

Analysis of Media Intervention in Development - A Survey of Mysore District

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Abstract

Mass media which is a social institution and pervades all these dimensions is yet to get recognition as a dimension to measure development. All development including social development requires some kind of behavior change on the part of stakeholders. The critique of media intervention in development of any kind premised that the overall change of social structure is the fundamental prerequisite for the attainment of genuinely human and demographic development. Media Index is a composite index obtained as a weighted combination of indicators pertaining to variety of dimensions. The focus of this study is to investigate the viability of integrating media dimension in measuring development. The crucial issues of development like Gender, Corruption, RTI, Swacch Bharath Abhyan issues, that have become the flagship programmes of successive governments have been selected to assess media intervention. The study has been conducted in Mysore district which was declared as cleanest city in India successively for few years.

Keywords; Development, Gender, Corruption, RTI, *Swacch Bharath Abhyan*, Media intervention

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INTRODUCTION

Today there has been recognition of the existence of socio-cultural dimension of developments in the field of information and communication technologies. Development is more comprehensive to include social, cultural and environment and peace besides economic dimensions. “*Development is first and foremost social.....intimately linked to peace, human rights, democratic governance, environmentculture and life styles of the people*” (world summit for social development, UNESCO) .

Development is measured on the basis of scientifically validated scientific, economic, social, political and cultural dimensions and indicators. Mass media, which is a social institution

and pervades all these dimensions, is yet to get recognition as a dimension to measure development. Nevertheless, endeavours have been made by UN to measure Human Development by incorporating media as a dimension but with little consistency.

UNESCO was instrumental in initiating a debate on access to information as a prerequisite to development since its inception in 1945. UNESCO successfully gave a new dimension to the concept of development by widening the perception of poverty to correlate with education, knowledge, and communication. Poverty is a combination of materialistic and non-materialistic needs. “ It also reflects poor health and education, deprivation in knowledge and communication, inability to exercise human and political rights and the absence of dignity, confidence and self-respect” (UNDP, 1997, 9,iii).

Over the centuries, every nation has endeavoured to reach higher levels of human progress by adopting various measures of transformation of the society based on economic and social development, cultural changes, political policies, and educational improvements. All development requires some kind of behavior change on the part of stakeholders. Research shows that changing knowledge and attitudes does not necessarily translate into behavior change. In order to effect behavior change, it is necessary to understand why people do what they do and understand the barriers to change or adopting new practices. It is not enough to raise awareness of the "benefits," it is critical to understand peoples' barriers or the "costs" they perceive such a change would entail.

The critique of media intervention in development of any kind premised that the overall change of social structure is the fundamental prerequisite for the attainment of genuinely human and demographic development. In the classic study, *The passing of traditional society* Daniel Lerner showed that there was a strong correlation between the indices of the mass media and socio-economic and political development of a nation. In other words, he showed that the mass media were both an index and agent of modernization in societies. In the recent past, communication research has given increasing attention to the role of larger social-structural and economic factors in a particular society rather than individual factors in development. What is apparent from the results of research in rural development over the past two decades, is the need to consider communication not as a simple independent variable but as both a dependent and

independent variable in a complex set of relationships with social, economic and political structures and processes.

REVIEW OF LITERATURE

Measuring media performance in general and media freedom in particular is not new in academic world. Several studies have thrown insight into the concept of media freedom, methodology to be adopted and validity of indexing media environment. Many studies point to the ‘strong evidence of the reliability of the most prominent measures of media systems, namely media freedom and media independence. (Lee B. Becker and Tudor Vlad, 2009). Studies have endorsed most of these measures used by international agencies like Freedom House, Reporters with Borders and IREX as they find high degree of correlation in their rankings.

Political regimes have always challenged ratings of media accusing international agencies of bias and subjectivity and far from reality. Media is complex and non-linear and is difficult to measure but the evaluation of the measures by many researchers endorse the premise that ‘it is not correct to speak of a ‘Western’ and ‘non Western’ bias. Concepts of media freedom differ considerably around the world, not only between Western countries and other parts of the world, but also between the U.S. and Western Europe, for example. There are even remarkable differences between points of view held in different Western European countries, such as Germany, France, and Great Britain’. (Holtz-Bacha, C. ,2004).

Ratings are not just mere numbers but indicators of the political environment, diversity of views, finances, media resources, development programmes and safety of journalists of individual countries. “Everybody knows that these numbers are not perfect and not without error,” says Mark Nelson of the World Bank Institute. “You have to use caution in interpreting the data ... but they are really important and useful.” In a perfect world, he says, there would be solid data on such issues as newspaper circulation and ownership of the media in every country of the world. In the meantime, there are the media freedom studies, which he likens to public opinion polls—worth paying attention to in decision-making, but not infallible.(John Burgess, 2010).

The ratings are quantitative and tested by researchers to make it more acceptable with statistical applications. The oldest rating agency, Freedom House's methodology is "not completely scientific," says Karin Karlekar, managing editor of Freedom House's study. "We are producing data, but I would say it's soft data rather than hard data." (John Burgess, 2010). Many studies point out to the contradictions and ambiguity in media index floated by international agencies. 'The challenge is that media is an aggregate term. It neatly compresses a dynamic and diverse range of platforms (e.g. television, radio, print, online, mobile) into a single variable. While this consolidated view provides a means to speak generally about a country's "media environment," it also masks significant differences between types of media (platforms), between outlets (within and across platforms) and between those who own and control them (e.g. state, commercial, and community)'. (Power, Godfrey, McCurdy , 2010).

METHODOLOGY

Media Index is a composite index obtained as a weighted combination of indicators pertaining to variety of dimensions. The focus of this study is to investigate the role of media dimension in the effective communication of social agenda like gender, corruption, RTI and *Swacch Bharath Abhyan* issues which are the flag ship welfare programmes of both state and central governments.

This study adopts survey method as the most appropriate method to investigate the objectives. The study was conducted in Mysore district of Karnataka state. Mysore district was chosen because it is emerging as the IT bowl in the state as it is home of world renowned IT industry. Secondly, Mysore district was chosen because Mysore city in the district has been declared the cleanest city in India for few years.

