

Women's Media Habit on Watching Television

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Abstract

Mass media is a potential agent in the empowerment of women. It influences their social, political and economic dimensions. As a result, they become capable of encountering constraints that come across their way of development process. Effective communication has the potential to enhance women's quality of life, protect them in the fragile environment and create a knowledge-based society that is more responsive to change and development issues. It can lead to the empowerment of women, enabling them to take control of their lives and participate as equal to men in development. Art and science of using information to one's own advantage is the key to influence the society. In today's world, mass media occupies an important place in socialization. It has contributed to emergence of public opinions and public images on important issues in the mass society.

Major modern medium is the television—the foremost source of communication even for poor and illiterate people. Indeed, television is a prestigious, powerful and empowering tool that can raise awareness, generate interaction and increase knowledge. Although television is not generally available to communities in very isolated rural areas, increasingly in many developing countries it is becoming a reality even in the countryside. In fact, television plays a significant role in socialization of community's members - influencing their attitude, performance and manner.

Key Words: Media Habit, Women empowerment, Peak Watching Time, Prime Watching Hours

Introduction

Communication for development assumed that Mass Media was rapid and more efficient in transmitting information. It did not take into account the importance of interpersonal communication in the diffusion process (Rogers, 1995 cited by Musubika, 2008, P. 58).

In today's world, mass communication occupies an important place. It contributes towards the emergence of a mass society and mass culture. In a mass society, public opinion and images on various important issues are shaped to a great extent by the mass media. In a democratic society like ours, public opinion influences public life and governance (Yadava, 1990, P. 7). Media is a powerful agent of socialization. It invariably exhibits societal conventions. Media as stimulant satisfies the information needed by the people to widen their horizon and this information must be dispersed undiluted (Guleria, 2010, P. 94).

Another modern medium is the television, which is the major source of communication even for poor illiterates. Indeed, television is a prestigious, powerful and empowering tool that can raise awareness, generate interaction and increase knowledge. Although television

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is not generally available to communities in very isolated rural areas, increasingly in many developing countries it is becoming a reality in the countryside (Jothi, 2012, P. 6). "Television plays an effective role in disseminating information and knowledge and serves a powerful tool for reflecting and shaping human conditions and aspirations" (Khanna, 2012, P. 14).

Television in Nepal started with Nepal Television in January 1985. It was launched as a project under the sixth development plan (1980-1985) with the slogan "Communication for Development". It was set up with a broad mission statement, "Produce and telecast programs on educational, religious and cultural conservation to promote national unity, conserve heritage and promote national interest". It was part of a research project to study the feasibility of establishing television to ascertain if this was economically and technically possible. It had a monopoly for over 15 years in Nepal.

After 27 years Nepal has sixteen television broadcasters including the government run Nepal Television and NTV PLUS. The private broadcasters are: Kantipur Television owned by Kantipur Publication, Image Channel owned by Image Groups of Companies, Avenues Television owned by Avenues Ad started broadcasting from July 2007. After Avenues Television, more news Channels were launched, Sagarmatha Television, was launched in July 2007. ABC TV Nepal and National TV were launched in 2008, News 24, Himalaya Television and Mountain Television were launched in 2010. Entertainment Channels started popping in 2009 with TV Filmy, with E-24 Television launching in 2012. Regional Channels like Tarai Television, Nepal Mandal and Makalu Television started from 2010. Mission Star was launched recently. Nepal 1 is beamed from India. Channel Nepal was the first Nepali language satellite channel, which discontinued in 2011. At present there are numerous channel is broadcasting.

Television has the greatest potential for transmitting information to enormous numbers of people. The development world has time and again proved so. The world is also aware of the potential reach and use of this medium that arrived on the mass scale in the latter half of the 1940s. Till the turn of the state-owned Nepal television. More than 15 channels have obtained license to lunch their services, and seven of them are on air, including two state-run channels. This demonstrates the interest and demand for multiple channels and choice (Kharel, 2007, P. 61).

