkargouda (2013) claimed that communication plays an important role in dissemination of information through their study on impact of radio programme "*Negila Yogi*" in Karnataka, India. CR plays a key role as facilitator in addressing the needs of local community through participatory mode of communication and is one of the most dynamic tools for development due to its intensity, cost effectiveness and significance as versatile media for all strata of community (Therakam, 2014).

There have been number of studies to substantiate that mass media impacts public health, knowledge, attitudes, beliefs and behaviors (La Croix et. al., 2014, Naugle, 2014, Robinson, 2014). Meadows and Foxwell (2011) examined the role of community broadcasting in health and social well-being and suggested opportunities for health care agencies to consider the potential of community broadcasting in health campaigns. Their study provides evidences for CR as a key resource to meet expected outcomes towards social gains and further reinforces that mainstream media needs to be more aware of growing dissatisfaction with their 'inability' to connect with diverse audiences on such issues. Collins et.al. (2016) has examined the impact of community driven mass media campaign on the utilization of maternal health care services. The argument has been made that most of the mass media public health interventions do not sufficiently engage the local people; they are externally determined. As per Godlee et. al. (2015) there have been studies that bring forward the dearth of access to health information that leads to death of people otherwise, which would have allowed them or health workers to make appropriate decisions related to their health. Thus, access to reliable health information is a corner–stone of improved and sustainable health outcomes. It has been highlighted by Nwagwn (2011) and Meeker et. al. (2007) that in low and middle income countries, poor access to health information; especially among rural women and adolescent girls is a major challenge among the society. Under the present initiative of DST, Government of India, the gap and challenges in communicating health and nutrition related issues were addressed through the medium of Community Radio. Stations were also enabled in various formats of content development viz. drama, music, magazine, interview and discussions towards menstrual hygiene, anemia, diarrhea, breastfeeding, pre and post pregnancy care, worm infestation, sanitation, and so on. These episodes were created in local dialect or vernacular for deeper impact and maximum outreach.

Study methodology

Study methodology adopted during the implementation is depicted in Fig 1.

Geography

DST facilitated a comprehensive study through CEMCA, of catchment pattern of radio signals of 14 CRSs* selected for funding in 2016-17. Thereafter, a cluster of four settlements consisting of three to four villages each was selected for a sample survey at each of the CRS.

*GMR Radio, Rajem AP; Radio Kotagiri, Kotagiri, Tamilnadu; KVK Pravara, Loni, Maharashtra; Sarathi Jhalak,Bengaluru, Karnataka; Radio Aap ki Awaaz,Agra, UP; Radio Bundelkhand, Taragram, MP; Saiyare jo Radio, Kutch, Gujarat;   Radio Sharda, Jammu, J&K; Radio Awaaz, Bhopal, MP; Thendral CR, Chennai, Tamilnadu: , Rudi no Radio, Ahmedabad, Gujarat; Radio Namaskar, Konark, Odisha; Radio Muskan, Phulbani, Odisha; Radio Dhadkan, Shvpuri, MP

Meadows and Foxwell (2011) examined the role of community broadcasting in health and social well-being and suggested opportunities for health care agencies to consider the potential of community broadcasting in health campaigns.

Baseline Tools

A detailed questionnaire comprising of 74 questions, was scientifically designed for baseline study and disseminated to CRSs well in advance for translation in local language. The translated questionnaire was examined and 1,100 copies of the final questionnaire were prepared in consultation with Communication Experts. 3 villages each and local women were selected by the CR station in the listening zone to conduct baseline study. SFWHN programme was advertised through printed stickers reflecting the Radio Channel.

The questionnaire consisted of five distinct sections:

• Information on socio-economic and demographic profile of target listeners.

• Media habits of listeners– ownership, listening frequency, participatory willingness, utility.

• Development of community insight, women particularly with reference to radio.

• Current information sources for seeking solution to issues like health hazards, family planning, social hygiene, childcare, etc.

• Issues of local importance.

• Issues women would like to address through participatory radio programmes.

Random sampling technique was used to identify 1,000 households and one respondent from each household was interviewed for the survey within the age group of 18-36 years.

Data collection

Approach

The study was carried out as an in-depth evaluation process using participatory approach involving desk study and field visits. The specific techniques used to collect data included meetings, focus group discussions, stakeholders' interviews, debriefing sessions and observations. The data collection team consisted of CR Station staff and community volunteers who were trained by experts on data collection techniques. The community volunteers assisted to

A detailed questionnaire comprising of 74 questions, was scientifically designed for baseline study and disseminated to CRSs well in advance for translation in local language.

identify households where women would be willing to participate in survey and the data handling team was enabled for immediate processing to generate a detailed report on demographics of the audience/participants.

During sessions, the trained group did mock interviews with target communities. The survey team carried radio sets to ensure availability of radio signal at the site of survey. Visual representation of community, its economic status, and their reactions during question-answer sessions were recorded by capturing photographs.

Quality control

To ensure high quality data, local supervisors present during the survey regularly visited the field as random back-checks. All questionnaires were physically verified before sending them for data entry. Ten percent of questionnaires were selected by supervisors to manually crosscheck those, followed by visit of an expert.

Data analysis

Data was analyzed according to a pre-designed analysis framework using Google documents, forms and analytics. The exercise enabled CRSs undertake capacity building in research and content development using scientific tools.

Facts and figures

Socio Economic Status

The CR Stations selected for the baseline survey were diverse and were from established educational institutions, non-governmental organizations and *Krishi Vigyan Kendra*. The common features included the catchment areas and profile of women participants hailing either from rural or from urban slums. The data comprised of 14,760 women who participated in the survey. These respondents were between 18–36 years of age, with the majority in the age group 20-30 years. While 85% of respondents were married, 12% were unmarried, 1% separated and 2% widowed (Fig 2).

Of the total number of respondents, 53% were homemakers, 21% daily wagers, 9% skilled laborers, 5% students, 4% self-employed, while 3% worked in private sector, 2% worked in government and other sectors, and 3% were engaged in other activities (Fig 3).

Amongst the socio-economic profile of respondents enumerated earlier, 46% of the respondents were staying in *pucca* houses, 32% in semi *pucca*/ thatched homes, 10% in huts, 7% in bungalows and 5% in apartments (Fig 4).

Similarly, 67% respondents had access to private toilet facilities, 11% had to share toilets with others (most of these toilets lacked availability of running water) and a large proportion or 21% resorted to open defecation and 1% had not responded (Fig 5).

Health and nutrition status

Health

The SFWHN programme assumes a very significant dimension, especially in exploring sensitivities around health seeking behavior and source of nutrition of women in communities through incisive and researched questionnaires. Similarly, while major causes of neonatal deaths in India as depicted by (NFHS-4) include, premature births (18%), infections such as pneumonia and septicaemia (16%), asphyxia (10%) and congenital causes (5%), the present study threw light on women's shared beliefs and practices related to pregnancy.

With regard to nutrition before, during and after pregnancy, 20% respondents were aware of the need to visit doctors during pregnancy, 15% women knew the importance of taking rest during pregnancy, 12% understood the importance of nutritious food, 9% appreciated the need to be healthy so the baby would be born healthy and 44% were not aware of the nutritional requirement during pregnancy (Fig. 6).

Studies have long established that preterm birth has emerged as the leading cause of neonatal death, underlying the need for rapid scale-up of maternal health interventions in order to improve neonatal health outcomes. This survey found that 76% respondents delivered in a hospital, 14% at home while information for the remaining 10% was not available (Fig. 7).

In the context to personnel who handled deliveries, 55% women confirmed that a doctor had effected their delivery, 20% had delivery with a nurse, 11% were not able to specify, 10% said the local *dai* (mid-wife) attended to the delivery, 2% sought help from the ASHA worker and 1% from Auxillary Nurse Midwifery (Fig. 8).

Child health

In this study, 85% respondents confirmed vaccinating their children while an alarming 15% said their children had not been vaccinated (Fig. 9). Data related to breastfeeding practices was also encouraging: 84% of women surveyed had breastfed their children but 16% had not (Fig. 10). When questioned about post-partum care, 59% women said they had healthy/ nutritious food, 13% confirmed that they took appropriate rest while 9% said they had access to medical care and 19% had no awareness related to post-partum care (Fig. 11).

The primary source of information for young adult healthcare and wellbeing revealed that 47% respondents sourced information from their doctor and local health workers, 16% from friends and family, 13% from other sources while 12% got it from TV, 9% from radio and only 3% relied on newspapers (Fig. 12).

Considering the fact that diarrhea continues to claim lives of a very high number of infants in India, tetanus could have fatal consequences and anemia has an impact on growth, present findings are significant from the perspective of lack of awareness. An alarming 41% of respondents said they did not know about diarrhea, 43% had no idea about tetanus, 41% did not know about anemia, 43% were unaware of worm infestation (Fig. 13).

The responsibility of maintaining availability of water for all household chores continued to be major encumbrance for women. The study found that only 47% respondents had access to private tap, while 22% relied on common tap/well or hand-pump/bore-well, respectively, for their water supply needs. In addition, 6% women respondents said they had access to a private well, 3% relied on private ponds and 22% did not respond (Fig. 14).

Further, 87% respondents said the water they used was potable while 13% did not have access to potable water. To make water potable, 50% respondents boiled water, 30% filtered the water and 20% used other means to purify the water. In answers collated in other CRS areas, it is evident that the community was aware that the water they were consuming from taps and hand-pumps could be dangerously contaminated, leading to potentially harmful aliments. For example, it was found that water was contaminated with excessive iron in some areas covered by Radio Namaskar, Konark, leading to a large number of people reporting kidney ailments.

Nutrition

Although there are number of schemes directly/indirectly addressing

amelioration of diminished nutritional status of children (0-6 year age), pregnant women and lactating mothers, the level of malnutrition and related problems in the country remains high.Undernutrition among mother and child is the major cause of nearly 45% of the mortality of children under five years and most of these are preventable through effective nutrition interventions (Nutrition Strategy Booklet, 2017; Niti Aayog).

With regard to primary source of information on nutrition, 35% respondents said they got their information from the doctor and local health workers, 27% from TV, 15% from their friends and family, 5% relied on newspapers for information, while 9% each got their information from radio and other sources.

General health

On other questions related to general health– such as "In case of trauma or injury to yourself or someone in the family, how would you treat it?", 38% respondents said they would provide first aid, 28% would take the injured person to a hospital, 21% confirmed that they would dial '108'(free ambulance service), 10% would opt for other means, and 3% said would consult their family doctor (Fig.15).

On preference for healthcare facility in case of illness/injury, out of 14,760 women respondents, 73% said they had taken their family members to Government Primary Health Centre (PHC)/Community Health Centre (CHC), while 23% responded that they consulted a private doctor. Four percent of respondents resorted to traditional medicinal remedies, faith healers, alternate healers and home-based remedies (Fig. 16).

The primary source of information on health was doctors and local health workers (27%), newspapers (17%), friends and family (11%) and radio (8%), while the remaining 37% got information from other sources like faith healers and alternative medicine practitioners (Fig. 17).

With regard to primary sources of information about personal wellbeing, 32% said they preferred to get information from doctors and local health workers, 21% fromriends and family, 18% from TV, 11% each from the radio and 11% other sources while 5% relied on newspapers and 2% were non respondent.

With regard to primary sources of information on general family health, 39% said they relied on doctors and local health workers, 19% were dependent on friends and family, 15% on TV, 12% on radio and 11% on

other sources while four percent relied on newspapers.

With regard to primary sources of information regarding healthy practices to prevent diseases, 50% respondents said they relied on doctors and local health workers, 14% on their friends and family, 14% on TV, 9% each on radio and other sources while 4% relied on newspapers.

On primary sources of information on healthcare and welfare of family elders, 48% respondents said they got information from doctors and local health workers, 16% were dependent on friends and family, 15% relied on other sources, 11% on TV, 7% on radio while 3% relied on newspapers.

Media Habits

A reflection of prevalent illiteracy in women in the baseline villages is the fact that most respondents did not subscribe to, or read, either newspapers or magazines. The media profile of the respondents indicates a marked bias in favor of the audio-visual medium over print media. On illiteracy, one fourth of respondents (25%) admitted to being illiterate or without any formal education; 3% lacked formal education but were literate; 11% respondents had attended school up to Class 5, 15 % had attended school between Class 6-9 while more than a third of respondents (33%) had passed Senior or Higher Secondary.

Those who had passed class 12 (4%) as well as undergraduates and post-graduates (7%) were insignificant in number while 2% were non-respondent. Twenty six percent of the women were illiterate, 21% had studied up to Senior or Higher Secondary, 18% attended school up to Classes 6-9, 13% had attended primary school up to Class 5, only 7% each had completed their graduation and post-graduation and only 1% were professionals while another 1% had other higher qualifications.

