

**Role of Media in Spreading Awareness of Viral Hepatitis
Among the Youth: A Study with Special Reference
to Lucknow City, Uttar Pradesh**

ABSTRACT OF THESIS

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Babasaheb Bhimrao Ambedkar University
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ABSTRACT

1.1 Introduction

Media plays a pivotal role for the enhancement of public awareness, collection of views, information and attitudes towards few issues. It is one of the most powerful tools of communication in the emerging world and available to us in the form of Television, Radio, Books, Magazines, Newspapers etc. Wherever, we seek some knowledge and information, media plays significant role in our society. Devoid of it, people would be isolated not only from the rest of the world but also from the total credible information.

The role of media has created a stir and sensation in the world, rich or poor, fair or dark wise or unwise, everyone enjoying. It is not exaggeration if we say that media is counting the feathers of the flying sparrow. Everything is under the shadow of the media. The constructive role of media has made the beleaguered leaders conscious. It has captured the unbridled reins of corrupt officers who were at the plum posts. It has unveiled the doings of the people who were involved in unlawful activities. It has given stunning blows to the delinquent. No one is in the wrong if someone say that drugs and intoxicants like venomous injections, LSD drops, heroin, hemp, sleep inducing pills, ice, poppy husk country made liquor , opium have taken the responsibility to ravage the health of the public. The norms of health have been thrown to the winds. The media could not help saving the public from these health killers and health hazards. Print media and electronic media has become a magnetic wand and has created a marvellous effect on the mind of the people. The flood of anti-drugs has come and the role of it is positive. Media has incinerated the evil intention of the worst elements of the society otherwise the devil of the destruction was ahead and chances of perdition cannot be denied.

In a developing country like India, onward progress is witnessed all around specifically in health sector. With the emergence of effective vaccines and latest antibiotics, the threats of communicable diseases are curtailed to a great extent. Since last decade, the greatest risk ever to the human race is HIV/AIDS which has globally affected the health of millions of population. Apart from medical interventions, a major action taken to curb this menace is the promotion of awareness for its prevention utilizing tools of communication. Viral Hepatitis, almost equally dangerous to human kind, has been paid little attention. It came to recognition in India in early 1955, and as per latest data it is clear that it is engulfing the whole country. More than 8 million people in India are infected with chronic Hepatitis. According to WHO, 400 million people have shown positive results to Hepatitis across the world, in addition to this 6 to 10 million people are getting infected annually- growth rate is more among youth.¹

1.2 Hepatitis

Term Hepatitis is composed of two parts *-hepata* meaning liver and *isis* meaning inflammation or disorder. Thus, it is inflammation of the liver caused by viral infection or exposure to harmful substances such as alcohol. It may have limited or no symptoms, but often leads to jaundice, anorexia (poor appetite), malaise etc. In some cases acute jaundice may get converted to fatal state of cirrhosis. Hepatitis is of two types: *acute* and *chronic*. Virus responsible for this can be found in larger extent in the blood and to lesser extent in the saliva, semen or vaginal fluid of an infected person. As mostly it is concentrated in the blood, blood transfusion can also lead to infection,

¹Tandon, Gandhi, Joshi, Irshad, 1985

Highest percentages of Hepatitis affected are adults followed by youth. Youth is defined by Webster's new world dictionary as "The time of life when one is young, especially- a) the period between childhood and maturity b) the early period of existence, growth, or development. The term "youth" and "adolescent" and "young person" globally often have same connotation. A large section of Indian population consists of young people who are important for the entertainment industry providing tailor made contents for the youth as they are their prime targeted audiences. It was the central idea which motivated the researcher to target youth in this research.

1.3 Hepatitis in India

Hepatitis has emerged as a global public health concern. The World Health Organization (WHO) and Centre for Disease Control (CDC) estimate that, currently over 500 million people are living with chronic viral hepatitis in the world. Of these, nearly 1 million die every year of the consequences of hepatitis, like cirrhosis or liver cancer. More exactly, estimated 57% of liver cirrhosis and 78% of primary liver cancer cases are believed to result from hepatitis B virus (HBV) or hepatitis C virus (HCV) infections. According to WHO in India the prevalence rates are 2% to 7% for HBV and 0.5% to 1.5% for HCV. However, these figures likely represent only a fraction of the true burden. Despite hepatitis affecting a considerable portion of the Indian population, it still does not receive the attention it deserves; India still does not have a tangible national policy for addressing the problem. Moreover, hepatitis is often a 'silent' disease; while most patients recover from acute infections, many of them progress to the chronic stage and serious life-threatening complications. Due to often low awareness, most of the patients are diagnosed at a stage where the disease is irreversible.

In developing countries like India, highest incidence of the disease is seen in teenagers and young adults. Past studies depict that college students are commonly engaged in high risk behaviours like nose and ear piercing, tattooing, sharing of jewelry items, unsafe sexual practices, unsterilized syringes by IDUs, razors etc. India has the largest population of adolescents and young adults in the world; 362 million individuals, aged between 10-24 years constituting 28% of the country population. As adolescents and young adults comprise a major proportion of the country's population and commonly participate in behaviour considered high-risk for hepatitis; it is vital that their awareness, source of information and risk insights be evaluated in order to implement appropriate strategies. Studies have been conducted earlier to assess awareness and level of knowledge among medical students of India. But so far no study focusing exclusively on university students has been reported. This study was therefore conducted, to assess the awareness and practices among the university students in Lucknow city, India.

1.4 Youth

Majority of Hepatitis infected population lies in the category of youth not only in India but all around the world. Youth is defined by Webster's New World Dictionary as "The time of life when one is young, especially, a) the period between childhood and maturity b) the early period of existence, growth, or development. In all parts of the world the terms "youth", "adolescent" and "young person" often mean the same. A large section of India's population consists of young people. This fact is interestingly important for the entertainment industry which provide tailor made content for the youth as they mostly are their main targeted audiences. Sex is the favorite subject they choose to provide entertainment. Unfortunately in the course of this they often provide misleading and inaccurate information about sex, as in India social taboos still do not allow people to talk freely about sex or provide sex education.

Efforts are now being taken to use the mass media to make the youth aware and to adopt safe sexual behavior.

