

THE IMPACT OF RADIO ON SANITATION BEHAVIOURS OF RURAL WOMEN – A CASE STUDY OF VIJAYAPURA AKASHAVANI

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Abstract: Sanitation and hygiene defines life. Without healthy sanitation habits human life suffers from ailments which seep into physiological, psychological, social and economic aspects of life. Improper sanitation and open defecation results in severe health problems like diarrhea, tape worm, malaria, ring worms, etc. The worst effected always are rural women and children who not only face health problems but also face rapes, molestation, dropping out of school.

A change in behaviour can be brought about by media acting as a catalyst. Radio is one of the traditional and oldest mass media. Even with the advent of technologically superior mass medias, radio still has a hold on rural listeners who are loyal listeners. This particular study focuses on the impact of Vijayapura Akashavani on sanitation behaviour of rural women of Vijayapura district, Karnataka. A structured questionnaire was administered on 150 rural women selected through multistage sampling from five talukas of Vijayapura. The study shows that though radio listeners are less in number, radio does not immensely affect their behaviour.

Keywords: Behaviour change, Open Defecation, Radio, Sanitation

Introduction: Hygiene and sanitation play a major role in leading a healthy and successful life. Karnataka which has less than quarter of sanitation coverage has a difficult task ahead in achieving total sanitation. Both the central and state governments have been making use of the mass media by designing numerous programmes and messages on sanitation to influence the mindsets of the people and encourage them to quit open defecation. Mainly women and young girls face numerous problems in health and dignity due to open defecation. In order to further, the design of hygiene promotion programmes we need more information on the effectiveness of communication channels used to promote behaviour change and we need to investigate why some people change their hygiene practices while other do not (Stanton, Clemens, Khair, Khatun, & Jahan, 1987).

Among the mass media, particularly Akashavani has an history of engaging community and individuals successfully in the process of social change. But in this day the number of Akashavani has come down drastically and there has been rise in the number of FM listeners. This study is an attempt to gauge the impact of various sanitation related programmes on sanitation and open defecation on Akashavani on the listeners in this technologically superior era.

Review of Literature: J. V Pinfold (1999) found a strong correlation between the number of communication channels remembered by the respondents and their knowledge score, with passive channels of printed media associated with significantly higher scores than other channels such as radio.

Michelle L. Fryer (1991) was able to achieve attitude modeling and behaviour change by using interactive radio to target children in the formal school

environment rather than traditional media to reach parents in the non-formal environment.

Statement of the problem: To find out the impact of radio on Sanitation behaviours of rural women of Vijayapura.

Theoretical Perspective: Social Cognitive Theory of Health Communication can be applied to know the impact and resulting behaviour change due to radio and how people acquire and maintain certain behavioural patterns. The model by Miller and Dollard explains how media, a component of social environment affects a person's behaviour.

Methodology: The methodology applied here is the quantitative method of survey, which was conducted using structured questionnaire. Multi stage sampling was used to select 150 rural women from the five talukas of Vijayapura district of North Karnataka.

Objectives:

1. To find out the media habits of the respondents
2. To know the types of Radio programmes listened to by the rural women.
3. To know their source of information on Sanitation related issues.
4. To gauge the impact of Sanitation Related Radio programmes on rural women's behaviour.

Findings and Analysis:

Table 1: Different media available at home

Media	Frequency	Percentage
Newspaper	78	52.00
Television	147	98.00
Radio	7	04.66
Internet	3	02.00
Mobile	150	100.00

Table 1 depicts the different mass media available at the home of the respondents. As per table 1, cent

percent of the respondents have a mobile phone, followed by a great majority (98%) owning a television set at home and slightly more than half (52%) subscribe to newspapers. Only 4.66 percent of the respondents own a radio, please not that this does not include the respondents who listen to radio on mobiles. Only 2 percent of the respondents have access to internet at home.

Table 2: Basic Source of Information on Sanitation

Source	TV	Radio	Newspaper	Internet
Frequency	97	23	28	2

Percentage	64.66	15.33	18.66	01.33
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According to table 2, majority (64.66%) of the respondents consider TV as their primary source of information on sanitation related issues, followed by newspaper (18.66%) and 15.33 percent of the respondents opt for radio their primary source of information on sanitation related issues and only 1.33 percent consider internet as their source. This shows the level of dependency on the media channel for the information. Higher the dependency, higher the influence.

Table 3: Time spent by Rural Women listening to Radio in a day

Frequency	Time spent listening to Radio								Percentage
	Up to 1 hr		1 to 2 hrs		2 to 3 hrs		3hrs and more		
Every day	7	30.43	12	52.17	3	13.04	1	04.34	100
Total	23								100

As per table 3, majority (52.17%) of the radio listeners, listen to radio for one to two hours every day, followed by 30.43 percent of the respondents who listen to radio up to one hour every day. Less than one seventh (13.04%) of the respondents listen to radio for two to three hours a day and only one respondent listens to radio for more than three hours a day.

Table 4: Types of Radio programmes listened by Rural Women

Categories/ Types	Frequency	Percentage
News	17	73.91
Discussions & interviews	15	65.21
AgriProgs	9	39.13
Chintana	21	91.30
Entertainment	23	100
Sports	4	17.39
Health	7	30.43
Sc & Tech	3	13.04
Ads	20	86.95

Table 4 depicts the various types and formats of radio programmes listened to by the respondents. Cent percent of the respondents listen to entertainment programmes like songs, film related programmes, dramas etc. Majority of the respondents listen to Chintana (91.30%), followed by advertisements (86.95%), news (73.91%), discussions and interviews (65.21%) and agriculture related programmes (39.13%). The least heard programmes are Health (30.43%), Sports (17.39%) and Science and Technology (13.04%). It is evident that most of the listenership is entertainment based.

Table 5: Change in Behaviour regarding sanitation

Change in behaviour	Completely	To a certain level	Not at all
Frequency	3	11	9
Percentage	13.04	47.82	39.13

Table 5 gives the details of behaviour change among the respondents resulted from listening to radio. As per table 5, less than half (47.82%) of the respondents have changed their behaviour related to sanitation only to a certain level, followed by respondents who have not at all changed their behaviour (39.13%). Only 13.04 percent of the respondents have changed their sanitation behaviour completely s proposed by radio programmes. The findings are in accordance of the statement - "The dissemination of message known was not consistent with the process of dissemination for actual practice; social norms appear to play a more important role in influencing habits" ((Stanton, Clemens, Khair, Khatun, & Jahan, 1987).

Conclusion: Along with the advent of high end communication technology, radio still has considerable following among rural women, many of whom consider radio as their primary source of information. From the particular study it is also evident that only less than half of the radio listeners are influenced to change their behaviour related to sanitation. Raising awareness alone though is no longer adequate. There are already about half of the people who are aware of the issues but unable to take any action. There needs to be participatory problem solving discussion centered around a variety of issues, such as inability to afford the costs, or lack of suitable

space for construction or difficulties in digging pits (Bajracharya, 2003). This gives the clue for further strengthening of radio programmes which broadcast focused programmes to eradicate open defecation and build healthy sanitation practices. The radio

programmes should stress more on making open defecation a concept which is rejected by the social norms which seem to influence the behaviours of the respondents.

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