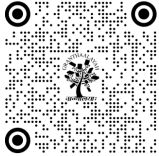


EMPOWERING RURAL NAGALAND: EXPLORING THE ROLE OF RADIO AS A CATALYST FOR DEVELOPMENT AND SOCIAL CHANGE

Dr. Wapangsungla Longkumer¹  , Arjun Das²  

¹ Guest Faculty, Department of Journalism and Mass Communication, Nagaland University, Lumami, India

² Assistant Professor, Department of Journalism and Mass Communication, Nagaland University, Lumami, India



Corresponding Author

Dr. Wapangsungla Longkumer,
wapslongkumer@gmail.com

DOI
[10.29121/shodhkosh.v5.i4.2024.1442](https://doi.org/10.29121/shodhkosh.v5.i4.2024.1442)

Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

Copyright: © 2024 The Author(s). This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

With the license CC-BY, authors retain the copyright, allowing anyone to download, reuse, re-print, modify, distribute, and/or copy their contribution. The work must be properly attributed to its author.



ABSTRACT

The data analysis delves into the diverse patterns of information acquisition and awareness among respondents in Kohima and Mon districts. While Kohima exhibits higher rates of current affairs information acquisition, Mon district showcases greater unawareness of government schemes. Statistical analysis hints at a potential relationship between district and access to current affairs information and awareness of government schemes, albeit not achieving conventional significance levels. Moreover, differences in learning inclinations and media preferences emerge, with Mon district displaying more interest in learning new skills and a preference for radio as a medium for disseminating information.

Notably, perceptions regarding radio's impact and effectiveness vary significantly between districts, with Mon respondents reporting overwhelmingly positive impacts. These findings emphasize the need for tailored communication strategies and program development to address regional differences effectively, highlighting the potential of radio as a potent tool for information dissemination and social influence. Such insights can guide policymakers and communicators in crafting inclusive initiatives conducive to socio-economic development and empowerment in Kohima and Mon districts.

Keywords: Information Acquisition; Awareness; Current Affairs; Government Schemes; Media Preferences; Communication Strategies; Development

1. INTRODUCTION

In the serene hills and valleys of Nagaland, a state in north-eastern India, lies a landscape rich in culture, tradition, and resilience. However, nestled within this beauty are challenges that often hinder the progress and development of its rural communities? Despite strides in modernization, many regions of Nagaland still grapple with issues such as limited access to education, healthcare, and economic opportunities. In the pursuit of addressing these challenges, the potential of radio as a medium for empowerment and social transformation in rural Nagaland emerges as a promising avenue.

Nagaland, known for its diverse indigenous tribes and breath-taking landscapes, presents a unique socio-cultural tapestry that requires nuanced approaches to development. Unlike urban centres, rural areas in Nagaland face infrastructural deficiencies and limited connectivity, creating barriers to accessing information and resources critical for advancement. Amidst these challenges, radio emerges as a beacon of hope, offering a low-cost, accessible, and inclusive platform for communication and community engagement.

The power of radio as a tool for development has been recognized globally, transcending geographical and cultural boundaries. In the context of Nagaland, where oral traditions and community cohesion hold significant importance, radio serves as a natural extension of these dynamics, fostering dialogue, collaboration, and collective action. By harnessing the local dialects and cultural nuances, radio has the potential to bridge communication gaps and amplify the voices of marginalized communities, empowering them to actively participate in their own development.

As we delve deeper into the role of radio in Nagaland, it becomes evident that its impact extends beyond mere dissemination of information. Radio broadcasts have the capacity to educate, inspire, and mobilize communities towards positive change. Through interactive programs, such as talk shows, debates, and phone-ins, radio cultivates a sense of ownership and agency among listeners, encouraging them to address pressing issues and explore sustainable solutions tailored to their contexts.