For almost two decades since it began regular transmission in 1985, Nepal Television was the only television service in the country. With the advent of the new century, things have changed dramatically for the better (Kharel, 2007, P. 61). Mass communication has always been associated with social change and development. It is considered important for attitudinal and behavioural change particularly in developing countries like ours, where the vast majority of people are still illiterate. Rapid expansion of television in recent years has boosted the importance of mass communication (Mehta, 1990, P. 129).

Objectives of the Study

The objective of the study has been to investigate and analyze the women's access to television, causes of watching television, frequency of watching television, peak watching time of television and prime watching hours of television.

Research Methods

This work has adopted a descriptive as well as analytical research design. The study area was identified using multistage sampling method and purposive sampling technique was adopted for selecting the sample. The research included women of different ecological regions (Mountain, Hill and Tarai), different provinces (Province 1, Bagmati Province, Lumbani Province, Karnali Province and Sudurpashchim Province) and on the basis of rural and urban residence of Nepal. This study was conducted in 5 districts (Jhapa, Kavrepalanchwok, Palpa, Dolpa and Kailali) of Nepal. Nature of the data is mixed including qualitative and quantitative and both primary and secondary sources were used for data. Interview, observation, key informant interview, focus group discussion and case studies were used to collect primary data for the study.

Habits of Watching Television

In order to analyze the women's media habit of watching television regarding access, causes, frequency, peak watching time and prime watching hours

Access

In order to analyse the habits of watching television or access of the respondents were asked whether they are watching television or not and have a television set at their own home. Their responses are shown in the table given below.

Table 1: Distribution of the respondents by access of television

Variable	Classification	Rural/ Urban		Ecological Zone			Provinces					Total N*=200
		Rural *N=120	Urban *N=80	Mount ain *N=40	Hill *N=80	Tarai *N=80	Provin ce 1 *N=40	Bagm ati *N=40	Lumb ani *N=40	Karna li *N=40	Sudurp ashchi m *N=40	
Habit of watching Television	Watching	107	76	34	72	77	39	34	38	34	38	183
		89.2%	95.0%	85.0%	90.0%	96.3%	97.5%	85.0%	95.0%	85.0%	95.0%	91.5%
	Not-watching	13	4	6	8	3	1	6	2	6	2	17
		10.8%	5.0%	15.0%	10.0%	3.8%	2.5%	15.0%	5.0%	15.0%	5.0%	8.5%
Television set at home	Have	91	72	28	67	68	32	31	36	28	36	163
		75.8%	90.0%	70.0%	83.8%	85.0%	80.0%	77.5%	90.0%	70.0%	90.0%	81.5%
	Don't have	29	8	12	13	12	8	9	4	12	4	37
		24.2%	10.0%	30.0%	16.3%	15.0%	20.0%	22.5%	10.0%	30.0%	10.0%	18.5%

Source: Field Survey, 2018

The table shows that majority of the respondents 91.5% are watching television, only few 8.5% respondents are non-watchers. Respondents were asked whether they had television sets at their homes. Majority 81.5% respondents reported that they had. Only 18.5% respondents reported that they did not have. Respondents who don't have television sets at

their homes were asked how they are watching television. Majority of the respondents reported that they are watching at neighbouring houses. Few respondents reported that they are watching at teashop.

To analyse the habits of watching foreign channels, respondents were asked whether they had foreign channels in their television. Their responses are shown in the table below.

Table 2: Distribution of the respondents by receiving foreign channels on television

Variables	Classification	Frequency	Percentage
Foreign channel	Have	131	65.5
	Don't have	52	26.0
	Non watcher	17	8.5
	Total	200	100.0

Source: Field Survey, 2018

The table shows that majority of the respondents 65.5% have foreign channels in their television. Only few 26.0% respondents reported that they don't have foreign channel in their television. Respondents who have foreign channels were asked about the devices used to the foreign channel. Their responses are shown below.

