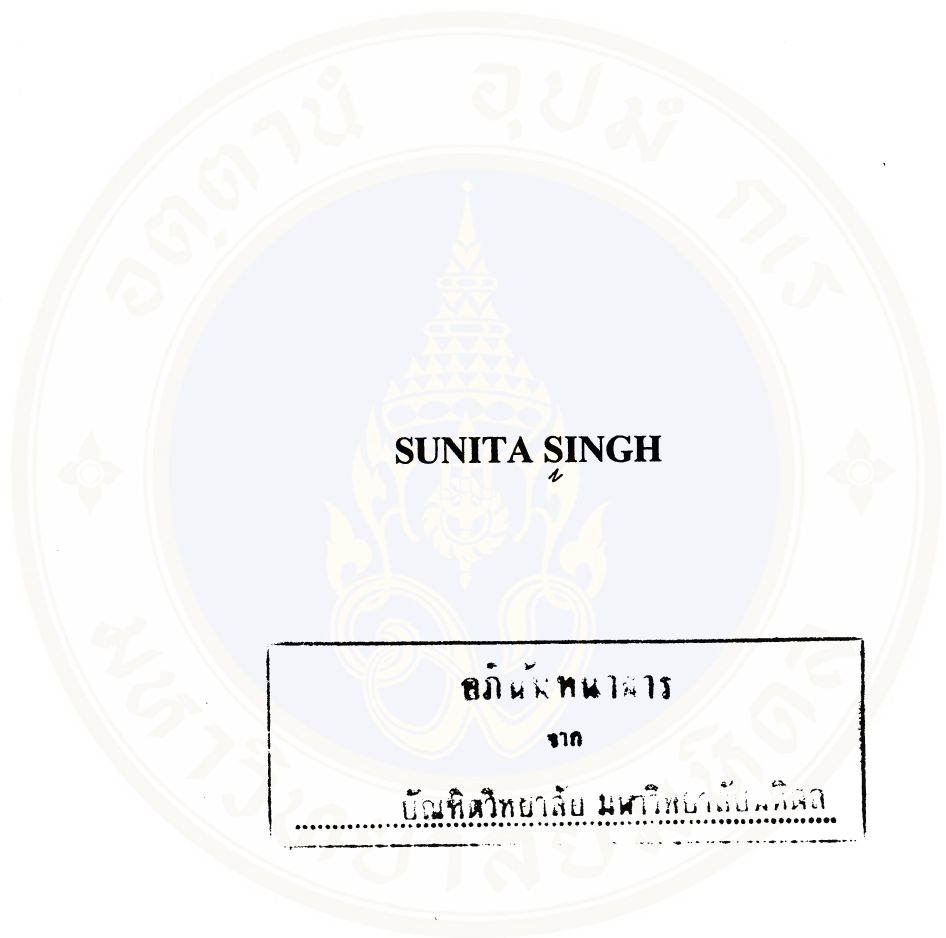


**MASS MEDIA EXPOSURE AND USE OF CONTRACEPTION
AMONG WOMEN OF REPRODUCTIVE AGE
IN UTTAR PRADESH INDIA**



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The objective of this study is to analyze the relationship between exposure to mass media and the utilization of contraception among women of Uttar Pradesh, India. This study has used data collected by the PERFROM system of indicator survey between May and September 1995. The data was collected from 28 districts of Uttar Pradesh covering the population of currently married women in the age range 13-49 years.

In Uttar Pradesh, all currently married women know at least one method of contraception, but only 38 percent of currently married women have ever used a contraceptive method. Modern methods have been used by 30 percent and traditional methods by 12 percent only. Current use of contraception is nearly twice as high in urban areas compared with rural areas. Attitudes towards the use of contraceptives are generally positive, but a substantial percentage of women from minority (Muslims) groups do not approve of family planning.

The findings indicate that there is a strong relationship between the exposure to mass media and utilization of contraception. Women who are exposed to the radio and TV family planning messages, are two to three time more likely to practice contraception in comparison to women who are not exposed to any kind of mass media family planning messages. This study has found that though mass media exposure is one of the prime determinants for utilization of contraception, exposure to the mass media and utilization of contraception may vary according to socio-demographic characteristics. This study reveals electricity supply, place of residence and numbers of household assets affect the exposure to mass media and utilization of contraception.

From the study we suggest that the government should continue to sponsor family planning messages on radio and television. This would seem to be a cost-effective approach to reach the millions of women who are exposed to electronic media, to inform them about the use of contraception and the benefit of small family size. The government should try to increase general exposure to electronic mass media. One of the main constraints that limits the exposure to the supply electronic mass media is a limited access to the supply of electricity and also place of residence. They must try to facilitate the access to the supply of electricity and urbanization of rural places. The pace of electrification and telecommunication networks in the rural areas could increase media exposure.