India is a developing country which is confronted by a number of social problems, especially those relating to young people. Youth is a period of great significance in an individual's life. It is an unarguable fact that the youth can impact a country substantially in its social and economic growth. But the proper development of human resources and successful tackling of social problems can be achieved only by those with a deep commitment to serve their society to the best of their abilities.

1.5 Significance of the Study

Keeping good health is one of the important activities in day-to-day life, and people require health information to attain good health and address health care decisions². "People seek out and use information relating to work, leisure, health, money, family, and a host of distinct topics as part of their daily life from an enormous range of sources"³. Johnstone et al., (2004) explained that everyone is a seeker and a user of information and it is a part of everyday life. How a person obtains health information can influence that person's health behaviour, health care access, clinical outcomes, and quality of life⁴. "People solicit information to add knowledge they lack or to authenticate or disconfirm their current state of faith and they use that information for strategic purpose" (Brashers, 2001, p. 482). To keep good health, people need information regarding health at all times in the society. Be it personal life or professional life, be it our home or workplace, be it hepatitis or AIDS, maintaining good health is the top priority of every citizen of the country. It includes people of all ages, children, adults, aged individuals with all types of educational background viz - illiterates,

² Patrick, Koss, Deering, & Harris, 1995

³ Johnstone, Tate, & Bonner, 2004

⁴ Kelley, Su, & Britigan, 2016

educated, professionals, working class. Elwood, (2011), claims that the health is ultimately the responsibility of each person. When individuals encounter with hepatitis disease or any other disease, information plays a vital role in helping them to understand more about their diseases, make more informed decisions about treatment options, and better cope with all the social and psychological impacts incurred by the illness.

People should be made aware of the hospital facilities and medicines available to control and cure diseases in early stages. For individuals, health information can increase knowledge of health risks, and answers provide the motivation and skills required to decrease these risks, help them find support from other people in comparable situations, and affect or augment attitudes. It can also improve demand for appropriate health services and reduce demand for improper health services. It can make available information to aid in making difficult choices, such as selecting health plans, care providers, and treatments. Distribution of health messages through public education campaigns that seek to change the social climate to promote healthy behaviours create awareness, change attitudes, and motivate individuals to adopt recommended behaviours⁵.

People remain badly informed about many of the health systems and know little about whether health services are appropriate, who is benefiting from them, whether quality is sufficient, or whether people are getting good value from public and private spending on health. The time has come to re-assess how the Indian health system should function, and retool it for the new millennium.

⁵ Atkin & Wallack, 1990; Maibach, Abrams, & Marosits, 2007

Consequently, a vast quantity of health information is targeted to the general population through various media channels – TV, radio, newspapers, magazines, internet and social media and several institutional sources. In recent times, with the accelerated growth of the technology and other new media, people have gained unprecedented access to a vast array of sources of health information. At all levels, an enormous amount of health information is targeted through published literature, radio, TV, cinema, informative speeches, posters and various other methods of communication to different sections of the people in the society. The information transfer is also accomplished through door-to-door inspection and by campaigning undertaken by many voluntary agencies. The use of the information technology has facilitated health information dissemination. These have helped to keep the people informed of what the diseases are and the serious consequence he/she is likely to face if the ailments are left untreated.

Despite these initiatives, there is a gap in information dissemination to different sections of the society due to many inherent inequalities among rural and urban India. “Indian health authorities have attempted to improve awareness and preventive behaviour through a combination of traditional mass media campaigns and interpersonal communication strategies. However, they neither familiarized the understanding of current knowledge, attitudes, and practices related to preventive strategies nor of health information seeking behaviours of targeted audiences”⁶.

Selected studies on the role of mass media in spreading viral hepatitis awareness from various parts of the world are reported here. Some of the notable studies are from Acharya, S. K. (2013). Acharya, S. K., Madan, K., Dattagupta, S., & Panda, S. K. (2005). Santosh, V.S & Shrinivas, 2015. Gowda, A., Goud, B. R., Patil, A., & Khatib, M. (2014). Díez-Padriza, N.,

⁶ Lwin, Vijaykumar, Leng, Foo, & Lim, 2012, p. 1

& Castellanos, L. G. (2013). Panel, V. H. C. (2003). Qamer, S., Shahab, T., Alam, S., Malik, A., & Afzal, K. (2004). Singh, A., & Jain, S. (2012). World Health Organization. (2012). (Majolagbe, Oladipo, & Daniel, 2014). Euphemia & Oluwakemi, 2017). (Odimayo, Nwadioha, & Utoo, 2015). Aderibigbe, Salami, and Babatunde (2009). Uleanya and Obidike (2015). Adekanle, Ndububa, Olowookere, Ijarotimi and Ijadunola (2015). Samuel, S. O., Aderibigbe, S. A., Salami, T. A. T., & Babatunde, O. A. (2009).

There are no in-depth and specific studies reported from India on “role of media in spreading viral hepatitis awareness among the youth of India”. Hence, the need for the present study.

1.6. Scope of the Study

Media is one of the most powerful instruments of communication. It can help to promote the right things at right time and gives a real as well as strong aspect of the world about what is right or wrong. There are many social problems and issues, which are affected by the people, of the people and for the people. Media is the best tool to spread awareness in the modern society either it be political, health, social or economic and giving us latest sight about what is happening in our world,

The present study highlights the relevant information about the seriousness of Hepatitis in India. The statistical analysis and review of Hepatitis awareness provided an insight into the role of media in removing the stigma of Hepatitis. The mass media movements help in designing future course of interventions in eradication of Hepatitis in India. An analytical attempt will be made to study the role played by the media in generating Hepatitis awareness and find out whether this information is affecting the awareness of targeted group in physical terms. The information derived from the media about Hepatitis

awareness is very useful not only for further study in this area but also for better understanding of youth psychology. Thus, awareness is an important tool to fight against Hepatitis. Thus, this study focuses on role of media in promoting awareness and reducing Hepatitis related stigmas.

1.7 Formulation of Research Problem

- I. The awareness level of the selected target group regarding the implications of the viral hepatitis disease is at an alarming state.
- II. The stigma related to the hepatitis is gaining momentum among the youth population.
- III. Lack of media strategies in promoting health awareness among the youth.
- IV. The people's (target group) perspective on media coverage pertaining to the awareness of the viral hepatitis disease is not a wholesome approach.