SAMPLING

Sampling was based on selection index consisting of sex ratio index, education index, health index, Per capita income index and percentage of SC and ST and Minorities in population in districts. Taluks within the selected district was based on the CCDI- Composite Development Index values to get a representative sample. A survey with a pre-tested questionnaire was used for data collection.

The sample household size in Mysuru district is 1,210, which included 833 (67 percent) rural and 377 (31 percent) from urban households. Urban households means households in small towns that do not consist of high end urban households. Sample had equal representation of males and females. This is representative of gender diversity in population consisting 50.37 percent males and 49.63 percent females in Mysore district.

The sample consisted of 1210 House Holds (HH) in three taluks, Mysuru, T.Narasipura and H.D.Kote consisting of 833 rural and 377 urban HH. A total of 381 HH in H.D.Kote taluk consisting of 361 rural 20 urban HH were surveyed. A total of 426 HH in Mysore taluk consisting of 117 rural and 309 urban HH were surveyed. A total of 403 HH in T.Narasipura taluk consisting of 355 rural and 48 urban HH were surveyed.

A total of 5660 family members represented 1210 HH in 3 taluks. H.D.Kote taluk consisted of 1800 family members in rural (1702) and urban (98) distributed in 381 HH. Mysuru taluk consisted of 1975 family members in rural (559) and urban (1416) distributed in 426 HH. T.Narasipura taluk consisted of 1885 family members in rural (1665) and urban (220) distributed in 403 HH. The mean family size in surveyed HH in Mysuru district is 4.7 with 4.7 in rural and 4.6 in urban HH. In H.D.Kote the mean family size is 4.7 with 4.7 in rural and 4.9 in urban HH. In Mysuru taluk, the mean family size is 4.6 with 4.8 in rural and 4.6 in urban HH. In T.Narasipura taluk, the mean family size is 4.7 with 4.7 in rural and 4.6 in urban HH.

Objectives

- To analyze the levels and consequences of media intervention in the process of development;
- To survey the role of media and its implications on development with respect to issues like gender, corruption, RTI, *Swacch Bharath Abhyan*;

ANALYSIS AND DISCUSSION

Demographic Profile

Mysuru district with a total area of 6307 sq.km has 3 million (3,001,127) population amounting to 4.9 percent of the total population of the state and is third largest after Bangalore and Belgaum. As per the 2011 census report of India, nearly 58 percent of the total population

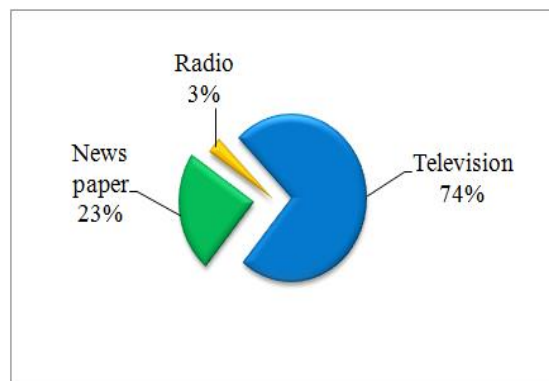
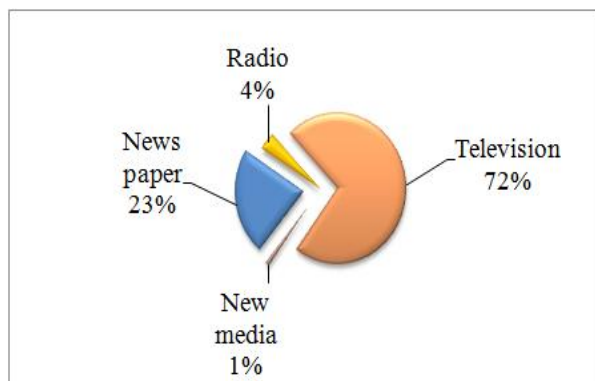
live in villages is the rationale for giving primacy to rural households in the survey. The district has seven taluks, 1,353 villages, 235 Gram Panchayats and 09 towns with a total of 6, 98, 302 households. The taluks are Periyapatna, Hunsur, Krishnarajanagara, Mysuru, Heggadadevankote, Nanjangud and T.Narisipur.

The decadal population growth in 2011 was 13.63 percent from 15.75 percent in 2001 and ranks 11th in the State in terms of decadal growth. In rural population the district occupies 3rd highest whereas in urban population it is 2nd highest in the entire state. Karnataka state has secured 10th position in human development performance at the national level indicating lower rank than previous decades since 1981. Mysore district is ranked 12th in state HDI rank index and has scored high in Living Standard (5) but has low presence in Health (20) and Education (21) indices. As far as Gender Inequality Index (GII), the district has moderate ranking of 14 (lower the GII value, lower is the inequality) indicating moderate performance in Health (12), Empowerment Index (17) and labour (17) of women. Mysuru district has 13th rank in the State in Sex ratio of 985 in 2011 census and has a growth of 2.1 percent as compared to 2001. District demographic profile shows that SC and ST constitute 17.88 percent and 11.55 percent in the total population. As per census, district has a literacy of 72.79 percent and is ranked 18th with male literacy (78.46 percent) higher than district literacy rate. In female literacy (67.06 percent), district is ranked 13 and in rural female literacy (55.78 percent), Mysore district is ranked 22nd which is less than the state average 58.32 percent.

Media Intervention - Gender

Fig 1. Medium that delivered more information on *Crime against women* – Perception of Rural households

Fig 2. Medium that delivered more information on *Crime against women* – Urban households



Answering to the query on the medium that has delivered more information on *crime against women*, it is observed that among the rural households, 72 percent of the respondents and almost a similar percentage (74 percent) of urban households believe that Television is the media that delivers more information on crime against women. As obvious to the given trend, *Newspaper* is the second most information source of media where in 23 percent of the respondents of rural area and 23 percent of the urban area opting for it. Radio and New media is far behind the newspaper and television with only four percent of rural and three percent of urban households accepting the fact it brings more information on crime against women.