Less than one fifth of the respondents subscribed to newspapers and only 11% subscribed to magazines. Almost negligible newspaper and magazine subscription data shows that respondents were largely dependent on radio and TV as a major source of information and entertainment. Interestingly, on listening habits, 67% reported listening to radio programme on their mobile phones.

Radio is an effective tool of communication due to its portability, affordability and ability to reach a large audience, even to the poorest population in the remotest part with little infrastructure. One can listen to it while going on with daily chores, and this is illustrated in the interaction

with many avid listeners, which revealed that radio was almost a companion to many, especially since most of them preferred to listen to the radio even while they worked.

Telephone connection

Almost half the women respondents owned a Cell phone (46%), whereas in 49% households the husband had a mobile phone while 5% did not own mobile phone. The survey revealed that respondents possessed more mobile phones as compared to landline telephone connections. Of the total number of respondents (14,760), 51% listened to the radio. Deep analysis of these 51% respondents revealed that 48% listened to radio programmes on radio sets, 45% on mobile phones, 2% on music systems (which also had a radio), while another 5% did not specify the gadget they used (Fig.18).

As to how often they utilized the medium of radio, 33% respondents said they listened to the radio twice or thrice a week, 29% listened regularly (six to seven times a week), 21% frequently (four to five times a week), and 16% listened to the radio once a week. A significant finding of the study was that 51% listened to their local Community Radio, 30% listened to All India Radio and 19% listened to commercial radio (Fig 19).

When asked what they liked most about their CRS channel, 39% confirmed that they got to hear about new things in their locality and 34% said the Radio Station gave them useful information about weather and information on health-related issues like protection from seasonal illnesses, etc.

Thirty five percent respondents had participated in their local CRS programme and 15% during a local event, such as village or community-level competitions or medical camps, 13% as part of phone-in programmes, 5% in discussions in CRS studios which were later broadcast, 3% in ideating, scripting or recording, etc. Two percent had either served as local talent for their CRS while another 2% were not able to specify how they had contributed.

Conclusion and way forward

Radio in India continues to boast of deeper reach, greater accessibility and affordability. In the case of CRSs the above study has ably demonstrated how to engage captive audiences through participatory, interactive, scientific and systematic campaign. While a significant finding of the study was that CRS attracts 51% of the total radio listenership and current radio programmes on health did not appeal to community as only 8% respondents exercised

radio as primary source of information on health-related practices during pregnancy. Similarly, in the case of information on young adult health care, only 9% respondents said they sourced information from the radio.

This may be due to gap in informative, engaging, conversing and stimulating formats of existing programs to engage stakeholders in the endeavour. The study revealed that access as well as participation by the community at large programming and also to feedback was limited. This could be one reason why even though there was great loyalty towards CR programmes in almost all CR Stations surveyed, this interest did not convert into active participation in- and thus listenership- of CR programmes as compared to commercial/FM radio programmes. In fact, many listeners did refer to this 'missing link' in terms of CR stations not really becoming the voice of the community and prioritizing their needs, concerns and interests in both anecdotal and survey data. In other words, for a Community Radio Station to serve its purpose, members of a community need to be given access to participate in its day-to-day activities and have access to relevant information.

With the learnings from earlier phases of the SFWHN, every effort should be made to capitalise on the 51% listenership, thus engaging the CRS with local needs, talent, expertise and leveraging of national strategies to arrive at an economically viable way of conveying messages and sharing knowledge on health and nutrition.

The SFWHN programme has triggered off a series of content where health and nutrition is presented in an entertaining and locally appropriate language, with simplicity to recall. Also, by engaging community in this endeavour the nature of the programmes become more interactive thereby increasing listenership.

To ensure the goal, this project aimed at giving voice to 500 community women as against the 1000 women surveyed. This is crucial, for CRSs that are operated, owned, and driven by the communities that they serve as a vehicle for facilitating individuals, groups, and communities to tell their own diverse stories, share experiences, and become active creators and contributors of media.

India continues to struggle to get its children and pregnant women fully immunized, a point that is reflected in this study as well: 85% of respondents said they had vaccinated their children but a significant 15% said they did not do so. A deeper probe into the status of immunization- how many children have completed their immunization schedule timely, whether all

the 7 vaccines covered under 'Mission Indradhanush' have been given to the children, would be a good reference point in future studies. On nutrition, too, only 9% of respondents said they sourced information from the radio as compared to 27% who sourced it from television.

Even as every effort is made to ensure that infants up to six months of age are exclusively breastfed, 16% respondents in this study said they had not exclusively breastfed their infants. The question on breastfeeding can be probed deeper to find out exactly how long the children breastfed and whether mixed feeding practice was also used by the respondents.

Baseline survey followed by data collation and interpretation shows that while there is immense scope for radio- especially Community Radio as a tool for bringing about behavioural change(s), there is still a lot of ground to be covered to make it the preferred choice of primary information on most issues like health, livelihoods, nutrition and so on.

Data was gathered on the use of CR station as an educational tool and also for communication and information sharing, entertainment and income promotion. The study established that CR station has evolved to improve awareness and knowledge of solutions to community issues ranging from rural development, education, hygiene, sanitation, agriculture to local governance.

Similarly, future studies can be designed to factor in modern-day issues like climate change, mental health, infertility which have already started impacting the lives specially of marginalized communities. Drought and floods have a significant, and often direct, impact on the health and well-being of communities, especially the elderly, children and women, and has a direct bearing on the livelihoods of millions of farmers and artisans across the country. Factoring in programming on these issues and exploring the impact of issues like climate change from the community perspective will add a newer and exciting dimension to the study, while enhancing the appeal of CR station as a source of scientific, current and modern-day knowledge, especially for the younger audiences.

Also, as part of future study design, experts can deploy additional teams to work on case studies to document evidences and correlations, for example, between socio-economic status and access to appropriate health benefits, or between the educational status of women and the education and/or health status of their families, especially children.

Currently, we are living in exciting times wherein each one of us is a media consumer and a content creator. There is no denying that CRS in India

has decentralized information dissemination in ways never thought of only a decade ago and has put the common man in the remotest of our hamlets in the center of the information revolution sweeping across the country. It has brought information and knowledge within the reach of intended beneficiaries. More importantly, it has addressed a critical social change agenda since it is driven not by commercial motivations but in offering a platform for community participation and decision-making.

Acknowledgement

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Figures

Fig 1. Study methodology adopted during implementation

Fig 2. Marital status of respondents in catchment area of CR Stations during survey
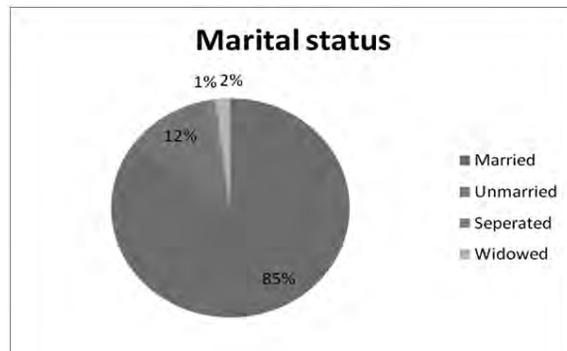
Fig 3. Occupational status of respondents in catchment area of CR Stations during survey.
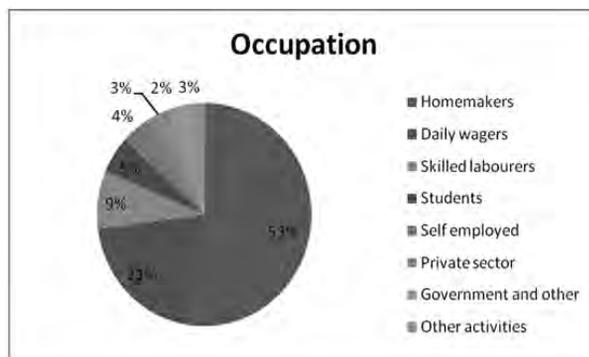
Fig 4. Housing pattern of respondents in catchment area of CR Stations during survey.
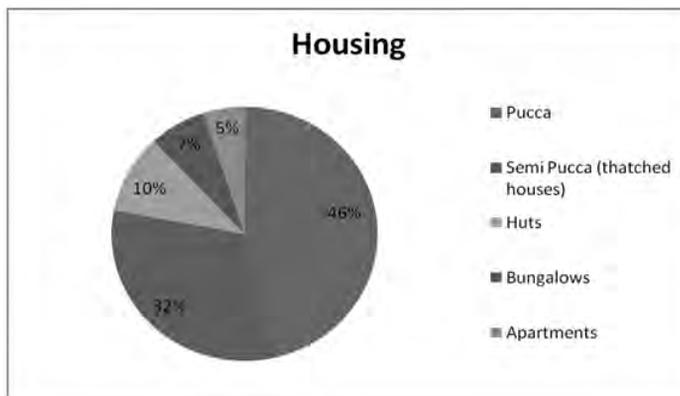
Fig 5. Toilet facilities availed by respondents in catchment area of CR Stations during survey.
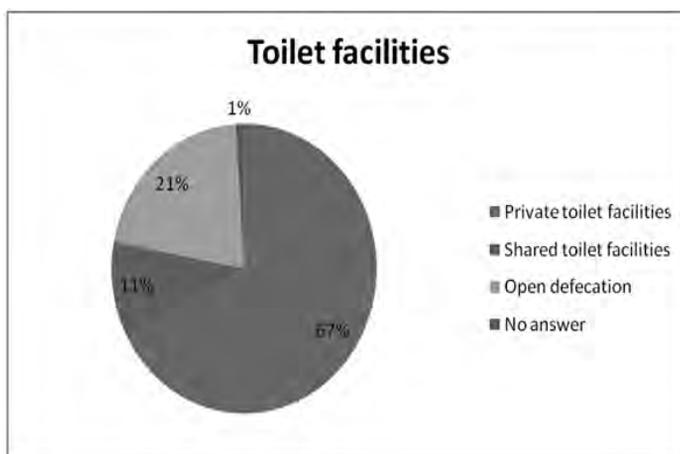
Fig 6. Nutrition and health related facts of respondents in catchment area of CR Stations.
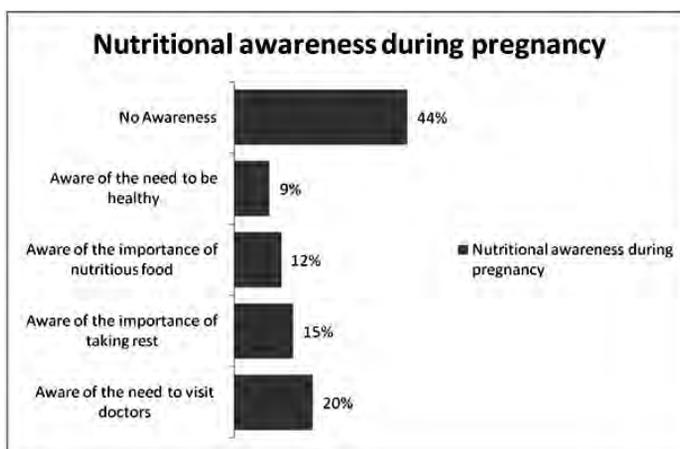
Fig 7. Place of delivery of respondents in catchment area of CR Stations.

Place of delivery of the neonatal

- At hospital
- At home
- Data not available

10%

14%

76%
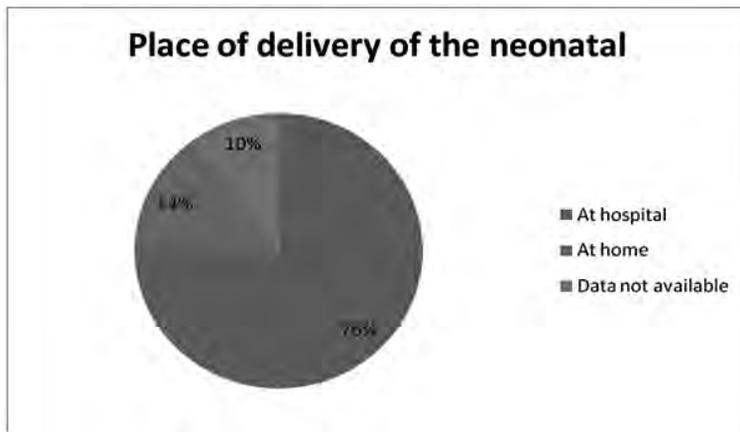
Fig 8. Handling of neonatal deliveries.

Neonatal delivery handled

- Doctors
- Nurse
- Not able to specify
- Local Dai
- ASHA worker
- ANM

3% 1%

10%

11%

20%

55%

Fig 9.Vaccination status of children in the catchment area of the CR Stations.