Furthermore, radio serves as a medium for preserving indigenous knowledge and heritage, ensuring their transmission to future generations. In Nagaland, where traditional wisdom is deeply ingrained in the fabric of society, radio programming can play a pivotal role in revitalizing cultural practices and strengthening community identity. By providing a platform for storytelling, music, and oral history, radio celebrates the richness of Naga culture while fostering intergenerational dialogue and understanding.

In the realm of healthcare, radio emerges as a potent tool for raising awareness and promoting preventive measures, especially in remote areas where access to medical facilities is limited. Through health education programs and public service announcements, radio disseminates crucial information on topics such as hygiene, sanitation, maternal and child health, and disease prevention. By empowering communities with knowledge, radio contributes to improved health outcomes and wellbeing, laying the foundation for a healthier and more resilient society.

Economically, radio plays a significant role in facilitating entrepreneurship and livelihood opportunities in Nagaland. Through programs focusing on skill development, market linkages, and agricultural extension services, radio empowers farmers, artisans, and small-scale entrepreneurs to enhance their productivity and competitiveness. Moreover, radio serves as a platform for promoting local products and tourism, contributing to economic growth and sustainability at the grassroots level.

In the realm of governance and civic engagement, radio serves as a catalyst for fostering transparency, accountability, and participatory democracy in Nagaland. Through programs dedicated to civic education, voter awareness, and community forums, radio facilitates dialogue between citizens and policymakers, enabling informed decision-making and grassroots advocacy. By amplifying the voices of marginalized groups and holding authorities accountable, radio empowers rural communities to actively engage in the democratic process and shape their own destinies.

The role of radio as a catalyst for development and social change in rural Nagaland is multifaceted and profound. By harnessing the power of communication, culture, and community engagement, radio has the potential to transform lives, uplift communities, and pave the way for a more inclusive and sustainable future in the hills and valleys of Nagaland. As we embark on this exploration, let us unravel the untapped potential of radio as a force for empowerment and progress in rural landscapes, catalyzing positive change one broadcast at a time.

2. REVIEW OF LITERATURE

Studies highlight the complex interplay between rural and urban development. They emphasize the need for balanced, inclusive policies that address disparities and integrate both areas into the broader economic and social framework. Urban bias results from disparities between urban and peri-urban areas and the stagnation in urban coverage. Raising urban standards would deepen rural disadvantage. Therefore, to achieve universal access to safe water, especially in rural areas by monitoring improvements towards greater service levels and water security across different economic strata (Bain et al. 2014). Furthermore, there is a need for effective rural development policies due to less-than-ideal mobility of resources, urbanization trends, and financial constraints. This is why there should be place-based rural development programs focusing on rural residents. These programs should integrate with urban economies through improved infrastructure, enhance rural amenities, and boost business capabilities (Olfert and Partridge, 2010).

In addition, emphasizing how agriculture can promote economic growth involves focusing on the importance of fostering interrelations between industry and agriculture to transcend the rural-urban divide. A strategic plan that strengthens these interrelations offers the best chance for rural development capable of eradicating rural poverty (Kay, 2009). Although some rural populations and areas contribute significantly to the nation's growth, development, and civil society, others require policy support to maintain a respectable standard of living and acceptable levels of social participation. Therefore, while considerations of efficiency and equity should guide rural policy decisions, it is also important to recognize the limitations of one-size-fits-all national rural development policies (Ward and Brown, 2009).

Examining AIR's expanded national coverage on financial inclusion, a study found that radio coverage had a more pronounced impact on rural areas compared to urban ones. Policy implications suggest expanding radio broadcast access and coverage across India to enhance financial inclusion (Butala, 2020). The mainstream media's neglect of indigenous peoples and their cultural heritage has spurred a demand for community-based media. Notably, Community Radio, operated by and for community members, has emerged as a viable alternative. In India, over 250 community radio stations now serve mainly rural areas, preserving and promoting indigenous culture, particularly in states like Rajasthan (Sharma et al., 2021). Community radio, represented by stations like Jnan Taranga, Radio Luit, and Radio Brahmaputra, plays a crucial role in preserving North East India's cultural diversity. These platforms offer opportunities for communities to maintain their heritage through diverse programs and interactive content, thereby contributing to the improvement of social conditions (Chakravorty, 2020). In Madhya Pradesh's Shahdol district, a study examined the demographics of farmers listening to All India Radio's (AIR) Kisanvani program. Significant correlations were discovered between listening behavior and variables such as education, land ownership, income, and attitude towards technology adoption (Palvi et al. 2018). Despite some