Table 3: Distribution of the respondents by devices using foreign channel on television

Variables	Classification	Frequency	Percentage
Devices for foreign channel	Antenna	18	9.0
	Cable	91	45.5
	DTH	22	11.0
	Non watcher	17	8.5
	Non-receiver	52	26.0
	Total	200	100.0

Source: Field Survey, 2018

Data shows that majority of the respondents 45.5% responses cable line using for the foreign channels on television. Only few respondents 11.5% responses that they are using DTH for receiving the foreign channels and only 9.0% respondents responses that they are using antenna for receiving foreign channels. Television watcher were asked normally watching television language preference, their responses are given table below.

Table 4: Distribution of the respondents by normally watching television

Variables	Classification	Frequency	Percentage
Normally watching Television	Nepali	102	51.0
	Foreign	14	7.0
	Both	67	33.5
	Non watcher	17	8.5
	Total	200	100.0

Source: Field Survey, 2018

The majority of the respondents 51.0% are normally watching Nepali television. 33.5% respondents reported that they are watching both Nepali and foreign channels. Only 7.0% respondents reported that they are normally watching foreign channels.

Causes

In an attempt to analyse the respondents' television watching causes, their responses are shown in the table below.

Table 5: Distribution of the respondents by causes of watching television

Variables	Classification	Frequency	Percentage
Causes of watching	For information	83	41.5
	For entertainment	72	36.0
	It's reliable	6	3.0
	Interesting issues to watch	21	10.5
	Other	1	0.5
	Non watcher	17	8.5
	Total	200	100.0

Source: Field Survey, 2018

Above table shows that maximum of the respondents 41.5% are watching television for information. 36.0% respondents reported that they are watching television for entertainment. Few 10.5% reported that for the interesting issues to watch and only 3.0% reported that it is reliable. Respondents further asked the causes of selecting channels. Their responses are given on table below.

Table 6: Distribution of the respondents by causes of selecting channel

Variables	Classification	Frequency	Percentage
Causes of selecting channel	Better language	39	19.5
	Better reception	13	6.5
	Better picture	26	13.0
	Interesting contents	102	51.0
	Other	3	1.5
	Non watcher	17	8.5
	Total	200	100.0

Source- Field Survey 2018

The table shows that majority of the respondents 51.0% reported for the interesting contents for causes of selecting channel. 19.5% respondents reported for the better language, few only 13.0% reported for the better pictures and only 6.5% respondents reported for better reception.

Frequency

In order to analyse the frequency of watching television, they were asked how often they watch television. Their responses are shown in the table below.

Table 7: Distribution of the respondents by frequency of watching television

Variables	Classification	Frequency	Percentage
Frequency of watching television	Daily	117	58.5
	Frequently	63	31.5
	Rarely	3	1.5
	Non watcher	17	8.5
	Total	200	100.0

Source: Field Survey, 2018

The table gives the frequency of the watching television. Table shows that majority of the respondents 58.5% reported that they are watching daily. 31.0% respondents reported that they are watching frequently and only 1.5% respondents reported that they are watching rarely.

Peak Watching Time

The respondents were asked to indicate what time of day actually you watch the television. Information solicited in this regard covers, the time when most television set open (peak watching time). On the basis of, the time on watching television, respondents' responses given are below in the table.

Table 8: Distribution of the respondents by most watching time of television

Time	Often	Sometimes	Total
Morning	32	24	56
	16.00%	12.00%	28.00%
Afternoon	25	15	40
	12.50%	7.50%	20.00%
Evening	50	29	79
	25.00%	14.50%	39.50%
Night	52	29	81
	26.00%	14.50%	40.50%

