



September 2, 2019

SEMINAR NOTICE

Topic: "MEDIA USE AND BEHAVIOURAL CHANGES"

Speaker: Professor Saudamini Das

Chair: Professor Ajit Mishra, Director, IEG

The seminar details are as follows:

Date & time: **FRIDAY, SEPTEMBER 13, 2019 AT 11.30 A.M.**

Venue: A.M. Khusro Room
Institute of Economic Growth,
Delhi-110 007

All are welcome.

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Abstract:

Media use to induce adaptive behavioural change is an integral part of disaster management policy in India, especially after the UN General Assembly declared 1990-2000 as the International Decade for Natural Disaster Reduction. The vulnerable community is provided with all information regarding a disaster, the dos, the don'ts, the preparedness, the precautions, etc. so that they adopt precautionary behaviours and suffer minimal impacts. Various media (television, radio, newspaper, mobile sms, posters, etc.) is used to disseminate such IEC material. The present paper investigates the relative effectiveness of individual media, used by Odisha government for disseminating the IEC material on heat waves, in reducing hyperthermia cases.

The government adopted awareness generation as a heat wave adaptation strategy in 2003 and intensified the use of public media from 2007 when multiple newspapers, radio and television channels were used for dissemination. I analyze the district-level daily death occurrences due to heat stroke using both linear and non-linear models. Media used on the same day or on previous days are represented in the models by grouping them as either print, audio or video media. The data used is a daily panel consisting of only summer days (15th March–20th June) for the years 2005–2012 for each of the 30 districts of the state. The estimated models account for the gap in data and the multidimensional nature of the panel (days, months, years). The results show the repeated use of television to have been the most effective one in reducing deaths followed by newspapers and then radio. The paper's novel contribution is the use of secondary data to evaluate media and compare media effect of public health communication strategies in a developing country.