Percentage of children vaccinated

- Children vaccinated
- Not vaccinated

15%

85%
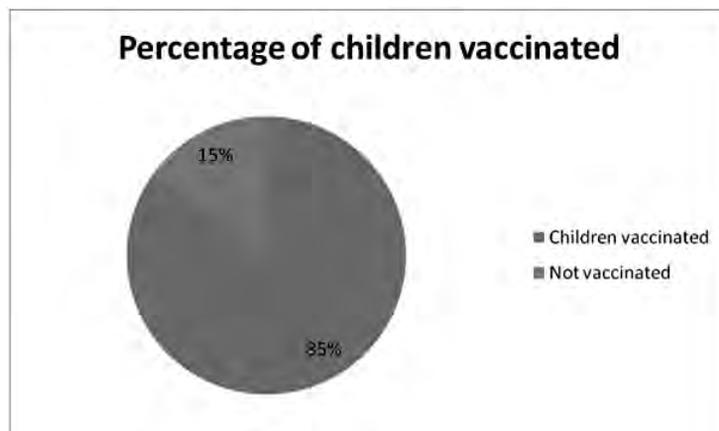
Fig 10. Breastfeeding practices of women surveyed.

Fig 11. Post-partum care
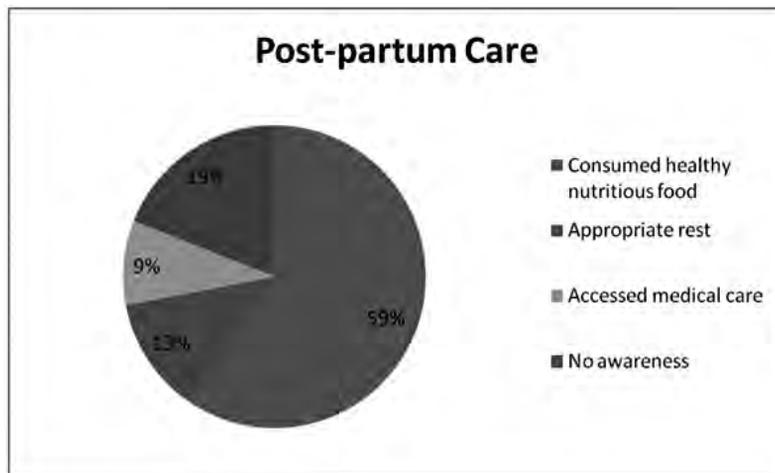
Fig 12. Where youth sought their information regarding healthcare.
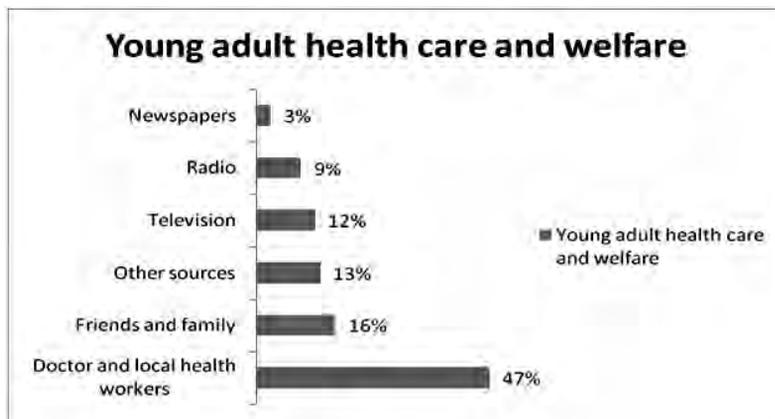
Fig 13. Awareness about public health issues

Disease awareness

- Did not know about diarrhea — 41%
- Did not know about tetanus — 43%
- Did not know about anemia — 41%
- Did not know about worm infestation — 43%
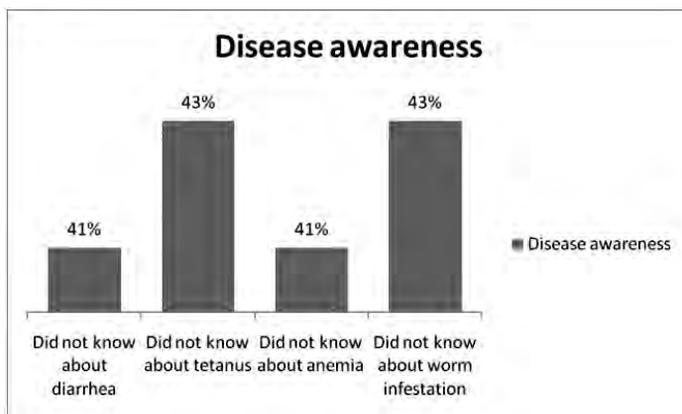
Fig 14. Availability of water among respondents

Household Availability of Water

- Private tap — 47%
- Common tap/well or handpump/borewell — 22%
- Private well — 6%
- Private ponds — 3%
- No answer — 22%
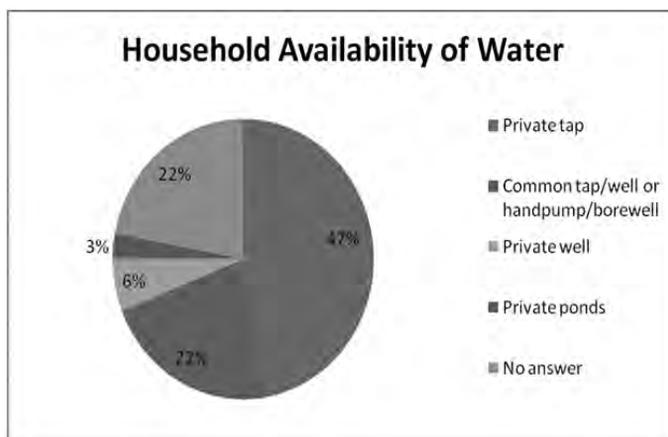
Fig 15. Who community approaches in case of a trauma or injury

Incase of trauma or injury

- Consult family doctor — 3%
- Other means — 10%
- Call the ambulance(108) — 21%
- Take the injured to hospital — 28%
- First provide first aid — 38%
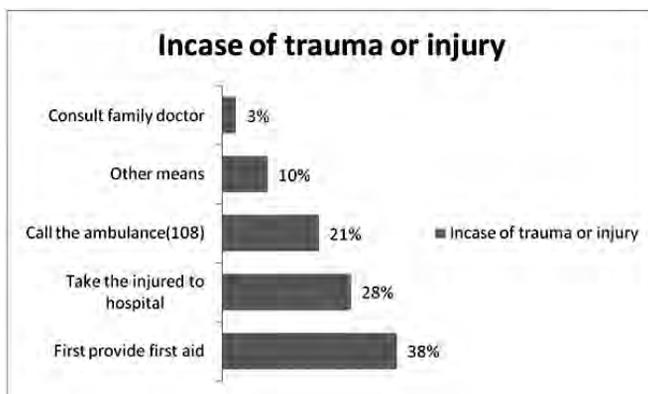
Fig 16. Healthcare facility used by respondents in case of injury or illness

Fig 17. Primary Source of information on healthcare
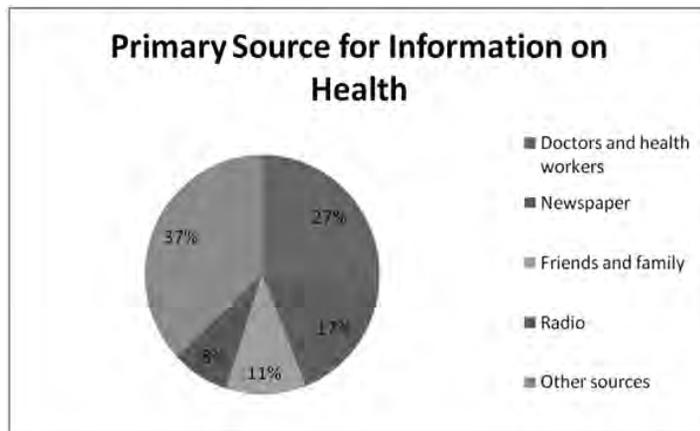
Fig 18. Gadget used to listen to radio
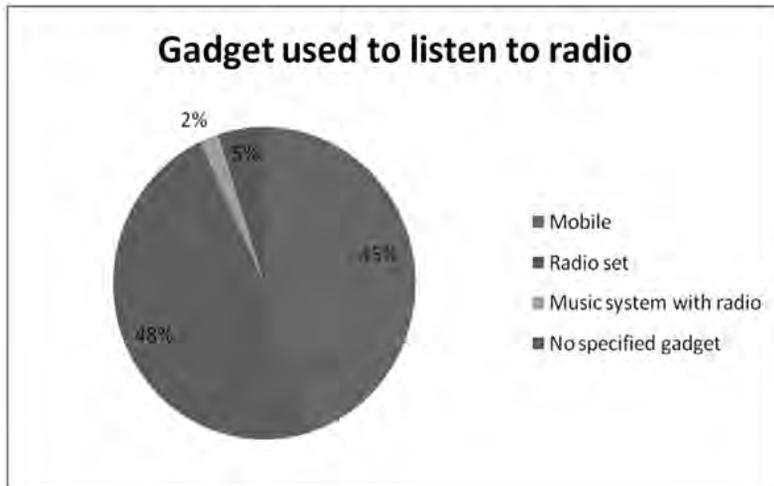
Fig 19. Preference of radio channels
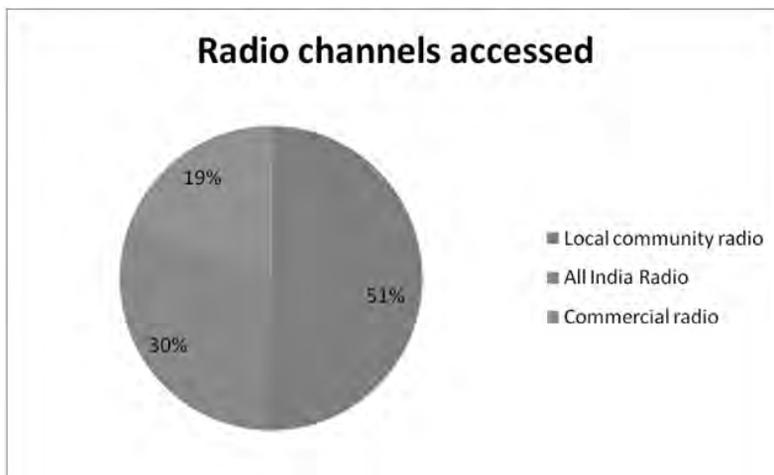
Virtual in the Domestic

➤

Social Change and Structural Integration of New Media

➤

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Abstract

With new media becoming a part and fact of life in urban cities and towns, the lived experiences of new media iterations, influencing family relationships and interactions assume significance. The family in India is often understood as an ideal homogenous unit with strong coping mechanisms in many ways. The study looks at early teenagers and young adults as the core group of actors in the family, who lead the family communication in ways not anticipated few decades back, playing pivotal roles in everyday life. The objectives of the study are to ascertain the shifting of socialization function of family to the social networking sites or social media, and, to determine relative significance of family and new/social media in the lives of youngsters. The study uses qualitative methods, employing focus group, and qualitative interview, where in views from core family members and experts were studied and synthesized. As the new media along with social media has come to cover the spectrum of activities and behaviour in the family realm, its indispensability is realized by youngsters and parents alike. And while the parents may still have doubts in their minds, the youngsters are certain about the inevitability of internet in their routine, and of the significance of family in their life.

Keywords
Youngsters, New media, Family,
Communication, Interaction.

"The old order changeth yielding place to new. And God fulfils himself in many ways, lest one good custom should corrupt the world. Comfort thyself: what comfort is in me I have lived my life and ……." — Alfred Tennyson.

Introduction

The idea of global village has come into its own, with new media defining and redefining the way we look at the world. With curtains drawn on the Guttenberg era, new technologies enveloping the world and permeating through the layers of social, political, economic and cultural institutions, an E- superhighway is beginning to join the entire globe with voice, video and data convergence. Virtual here implies the internet, amplified further as in computers 'created, simulated, or carried on by means of a computer or computer network: virtual conversations in a chat room'[1]. Whereas the term "new media" refers to those digital media that are interactive, incorporate two-way communication, and involve some form of computing as opposed to 'old media such as the telephone, radio, and TV… new cultural forms which are native to computers or rely on computers for distribution: Web sites, human-computer interface, virtual worlds, VR, multimedia, computer games, computer animation, digital video, special effects in cinema and net films, interactive computer installations'[2]. The social media or the social networking sites (SNS) that developed as an off shoot of new digital media quickly became a big source of connectivity among the people, in India as across the globe. India has a special place on the SNS map owing to large numbers of its young users (134 million users as on August 2015, with 106 million as active social media users)[3].