Table 1. How often do you think are stories to sensitize or sensationalize public on issue of crime against women?

Media	Media provides useful information	%	Media is always protective	%	Only few programs media are protective	%	No reply	%
Newspaper	331	27.4	62	5.1	133	10.9	684	56.5
Radio	97	8.02	36	2.9	128	10.6	949	78.4
Television	562	46.5	225	18.6	187	15.5	236	19.5
Internet	41	3.4	31	2.6	133	10.9	1005	83.1

Furthermore, when asked the respondents about their views on the stories provided by different media to sensitize public on issue of crime against women, it is observed that with **Newspaper** as a media, 27.4 percent of the respondents believe that it has provided useful information and 5.1 percent believe that newspaper as a media is always protective while 10.9

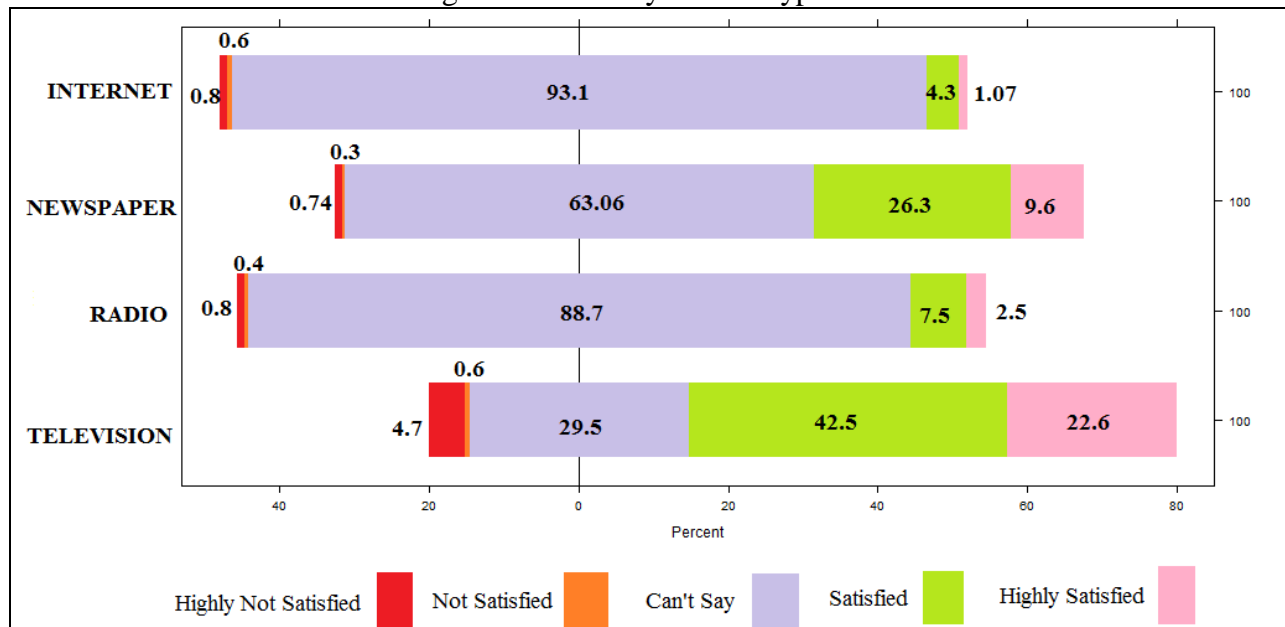
believe that only few programmes the in media are protective. On the contrary 56.5 percent of the respondents did not answer to the above query.

Now with **Radio** as the media, 8.02 percent of the respondents believe that it has provided useful information and 2.9 percent believe that radio as a media is always protective while 10.6 believe that only few programmes in the media are protective. On the 78.4 percent of the respondents did not answer to the above query.

Now with **Television** as the media, 46.5 percent of the respondents believe that it has provided useful information and 18.6 percent believe that television as a media is always protective while 15.5 believe that only few programmes in the media are protective. On the contrary, 19.5 percent of the respondents did not answer to the above query.

Now with **Internet** as the media, 3.4 percent of the respondents believe that it has provided useful information and 2.6 percent believe that Internet as a media is always protective while 10.9 believe that only few programmes in the media are protective. On the 83.1 percent of the respondents did not answer to the above query.

Fig 3: Divergent stacked bar graph representing the level of satisfaction on coverage of crime stories against women by various types of media



The respondents' level of satisfaction with regard to reporting of cover stories pertaining to crime against women in various media makes interesting revelations. Firstly, with respect to **Internet**, it is observed that only 1.07 percent of the respondents seems to be highly satisfied and 4.3 percent of respondents being satisfied about the coverage of stories on crime against women. Surprisingly, 93 percent of the respondents remaining neutral while less than one percent of respondents being dissatisfied with regard to Internet as a media in reporting crime stories against women.

Now, with **Newspaper** as a media in covering the stories on crimes against women, it is observed that about 10 percent of respondents being highly satisfied and 26.3 percent of respondents being satisfied. Cumulatively about 36 percent of the respondents seem to be overall satisfied about the coverage of stories on crime against women. On the other, 63 percent of the respondents remaining neutral while less than one percent of respondents being dissatisfied with regard to **Newspaper** as a media in reporting crime stories against women.