1.8 Aim and Objectives of the study

The broad aim of the research study is to find out the role of mass media in promoting Hepatitis awareness in India with the following objectives.

- I. To study the extent of media coverage given to Hepatitis disease by selected newspapers in Lucknow
- II. To find out the awareness level of students in Lucknow University and Babasaheb Bhimrao Ambedkar Central University about Hepatitis disease.

- III. To find out the media preferences of the selected target group for getting information about Hepatitis.
- IV. To study the role of various mass media for Hepatitis awareness with respect to gender.
- V. To design a suitable media strategy for creating awareness about viral hepatitis among the youth of Lucknow.

1.9 Formulation of research questions

Keeping in mind the broad objectives of the study, the researcher has formulated the following research questions.

- i. What is the extent of coverage given to Hepatitis disease by selected newspaper in Lucknow?
- ii. What is the awareness level of university students in Lucknow city about the Hepatitis disease?
- iii. What is the knowledge level of university students in Lucknow city about Hepatitis disease?
- iv. Which media is the best awareness driver to Hepatitis?
- v. Does mass media health campaign contain powerful effects on citizens?
- vi. Does media awareness has any effect on health of youth?
- vii. How to device an effective media strategy for creating Hepatitis awareness?

1.10 Research Methodology

1.10.1 Research Design

Since, the objectives of the research demands primary data to evaluate the efficacy of communication channels involved in promoting awareness about Hepatitis, The researcher has adopted both qualitative and quantitative research methods. Content analysis was used to find out the extent of the coverage given to the viral hepatitis news by Indian newspapers. the researcher has administered survey method with a well-structured questionnaire with closed ended questions to find out the awareness and knowledge level regarding hepatitis disease among the targeted group of students.

1.10.2 Primary Research Methods

i. Qualitative – (a) Survey Method, tools of survey method a well structured interview schedule.

(b) Expert Consultation,

(c) Observation Method.

ii. Quantitative –The researcher has undertaken content analysis of One Hindi Newspaper (Dainik Jagran) and One English Newspaper (Times of India),

Time duration: two months.

1.10.3 Universe of the Study

Since the World Health Organization revealed that Hepatitis is newly infecting 10 million population annually, this infection rate is high among youth aged between 15 to 29 years, so students of Lucknow and BBAU Universities has chosen as the population of the study, In terms of education and information these are considered as more aware than the rest

of the society, In order to study the media role and strategy, the researcher has selected two daily newspapers (one English and one Hindi) from print media based on circulation.

Respondents Profile	Male	Female	Total
Graduation	53	38	91
Post Graduation	169	109	278
Ph.D	22	9	31
Total	244	156	400

1.10.4 Unit of the Study: University students

1.10.5 Sampling Technique

In order to collect samples from both the universities, the researcher has used the sampling techniques such as systematic and purposive for (a) Collecting the required data and information related to the research study. Therefore, as per the (b) Sampling method, two universities have been selected and few disciplines namely mass communication and management from Social Science, and Mathematics and Physics from Science were selected, by administering purposive sampling method.

Out of the total population size of 4001 university students, consisting of both the universities, the researcher has taken 10 percent of total population as sample administering systematic sampling method (probability sampling). From the total population every 10th unit of the population is selected as representative sample through adapting systematic sampling methodology.

Systematic Sampling Formula for

$$\text{Interval (i)} = \frac{N}{n} = \frac{4001}{400} = 10.01$$

N= total population size

n= representative sample

For selecting the specific disciplines among the available departments, the researcher has administered purposive sampling, using the purposive sampling (Non-Probability Sampling) method. The researcher has selected Mass Communication and Management Departments from Social Sciences and Mathematics and Physics from Science discipline.

1.10.6 Sample size: 200 from Babasaheb Bhimrao Ambedkar Central University and 200 from Lucknow University selected as sample.

1.10.7 Instrument

The samples of the universe are only literate; therefore, the interview schedule was used to collect the primary data. The interview schedule is planned with closed ended questionnaire. The respondents were asked to select an answer from the list provided by the researcher.

1.11. Variables

1.11.1 Independent variable

Gender

- 1) Male
- 2) Female

1.11.2 Level of Respondents Education

- a) Graduation
- b) Post-Graduation
- c) Ph.D.

1.11.3 Dependent Variables

- a) Awareness of Hepatitis
- b) Knowledge of Hepatitis
- c) Role of media in Hepatitis awareness
- d) Government and NGO Indicatives- Role of media.

1.11.4 Research Methods used

In order to examine and study the above mentioned objectives and research questions, the researcher both primary and secondary research methods used for collecting the intended data and information.

1.11.5 Primary Research Methods

Qualitative - Survey Method

Tools of Survey Method:

- (a) A well-structured interview schedule.
- (b) Observation method

Quantitative - Content analysis, the researcher has under taken content analysis for analyzing the content of one Hindi newspaper (Dainik Jagran) and One English newspaper (Times of India), Time duration: two months (July and August 2017)

1.11.6 Secondary Research Methods

Research Papers, Research Thesis, Health Periodicals, Health Communication Journals, Health Communication Books, and research abstract.

1.11.7 Statistical Techniques used

Quantitative data was analyzed using the Statistical Package for Social Sciences (SPSS), a widely used package by researchers for quantitative analysis.

- a. Pearson's Chi Square test (X^2) method has been used to analyse the comparative data.
- b. Classification Tabulation Method.
- c. Percentile method.

1.11.8 Experts Consultation

In order to evaluate the accuracy of the information received from the respondents the researcher has consulted the following experts during the period of the study.

- i. Dr. Amit Goel (Gastroenterologist)

Sanjay Gandhi Postgraduate Institute of Medical Science (SGPGI). Lucknow. Uttar Pradesh.

- ii. Dr. Rakesh Agarwal (Gastroenterologist)

Sanjay Gandhi Postgraduate Institute of Medical Science (SGPGI). Lucknow. Uttar Pradesh.

1.12 Chapters Division

Chapter I: Introduction to the study

Chapter II: Review of the literature.