The virtual in the domestic sphere

The usage pattern assumes significance when the canvas on which the communication takes place involves the domestic sphere implying the microcosmic social institution, the family, which forms the core of socialization, development of personalities and offers support system in a variety of ways, as family bonds and relational ties have lifelong existence[4]. Family is a microcosm of society and one of the primary social institutions that plays a major role in the development, evolution and growth of the personality of an individual, working as an enviable support system, in and during crises periods. It has the major potential to provide stability and support when there are emotional, health, economic and other problems. Human development can, thus, be enhanced by enriching family life (Tata Institute of Social Sciences, 1993; Sriram, 1993; Desai, 1995a). The roots of family system theory derive

its impulses from the broader general system theory with a basic premise that we must study 'wholes' rather than 'parts' in order to understand how the system functions (Bavelas & Segal 1982; Vetere & Gale, 1987). Uberoi (2006)[5] points out that the Indian family is not based on the ideal of the pursuit of individual self-interest, but rather on the ideals of selflessness and altruism, duty and discharging of certain responsibilities.' Families in India are undergoing vast changes and over time the family has shown resilience to cope with the pressures of the modern life, and is able to modify, adjust and adapt to changing social norms, values and structures, and have demonstrated a unique strength in keeping together despite the growing stress and strain (Sonawat, 2012). The Indian family generally comprises of man, woman, their parents and children, however, joint family system is being replaced by nuclear family system comprising of parents and children, and sometimes single parent.

The youth as an integral part of family

The present study looks at youth comprising adolescents and young adults, as the core group of actors in the family, who define the family communication in ways not foreseen few decades back. In the changing social scenario of contemporary India, the place of young children in family has undergone radically, becoming key persona in major decisions of the family and playing pivotal roles in everyday life and routine. What has happened in the second half of the century is that parental authority has declined and children have demanded and received an earlier access to the adult world; they have not been willing to accept the attempt to prolong the childhood to late teenage years. In some way, it represents a return to a historical norm in which childhood did not extend to fourteen at maximum (Livingstone, 1995: cited in Rajesh Kumar, 2015, p 185).

Family cohesion and new media

High frequency of Internet use was found to be negatively related to family time and positively related to family conflicts, yielding a low overall perception of family cohesion with engagement of particular contents, preference, location and placement, time spent and its usage etc (Mesh, 2009[6]; Livingstone & Bovill, 1999[7]). Time spent on the Internet, was inversely related to losing contact with their social environment, negative social interaction, isolation and a privatisation of people's lives within the household (Norman H. Nie Lutz Erbring 2002, and Mairead Newham 2012 Siobhan McGrath, 2012).

Youth has emerged as new media usage influencers at home as Rompaey, et al (2002), Laura Robinson & Jeremy Schulz (2013), Sueila Pedrozo (2013) Rajesh Kumar (2016), Manhas and Chambyal (2017) and Eynon & Helsper (2015) discuss Children's Influence on Internet Access at home, intra-familial bargaining, dramatic technological transformations emerging from the advent of the mobile phone and the Internet, Facebook usage affected by levels of self-esteem, the role of children in the engagement, digital skills and use of the Internet of parents, challenges posed to younger users in the form of cyber bullying, easier ways to be contacted by strangers, and even easier access to porn and other age-inappropriate content by the technological innovations/additions to the society.

Identity youth and new media

The studies find use of social media extreme in adolescents as they use not only for socializing, but also for communication, entertainment, and all other activities by using culture of popularity, unreal standards of appearance, approval seeking behaviour, and anxiety and depression due to use/non-use of social media. Findings suggested a significant, positive relationship between social networking site use and Imaginary Audience ideation and Facebook customization practices (what impression people make of them). Together, these findings (Cingel, et al 2014[8]; Alzahrani; 2014[9] ;Livsey, 2013[10]; Christofferson, 2016[11]) provide evidence, based on Vygotskian developmental theory, for a general consideration of the role that social networking sites, can have on development, thus, implicated both the role of development on social networking site use (type of content accessed), as well as the role of social networking site use on development iteratively. The literature suggests both positive and negative effects of social networking use on adolescent self-concept which include strengthening of group identity, benefits of self-expression, and ability to reinforce social relationships, an intensified discrepancy between one's ideal and actual selves, false representations of the self, and the risks involved with online disclosure. Similarly, in her study, of a systematic review of 15 articles on the effects of SNS on adolescents' social and emotional development, Christofferson, (2016) concluded that there are both risks and benefits to teenager's social and emotional development.

The present study draws on Erikson's model that provides a theoretical framework to explore issues of self-esteem, belonging and identity (Erikson, 1968; Steinberg and colleagues, 2005) whereby adolescence is seen as divided into three distinct stages (Early, Middle and Late Adolescence) each of which poses differing vulnerabilities and risks. While the 'self-esteem

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and identity' issues may co relate with peer group and new media, and their increased belongingness to these two while a distance grows for the family. Erikson's (1968) 'Stages of Psycho-social Development' posits adolescent development occurring primarily through identity formation within the context of social relationships (consisting primarily of family and friends, where new and social media is indispensable part). Being exposed to the vast new world of friends, new media and their own body and mind, youngsters try to adjust themselves with new orientations, and fine tune to demands and expectations of the peer group and family (Moshman, 1999; Erikson, 1968; Frydenberg, 2008; Manago et al, 2012; Steinberg, 2005). In general, social media with its interactive features helps youngsters to gravitate toward peer groups with whom they share common interests.

According to the report 'Internet in India 2015', (IMAA and IMRB International, 2015), the number of Internet users in India was 375 million in October 2015. While Internet in India took more than a decade to move from ten million to 100 million, and three years from 100 to 200 million, it would take only a year to move from 300 to 400 million users. In the report 32 per cent of the users are 'College Going Students', followed by 26 per cent described as 'Young Men'. Significantly, there has been a huge spurt in the number of people accessing the Internet on a daily basis in urban India. As of October 2015, 69 per cent of them are using the Internet on a daily basis. This daily user base has gone up by 60 per cent from that of 2014. Where the rapid growth in Internet access and users could be seen as an indicator of infrastructure and Information and Communication Technologies (ICT) development on one side, it has also brought concerns that Indian parents are uncertain of dealing with (Kumar & Thapa 2014). The central issue concerning is how, this increasing usage is impacting the relationships in the family. Does it enhance, foster social ties or does it impede, hinder social interaction. It has to be seen how the family, which has been enacting the function of socialization, as a core social institution from centuries is absorbing the new media in its fold, or whether the social networking sites have already taken up its role of socialization and put it on the margins. The study will attempt to explore and analyse the social ramifications of the 'new media in relation to family and young children, who are the prime focus of the study.

Research objectives

1. To ascertain the shifting of socialization function of family to the social networking sites or social media.
2. To determine relative significance of family and new/social media in the lives of youngsters.

Being exposed to the vast new world of friends, new media and their own body and mind, youngsters try to adjust themselves with new orientations, and fine tune to demands and expectations of the peer group and family.

Research Design: Strategy and framework

The research design is exploratory and descriptive, as the objective is to explore and describe (establish) the habits, attitudes and use for a variety of reasons and to explore how the changes in habits, attitude is bringing about a change in the family communication scenario. The research is unfolding in nature; therefore, the tools of interviews and FGDs employed are qualitative in nature.

Research methodology

The research methodology is qualitative. The aim was to draw out maximum information which is valid and reliable and may give a current picture of change or continuity. Information from the focus group discussions and qualitative interviews structured the framework of research. The research methodology drew on the existing literature and started with a pilot study involving youth and parents both through focus group discussion, later eight focus group discussions were carried out, 4 with youth and adolescents (37 individuals in all (8+9+10+10 individuals) and other 4 FGDs with parents (36 individuals in numbers). Though in all FGDs with students, male and female were included, however, in all four group discussions, the female and male ratio was 7:3, that is females outnumbered males. While conducting FGDs with parents, the ratio was all females in first group and all males in fourth group, whereas in 2nd it was 5 females versus 4 males (5:4) and equal ratio (5:5) in 3rd group discussion. While the focus group discussions with parents and young adults was recorded and transcribed, the focus group discussion with the adolescents was not recorded, but was entered into diary, owing to reservations from the participants and their parents. The existing literature provided a backdrop to initiate the argument, later, the data generated from the primary research of focus group discussions and interviews illustrated the prevailing picture. The research begins with an enquiry of engagements of digital media by the youth, for a multitude of purposes. The whole picture of family communication being influenced by the new media emerged when the viewpoints of the parents, was taken through the FGDs. The eminent scholars and sociologists' viewpoints on the interactions of social media and youth in the wider canvas of family constitute the framework of reference.

Sample frame and sampling

The sample frame was from the users of new media and smartphones in the age group of 13- 21 and students from class 9th onwards to post graduate

students from Delhi and NCR, and the parents of such people. The sampling procedure adopted was purposive and convenient that was selected as non-probability sample based on characteristics of a population (students/users of new media in the age group of 13- 22 and the parents of these youngsters) that matched with the objective of the study. The users and their parents were selected on the basis of their availability in the given time frame (2015 July-Feb 2017), so a convenient sampling was required. The FGD was conducted with students from Delhi and the NCR, and belonged to middle income group of society. Initially, only graduate and post graduate students were included but looking at the internet influence on early stage users/young minds, the adolescents too, were included in the study.

Findings

Bovil and Livingstone talk of privatization of young people's lives and family space getting highly individualized and young members getting socially excluded in the privacy of their own bedrooms. The focus group discussion with the young adults and teenagers finds an inseparable bond between them with the smart phone, the position of family vacillates from centre stage to background.

New media or family: preparing the youth for life challenges, in terms of access of content, equipping them with better skills to deal with the life situations

Users in the younger age bracket (13-16) use it extensively for gaming (fifa and PUGB), live streaming of games, reading online stories and novels, for copy pasting projects, to learn photography and music, practicing dramatics to gain followers, watch sports, watching funny videos on YouTube. Online shopping adds to their confidence, they believe. Youngsters in this age group are inquisitive to know and learn more about foreign cultures (Korean culture and Kpop), and foreign linguistics websites are major attractions to them. Serials like, '13 reasons why'(US series), SLAM, (a Norwegian series on LGBTQ), and Netflix in general are popular among teenagers. Likewise, watching porn is not a taboo in this age group, but something they would not admit openly. Youngsters in this age group say, that new media and social media are equipping them with better skills to deal with life situations. And they firmly believe that they become more informed person with new media. Parental guidance and shadowing in the beginning, to see the company, comments and likes the adolescents received is normal. But Sometimes, reading something good too is considered over indulgence.

Youngsters engagement with the new media lies in the fact of the variety of information that new media offers and young people access all kinds of content, with or without their parents' consent, this is what the youngsters would like to believe. The spectrum of usage may span from accessing academic content, to socializing, entertainment, gossipy topics to plain porn, and the young adults consider it as normal, suggesting that parents should learn to take this development (usage of internet to access all kinds of content) in their stride. However, new media/social media is considered a great facilitator/enhancer of personality development.

Fig 1
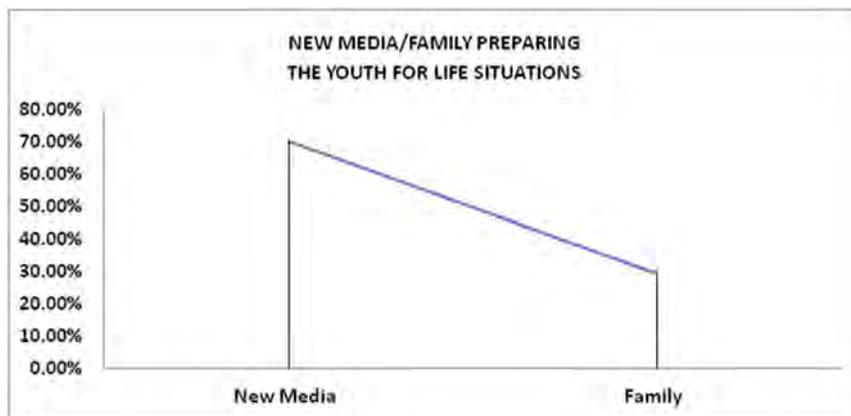
Users in the age group of 13-16 years give a thumbs up to new media for opening the world before them, and most think that there is disparity in the spectrum of knowledge between those of parents and new media. A young male user (15years) said, 'I am interested in games. Now whatever I want to know it, I can find on Twitter and Facebook, my parents do not know anything about the gaming thing.' Another male user of 13 years added, 'I like animation, and have learned a lot about it from the internet. This is something, parents cannot teach me.' A Young female user said, 'I like Korean culture, like the rest of us, and want to know more of Korean pop music, this is something I can get on internet(smartphone) only.' Content accessing may vary according to the age group, as one participant from young adults put it, 'I want to see how people conduct themselves and how they are uploading singing and dancing videos as one may be interested in that (Veera Vij, an undergraduate). 'Joining groups like tiny tales and writers group motivates me to do the same' says Sangeeta Jain, a post grad. For some, keeping up with the joneses is important (younger age bracket) but for others it's not the numbers but the quality of fewer number of friends is what matters (mostly from young adult group comprising of post grads and undergrads).