imperfections, FM stations and AIR have launched compelling campaigns addressing societal issues in Ahmedabad. While these initiatives are less favored in urban areas due to competition with private FMs, they nonetheless exert a significant influence on people's lives (Shukla and Munshi, 2019).

Effective information management is crucial for rural development as it facilitates tailored development programs suited to the specific needs of rural areas. Without such systems, there can be a lack of awareness about development schemes, resulting in wasted resources. Consequently, effective information management leads to better decision-making, resource allocation, and the empowerment of rural communities, crucial for improving their quality of life and achieving national development goals (Nair, 2003). Moreover, media culture plays a significant role in promoting good governance by enhancing legitimacy. By disseminating information and fostering informed discussion, media culture contributes to the legitimacy of government actions and policies (Yadav, 2001). However, the mass media can institutionalize certain forms of access and participation, amplifying some voices while marginalizing others, leading to bureaucratization and inequalities in political influence. This structured nature of media organizations often reduces flexibility for grassroots democratic involvement, shifting the media's role towards managing political communications rather than fostering genuine participatory democracy. Control of the media by a few elites or organizations can dominate public discourse and exacerbate inequalities in political influence (Sonia and Peter, 1994).

Additionally, the media significantly impacts culture and society, with researchers advocating for greater interactivity, transparency, and sensitivity. Despite challenges in observing and comprehending its influence, the media remains a vital tool in efforts to improve living standards (Rafiq and Chashoo, 2018). It aids in creating a peaceful environment, accelerating societal, national, and economic growth. By highlighting societal problems, the media fosters a peaceful and compassionate atmosphere. Moreover, it plays a crucial role in awakening the general public to foster healthy societal values (Sowbhagya, 2022).

3. OBJECTIVES OF THE STUDY

- To understand the effectiveness of radio as a medium for delivering development-related information and promoting social change in rural communities of Nagaland
- Assess the impact of radio programming on the awareness, attitudes, and behaviours of rural populations in Nagaland towards developmental initiatives and societal issues.

4. RESEARCH METHOD

4.1. METHODOLOGY

The application of the ex post facto research method, coupled with a small sample survey, holds significant implications for the conduct of a study. Ex post facto research, also known as retrospective or causal-comparative research, involves examining the effects of pre-existing conditions or factors on the present outcome or behavior. When applied to a small sample survey, this methodology can provide valuable insights into causal relationships and patterns, particularly in situations where conducting experimental research is impractical or unethical.

By utilizing a small sample survey within the ex post facto framework, researchers can investigate phenomena retrospectively, analysing data from a limited number of participants who have already been exposed to certain conditions or experiences. This approach allows for the exploration of relationships between variables without direct manipulation, making it suitable for studying naturally occurring events or phenomena.

5. TOOL FOR DATA COLLECTION

In line with the study's objectives, a series of 10 questions were posed to residents residing in Jotsoma village of Kohima district and Longwa village in Mon district, both situated within the state of Nagaland. These questions were meticulously designed to delve into various aspects related to the utilization of media. Specifically, they explored the benefits individuals derive from media usage, the role of different media platforms in social and cultural advancement, the influence of AIR on personal experiences, encompassing its contribution to decision-making processes and community participation.

Moreover, the questionnaire aimed to gauge the perceived effectiveness of AIR's programs in disseminating content pertinent to development initiatives, as well as to assess the assistance provided by radio broadcasts in shaping values, attitudes, and personal growth. Furthermore, respondents were asked to reflect on the practical utility of knowledge acquired through radio programs, and to evaluate their satisfaction levels with the information disseminated by AIR. Lastly, participants were prompted to express their levels of gratification with development-oriented programs broadcasted by AIR.