Chapter III: Hepatitis: Historical Background, Emergence and Counter Applications.

Chapter IV: Role of Print Media in Promoting Awareness and Reducing Stigma Related to Hepatitis.

Chapter V: Role of Governmental and Non-Governmental Organizations in Creating Hepatitis Awareness.

Chapter VI: Data Analysis and Interpretation.

Chapter VII: Summary, Conclusions and Recommendations.

Summary, Conclusion and Recommendations

There has been an enormous growth of literature on various facets of health and dissemination of information about viral hepatitis from different communications channels at the national and international level. The research related to the topic in the Indian setting is very limited. An attempt has been made to collect and review the literature on the subject and related to it. Not many research efforts have taken place with regard to the role of media in spreading hepatitis awareness among youth in India. Most studies concentrated on the effects or impact of media on health. Perhaps this is one of the pioneering studies that attempts to find out the hepatitis awareness through media focused in the selected district of Uttar Pradesh. It has also focused on the relations between government and NGOs in the hepatitis awareness context of selected district of Uttar Pradesh. And the study is likely to promote further efforts in this area. It is not only an effort in hepatitis awareness by media, but also in terms of other areas of health education.

Chapter three discussed the historical background information and emergence of hepatitis disease. This chapter also emphasised the various types of hepatitis and their transmission. The researcher tried to find out the current situation of viral hepatitis in local and global through available secondary research. From the foregoing, the silent but prevalent nature of the hepatitis disease now calls for greater concern across borders of human ecology. Despite the global burden of the viral disease, little emphasis has been placed both as a health and a development issue. There is therefore a need to align with the recently launched “Global Health Sector Strategy on Viral Hepatitis”, a plan developed to engender a quick and effective achievement of the 2030 Agenda for Sustainable Development. The strategy focuses on eliminating the infectious viruses of Hepatitis. This study therefore, seeks to find out the

media coverage of Viral Hepatitis Disease in correlation with the awareness and knowledge level of the disease among Tertiary Institution students in Uttar Pradesh State.

The chapter four revealed that the information related to Viral Hepatitis are not properly covered by the Print Media. The coverage rate of health news in Print Media of Lucknow is very less in Dainik Jagran in comparison with Times of India. Hepatitis news is hardly appears in newspapers and few news item reported in inner pages of the newspaper by the reporters. This is very shocking for all of us that the maximum news published in newspapers are not related to health development; it is only concerned with accidents, events, crime and political development in villages.

The development of villagers is always a burning issue for everyone. Print Media specially the newspaper could be one of the important tool to communicate the development information among the villagers but here the scenario is totally different. The two leading newspaper of Lucknow are failed to cover the hepatitis related news. They published only 2-3 % news in their papers. It means that they are totally busy with the commercial news. This is very disappointed that only 8 to 10 % of the news item has been reported by the reporter of the respected newspapers.

Media is the bridge in between the government and the common people, it means that Media should convey the information (as it is) to the concerned people of the society. But here the Print Media of Lucknow is fail to convey the relevant health news to the common people of Lucknow.

When we compare the Times of India with Dainik Jagran in terms of viral hepatitis news coverage we found that Times of India newspaper has covered more hepatitis related news in comparison to Dainik Jagran newspaper. Times of India has published 4.05% hepatitis news in his newspaper whereas Dainik Jagran has published only 0.4% hepatitis news during two

month that July and August. It is also clear from the above mentioned table 4.1 and figure 4.1. It is very much clear for the research that both the paper are totally unable to publish editorials, features and article related to hepatitis news in their respective newspapers. They published only 2 editorials each and one article each in their newspapers respectively during the research study.

Chapter five explained the role of governmental and non-governmental organizations in creating hepatitis awareness through various awareness programmes and campaigns. This tried to explain how India is committed to progressively move towards elimination of viral hepatitis virus. This is in line with global commitment towards achieving Sustainable development goal (SDG) goal 3; target 3.3 which aims to “By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water borne diseases and other communicable diseases” The Government of India is a signatory to the resolution 69.22 endorsed in the WHO Global Health Sector Strategy on Viral Hepatitis 2016-2021 at 69th WHA towards ending viral hepatitis by 2030. This chapter also discussed various challenges facing by third world countries towards elimination of viral hepatitis.

FINDINGS

SECTION – A

Socio Economic profile of the respondents as follows

- i. The data has been gathered from Babasaheb Bhimrao Ambedkar Central University and University of Lucknow in Lucknow city of Uttar Pradesh. A total number of 400 respondents were taken as sample of the study and 400 respondents were interviewed through survey schedule by the researcher.
- ii. Most of respondents (85.5 per cent) belong to the age group of 18 to 24 years old followed by 14.6 per cent respondents belong to the age group of 32 and above years.
- iii. Majority of the respondents are male 61 per cent) and female 39 per cent are.

- iv. Most of the respondents (90.3 per cent) are unmarried, while only 9.8 per cent are married.
- v. Educational qualification of the most of the respondents (69.5 per cent) pursuing post-graduation, followed by 22.8 per cent pursuing graduation and only 7.8 per cent pursuing Ph.D.
- vi. Regarding monthly family income of the respondents, majority of the respondents family belong to medium income group (12000-50000), followed by 39.8 per cent of respondents family income is upper income group (50000 and above PM) and 8.8 per cent of respondents belong to Low income group (upto 12000 PM). Thus, the data indicates that majority of the respondents family belong to medium income group.

SECTION -B

Media Seeking Habits of Youth

Subscription/access of media at home

Regarding access to mass media by the respondents at home, the data the study found that majority of the respondents (23.5 percent) subscribed Internet at home, 22 percent subscribed newspaper at home, 17 percent subscribed Television at home, and 3.2 percent subscribed magazine at home, interestingly no one has exclusive Radio subscription at home.

Newspaper read

In case of habit of reading newspapers, the study found that majority of the respondents (53.2 percent) read newspaper daily. 15.5 percent of the respondents read newspaper occasionally. Among the age groups, age group 18-24 respondents 51.2 percent read newspaper daily, age group 25-31 respondents 63.3 percent read newspaper daily and age group 32-40 respondents

66.7 percent read newspaper daily. Thus it can be said that habit of reading newspaper daily among the youth is declining.