Academic pursuits, connectivity and copy pasting culture, social media also work as academic resource. 'Social media (whats app group etc.) keeps you connected with the class. No one sends you a personal message' says an undergrad student. The pressure is immense for those who do not want to use it but have to, for they cannot ignore their studies. 'Our network on whats app has the entire class and the teachers, where we exchange notes, attachments, problems and solutions and suggestions in real time. Its difficult to imagine living without it now,' a participant of 10th grade said. Similar opinions were expressed by young adults, though they used YouTube as well to ramp up the lectures. However, young adults and adolescents both think they have become dependent on internet for studies, as Varun, a post grad student says, 'Instead of writing, doing and creating our own things even for book review, we tend to copy, modify and paste.' The internet kills the spontaneous researching skills among us as one gets ready information for school and college projects, right from the school days, this ready information cannot substitute deep knowledge. Some youngsters feel that engagement with the digital media reduces their concentration levels and attention span too take a downslide. Especially 'during exams, one needs to keep away oneself from the social media, as much of the time is used up by looking up the notifications and what others are doing' (Shruti, a post graduate student). Social media gives ready knowledge and substitutes for the experiential learning, as everything cannot be experienced in a first-hand manner. However, young teenagers as fresh entrants are happy and excited of getting everything readymade for the school projects.

Women empowerment is an aspect that young females associate with the new media – 'Now girls too, have become confident and start shaming the person online who dares to cast aspersion on their character for their views or attire. Digital media has empowered women and showing her different avenues, as earlier her world view was limited. Now she can take these things in her stride and she should not be mum after reading the comments but confront the person online. 'In our society or offline world there's tendency to be ashamed after the rape, but social media empowers you as well as puts pressure on you to speak up' (Rangoli, a post grad student). Female users know that pointing out the slut-shamer in a widespread manner is the appropriate answer, not silence,' Rupaali, a post graduate student said. New media has given voice and encouragement to girls.

On the other hand, health information, the participants thought, is not adequate/reliable, and sometimes misleading. 'Looking for general things may sometimes lead to pages that are horrifying…' In these cases, apart from

the professional help, interpersonal communication like family members' help come handy. Social media or new media, the participants thought, cannot be trusted for the health information.

New Media, a reference index for educational and entertainment needs

One may also watch and download films, music, books, sports, cricket matches, and anything that can be downloaded and watched later. Online shopping is easier than the real-world shopping. Bags, clothes, books, electronic gadgets etc. are common purchases of online shopping, but some express reservations as one may be deceived in any of them, but is a good option as it saves time and money. The teenagers and young adults use it in a multi-faceted way. But not all of them are interested. 'Certain categories are worth purchasing like books, but not clothes or shoes. Some elders too are hard online shoppers, but generally they avoid purchasing online and do their shopping offline', said one participant. There might be a difference in use of new media based on gender as reading is preferred more than gaming by the girls. The girls who play have been introduced to the gaming either by brothers or by male friends. Gaming is used more by the boys. 'New media's offerings cannot be matched with the limited circumference of family. It sure has opened the world before me', says James, an undergraduate computer science student.

Fig 2

REFERENCE INDEX FOR INFORMATION AND ENTERTAINMENT NEEDS

NEW MEDIA AND FAMILY BOTH — 25.92%
FAMILY — 11.11%
NEW MEDIA — 52.96%
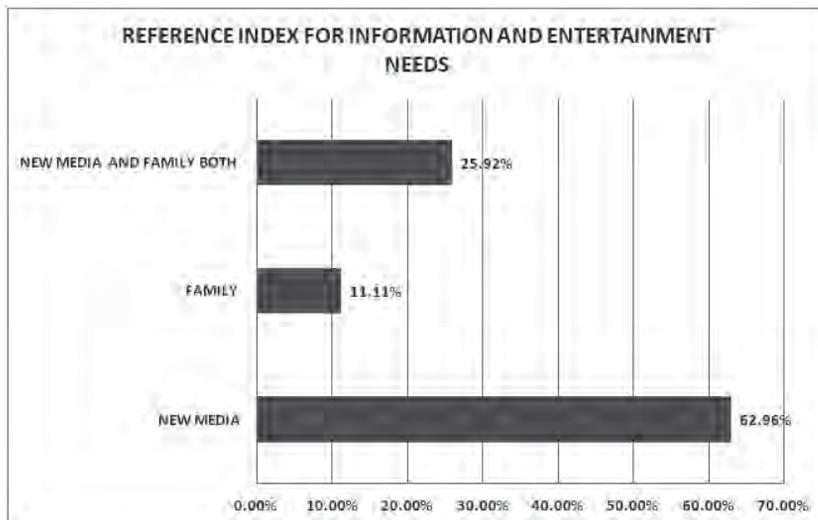
Youngsters use new media for a variety of purposes. A post graduate female user said, 'I look around and there are my cousins who are so connected

and obsessed with it that they say, ok this picture for insta, (Instagram) this one for snapchat, this one for Facebook and this one for WhatsApp. If a person has uploaded her picture in a certain dress, then the person might say that I will not wear this dress again.' Uploading photographs and comments on Facebook make one very addictive, sometimes at the cost of health. Some young adults use it to bring on sleep. 'When my point of view is liked by others I get a high. I check my status for 2-3 hours, as if I have all the time in the world which is not true', Saloni, an under graduate student said.

Family interactions, communications and online activities-transparency or a 'hide and seek/conflicts

The 'hide (one's phone when parents are around) and seek (when they are out of sight) activity' and conflicts may be frequent phenomenon more with adolescents than the young adults, as a male parent informed, 'I do not check my daughter's phone, as she is 18, but I check my son's phone who is 14 years old. There again, he doesn't give his phone voluntarily, but reluctantly.' Young adolescents agreed in unison that their online interactions are normally checked by their parents, much to their dislike. Studies being the primary fixture in their template, parents of adolescents see red when they find their kids using smartphones/internet at a time they should be studying. As it is the young teenager become rebellious and react strongly against, even though they realize the parents may be 100% right – 'I scream at my mother, when she takes back my phone, and cry, but after a while, I realize she is doing it for my good.' Young adults however, reported monitoring by the parents is not much as while giving the mobile phone the parents also entrusted their trust to their children. Parents see to it how they are using that should not be harmful health wise.

Fig 3.

Sometimes parental intervention is considered interference by young adults who are receptive to certain extent and understand the parental concerns, but after a while these concerns become nagging intrusions, only a few may be happy with. A communication gap is there among the older and younger generation, owing to skills gap. And this makes for a hide and seek between the parents and their off springs, as one of them said and others supported, 'Kids checking parents' phone is an option but parents checking kids' phone is not an option.' 'Even when I have limited myself to fewer platforms like Snap-chat and Instagram, my family objects to my spent time on social media, as they care about my eye sight.' While giving freedom to the kids, 'parents' advice is to maintain privacy, as the post updates of children visiting places informs the relations and becomes a gossiping issue, which parents avoid. However, teenagers and young adults would not have a restrictive monitoring by the parents, as they think, 'Excessive control is bad.'

Family or new media – which is the better counsellor

Youngsters emphasize the significance of family in their lives, even though new media pervades the mundane, in every which way. 'Problems and issues are specific, which only family has the answer and solution. New media or social media is informative, but it's the family I count on, whenever I have emotional issues', said one participant of 9th grade. The older participants, too, think likewise, except, that while encountering the problem, they try to decipher which (family/new media) may offer better solution. If the issue involves informational guidance, their first preference is the new media, but if it engages psychological aspect or that needs emotional banking, family is the first and last resort. The young adults, however, opine that for career counselling and guidance, it's a mixed bag of choice for them; friends, institution and new/social media. For personal, psychological and intimate discussions, it is their families that scores higher than the new media. Srishti, a postgrad participant who lives away from home, makes it clear, 'I never discuss my individual problems with anyone, other than my family, but I do it through WhatsApp (social media), for that's the best way to communicate to my family.'

Many parents seemed to have given up on their counselling role as they believe, 'With new life challenges before them, youngsters in the family tend to fall back on exploring new media to answer their queries, and slowly and gradually, we have little roles in their lives.' They try to attribute this to 'Perhaps the nature of life challenges is very different today and we as elders have got very little say even otherwise'. Some tend to believe that

new media has brought great schism into the relationships. 'Role of elders in counselling the younger ones has considerably decreased. Reliance on New Media has assured the youngsters of guidance and information. But having said that, I feel it's not going to be a lasting phenomenon.' Some parents believe the schism occurs because of different level of knowledge and usage as one parent put it, 'With elders finding it difficult to handle technological advancement of such a massive nature, youngsters seem to fare better at handling new media. Updates, settings, privacy – it's a big labyrinth of complicated applications and techno savvy members (youngsters) seem to have an upper hand'.

Fig 4
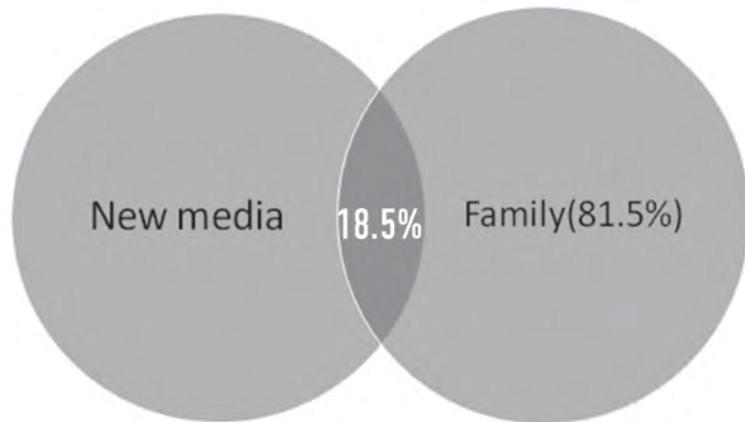
Parents take on the same has different interpretation as they think, 'engagements on new media of their spouse and kids has isolated them from the members'. That their spouse and child(ren) are more glued to the mobile screen than talking to them or other members. It's a whole new setting where family members though seen and visible are now secluded in their own lives and world. 'Advent of new media in the family setting has brought in convenience and ease but has created distance in relationships equally'. However, some parents also believe 'this depends on the time one gives to the new media, values adhered to at home, parents' own behaviour as that sets an example for the kids, and open discursive atmosphere nurtured at home between parents and kids'.

Engagements driving the wedge between generations or keeping the

family together

'With all the members of the family at one place, and one member still busy uploading pics on social media or the other one tweeting, just showcases the alienation that has increased in the family setting. Probably each other's presence is taken for granted and members look for bonding through new media with other social contacts. And why blame youngsters alone? Parents are often seen preoccupied with handling the new media while their kids are telling them stories. It not only gives the kids a feeling of alienation but also creates rifts in the family setting. The family bonding is shaken miserably', says Shailja Saxena, mother of a teenager.

Youngsters think it's not merely them but parents too are addicted to its usage, as one of them said, 'let alone youngsters, families including husband and wife get so busy on their phones updating their statuses that they sometimes forget to attend a guest, if he/she happens to drop by. Just putting up status, we have become passive. Instead of going to funeral, we just write RIP, without actually feeling it. There is obsession with the virtual. Likewise, Pornographic material is accessed by every second person today. It's not connecting the families in my view.'

Psychological stress: 'It has finished patience in me. When I send a message, I feel stressed if I don't immediately get the answer. Just as I am getting answers at my fingertips in the digital media, in the same way, I expect my family members to answer my queries. Whereas the family takes time and patiently answer. That irritates me no end. I get restless, pensive, even though knowing they are right in delaying the answer. I easily get angry. So digital media has been taken for granted', says Khalid, a post graduate student.

*Concerns for the online conduct of parents:*Incidentally, some young adults are concerned about the elders' online behaviour and the response they (parents and grandparents) are getting online. Parents too, may sometimes be immersed in the mobile applications and programmes thus surprising these young adults. As Srishti, a post graduate student informs, 'the social media platform is new to the parents. When the parents innocently put their status and people start commenting the negative feedback make them more nervous. The problems that elders face are numerous for example malware functioning of links of porn video and soon others get the message that the elderly person has shared the porn video without the person realizing that he/she has become a laughing stock before others in the group'.