6. SAMPLING

Convenience sampling is a non-probability sampling technique widely used in research due to its practicality and ease of implementation. In this method, participants are chosen based on their easy accessibility and willingness to participate, rather than through random selection. While convenient, this approach may introduce bias into the sample, as it may not accurately represent the broader population. Despite its limitations, convenience sampling is often employed in situations where time, resources, or logistical constraints make random sampling impractical.

Conducting a convenience sampling method to draw a sample of 100 individuals from each district, Jotsoma in Kohima district and Longwa in Mon district of Nagaland entails selecting participants based on their ease of access and willingness to participate. Given the populations of Jotsoma village (2,458) and Longwa village (5,132), this sampling strategy involved reaching out to individuals within these communities who are readily available and willing to take part in the study.

In practical terms, researchers approached local community centres, schools, or other gathering places within these villages to recruit participants. The researcher also leveraged existing networks or community leaders to facilitate the sampling process. However, it's important to note that convenience sampling may introduce biases, as those who are more accessible or inclined to participate may not represent the entire population accurately.

The small sample size may restrict the applicability of findings to broader populations, and the retrospective nature of ex post facto research can introduce

biases or confounding variables. Additionally, researchers must exercise caution in drawing causal conclusions from correlational data and consider alternative explanations for observed relationships. In summary, the application of ex post facto research with a small sample survey offers a valuable means of exploring causal relationships and patterns in situations where experimental research is not feasible.

7. DATA ANALYSIS

In data analysis comparing Kohima and Mon districts, the Chi-square test serves as a valuable statistical tool to assess the association between categorical variables or to compare observed and expected frequencies within different groups. When applied to the context of comparing Kohima and Mon districts, the Chi-square test can help researchers evaluate whether there are significant differences in the distribution of categorical variables or outcomes between the two districts. By examining the observed frequencies of these variables in each district and comparing them to expected frequencies, derived from assumptions or theoretical distributions, researchers can determine whether any observed differences are statistically significant.

Furthermore, the Chi-square test can be instrumental in uncovering disparities or patterns in outcomes related to social, economic, or cultural factors between Kohima and Mon districts. This analytical approach enables researchers to identify areas of divergence or similarity, thereby informing targeted interventions or policy recommendations aimed at addressing disparities or promoting equitable development across regions.

In summary, the use of the Chi-square test in comparing Kohima and Mon districts during data analysis offers a robust statistical method for assessing differences in categorical variables and identifying patterns or disparities between regions.

8. FINDINGS

Table 1

Table 1 Getting information on current affairs					
			Total		
			No	Yes	
Dist.	Kohima	Count	23	77	100
		% within Distt	23.00%	77.00%	100.00%
	Mon	Count	35	65	100
		% within Distt	35.00%	65.00%	100.00%
Total		Count	58	142	200
		% within Distt	29.00%	71.00%	100.00%

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.497 ^a	1	0.061
Likelihood Ratio	3.516	1	0.061
N of Valid Cases	200		

The question deals with the individual advantages of utilizing media, in accessing current events information, staying informed about government initiatives, enjoying entertainment, and acquiring new skills through media consumption.

The data presents findings on the acquisition of information on current affairs, segmented by district (Kohima and Mon). In Kohima district, 23% of respondents reported not getting information on current affairs, while 77% indicated that they do. Conversely, in Mon district, 35% stated they do not receive such information, whereas 65% do. Overall, out of 200 respondents, 29% were from Kohima district, and 71% were from Mon district.

Statistical analysis was conducted using Chi-Square tests to determine the significance of the association between districts and receiving current affairs information. The Pearson Chi-Square value was 3.497, with 1 degree of freedom, yielding an asymptotic significance of .061. Similarly, the Likelihood Ratio yielded a value of 3.516 with 1 degree of freedom and the same significance level. These tests suggest a trend towards significance, indicating a potential relationship between district and access to current affairs information, albeit not reaching conventional thresholds for statistical significance. The analysis was based on a valid sample of 200 cases.

