

Media Accessibility, Utilization and Preference for Food and Nutritional Information by Rural Women of India

Shweta Upadhyay, A. R. Kumar, R. S. Raghuvanshi and B.B. Singh

G. B. Pant University of Agriculture and Technology, Pantnagar, Uttarakhand, India

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ABSTRACT The study investigated media utilization, preferences and prospect for use in nutrition education service delivery in three villages of Uttarakhand State. A total of 223 women respondents in the age group of 18-45 years were selected using a random sampling technique. Questionnaires/interview schedules were administered to them. Data collected were analyzed using frequency, mean, percentage, regression and weighted average. Media possession data showed that the TV was most commonly possessed and used media. Print media was found to be less popular compared to electronic media. Major reasons for TV usage/ preference were effectiveness for information dissemination, better understanding and entertainment. A regression analysis between respondents' personal and socio-economic characteristics and preference for media to obtain nutritional information indicated that age, income, marital status, and educational status determine media preference. The study revealed that media preference in descending order were: television, radio, poster, calendar, lecture, audiocassettes, booklets, charts and newspaper. It is, therefore, recommended that development agencies should take advantage of women's preferences to ensure optimum effect of various food and nutrition related extension programmes.