'New Media creates pressure not only on children but on all members

of the family. It's a race out there and everyone wants to compete. A mere glimpse of some one's profile can generate a feeling of dissatisfaction or jealousy in the family member. They want to do better or possibly as much as someone else is doing. For parents to guide kids through the complexes, the parents need to be sorted in their approach towards the new media but it seems far from reality.' Shailja, a professor of management in Symbiosis Institute, Noida, and a mother says. 'In fact, there is no harm in using it but it should not be used in such a way that may harm the family relationship and values.' Says another parent of a teenager and young adult.

Discussion

Socialization function of family and new media

It appears that internet with the help of smartphones entered the family setting and has come to command a greater influence on individuals, young or adult. From the discussion with both the groups, new media seems to have taken over many of family functions and roles in terms of informational and guiding/counselling role. With the world becoming their family, their immediate family loses its place of significance it once commanded, for new media informs, entertains and guides them extensively. Youngsters' first preference to know, ascertain issues and doubts is to refer to the internet. Later, they may affirm from their family. From the local to global, new media has information which comes easily, smoothly and without interrogation to them. New media is used by the youngsters as disrupter to the control exercised by the family. If we look at children and youth through the lens of digital media, we have a population that has been historically subject to a high degree of systematic and institutional control in the kinds of information and social communication to which they have access. The alchemy between youth and digital media disrupts the existing set of power relations between adult authority and youth voice. Digital media increasingly insist that we acknowledge the status of young people as competent and full social subjects. As legitimate social and political actors, and as potential innovators and drivers of new media change' (David Buckingham, 2008). However, as Ericson (1968) explains, 'There is a period of instability before adolescent identity and positive self-esteem are achieved. Psychological and physiological changes cause vulnerability during these stages as coping mechanisms are constantly redefined, therefore challenges, stressors or threats could have exacerbating affects' the ultimate responsibility lies with parents in dealing with situations with poise and delicacy'.

Over the years, families have transitioned from finding ways of turning off the media (earlier it was television and now it is new media) to learning strategies to cope with and navigate media in our lives with understanding from both sides, parents as well as children (Jennings, 2017). New media, working through the smart phone appears to have wedged itself in the family space, pitting digital immigrants and natives against each other. New media through the smartphones is indispensable in youngsters' lives, as they glide in seconds in their own world (of entertainment, sociality, and academic interests etc.). They perceive it as enhancers to their personality in terms of learning new skills, facilitator in helping them adapt to new world and a great way of getting connected. As the technology is associated with modernity, they believe their parents should be tech-savvy, but only to the extent that benefits them, not at the cost of getting side-lined. Youngsters love their privacy, independence and immersion in their own world of new/social media away from the prying eyes. However, family is important to them and take precedence in matters of emotional sustenance, and being together time. Their itch for privacy may be universal, but parental control and monitoring is understood as necessary part of parenting by the youngsters, in general.

Looking back at the early years of parental control and monitoring, some young adults are thankful that they shared everything with their parents, even if at that point of time it irritated them. They still share to a certain extent their online activities/life with their parents, as it generates a conducive atmosphere in the family which reassures parents that their ward is not going wayward. Transparency and privacy both can be maintained and some think that elders' intervention is required in the early years as the kids cannot see the positive side at this age. They are involved more in things not always productive and positive and lack the required kind of frame. Parents are rightly concerned about when personal, intimate details become public. There are many who think parental concerns for physical fitness, nutritional levels and health are justified. Youngsters in the age group of 16 to 19 years, have similar but advanced usage for learning, as they say tutorials that can be accessed on the You tube and websites that provide textual knowledge are great help.

Engagements with the new media and family relationships

Youngsters tend to think that their spending too much time on internet(smartphone), not getting good grades in academics, not contributing much at home by way of helping physically in household chores are the reasons of strife between parents and their kids. Desire to see notifications,

In central universities of Uttar Pradesh, the trend reflects that teacher-students ratio at DMC of AMU is 1:12, which is slightly higher than the UGC norms of 1:10 at master level, whereas this gap at DMCJ of BBAU is around one and half times higher than the required number.

likes, comments compels people (youngsters) to open the sites, every now and then. Getting pornographic material is not a choice, so the sources may be archived or may be kept in hidden folders. Chat rooms and live chat rooms have generated a debate on the links between instability, pornography and physical manifestations. However, others insist that some applications like Tinder, engenders one-night stand among the people. Youngsters admitted of knowing that engagements with new media have many adverse effects, for e.g. over indulgence, fake behaviour, information overload, causing deformities or illness etc. Eventually online world may cut one off from the offline world because everything online leads to frustration that leads to no outing that leads to more frustration. In recent years, privatisation of children's lives in the household in terms of their separate bedroom and television has sculpted a generation gap, and coming of a device like smartphone, where communication/reception/interaction gives entire responsibility to a young individual has made her/him even more important. Earlier, the desktop and laptop were public (family) property and were used in the public space of living room. Now, the place of interaction has shifted to bedroom where the interaction is between the individual and her/his world, not necessarily the family. Yes, Internet has reduced the intra-connectivity among the family members in that even for calling inside the house, the family members text it on whatsapp, as texting on mobile ensures that the child will see the message.

Experts' take

Dr. Urmila Srivastav, Associate Professor, in the Psychology Department, B.H.U. observes, 'what is currently happening in Indian families (and society) is a reflection of 'wealth syndrome'. Youngsters are coping with insomnia (excessive usage), depression (not getting enough 'likes'), aggression (gaming or because access to smartphone denied by parents), where the technology has not been understood in its social and cultural perspective. Youngsters falling prey to a 'physical image, is caused by their addiction and dependency to the new media. The increased usage has negatively influenced their creative and writing skills…. poise and equanimity has vanished from their world. Parents need to interact more frequently with their offspring. Giving freedom at later stage of teenage is necessary, as is putting filters to her/his online interaction in early stages of usage. Giving freedom in steps and small doses is better than giving it all at once.'

Dr. N. R. Mohanty, a political scientist[13] says, "This works both ways. In families where elders are adequately clued into the social media, they can

be equal partners with the youngsters in finding answer to the queries that the children have no hesitation in sharing with them. But if the elders are not capable of accessing social media, they lose out on playing a pro-active role in children's lives."

However, Dr. Maithili Ganjoo, a Sociologist[14] elaborates, "New media intrusion into family has certainly added to the overall culture of social isolation, primarily by becoming a major source of entertainment and leisure for children and house wives in the urban settings. Due to other reasons such as lack of space, safety issues etc. children today have limited access to leisure activities and play – new media as an entertainment/ education format fulfils the gap and offers an easy way out to occupy young people. Although this has caught the attention of trend analysts and a lot of advocacy against the growing addiction to new media is being debated in the society, yet by and large the phenomenon is here to stay." She further adds, "It is important to highlight that emotional quotient is a broader concept that is a part of the overall socialisation process within the family. Role of parents, their education status, economic independence and other social moorings play greater role than technology per-se. Exposure to social media and use of technology is dependent on how well humans use it – elders play an important role in this because they are bringing it into the homes – these services are yet not free. The most significant pressure on children / young people is the peer pressure – parents and elders are generally caught up in the generation gap syndrome. The parent-child relationship is sociologically and psychologically a complex one, especially in modern times when gender relationships and status is undergoing changes. With smaller families, patterns in family structure are evolving, for example an only-daughters 'family as against only-sons family have a different social equations and value systems. These new dimensions are important parameters against which role of new media needs to be evaluated. Similarly, the economic status of the family or the education levels especially of the mother will determine the way children – parents interact and play out their social roles. This aspect requires research to validate the assumption about psychological quotient."

Conclusion

New media is here to stay in the family fold even as both youngsters and parents believe that negotiating new media use causes conflicts in their homes. There is a scope for further exploration to ascertain parental viewpoints and how they monitor the internet activities of the young ones. Family communication and relationships may further improve if there is

more transparency and understanding of the internet activities of both the sides. This study has provided a theoretical framework for understanding youngsters' practising the usage of new media, and communicative iterations in the family setting, nevertheless, more research is required to take in views of parents, teachers, communicators and sociologists in order to understand social change sweeping in the domestic.

Notes

1. Freedictionary.com
2. Lev Manovich - http//:www.manovich.net/Stockhol/stockholm_syllabus
3. www.techinasia.com
4. The Merriam Webster Dictionary defines the word 'domestic' relating to or involving someone's home or family. Domestic implies family in the following discussions.
5. Introduction-Family, kinship, and marriage in India / edited by Patricia Uberoi, Delhi ; New York : Oxford in India readings in sociology and social anthropology Series. Oxford University Press, 1993
6. 'Family Relations and the Internet: Exploring a Family Boundaries Approach' (on the Israeli National Youth Survey of adolescents ages 12 to 18)
7. In 'Young people, new media: report of the research project Children Young People and the Changing Media Environment'
8. In 'The Role of Adolescent Development in Social Networking Site Use: Theory and Evidence,
9. Alzahrani & Bach in 'Impact of Social Media on Personality Development'
10. (Self-Concept and Online Social Networking in Young Adolescents,
11. How is Social Networking Sites Effecting Teen's Social and Emotional Development: A Systemic Review
12. How is Social Networking Sites Effecting Teen's Social and Emotional Development: A Systemic Review
13. Directors Jagran Institute of Management and Mass Communication, Noida,
14. Senior Specialist in Communication & Knowledge Management, former vice president, strategic relations, JWT

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Anonymous Sources In the Newspapers

➤

A Study on Readers' Perception

➤

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Abstract

The use of anonymous or unnamed sources has for long been a matter of concern and debate among scholars and practitioners of journalism. There are several ethical issues that arise due to their employment in news, such as those of agenda setting and journalistic bias on part of the source as well as the journalist. A previous content analysis of nine newspapers from Punjab (including Chandigarh) revealed how anonymous sources are used by them. Since the readers are the consumers of the news these sources provide, a need was felt to understand how aware the readers are about the use of these sources. For the purpose of this study, a cross-sectional analytical survey was conducted on newspaper readers of big, medium and small newspapers and also English, Hindi and Punjabi newspapers of Punjab (including Chandigarh). It was found that most readers were aware of practices related to the use of anonymous sources in newspapers.

The Indian print media industry is thriving, despite competition from digital media. There are more than one lakh newspapers and magazine editions in the country. Due to increasing literacy rates, affordability and credibility, Indian readers prefer the print medium. While English newspapers are read by the higher socio-economic class of urban people, the Hindi and vernacular press is preferred by the rest. Online newspapers also reach 11 percent of the readers in metros (FICCI & EY, 2018).

Most newspapers in some manner and quantity employ the use of anonymous sources. While the intent of all journalists and news sources cannot always be put under suspicion, the use of unidentified sources does sometimes raise serious questions about the credibility of the publication. Among Western newspapers, the practice has been recognised as well as restricted. However, there has been little debate and discussion over the issue among scholars and practitioners in India. The readers who are at the receiving end of the information gathered from anonymous sources also need to be aware of how newspapers use anonymous sources. This awareness will further affect their consumption of news.

At present, due to instances of fake news, readers are skeptical of the news media (Fisher, 2018). A few decades ago, however, people were more trusting of newspapers. Duffy and Williams (2011) argue, "In the 1950s, newspapers could attribute information to "reliable sources" with an understanding that their readers could rely on the reporter and newspaper to vet nebulous citations" (p. 17).

The sensational Arushi murder case saw the extensive use of anonymous sources in the newspapers and television. The Supreme Court of India recognised that the media had used these sources and had cast allegations on the characters of the victim and the accused. It therefore, recommended that the press must observe self-restraint (Mahapatra, 2010).

In 2017 and 2018, there were several incidents of mob lynching in Jharkhand, Madhya Pradesh, Karnataka and other states due to the spread of fake news on social media about child snatchers. With the rising instances of fake news which includes the use of anonymous sources, the government was forced to take action. In April 2018, The Ministry of Information and Broadcasting issued guidelines regarding the strict action against journalists spreading fake news, including suspension of accreditation during the time of investigation. However, the Prime Minister's Office stepped in and the press release was withdrawn. The Supreme Court asked the State governments to curb the spread of fake news.

Review of literature

The theory of agenda setting explains that the media tells the readers what to think and how to think about it (Balmas & Sheafer, 2010). The theory was first formalised by McCombs and Shaw in 1972 and they explain the manner in which readers learn about an issue and its importance from the media. They studied the mass media function during the Presidential campaign of 1968 and concluded that the voters considered the issues widely covered by the media as more important.

As Katz (1959) explained in the Uses and Gratification theory, the audiences make active decisions about what use they want to put the media to. McQuail (2011) added that readers can use the media to fulfill various needs such as information and education, guidance and advice, diversion and relaxation, social contact, value reinforcement, cultural satisfaction, emotional release, identity formation and confirmation, lifestyle expression, security, sexual arousal and filling time.