Table 2

Table 2 Awareness of government schemes					
			Total		
			No	Yes	
Dist.	Kohima	Count	97	3	100
		% within Distt	97.00%	3.00%	100.00%
	Mon	Count	64	36	100
		% within Distt	64.00%	36.00%	100.00%
Total		Count	161	39	200
		% within Distt	80.50%	19.50%	100.00%

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.687 ^a	1	0
Likelihood Ratio	39.725	1	0
N of Valid Cases	200		

The data illustrates the awareness of government schemes among respondents, categorized by district (Kohima and Mon). In Kohima district, a significant majority of respondents, 97%, reported not being aware of government schemes, while only 3% indicated awareness. Conversely, in Mon district, a relatively lower proportion, 64%, stated they were unaware of government schemes, with 36% reporting awareness. Overall, out of 200 respondents, 80.5% were from Kohima district, and 19.5% were from Mon district.

To ascertain the significance of the relationship between district and awareness of government schemes, Chi-Square tests were performed. The Pearson Chi-Square value was 34.687, with 1 degree of freedom, resulting in an asymptotic significance of .000. Similarly, the Likelihood Ratio yielded a value of 39.725, with the same degree of freedom and significance level. These statistical tests indicate a highly significant association between district and awareness of government schemes. The analysis was conducted based on a valid sample of 200 cases.

Table 3

Table 3 Learn new skills					
			Total		
			No	Yes	
Dist.	Kohima	Count	83	17	100
		% within Distt	83.00%	17.00%	100.00%
	Mon	Count	62	38	100
		% within Distt	62.00%	38.00%	100.00%
Total		Count	145	55	200
		% within Distt	72.50%	27.50%	100.00%

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.060 ^a	1	0.001
Likelihood Ratio	11.277	1	0.001
N of Valid Cases	200		

The data provided presents responses regarding the inclination to learn new skills, categorized by district (Kohima and Mon). In Kohima district, a significant majority of respondents, 83%, reported not being interested in learning new skills, while 17% expressed interest. Conversely, in Mon district, a smaller proportion, 62%, stated they were not interested in learning new skills, while 38% expressed willingness to do so. Overall, out of 200 respondents, 72.5% were from Kohima district, and 27.5% were from Mon district.

Chi-Square tests were conducted to assess the relationship between district and the inclination to learn new skills. The Pearson Chi-Square value was 11.060, with 1 degree of freedom, resulting in an asymptotic significance of .001. Similarly, the Likelihood Ratio yielded a value of 11.277, with the same degree of freedom and significance level. These statistical tests indicate a highly significant association between district and the inclination to learn new skills. The analysis was based on a valid sample of 200 cases.

Table 4

Table 4 Most effective in dissemination of programme on agriculture, culture and health							
							Total
			Newspaper	Television	Radio	New Media (Internet)	
Dist.	Kohima	Count	19	12	12	57	100

	% within Distt	19.00%	12.00%	12.00%	57.00%	100.00%
Mon	Count	8	9	54	29	100
	% within Distt	8.00%	9.00%	54.00%	29.00%	100.00%
Total	Count	27	21	66	86	200
	% within Distt	13.50%	10.50%	33.00%	43.00%	100.00%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.754^a	3	0
Likelihood Ratio	43.238	3	0
N of Valid Cases	200		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.50.			

The question seeks to identify the most efficient media platform for broadcasting programs related to agriculture, culture, and health, with options including newspapers, television, radio, and the internet (new media).

The data provided outlines respondents' opinions on the most effective media for disseminating information on agriculture, culture, and health, categorized by district (Kohima and Mon). In Kohima district, among the respondents, 19% considered newspapers, 12% television, 12% radio, and 57% new media (Internet) as the most effective mediums. Conversely, in Mon district, 8% favoured newspapers, 9% television, 54% radio, and 29% new media (Internet). Overall, out of 200 respondents, the distribution across media preferences was 13.5% for newspapers, 10.5% for television, 33% for radio, and 43% for new media (Internet).