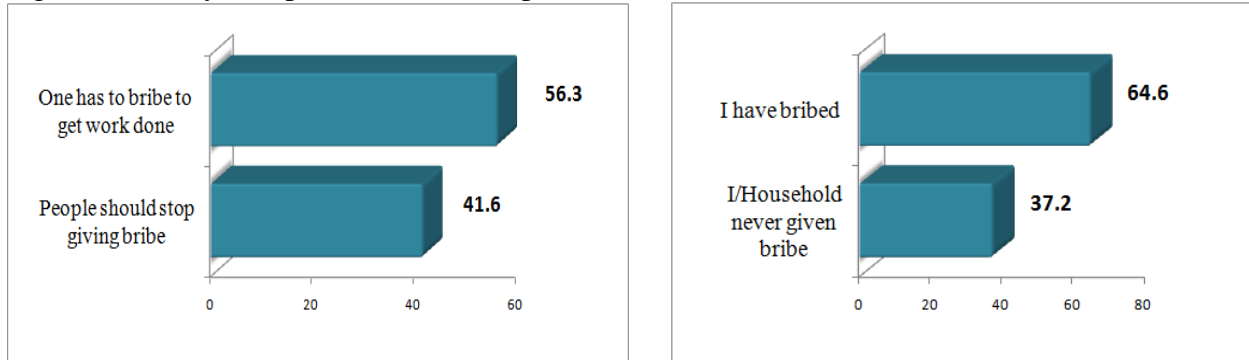
With regard to **Radio** as a media in covering the stories on crimes against women, it is observed that only 2.5 percent of respondents being highly satisfied and 7.5 percent of respondents being satisfied. Cumulatively about 10 percent of the respondents seem to be overall satisfied about the coverage of stories on crime against women. On the other, 88 percent of the respondents remaining neutral while less than one percent of respondents being dissatisfied with regard to **Radio** as a media in reporting crime stories against women.

Finally, with **Television** as a media in covering the stories on crimes against women, it is observed that about 22.6 percent of respondents being highly satisfied and 42.5 percent of respondents being satisfied. Cumulatively about 66 percent of the respondents seem to be overall satisfied about the coverage of stories on crime against women. On the other, nearly one third (29.5 percent) of the respondents remaining neutral while less than ten percent of respondents being dissatisfied with regard to **Television** as the media in reporting crime stories against

women. This clearly shows that the sample respondents are more satisfied with Television among all other media on the coverage of crime stories against women.

Media Intervention - Corruption

Fig 4. What is your opinion about corruption?



When asked the respondents’ opinion about corruption, 56.3 percent of them accepted that fact that one has to bribe to get the work done while 41.6 percent of them categorically stating that people should stop giving bribes. On the other, 64.6 percent of the respondents acknowledged that they have bribed the officials in return of some favors while 37.2 percent of the respondents categorically denying of paying any bribes to any officials.

Fig 5. Medium that delivered more information on **Corruption** – Perception of Rural households

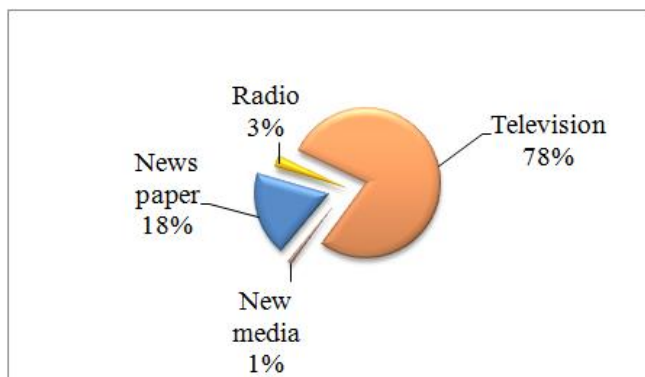
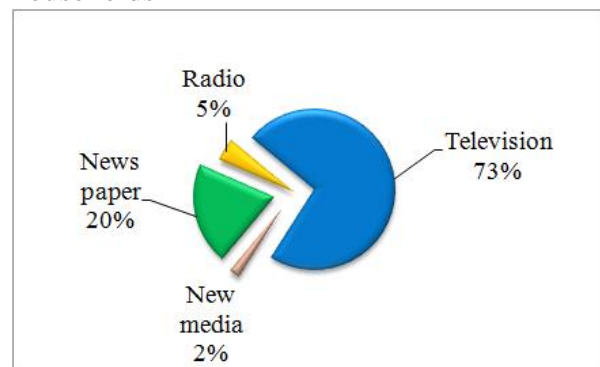


Fig 6. Medium that delivered more information on **Corruption** – Urban households



Similarly, answering to the to the query on the medium that has delivered more information on *corruption related issues*, it is observed that among the rural households, 78

percent of the respondents and almost a similar percentage (73 percent) of urban households believe that Television is the media that delivers more information on corruption. As obvious to the given trend, *Newspaper* is the second most information source of media where in 18 percent of the respondents of rural area and 20 percent of the urban area opting for it. Radio and New media is far behind the newspaper and television with only four percent of rural and five percent of urban households accepting the fact it brings more information on corruption.

Table 2: Has media played role in sensitizing public against corruption?

	Percent
Strongly agree	8.6
Agree	44.71
Neutral	21.4
Disagree	10.5
Strongly Disagree	14.79

Answering to the query on their level of agreement on the role of media in sensitizing the public against corruption, only 8.6 percent of respondents strongly agreeing and 44.7 percent of respondents agreeing that media has indeed played a vital role in sensitizing public against corruption. Cumulatively, this constitutes 54 percent of the respondents agreeing to the above statement. On the other, nearly one fifth (21.4 percent) of the respondents remaining neutral while about ten percent of respondents disagree and 14.8 percent of respondents strongly disagreeing to the statement that media has play a pivotal role in sensitizing the public against corruption. Thus, this indicate that more than half of the sample respondents under the study agree that media has indeed played a critical role in bringing awareness about the corruption in the society.

Table 3: Have you participated in media in any form against corruption?

	Regularly	percent	Occasionally	percent	Never	percent
Media	2	0.17	5	0.41	1203	99.42
Writing stories to newspaper	2	0.17	4	0.33	1204	99.50
Letters to editor	0	0.00	5	0.41	1205	99.59
Citizen Journalist	1	0.08	4	0.33	1205	99.59
Participating in a debate on social	0	0.00	3	0.25	1207	99.75

media						
Participating in a radio programmes	0	0.00	0	0.00	1210	100.00
Others	953	78.76	7	0.58	250	20.66

When asked on whether they have participated in the media in any form such as writing stories to newspapers, letters to editor column, reporting as a citizen journalist, participating in a debate on social media or participating in radio programmes, it is emerged from the result that 99 percent of the respondents have ever involved themselves in any of the above mentioned form of participation in the media. Barely one percent of the respondents disclosed that they have indeed participated occasionally in writing stories and columns in newspapers and also acting as a citizen journalist and debating on social media.