Type of Newspaper read

As far as type of newspaper is concerned, all the respondents have reported to read Hindi newspaper mainly as study area is Hindi dominated. The study found that among the all age groups Dainik Jagaran (25.8 percent) read by majority of the respondents followed by Times of India (22.8 percent). Among the age groups, age group 18-24 majority of the respondents read Times of India, age group 25-31 majority of respondents read Dainik Jagaran, age group 32 and above majority of the respondents read Dainik Jagaran.

Part of Newspaper respondents read

As far as the part of newspaper is concerned, majority of the newspaper readers have reported to read Headlines (18 percent), followed by a good number of readers take part interest in Editorial (14.2 percent) of the newspaper. First page (10.5 percent). Among the age groups, age group 18-24 majority of the respondents read Headline (17.3 percent), age group 25-31 majority of the respondents read Headlines and Editorial both (30.6 percent), age group 32-39 majority of the respondents read First page (66.7 percent).

Sunday Supplementary

The study found that among all age groups majority of the respondents (55.8 percent) do not have a habit of reading Sunday Supplementary

Magazine read

In case of reading magazine, the study found that almost 40.8 percent of the respondents do not have a habit of reading magazine. Among age groups, age group 18-24 read (55.6) less compare to age group 32-39 (77.8). It indicates that habit of reading magazine is declining among youth.

Type of Magazines read

As far as type of magazine reading is concerned, the study found that reader of India Today (Hindi) is highest (17 percent), followed by India Today (English) (14 percent). Among all age groups, age group 18-24 read India Today(Hindi) 13.7 percent, while age group 25-31 read 30.6 percent and age group 32-29 read 66.7 percent. Among the age groups it's clear that age group 18-24 were reading different language magazines compared the other age groups.

Language of Magazine Reading Habit

As far as language of magazine reading is concerned, majority of the respondents 29.8 percent of the respondents read Hindi language magazine followed by 25 percent who read English language magazine, while 5.5 percent read both language magazines based on availability, and 2.2 percent of the respondents read Urdu language magazine.

Health Magazine Reading Habit

The study found that only 18.5 percent of the respondents read health magazine, while 77 percent of the respondents do not read health magazine. Among age groups, age group 32-39 read (22.2 percent) more than other groups.

Radio Listening Habit

Regarding habit of Radio listening, the study found that number of people who listen to Radio is very low. Respondents who listen to radio are only 56.8 percent. Among the age groups, age group 18-24 listen to radio 54.4 percent which is very less compare to age group 32 and above (100 percent). The data shows that almost half of the respondents 42.3 percent are not listening Radio.

Majority of the respondents (26.2 percent) have preferred night time for radio listening, followed by 13 percent in the morning and 13 percent in the evening. Most of the respondents (29.2 percent) are listening to Hindi music followed by (10.5 percent) News.

Radio Channel Preferred

As far as the type of radio channel listening is concerned, the study found that majority of the respondents 15.5 percent were listening to Radio City followed by 12 percent of the respondents were listening to Red FM. Among the age groups, age group 18-24 majority of the respondents 12 percent were listening to Red FM, followed by Radio City 12.6 percent and Radio Mirchi 12.6 percent.

Television watching

The study found that a good majority of the respondents 75.5 percent watch television and 22 percent were don't watch television. Among the age groups, age group 18-24 respondents 74.3 percent watch television that is lesser than that of age 32 and above which is 88.9 percent.

As per the television watching timings concerned, an overwhelming majority of the respondents 40 percent watch television at night time followed by 15 percent of the respondents who watch television in the morning time. Among the age groups, age group between 18-24 watch almost all possible times, whereas in the age group 32 and above watch only at night time. Thus, it is found that majority of the students are watching television at night time.

Programme and Channel preferred on TV watching

As far as the programme type is concerned, majority of the respondents 19 per cent of them were watching News followed by 16 per cent of the respondents were watching Movies. Among the age groups, age group of 18-24 majority of them believed to be watching almost

all the programmes. Whereas age group 25 and above majority of them were also watching Movies.

The study found that the majority of the respondents 12.5 percent believed to be watching Star Sports channel followed by 11.8 percent of the respondents were watching AJTAK news channel. Among the age groups, age group 18-24 majority of them were watching ZEE television channel.

The study found that majority of the respondents 59.2 percent don't watch health television channel. Only 24 percent of the respondents were watching health television channel. Among the age groups, age group of 18-24, 25 percent were watching health channel by age group 25-31 26.5 percent were watching television channel. Age group 32 and above were watching less compare to other age groups. Thus, it indicates that young people were more concern about their health.

Habit of watching movies

As far as per the watching movies is concerned, an overwhelming majority of the respondents 92 per cent do watch movies and 7.2 per cent of the respondents don't watch movies.

As per the movie watching place is concerned, the study found that majority of the respondents 29.8 percent watch movies exclusively on television. Whereas, 22.8 percent of the respondents were watching movies exclusively in Cinema Hall. It is apparent from the data that respondents who watch movies on mobile is increasing among the age group 18-24 compare to other age groups.

Internet access

As per the internet access is concerned, the study found that 100 percent of the respondents are accessing the internet in their daily life. Thus, internet access can be said as basic necessity for students.

Social media use

The study clearly shows that an overwhelming majority of the respondents 93.2 percent use social media followed by 6.8 percent of the respondents who don't use social media. Among age groups, age group 18-24 use social media 100 percent compare to age group 32 and above (92.7%). Thus it can be said that use of social media is more among youth.

Objective of Media should be

As per the objective of media is concerned, the study found that majority of the respondents 65.8 percent believed Education and Health, followed by 21.5 percent believed Entertainment and 12.8 percent believed Agriculture. Among the age groups, age group 18-24 majority of them believed objective of the media should be Education.

Media for Health

The study found that majority of the respondents 76 percent said media is useful for their healthy life followed by 12 percent believed they are not sure whether it is useful or not. Among the age groups, age group 18-24 majority of them 74 percent believed media is very useful for their healthy life. Thus, media can be said as basic necessity for the human healthy life.