Since Indian newspapers have a wide readership, news sources and journalists have the ability to affect the perceptions of a large number of readers. It is therefore, important to understand how aware Indian readers are about the use of anonymous sources in newspapers. McQuail (2011) explains that readers actually receive a second hand version of events from the media. Gandy (1982) calls this ready-to-use content 'information subsidy'.

The Society of Professional Journalists (2014) advises journalists to be cautious while dealing with anonymous sources. The code of ethics states, "Consider sources' motives before promising anonymity. Reserve anonymity for sources who may face danger, retribution or other harm, and have information that cannot be obtained elsewhere. Explain why anonymity was granted." The Associated Press (n.d.) asks journalists to include a source's age; title; name of company, organization or government department; and hometown. The code of ethics by the Press Council of India (2010) states, "If information is received from a confidential source, the confidence should be respected." It asks the publication to use information from an anonymous source if the source has given consent or if it is in public interest. It also lays emphasis on the authenticity of a source and on verification.

Most scholars favour attribution. Fedler and Counts (1981) state, "... attribution might help readers understand that newspapers are publishing accurate summaries of their sources' remarks and that the sources share some responsibility of the remarks' publication" (p. 25). The study concluded that readers considered attributed content as more accurate than content without attribution. In a study of online news content, it was found that attribution

increased the believability and objectivity of the story. Further, the use of quoted sources increased the clarity, comprehensiveness and coherence of the stories (Sundar, 1998). Certain other studies however, concluded that attribution did not affect how readers perceived news (Hale, 1984; Smith, 2007; Matthews, 2012). A study on readers from China and America showed that the use of anonymous sources did hurt the credibility of news irrespective of the varied journalistic standards in both countries (Pjesivac & Rui, 2014). This is relevant as studies have shown the substantial use of anonymous sources in newspapers. Ninety two percent of Editors of large daily newspapers admitted to using anonymous sources (Davis, Ross & Gates, 1996).

The use of anonymous sources depends on the story type. Ryan (1979) found that event-oriented stories used more anonymous sources than issue oriented stories. Later, Wulfemeyer (1985) concluded that more anonymous sources were used in international stories than in national stories. Brown, Bybee, Wearden and Straughan (1987) observed the highest number of anonymous sources in military stories.

Readers have been known to support the use of anonymous sources in news, despite certain reservations. In the early 2000s, Policinski stated that the public support for the use of confidential sources was as high as 70 percent (Nieman Reports, 2005). The survey by the First Amendment Center (2004) showed that a majority, that is, 52 percent respondents believed that stories with anonymous sources should not be published. Another 86 percent respondents questioned the accuracy of news stories with anonymous sources. However, 72 percent people believed that journalists should be allowed to keep their sources confidential. In another survey (First Amendment Center, 2014), 54 percent respondents said that journalists should not be required to reveal their sources.

Readers are also known to prefer certain anonymous sources above others. In a study where readers were asked to rate 20 unnamed news sources, government sources were perceived to be the most credible. The top five sources were 'U.S. Government', 'the government', 'official reports', 'official sources' and 'a government spokesman'. The ones at the bottom were 'an announcement', 'official circles', 'it was learned', 'political leaders', 'trustworthy indications' and 'indications' (Adams, 1962).

The presence of a byline indicates that the journalist takes responsibility of the news item and sources employed (Culbertson & Somerick, 1976). Also the credibility of the anonymous source increases with the mention of its affiliation. In 1975, Culbertson found that big newspapers (The New York Times and The Washington Post) did not lay as much emphasis on

A study on readers from China and America showed that the use of anonymous sources did hurt the credibility of news irrespective of the varied journalistic standards in both countries (Pjesivac & Rui, 2014).

mentioning the job titles or organisational affiliation of anonymous sources in stories with bylines as compared with smaller newspapers (in national and international news). A study also confirmed that small newspapers use more anonymous sources (Pew Research Center, 2004). Later, a study concluded that readers that were knowledgeable about public affairs were also more aware of the use of anonymous sources (Culbertson & Somerick, 1977).

While readers do believe that the use of anonymous sources affects the credibility of information, they support their use as otherwise the newspaper will not be able to publish important information provided by these sources (Pew Research Center, 2005).

Methodology

A previous content analysis of nine newspapers from Punjab and Chandigarh gave an insight into how these publications employ anonymous sources in news. These papers were of different circulation sizes and in English, Hindi and Punjabi. The nine papers were The Tribune, Punjab Kesari, Ajit, Yugmarg, Ajit Samachar, Akali Patrika, Chandigarh Newsline, Metro Encounter and Ashiana.

Since the readers are the consumers of the news content containing these anonymous sources, a need was felt to understand the opinion of the readers regarding the use of these sources.

A cross-sectional analytical survey was conducted on newspaper readers in Punjab (including Chandigarh). The non-probability sampling procedure and the purposive (judgment) sampling method were used to select readers. Readers were administered structured questionnaires either personally or via E-mail or Google Forms. The readers were surveyed till the time there was an overlapping of responses. A total of 229 respondents were surveyed.

A study also confirmed that small newspapers use more anonymous sources. Later, a study concluded that readers that were knowledgeable about public affairs were also more aware of the use of anonymous sources.

Through this survey, an attempt was made to determine whether the readers are aware of how anonymous sources are used in newspapers. The results of the content analysis conducted previously served as a basis for building the questionnaire for the reader survey. To test the hypotheses, Chi-square analysis was done to determine association.

Data analysis and discussion

Objective

To determine the awareness of the reader regarding the use of anonymous sources

H1: A majority of readers are not aware of the use of anonymous sources in news stories.

To test the awareness level, readers were asked to state their agreement or disagreement with ten statements that were framed in accordance with the findings obtained from the content analysis. The data did not support the hypothesis.

Figure 1: Reader awareness levels
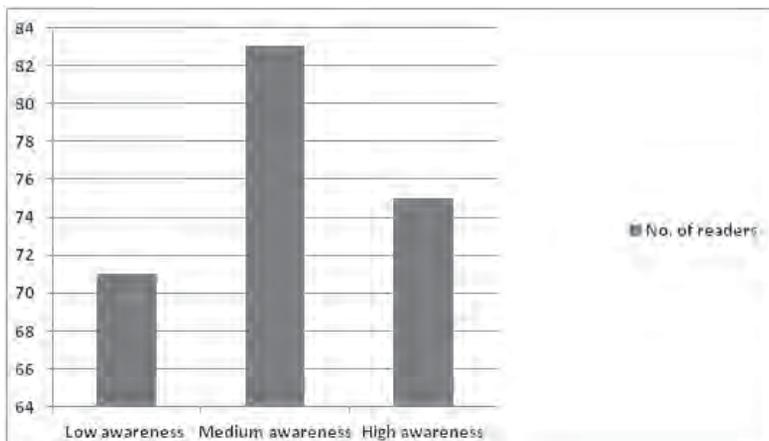
Figure 2: Number of readers that have noticed the use of anonymous sources
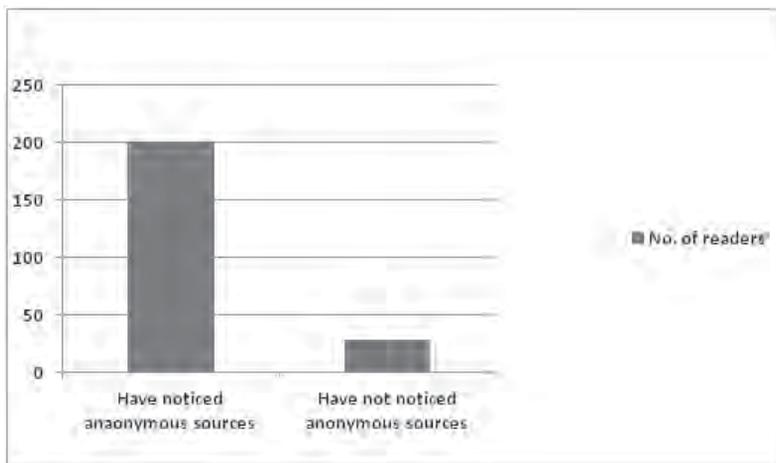
Figure 1 shows the overall awareness levels of the readers. It was found that 31 percent of readers had a low level of awareness while 36.2 percent

readers had a medium level of awareness. The percentage of readers with high awareness levels was 32.8. However, the chi-square test confirmed non-significant association (Chi square value=0.98, df=2, p>0.01).

In addition, readers were asked if they had noticed the use of anonymous sources in newspapers (Figure 2). While 87.8 percent readers responded in the affirmative, 12.2 percent respondents had not noticed these sources. Figure 2 shows the number of readers that have and have not noticed the use of anonymous sources in newspapers. The Chi-square test further confirmed significant association (Chi square value=130.7, df=1, p<0.01). The findings of this study show that a majority of readers are aware of the use of anonymous sources in stories, thus implying that they consume newspaper content in an active manner, noticing where the content is coming from.

Figure 3: Reader awareness regarding the use of anonymous sources vs. non-anonymous sources
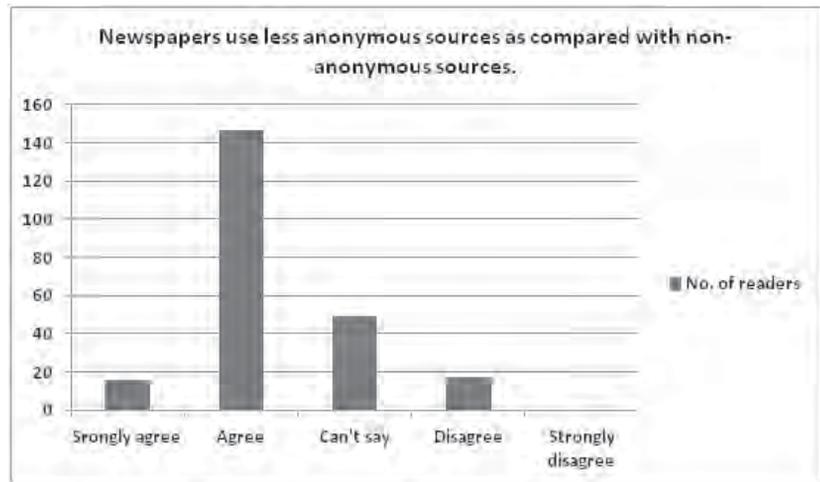
Figures 3 to 11 illustrate the responses of the readers on statements framed to test their awareness. Readers were asked to state their opinion regarding which type of sources are used the most – anonymous or non-anonymous. Figure 3 shows that 71.1 percent readers were aware that newspapers use more non-anonymous sources.

While the content analysis confirmed that English newspapers use anonymous sources the most as compared with Hindi and Punjabi newspapers, readers seemed quite unsure (Figure 4). 29.2 percent agree with the statement, 31.4 percent disagree and the rest were unsure. Readers were, however, aware of the fact that small newspapers used more anonymous

sources as compared with medium and big newspapers (Figure 5). A majority, that is, 51.5 percent agree with the statement, 13.1 percent disagree and the others were not certain.

Figure 4: Reader awareness and newspaper language
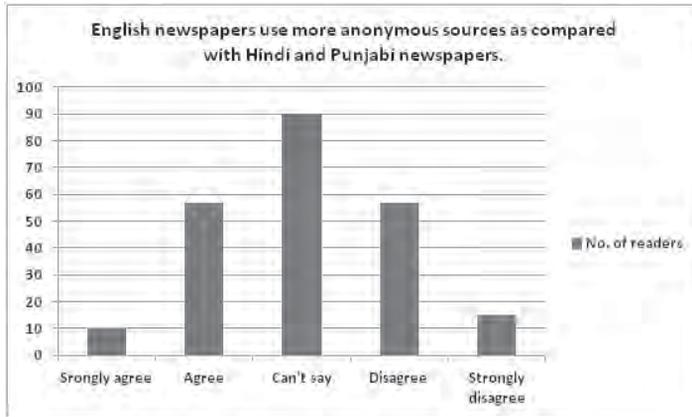
Figure 5: Reader awareness and the size of the newspaper
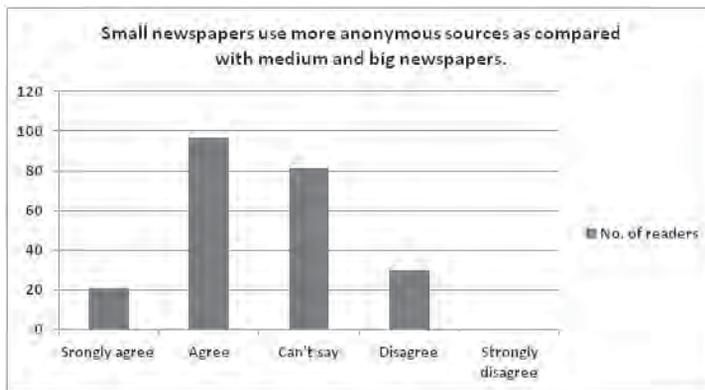

Figure 6: Reader awareness and the importance of news stories
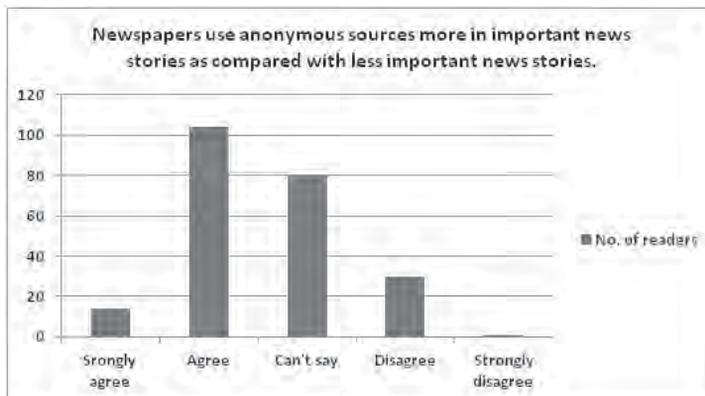
51.5 percent readers agreed with the findings of the content analysis that stated that important news stories contain more anonymous sources as compared with less important stories (Figure 6). 13.5 percent disagreed and 34.9 percent were unsure.