Media Intervention - RTI

Fig 7: Are you aware of RTI?

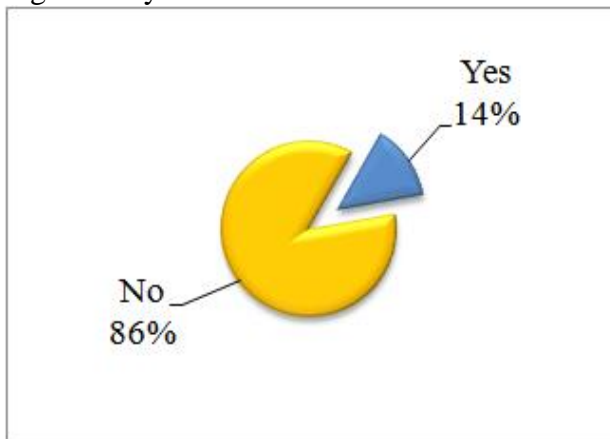
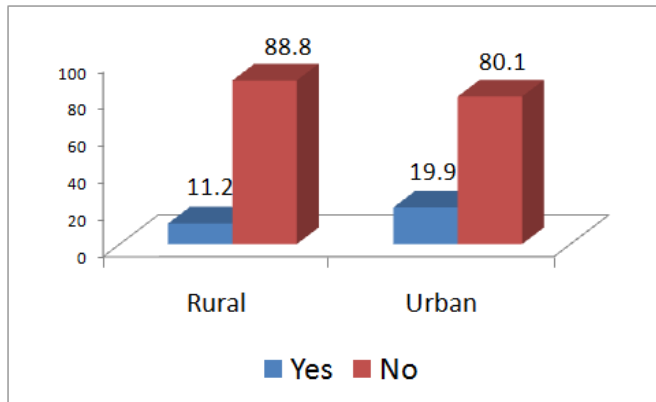
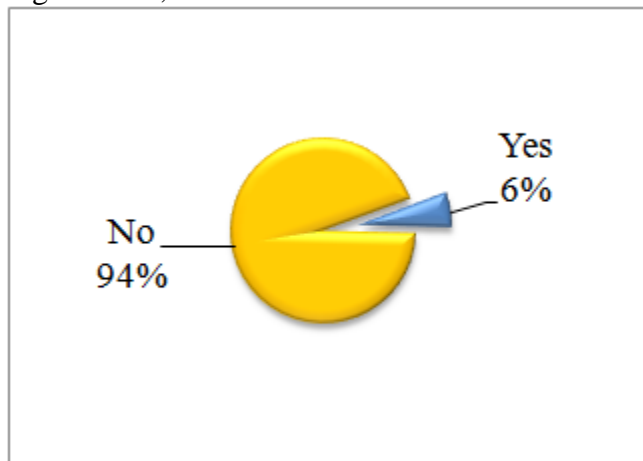


Fig 8: Are you aware of RTI? - By Rural and Urban



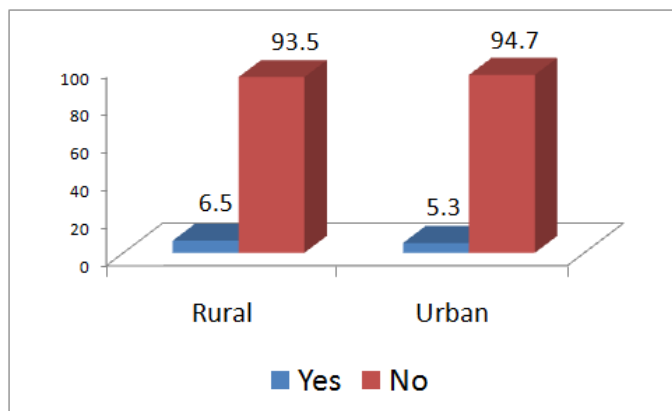
On the issue of awareness of Right to Information (RTI) Act, 86 percent of the respondents are not aware while only 14 percent of them are aware. Among those respondents not aware of RTI act, rural respondents constituted 88 percent and Urban respondents constituted 81 percent. On the other, among the respondents having awareness about RTI, 94 percent of rural respondents and 95 percent of urban respondents have not used it. Hence, it could be concluded that in terms of unawareness and awareness of RTI, there is no significant difference between Urban and Rural sample respondents.

Fig 9 If Yes, ever used it?



N = 168 [Note: The respondents saying “Yes” are considered]

Fig 10 If Yes, ever used it? - By Rural and Urban



In continuation of the query on RTI, when asked to respondents having awareness of the purpose of RTI on whether they have ever franchised the benefit of RTI on any occasion, it emerged that 94 percent that of the respondents categorically stating they have not used RTI on any occasion while only six percent of them using it. Among those respondents having used RTI, about 60 percent [6 out of 10 respondents] are from rural representation and 40 percent [4 out of 10 respondents] are from urban area.

Table 4. Is media giving ample information on uses and benefits of RTI?

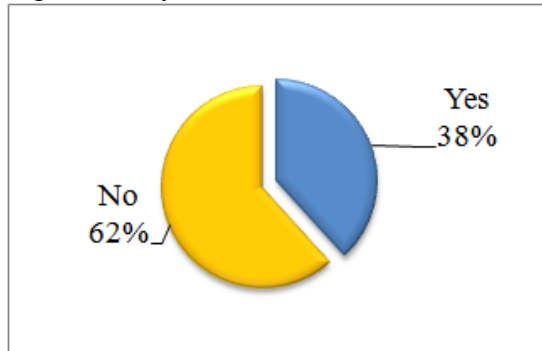
Strongly agree	1.07
Agree	9.75
Neutral	67.52
Disagree	19.09
Strongly Disagree	2.56

Furthermore, answering to the query on their level of agreement on the subject that media is giving ample information on uses and benefit of RTI, it is observed that only 1.7 percent of the respondents are strongly agreeing and 9.7 percent of respondents agreeing that media provide ample information on uses and benefits of RTI. Cumulatively, this constitutes 10 percent of the respondents agreeing to the above statement. On the other, nearly 68 percent of the respondents remaining neutral while about 19.9 percent of respondents disagree and 2.6 percent of respondents strongly disagreeing to the statement that media provide ample information on uses and benefits of RTI.