Media as Mouth Piece for the Ministry of Health

The study found that majority of the respondents 44 percent believed as media acts as mouthpiece of ministry of health, 34.8 percent said they were not sure. 22.2 percent gave a negative response.

Gov't Information

As per the source of government information, the study found that majority of the respondents 71 percent of them are getting government information through Mass media followed by 10.5 percent respondents are getting through Health Workers and 8 percent from Government agencies respectively.

Benefited by Media

The study found that majority of the respondents 58.2 percent said they got benefited by media followed by 34.2 percent said they were not benefited by media. Interestingly 7.5 percent of the respondents said they were not sure whether they benefited by media or not.

Type of change

As per the type of benefit concerned, the study found that 29.8 percent of the respondents said motivational change followed 28 percent of the respondents said behavioural change and 26.8 percent said psychological change happened because of media. Thus, it can be said that media has very important role in human life.

Need to improve in media

The study found that majority of the respondents 45.5 percent believed timings of the programmes need to be improved and 11.2 percent of the respondents believed content needs to be improved. Interestingly 20.8 percent of the respondents believed other things.

SECTION-C

Hepatitis Awareness Profile

Communicable disease

The study found that majority of respondents almost equal percentage of male and female, 45.4% and 42.7% respectively, believed that hepatitis is a communicable disease. It is to be noted here that under-graduation female students are mostly unaware of hepatitis being contagious. Just 29.2% believe that it can be spread from a person to other while more than half of them had no idea about it.

Spread through washing and changing clothes

Most of the respondents responded negatively to the question. 62% of the male respondents and 64% of the female respondents found that hepatitis is not spread through clothes (changing and washing) of the infected person. Interestingly, 100% of the female PhD scholars opine that hepatitis transmission has nothing to do with changing clothes of the infected person. Thus study found that respondents have a significant awareness about spread of viral hepatitis by washing and changing clothes from infected person.

Spread by sharing same cups and plates

The study found that most of the responses were negative to the question. 39% of the male respondents and 42.7% of the female respondents contend that hepatitis is not spread through sharing cups and plates with the infected person. Thus respondents have a significant awareness regarding spread of viral hepatitis by sharing same cups and plates with infected person.

Spread through shaking hands, hugging, and living in same house with infected person

The study found that, 58.1% of total male respondents and 59.4% of total female respondents hold that hepatitis cannot be spread by touching or living with the person who is infected. The data also revealed that all the female PhD scholar contest that hepatitis is not at all communicable by touching or living with the person who is infected. Thus the respondents have a significant awareness on spread of viral hepatitis through shaking hands, hugging, and living in same house with infected person.

Spread by kissing

The study found that, 40.5% of the male and 43.5% of the female responded positively to the question. Also, equal proportion of respondents, i.e. 38.7% of male and 39.7% of female

responded negatively. Again, most of the female PhD scholars responded positively to the question. Thus it can be said that respondents do not have a significant awareness regarding spread of viral hepatitis through kissing.

Spread through sexual contact

The study found that, most of the male respondents opine that hepatitis cannot be spread through sexual contact, but most of the female PhD scholars, with 50% believed that it can be spread through sexual contact. Results clearly showed that respondents do not have a significant awareness regarding spread of viral hepatitis through sex.

Spread through syringe while injecting drugs

The study found that majority of the female students (36.2 %) believed hepatitis can be spread through syringe while injecting drugs with infected person. Among education wise, majority of graduation male students (32.8 %) believed it can be spread through sharing syringe while injecting drugs. The results clearly showed that respondents do not have a significant awareness spread of viral hepatitis through syringe.

Spread through breastfeeding

The study found that 39.8% of the total male respondents believed that hepatitis is spread through breastfeeding while 41% of the female respondents also believed so. When it came to not knowing anything about transmission through breastfeeding, we got almost the exact same response from both male and female respondents – 37.2% and 37.4% respectively. Thus study concludes that respondents do not have a significant awareness about viral hepatitis.

From mother to child during pregnancy

The study found that 32% of the male respondents and 34.4% of respondents believed it can be transmitted from mother to child during pregnancy while 24.5% of the male respondents and 20.6% of the female students do not think so. 43.5% of the total male respondents and

45% of the total female respondents have no idea about it. Thus data concludes that respondents do not have a significant awareness about viral hepatitis.

Spread through mosquito bite

The study found that most of the PhD scholars both male (60%) and female (54.5%), believed that hepatitis is not spread by mosquito bite. While most of the UG and PG students, both male and female, 'don't know' about it. Thus the results clearly showed that respondents do not have a significant awareness regarding spread of viral hepatitis through mosquito bite.

SECTION –D

Viral Hepatitis Knowledge Profile

The researcher under section-D has outlined the respondent's depth of knowledge and information pertaining to viral hepatitis, these are summarises as fallows

Hepatitis means to the respondents

The study found that majority of the respondents 46.6 percent believed viral hepatitis as a fatal disease, followed by 25.2 per cent believed it is a hereditary disease. Education wise majority of the post-graduation respondents believed it's a fatal disease. Gender wise majority of the female respondents believed fatal disease. The data showed that the respondents have a significant knowledge about viral hepatitis.

First heard hepatitis at the age of

The study found that majority of them 45.8 percent said they don't remember when they first heard but among those who remembered the majority of the respondents were age between 15-20 years old.

Common symptoms of hepatitis

The study clearly depicts that majority of the respondents don't know the symptoms of hepatitis. Education wise majority of the PG students believed Weight loss is the symptom of hepatitis, whereas majority of the Ph.D. scholars believed Yellow eyes is the symptoms of hepatitis. Among the gender wise who knew the symptoms of hepatitis majority of the Male students believed Weight followed by majority of the female believed Yellow eyes. Thus, it can be said that respondents do not have a significant knowledge about symptoms of hepatitis.

Difference between hepatitis A.B.C.D.E and F

The study found that majority of the respondents 61.3 percent male and 71.8 percent believed there is difference between hepatitis A.B.C.D.E. and F. Interestingly majority of the Graduate students said they don't know the difference between different types of hepatitis. Thus, it can be said that respondents do not have a significant knowledge about types of hepatitis.