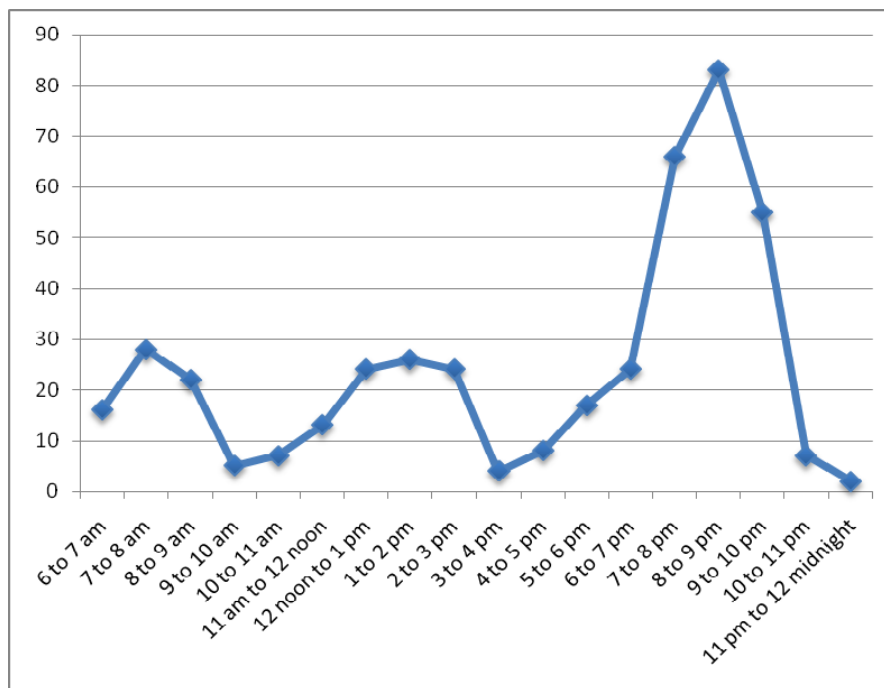
Source: Field Survey, 2018

The table shows that, maximum 40.0% respondents watching television on night. 39.0% respondents reported that they are watching television in evening. 28.0% respondents reported that they are watching television on morning and only 20.0% reported that they are watching on afternoon.

Prime Watching Hours

Respondents were asked, the time they prefer to watch television (prime time). Detail of respondent's responses shown in the following graph.

Graph 1: Distribution of the respondents by prime watching hours of television



Source: Field Survey, 2018

The graph shows that most preferred (prime watching hours) time to watch television was night 8-9 PM. Only few respondents are preferred watching television during the morning and afternoon.

Findings of the Study

Majority of the respondents (91.5%) watched television. Only a few (8.5%) respondents were non-watchers of television. Majority of the respondents (81.5%) had television sets in their home. Only 18.5% respondents didn't have television set in their home. Majority of the respondents (65.5%) had at least one foreign channel received in their television. Only 26.0% respondents didn't receive foreign channel in their television. Of total respondents, 45.5% used cable for receiving foreign channel on television, 11.5% used DTH and 9% respondents used TV antenna. More than half respondents (51%) normally watched Nepali channel while 33.5% respondents watched both Nepali and foreign channels. Only 7% respondents said they normally watched foreign channel.

Majority of the respondents (41.5%) watched television for information. 36% watched television for entertainment, and 10.5% watched television for the interesting issues. More than half of the respondents (51%) selected television channel for their interesting contents, 19.5% for better language, 13% for better video quality and 6.5% for better

reception. Majority of the respondents (58.5%) watched television daily, 31% respondents watched television frequently and 1.5% respondents rarely watched television. 40% of respondents watched television in the night. 39% respondents watched television in the evening. 28% respondents watched television in the morning and only 20% watched television in the afternoon. Most preferred (prime watching hours) time to watch television was 8 to 9 PM.

Conclusion

Television plays an effective role in disseminating information and knowledge and serves a powerful tool for reflecting and shaping human conditions and aspirations. The study observed that women's attitude towards the mass media, television considered informative, adequate information, highly accessible, high frequency and informative programme in prime watching times and prime watching hours.

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