Media Intervention - *Swacch Bharath Abhiyan*

It is empirically proved that media is the primary source of information in general and television has no competitors. TV is the primary source of information in the rural households.

Fig 11. Are you aware of *Swacch Bharath Abhiyan*/Mission?



Now, responding to the query on the awareness of *Swacch Bharath Abhiyan*/Mission, it is observed that 62 percent of the respondents are aware of *Swacch Bharath Abhiyan*/Mission while 38 percent of the respondents not aware of this sanitation programme of the government.

Testing of Hypothesis

At this stage, we intend to test the hypothesis that whether the Proportion of households having awareness of *Swaach Bharath Abhiyan* Mission differs across rural and urban households.

Hypothesis # 1:

Awareness of *Swaach Bharath Abhiyan* Mission and influence of media about the mission:

To test the whether the Proportion of households having awareness of *Swaach Bharath Abhiyan* Mission differs across rural and urban households .

H_{1a} : The difference between the proportion of Urban households having awareness (saying “yes”) and to those of *Rural households* is equal to zero. This means that proportion of *Urban households* having awareness about *Swaach Bharath Abhiyan* Mission in same proportion as Rural households on agreeing to the above statement.

Now, the null hypothesis would be for the first statement would be

$$H_{3a} = \text{Prop (Urban households)} - \text{Prop (Rural households)} = 0$$

H_{1b}: The difference between the proportion of Urban households having awareness (saying “yes”) and to those of Rural is less than to zero. This means that proportion of Urban households having awareness about Swaach Bharath Abhiyan Mission in less in proportion as Rural households on agreeing to the above statement.

$$H_{3b} = \text{Prop (Urban households)} - \text{Prop (Rural households)} < 0$$

H_{1c}: The difference between the proportion of Rural households having awareness (saying “yes”) and to those of Urban is greater than to zero. This means that proportion of Urban households having awareness about Swaach Bharath Abhiyan Mission in higher proportion as Rural households on agreeing to the above statement.

$$H_{3c} = \text{Prop (Urban households)} - \text{Prop (Rural households)} > 0$$

Two group test of proportion result:

Table 5: Cross tabulation between type of household and level of awareness of *Swacch Bharath Abhiyan*

Type_house hold	Are you aware of Swacch Bharath Abhiyan/Mission?		Total
	No	Yes	
Urban	175	202	377
Rural	572	261	833
Total	747	463	1,210

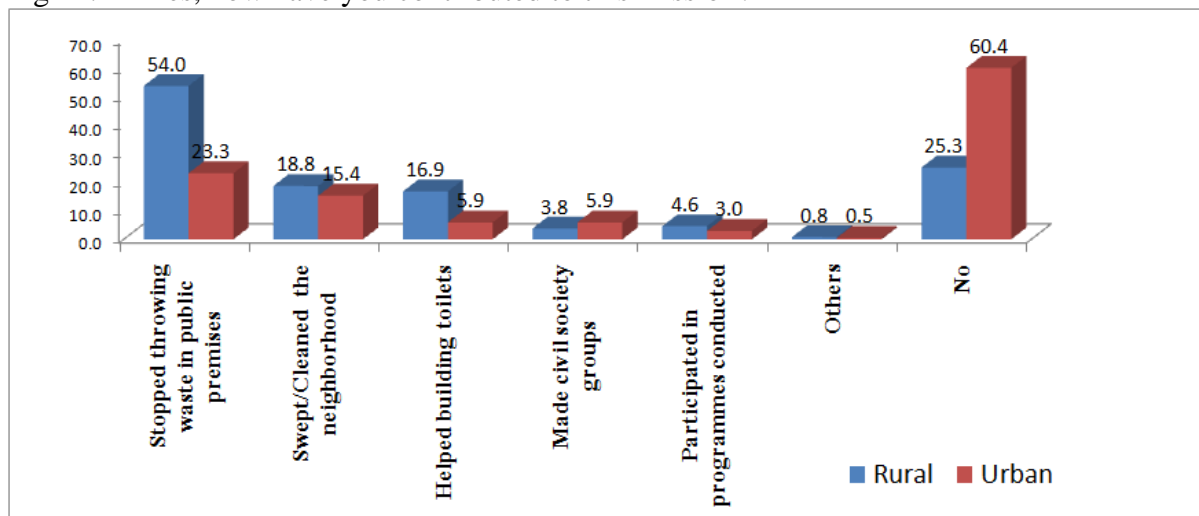
Table 6: Two sample test of proportions result:

Two-sample test of proportions					Urban: Number of obs =	377
					Rural: Number of obs =	833
Variable	Mean	Std. Err.	z	P> z	[95% Conf. Interval]	
Urban	.535809	.0256852			.485467	.5861511
Rural	.3133253	.0160713			.2818262	.3448245
diff	.2224837	.0302988			.1630992	.2818682
	under Ho:	.0301693	7.37	0.000		
diff = prop(Urban) - prop(Rural)					z = 7.3745	
Ho: diff = 0						
Ha: diff < 0		Ha: diff != 0		Ha: diff > 0		
Pr(Z < z) = 1.0000		Pr(Z < z) = 0.0000		Pr(Z > z) = 0.0000		

Interpretation:

From the above two sample test of proportion result, it emerges that the Proportion of Urban respondents saying “yes” [i.e, 202/377 = 0.53] is in higher proportion to that of Rural respondents [i.e, 261/833 = 0.31] because the difference is less than zero [encircled in blue colour] is statistically significant (as p-value (0.000) is less than 0.05) at 5percent level. Hence, the alternative hypothesis H_{3c} is accepted. In other words, one would conclude that there is a statistical evidence to say that proportion of Urban households having awareness about Swaach Bharath Abhiyan Mission is higher proportion in Rural households.