Protection against viral hepatitis

The study found that majority of the respondents believed that they can be protected from viral hepatitis. Among those who knew the availability of protection against viral hepatitis female 72.5 percent aware compare to 61.7 percent male. Education wise, Graduation students were less aware than other educational groups. Interestingly almost half of the respondents 29.4 percent male and 19.1 percent female don't have knowledge about hepatitis protection. Thus respondents do not have a significant knowledge about protection of viral hepatitis.

Prevention of viral hepatitis

The study found that among male only 69.5 percent were aware about prevention of viral hepatitis followed by 33.1 percent male don't know. Among female 64.9 percent were aware

about prevention of viral hepatitis followed by 27.5 percent don't know. Among educational groups respondents who are studying Ph.D. are more aware about prevention of viral hepatitis than the Graduation students. Thus the study concludes that respondents do not have a significant knowledge about prevention of viral hepatitis.

Treatment for viral hepatitis

The study found that around 64 percent of the respondents believed there is treatment for viral hepatitis, among the male respondents 8.6 percent believed there is No treatment and 28.3 percent said they Don't know. Among female respondents 13.7 percent believed there is No treatment and 22.1 percent said they Don't Know. The data shows that Graduation students were less aware compare to other educational groups. Thus it can be said respondents do not have a significant knowledge about treatment for viral hepatitis.

Enough information regarding viral hepatitis

The study found that among gender 24.2 percent male respondents said Yes followed by 32.7 percent said No and 43.1 percent said they Don't Know. Among female respondents 23.7 percent said Yes followed by 38.9 percent said No and 37.4 percent said they Don't Know. Among educational groups Graduation respondents were less aware compare to other groups. Thus, it can be said that male respondents have less knowledge compare to female respondents regarding information about viral hepatitis.

Conclusion

To conclude, the study has established that the print media has not lived up to its responsibility of informing and educating Indians on the endemic nature of the viral hepatitis disease, with just 111 stories published by two national and widely read newspapers in two months. The respondents expressed that, they had little knowledge of nature, contractive avenues, symptoms, and consequences of the disease as well as the need to be tested and vaccinated against the disease.

The posture of the newspapers in paying little attention to the viral hepatitis issue, therefore, reduces the hope of attaining of Goal 3 of the Sustainable Development as enunciated by the United Nations General Assembly to engender healthy lives, and promote wellbeing for all ages by 2030.

The significant relationship between health and media cannot be overstated as both deal with living things and one cannot be isolated from the other. The Indian media, therefore, needs to bring public health issues such as viral hepatitis to the front burner by setting the right agenda as well as infusing more interpretive schema by way of images, stereotypes, and messages in their health reports. The media in India also need to urgently align with the Health Belief Model by positively affecting the perception of the people living a sensitive and conscious life against the viral Hepatitis Disease

The role of the media in achieving the “Global Health Sector Strategy on Viral Hepatitis 2016-2021, towards ending Viral Hepatitis” is very imperative. It is not therefore surprising that in the first item under the five strategic direction to achieving this objective is “Information for focused action: developing a strong strategic information system to understand viral hepatitis epidemics and focus the response” The Indian media as a

development agency, therefore, has a responsibility to aligning with the vision of the World Health Organisation which India is a signatory to.

Examination of Research Objectives

Objective No. 1. To study the extent of media coverage given to Hepatitis disease by selected newspapers in Lucknow

In chapter 4 content analysis of selected newspaper revealed that the information related to Viral Hepatitis are not properly covered by the Print Media. The coverage rate of health news in Print Media of Lucknow is very less in Dainik Jagran in comparison with Times of India (Table 4.1, Figure 4.1). Hepatitis news is hardly appears in newspapers and few news item reported in inner pages of the newspaper by the reporters. This is very shocking for all of us that the maximum news published in newspapers are not related to health development; it is only concerned with accidents, events, crime and political development in villages.

When we compare the Times of India with Dainik Jagran in terms of viral hepatitis news coverage we found that Times of India newspaper has covered more hepatitis related news in comparison to Dainik Jagran newspaper (Table 4.1, Figure 4.1). Times of India has published 4.05% hepatitis news in his newspaper whereas Dainik Jagran has published only 0.4% hepatitis news during two months July and August. It is very much clear for the research that both the paper are totally unable to publish editorials (Table 4.5, Figure 4.5), features and article related to hepatitis news in their respective newspapers. They published only 2 editorials each and one article each in their newspapers respectively during the research study.

Objective No.II. To find out the awareness level of students in Lucknow University and Babasaheb Bhimrao Ambedkar Central University about Hepatitis disease.

Table C.1, Figure 6.37 and Table C.2, Figure 6.38 revealed that respondents do not have significant awareness about viral hepatitis disease. The researcher has used statistical techniques to get accurate results by applying Chi Square test, the results were quite clear that students of Lucknow University and Babasaheb Bhimrao Ambedkar Central University do not have a significant awareness about viral hepatitis disease. ($X^2 (4) = 0.717, p(0.05)$)

Objective No.III. To find out the media preferences of the selected target group for getting information about Hepatitis.

From the statistical analysis the researcher found that calculated value of Chi square (X^2) for TV is 3.8, 10.8 for Newspaper, 8.5 for Internet, 0.37 for Radio, 0.23 for Magazine and 0.50 for others. The highest value of Chi square (X^2) is 10.8 for Newspaper which is greater than the tabulated value which is 6.99 at 2df (degree of freedom) and at 5% level of significance. Therefore we can say that Newspaper and Internet is the best media considered by the respondents for getting useful information regarding Viral Hepatitis.

Objective No.IV. To study the role of various mass media for Hepatitis awareness with respect to gender.

While studying the role of media about Viral Hepatitis the researcher found that majority of the male Graduate students get their best knowledge about Viral Hepatitis from TV, followed by Newspaper, very less percent of them said friends and government agencies, (Table B.14, Table B.15)

In the case of female Graduate students, the researcher found that majority of the respondents got their knowledge about Viral Hepatitis from TV, followed by Internet and Newspaper, few said from friends and government agencies.

When researcher try to find out which media gave them the best knowledge about viral hepatitis, researcher found that majority of the male Post Graduate students get their best knowledge about Viral Hepatitis from Newspaper followed by TV, very less percent of the respondents said from friends and government agencies.

