OneWorld-UNDP Webinar on Building Capacity of Community Radio Stations to Fight COVID-19

Covid 19 on Community Radio, Broadcasting and Producing

Research for verified information on COVID-19

Presented By

BHASKAR JYOTI BHUYAN

COMMUNITY RADIO

Community Radio has its potentiality. It creates hyper-local content based on the community choices in local language and dialects. It producing program based on the needs of community within its operational area.

WHAT COMMUNITY RADIO (WE) DO

Broadcast program in local context

In the participatory and engaging Pattern

Based on two approaches

Community Based Approach (CBA)
& Result Based Approach (RBA)

COMMUNITY BASED APPROACH IS

Community participants are involved in designing or modifying the program

The program is designed to meet the unique needs of the community

The program is delivered at the community level

RESULT BASED APPROACH IS

Resources/Input

Activities

Outputs

Outcomes

Impact

Stages of Production

1 Pre Production

2 Production

3 Post Production

Pre Production

1   Research

2   Research Production

3   Script

4   Production Outline

Production

1   Recording (Field/Studio)

Post Production

1   Editing/Mixing

2   Testing

3   Outcome/impact Analysis

4   Next Plan of Action

Pre Production

Research

Community Based

Participatory

Action Research

THE PROCESS

- Researchers from Research Agencies?
- University/College students or Intern?
- Office staff?
- Questioners & research tools defined by the supporting agencies?
- Or, Who?

COMMUNITY RESEARCHER

- She/he should be from the intervention area

- She/he should involve in the act of intervention

- She/he should have the geographical and demographic knowledge and understanding

- It is good, if she/he a regular listener of your radio station

RESEARCH ON RADIO PROGRAM TOPIC – MYTH & MISCONCEPTION ON COVID VACCINATION

- Primary Data Collection
- Secondary Data Collection

PRIMARY DATA COLLECTION

Primary data or raw data is a type of information that is obtained directly from the first-hand source through experiments, surveys or observations. The primary data collection method is further classified into two types. They are

- Quantitative Data Collection

- Qualitative Data Collection

QUANTITATIVE DATA COLLECTION METHOD

It is based on mathematical calculations using various formats like close-ended questions

QUALITATIVE DATA COLLECTION METHOD

It does not involve any mathematical calculations. This method is closely associated with elements that are not quantifiable. This qualitative data collection method includes interviews, questionnaires, observations, case studies, etc.

SECONDARY DATA COLLECTION

Secondary data is data collected by someone other than the actual user. It means that the information is already available, and someone analyses it. The secondary data includes magazines, newspapers, books, journals, etc. It may be either published data or unpublished data.

- Government publications

- Public records

- Historical and statistical documents

- Technical journals

PRIMARY DATA COLLECTION

- Quantitative Data Collection
- Qualitative Data Collection

KAP Survey (Knowledge, Attitude & Practice)

A KAP survey is a representative study of a specific population to collect information on what is known, believed and done in relation to a particular topic. ... A KAP survey can be designed specifically to gather information about general practices and beliefs.

KAP Survey (Knowledge, Attitude & Practice): Steps

STEP #1 Define the survey objectives : Review existing information, Determine the purpose of the survey ,Identify the areas of enquiry, Identify the survey population, Create a sampling plan

STEP#2 Develop the survey protocol : Organize the contents of the survey protocol, Define the key research questions, Determine whether the survey needs ethical review, Create a workplan, Develop a budget

STEP#3 Design the survey questionnaire: Develop the survey questionnaire, Make a data analysis plan ,Pre-test and finalize the questionnaire.

KAP Survey (Knowledge, Attitude & Practice): Steps

STEP#4 Conduct the KAP survey: Choose survey dates and timeline, Recruit Community Researchers, Training, Ensure the quality of data collected.

STEP#5 Analyse the data: Clean the data, Implement a data analysis plan, interpret the findings

STEP#6 Use the data: Translate findings into action, Write the survey report, Disseminate findings, Use KAP survey data in programming