Fig 12: If Yes, how have you contributed to this mission?

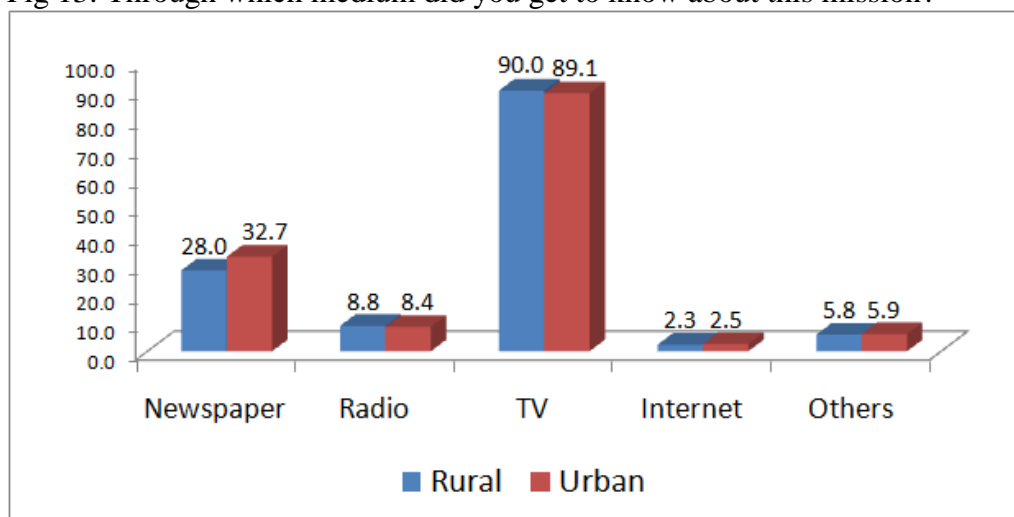


N = 463

Further, when asked the respondents the way they contributed towards *Swacch Bharath Abhiyan/Mission*, the responses are noteworthy. Accordingly, 54 percent of the rural households and 23.3 percent of the urban households under the study have stopped through waste in public premises. Likewise, 18.8 percent of the rural households and 15.4 percent of the urban households swept/cleaned the neighbourhood; 16.9 percent of the rural households and 5.9 percent of the urban households volunteered themselves in building toilets etc. On the other 25.3 percent of the rural households and 60.4 percent of the urban households disclosed that they did not involve themselves in any form towards *Swacch Bharath Abhiyan/Mission*.

On the source of obtaining information regarding *Swacch Bharath Abhiyan / Mission*, 90.0 percent of the rural households and 89.1 percent of the urban households said that *Television* is the primary and main source of information regarding this flagship programme of the government. Similarly, in case of 28.0 percent of the rural households and 32.7 percent of the urban households said that *Newspaper* is the primary and main source of information about this programme. However, other sources such as Radio, Internet have not been very successful

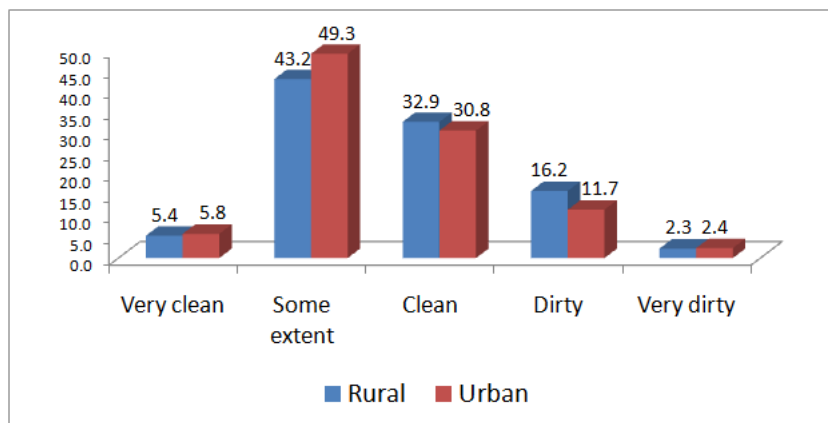
Fig 13: Through which medium did you get to know about this mission?



as the source of information regarding *Swacch Bharath Abhiyan / Mission*. Empirically, the study gives evidence in support of media intervention in creating awareness about one of the

national campaigns, a mass movement about Clean India Mission launched by Prime Minister Narendra Modi on Gandhi *Jayanthi* day October 2, 2014. This campaign has been sanctioned Rs.9000 crore in the union budget of 2016-17 which is India's biggest drive and budgetary allocation to improve sanitation and cleanliness especially in rural India. The mission is slated to cover 4,041 statutory cities and towns in India.