In the case of female Post Graduate students the researcher found majority of them got their knowledge about Viral Hepatitis from TV followed by Newspaper, few from friends and government agencies.

Similarly in the case of male Research Scholars, an overwhelming majority of them derived from TV followed by Newspaper as their best form of media to understand or know about Viral Hepatitis,

In the case of female Research Scholars the researcher found that, majority of them got their knowledge about Viral Hepatitis from friends and government agencies followed by Newspaper,

Objective No.V. To design a suitable media strategy for creating awareness about viral hepatitis among the youth of Lucknow.

The objective of the research study to design a suitable media strategy for creating hepatitis awareness is observed through the following four health communication models. The models were designed on the basis of the data and information collected from the first hand sources. The researcher has designed the following media strategy models for the effective penetration of the viral hepatitis messages.

Examination of Research Questions

- i. What is the extent of coverage given to Hepatitis disease by selected newspaper in Lucknow?*

Content analysis of selected newspaper revealed that the information related to Viral Hepatitis are not properly covered by the Print Media. The coverage rate of health news in Print Media of Lucknow is very less in Dainik Jagran in comparison with Times of India (Table 4.1, Figure 4.1). Hepatitis news is hardly appears in newspapers and few news item reported in inner pages of the newspaper by the reporters. This is very shocking for all of us that the maximum news published in newspapers are not related to health development; it is only concerned with accidents, events, crime and political development in villages.

When we compare the Times of India with Dainik Jagran in terms of viral hepatitis news coverage we found that Times of India newspaper has covered more hepatitis related news in comparison to Dainik Jagran newspaper (Table 4.1, Figure 4.1). Times of India has published 4.05% hepatitis news in his newspaper whereas Dainik Jagran has published only 0.4% hepatitis news during two months July and August. It is very much clear for the research that both the paper are totally unable to publish editorials (Table 4.5, Figure 4.5), features and article related to hepatitis news in their respective newspapers. They published only 2 editorials each and one article each in their newspapers respectively during the research study.

- ii. What is the awareness level of university students in Lucknow city about the Hepatitis disease?*

Table C.1, Figure 6.37 and Table C.2, Figure 6.38 revealed that respondents do not have significant awareness about viral hepatitis disease.

iii. *What is the knowledge level of university students in Lucknow city about Hepatitis disease?*

Table D.04, Figure 6.50 and Table D.05 and Figure 6.51 revealed that respondents do not have significant knowledge about viral hepatitis disease.

iv. *Which media is the best awareness driver to Hepatitis?*

Table B.21, Figure 6.26 and Table B.23, Figure 6.28 revealed that Internet and Social Media are the best awareness drivers for viral hepatitis disease among the youth.

v. *Does mass media health campaign contain powerful effects on citizens?*

Table B.26, Figure 6.31 and Table B.27, Figure 6.32 revealed that respondents strongly believed that mass media contain powerful effects on citizen and highly useful for ministry of health to create awareness about viral hepatitis among the youth.

vi. *Does media awareness has any effect on their health?*

Table B.29, Figure 6.34 and Table B.30, Figure 6.35 revealed that respondents have positive effect in behavioural change, motivational and psychological change in their life.

vii. *How to device an effective media strategy for creating Hepatitis awareness?*

On the basis of data and information collected from primary source, the researcher has successfully devised an effective media communication strategy by means of designing a suitable health communication models.

Recommendations

- i. Hepatitis must be made a part of the curriculum at all entry levels in the university.
- ii. Different associations like the student's union should organise camps promoting awareness about hepatitis on the campus.
- iii. Documentaries and short films should be screened regularly for students on hepatitis awareness.
- iv. Banners and hoardings should be put up at common points like canteens and entry points of all halls of residences of boys and girls.
- v. As the media, especially the print media, plays a vital role in creating awareness among the masses on various social issues that plague our society, there is every need for them to be ever vigilant and ever ready to take up proactive campaigns against all such major social evils.
- vi. The print media with its in-depth analysis, investigative reporting and holistic presentation of the social evils in a sustained manner can generate public conscience against such evils. The generation of awareness and awakening of public conscience are pivotal for a fight against social evils by the people at mass level.
- vii. In view of the immense potential and crucial role of the print media in motivating people to fight against social evils, it is important that further studies need to be carried out at bigger level at the national level too. Bigger sample size, wider

geographical area and institutional-supported research will throw more light into the useful aspects of the media role.

- viii. The research area offers good scope for future studies from different angles to explore the role of media in the fight against social evils and ensure the equitable and egalitarian society where the no social evil hampers the growth of anybody.
- ix. The unprecedented media boom being witnessed in India and the emergence of new media and social networking sites and their achieving immense popularity within a short span of time have also offer a great scope for research in combating social evils in the country.

Limitation of the study and delimitation of the study:

The present study has several limitations that need to be taken into account when considering the study and its contribution. However, some of these limitations can be seen as fruitful avenues for future research under the same theme.

- i. First limitation was the age of participants and their qualification
- ii. The analysis of the awareness level of people about the viral hepatitis is limited to visually perfect without dumb and deaf peoples.
- iii. Due to time and money constraint the context of this research study is two institutions of Lucknow district.
- iv. During my study, I have identified that there are considerable differences respondent within Lucknow. Therefore it is very hard to identify common features of respondent when analyzing awareness level of the respondent.
- v. There are hundreds of newspapers being published daily in Lucknow. So due to time limit, it is not possible to analyse the content of all newspapers. So the researcher has taken only two newspapers based on circulation.

- vi. Delimitation in this study was the length of the research data collection period of two months. This delimitation allowed proper data collection in all phases in the context of viral hepatitis awareness. This period of data collection may not reflect all of the possible variations of the hepatitis disease awareness.
- vii. Another delimitation of this research was the size of the group participants. There were only 400 students. Since the sample size is small, it would not be realistic to generalize this study to other populations

Future Extension of the Study

Despite the best of intention and effort made by the researcher the research study is leaving some space for future extension of the research work.

To make the research study little more broader in its application, the researcher recommends future extension in terms of increasing the sample size, the scope of the study, including more newspapers and expert consultation in its ambit.