Figure 7: Reader awareness and news timing
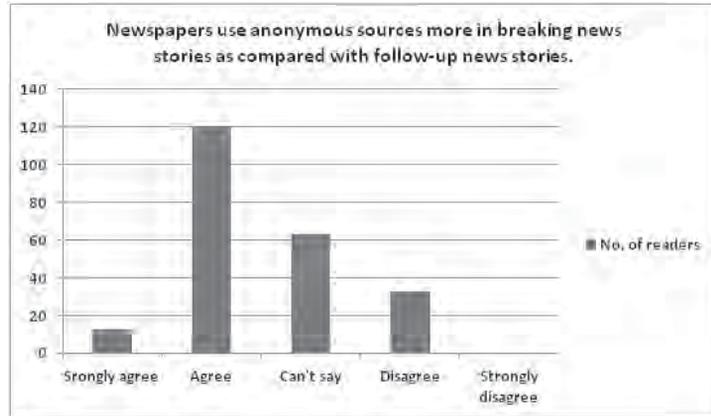
The content analysis also found that more anonymous sources are used in breaking news than follow-up stories and 58.07 percent readers agreed with the same (Figure 7). Only 14.4 percent disagreed.

Further, 68.5 percent readers were aware of the fact that stories on defence related matters contain the highest percentage of anonymous sources (Figure 8). A majority, that is, 52.8 percent said that the most commonly used anonymous sources are government authorities and 16.1 percent disagreed (Figure 9).

Figure 8: Reader awareness and the subject matter of news
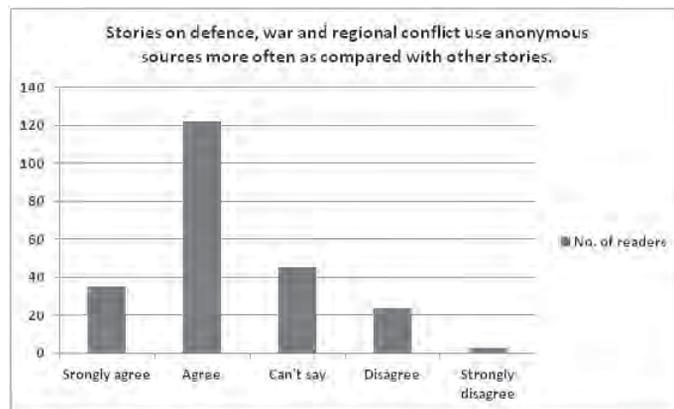
Figure 9: Reader awareness and the types of anonymous sources
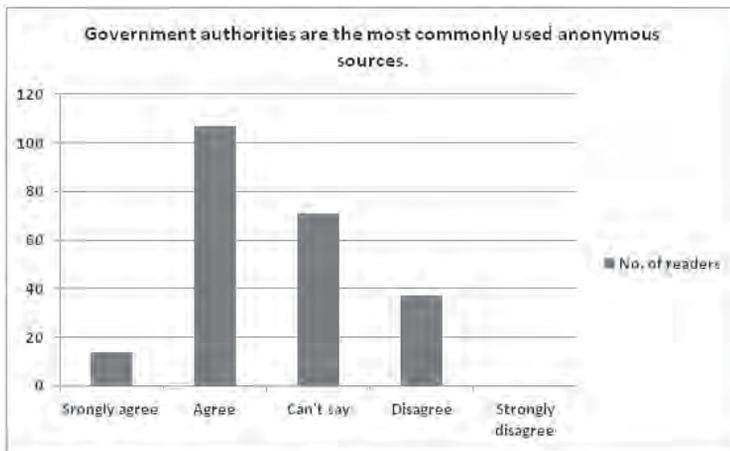
As far as the nature of information is concerned, 47.1 percent readers agreed that event-oriented stories use more anonymous sources as compared with issue-oriented stories (Figure 10). Further, they were also aware that informational stories used more anonymous sources as compared with descriptive or analytical news stories (Figure 11). 41.9 percent agreed with the statement, 19.2 percent disagreed and the rest were not sure.

Figure 10: Reader awareness and event-oriented and issue-oriented news.
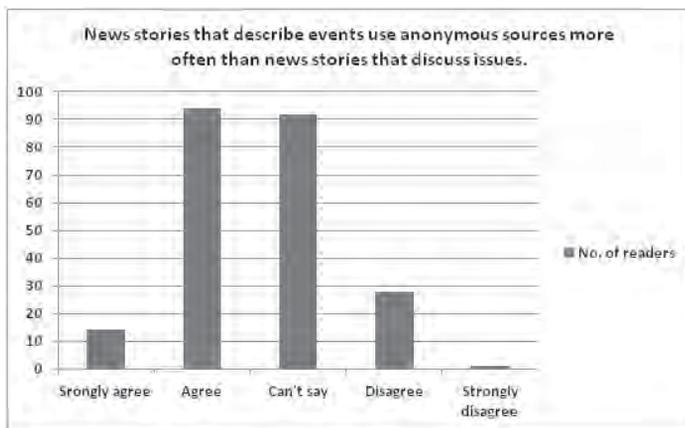
Figure 11: Reader awareness and informational, descriptive and analytical news.
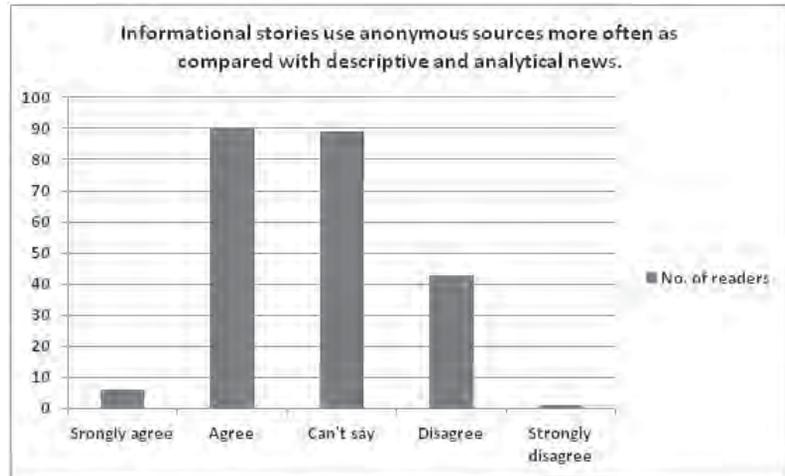
Figure 12: Reader awareness and quotes from anonymous sources
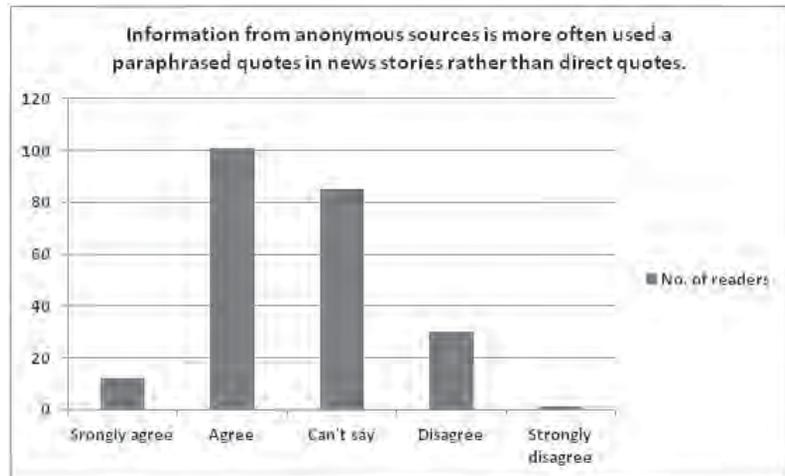

Lastly, readers agreed with the fact that information obtained from anonymous sources is often paraphrased when being used in a news story and less often used in the form of direct quotes (Figure 12). Almost half the readers, that is 49.3 percent agreed with the statement.

Conclusion

Competition among newspapers as well as the threat posed by the electronic

and new media has lead journalists to employ new and sometimes unethical strategies to produce exclusive, innovative content that reaches the reader first. This also brings under consideration the use of anonymous sources.

While previous studies on the subject focused mainly on gauging whether readers support the use of anonymous sources, this study focuses on how aware they are about the current journalistic practice (as found in the content analysis conducted prior to this study). The reader survey revealed that readers are vigilant and actively notice the use of sources in news. This may further influence the believability of the information received by them and undermines the agenda setting function of the media, if any.

Further research can be done to explore the influence of demographics and psychographics on the level of awareness and support for the use of anonymous sources. The study can also be replicated on the users of new media once the nature of news from anonymous sources in new media publications is analysed.

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ABSTRACTS
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Surviving the Digital Communication Wave: Issues in Writing Skills of Young Adults

Virendra Singh Nirban & Priyanka Kumari

The last two decades have witnessed the world going through a transformation not only in terms of what we do but also how we do it. What is being witnessed in today's information age is the birth of a global culture and hence an evolution of a global language affecting language skill acquisition amongst young adults. This study focuses on how digital communication wave is affecting their writing skills.

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Addressing Taboos through Social Media: An Analysis of Online Advocacy Campaign

Kulveen Trehan

This study explores the use of online advocacy in fighting against the menstruation taboos and restrictions in India especially in the light of statements made by Prayar Gopalakrishnan, head of the Devasome Trust, Shabrimala temple in Kerala, India. The content on the internet community "HappytoBleed", a campaign launched in response to the Shabrimala temple issue; is analysed using the dragonfly effects model of advocacy. The analysis of the *HappytoBleed* campaign shows the construction of narratives on internet communities that lead a protest campaign with the objective to mobilise support against an unfair socio-religious practice. Campaign analysis points at the scope of social media in gender advocacy, especially in resetting the agendas to drive the people and policy in creating more equitable space for women in India.

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Print and Online Newspapers: An Analysis of the News Content and Consumption Patterns of Readers

Pawan Koundal & Raghvendra Mishra

During the last decade, the number of the Internet users worldwide has been increased substantially. In 2017, 46.8 percent of the global population accessed the internet. This figure is projected to grow to 53.7 percent in 2021 (Statista.com). This statistic provides information on internet user penetration worldwide from 2014 to 2021. An increased utilisation of smart phones and computers has given people the opportunity to use the internet more frequently and with more convenience. The advancement of internet also influenced and developed a new way to print media. It has contributed to the emergence of a new situation where many newspapers and magazines have begun to publish their online editions which have brought the whole world on a reader's desktop/mobile. In the light of these developments, this theoretical paper aims to evaluate the consumption patterns of the readers as well as the variation in the content presented in two different versions of the same newspaper. Two relevant theories Agenda Setting Theory and Uses and Gratifications are also elaborated upon.

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Internet Meme and Political Propaganda: An Analysis

Rajashree Goswami & Gyan Prakash Pandey

With the advent of globalisation, the impact of new media on society is increasing noticeably. Social media, an ingredient of new media, has become a part of daily life and political parties are using it for different types of political communication including keeping in touch with voters, maintaining influence etc. Public communication through Social Media (Facebook, Twitter, etc.) in politics is crafting the shape of modern politics. People from all walks of life, from the renowned to ordinary are free to share opinions on social media. Meme has emerged as one of the most popular social media tools and is increasingly being used for political communication. This study focuses on meme as a tool of participatory communication, as also of political propaganda; the importance of meme, its satirical tone and its impact on Indian youth.

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