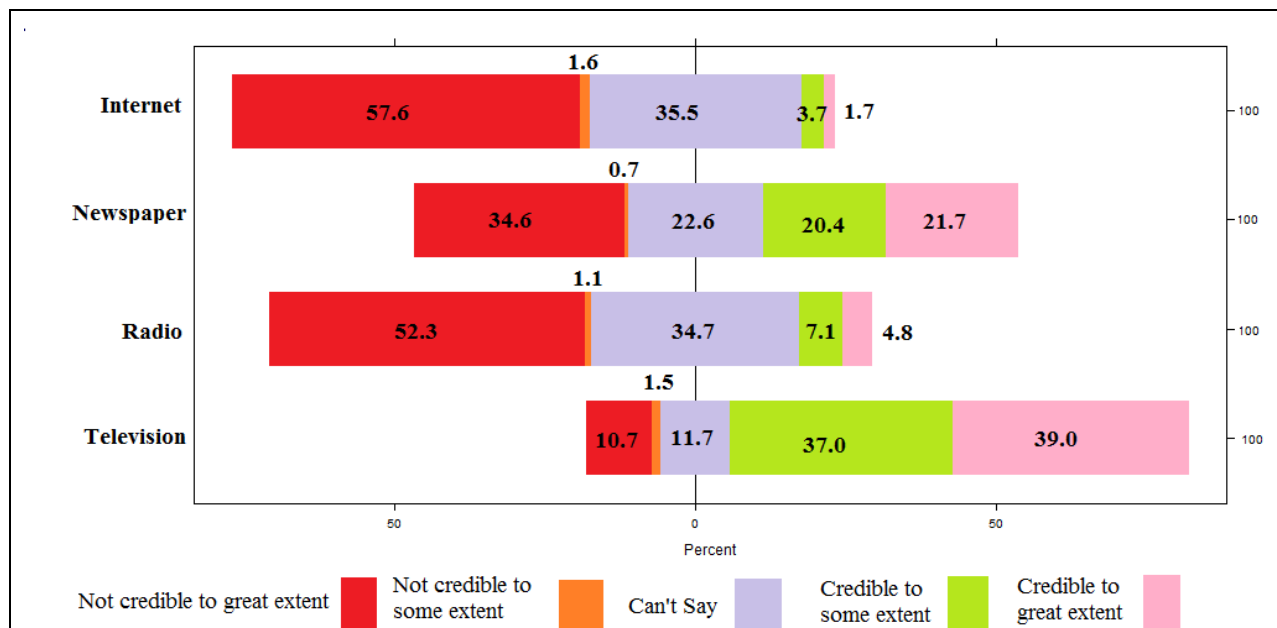
Fig 14. Is your village / neighbourhood clean?



According to the respondents, 43.2 percent of the rural households and 49.3 percent of the urban households believe that their neighborhood is clean to some extent while 32.9 percent (Rural) and 30.8 percent (urban) respondents rating as clean. On the other, 16.2 percent (Rural) and 11.7 percent (urban) respondents rating their neighborhood as dirty. Majority agree that Mysore district is clean that endorses the cleanest city in India tag given to Mysore city, in 1 million plus population category. Mysuru is the cleanest city in India based on the 'Swachh Survekshan' survey conducted by Quality Council of India and the Urban Development Ministry as a part of the *Swachh Bharat Abhiyaan*.

Media Credibility

Fig 15. Which media do you think is more credible for delivering news?



The respondents’ perception regarding the level of credibility with regard to reporting news is depicted. Firstly, with respect to **Internet**, it is observed that only 1.7 percent of the respondent seems to be saying that it is credible to a greater extent and 3.7 percent of respondents stating that the delivery of the news in Internet as a media is credible to some extent. 36.5 percent of the respondents remained neutral while 1.6 percent of the respondents disclosed that the delivery or coverage of news on Internet as a social media is not credible to some extent and 57.6 percent of the respondents disclosed that delivery or coverage of news on Internet as a media is not at credible to a greater extent.

Now, with respect to **Newspaper**, it is observed that 21.7 percent of the respondent seems to be saying that it is credible to a greater extent and 20.4 percent of respondents stating that the delivery of the news in **Newspaper** as a media is credible to some extent. 22.6 percent of the respondents remained neutral while 0.7 percent of the respondents disclosed that the delivery or coverage of news on **Newspaper** as a social media is not credible to some extent and 34.6 percent of the respondents disclosed that delivery or coverage of news on **Newspaper** as a media is not at credible to a greater extent.

With regard to **Radio**, it is observed that 4.8 percent of the respondent seems to be saying that it is credible to a greater extent and 7.1 percent of respondents stating that the delivery of the news in **Radio** as a media is credible to some extent. 34.7 percent of the respondents remained neutral while 1.1 percent of the respondents disclosed that the delivery or coverage of news on **Radio** as a social media is not credible to some extent and 52.3 percent of the respondents disclosed that delivery or coverage of news on **Radio** as a media is not at credible to a greater extent.

Finally, with **Television** as a media in delivering the news, it is observed that 39.8 percent of the respondent seems to be saying that it is credible to a greater extent and 37.0 percent of respondents stating that the delivery of the news in **Television** as a media is credible to some extent. 11.7 percent of the respondents remained neutral while 1.5 percent of the respondents disclosed that the delivery or coverage of news on **Television** as a social media is not credible to some extent and 10.7 percent of the respondents disclosed that delivery or coverage of news on **Television** as a media is not at credible to a greater extent.

CONCLUSION

Media impact of social messages intending to create awareness has elicited positive response from those who watch these programmes as majority believe that media is effective. The level of satisfaction of media coverage of development issues is not encouraging. High percent of people are not satisfied with both newspaper and radio coverage of development. However, television being primary source of information finds better positioned with majority of viewers seems satisfied with its coverage of development issues.

Awareness of development programmes clearly indicates that on an average only 40 percent of the respondents are aware of flagship social welfare schemes of the state government. Television is claimed to be the source of information of welfare programmes than newspaper and radio. Media intervention in specific issues related analysis shows that both urban and rural households agree that television coverage of crime against women so also corruption issues is high than in newspapers and radio. Cumulatively about 66 percent of the respondents seem to be overall satisfied about the coverage of stories on crime against women. This clearly shows

that the sample respondents are more satisfied with Television among all other media on the coverage of crime stories against women. More than half of the respondents agree that media has played a role in sensitizing public against corruption. Statistically it is proved that a higher proportion of respondents under the sample study believe that Media has indeed played a pivotal role in sensitizing public against corruption.

Undoubtedly, television has been regarded as a most important daily source of news on prominent issues by high percent whereas newspaper gets lower to moderate preference. Statistically, one could conclude that *television* as a media has been given a greater credibility towards delivery of news than newspaper and radio.

However, participation in public discourse in radio and television and contributing to newspapers are the tasks that have never been attempted by the respondents indicating low level of participatory culture among respondents in Mysore district.

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