Chi-Square tests were employed to assess the relationship between district and the perceived effectiveness of different media for disseminating information on agriculture, culture, and health. The Pearson Chi-Square value was 40.754, with 3 degrees of freedom, resulting in an asymptotic significance of .000. Similarly, the Likelihood Ratio yielded a value of 43.238, with the same degrees of freedom and significance level. These statistical tests indicate a highly significant association between district and the perceived effectiveness of various media. The analysis was conducted based on a valid sample of 200 cases.

Table 5

Table 5 Extent to which radio is impacting decision making						
						Total
			Positive impact	Negative impact	Both positive and negative	
Dist.	Kohima	Count	58	35	7	100
		% within Distts	58.00%	35.00%	7.00%	100.00%
	Mon	Count	93	4	3	100
		% within Distts	93.00%	4.00%	3.00%	100.00%

Total	Count	151	39	10	200
	% within Distts	75.50%	19.50%	5.00%	100.00%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.354^a	2	0
Likelihood Ratio	38.105	2	0
N of Valid Cases	200		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.00.			

The question evaluates the influence of radio on decision-making, with response options indicating whether it has a positive impact, no impact, negative impact, or a combination of positive and negative impacts.

The data provided investigates respondents' perceptions of the impact of radio on their decision-making, categorized by district (Kohima and Mon). In Kohima district, 58% of respondents reported a positive impact, 35% indicated a negative impact, and 7% acknowledged both positive and negative impacts of radio on their decision-making. Conversely, in Mon district, a significantly higher proportion, 93%, perceived a positive impact, while only 4% reported a negative impact, and 3% mentioned experiencing both positive and negative impacts. Overall, out of 200 respondents, 75.5% were from Kohima district, and 19.5% were from Mon district.

Chi-Square tests were employed to analyze the relationship between district and respondents' perceptions of the impact of radio on decision-making. The Pearson Chi-Square value was 34.354, with 2 degrees of freedom, resulting in an asymptotic significance of .000. Similarly, the Likelihood Ratio yielded a value of 38.105, with the same degrees of freedom and significance level. These statistical tests indicate a highly significant association between district and respondents' perceptions of the impact of radio on decision-making. The analysis was conducted based on a valid sample of 200 cases.

Table 6

Table 6 Role of radio in the development of values, attitude and personal development								
Dist.								Total
			Extremely helpful	Quiet helpfull	Moderately helpful	Slightly helpful	Not at all helpful	
Kohima	Count		19	33	21	13	14	100
	% within Distts		19.00%	33.00%	21.00%	13.00%	14.00%	100.00%
	Mon	Count	67	27	5	1	0	100
	% within Distts		67.00%	27.00%	5.00%	1.00%	0.00%	100.00%
Total	Count		86	60	26	14	14	200
	% within Distts		43.00%	30.00%	13.00%	7.00%	7.00%	100.00%

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	61.523^a	4	0
Likelihood Ratio	71.19	4	0
N of Valid Cases	200		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.00.			

The question gauges the assistance provided by radio in shaping values, attitudes, and personal development, offering response options ranging from extremely helpful to not at all helpful.

The data provided examines respondents' perceptions of the helpfulness of radio regarding their values, attitudes, and personal development, categorized by district (Kohima and Mon). In Kohima district, 19% of respondents found radio to be extremely helpful, 33% reported it as quite helpful, 21% found it moderately helpful, 13% found it slightly helpful, and 14% reported it as not at all helpful. In contrast, in Mon district, a significantly higher proportion, 67%, found radio to be extremely helpful, 27% reported it as quite helpful, 5% found it moderately helpful, and 1% found it slightly helpful. No respondents from Mon district reported radio as not at all helpful. Overall, out of 200 respondents, 43% were from Kohima district, and 30% were from Mon district.

Chi-Square tests were utilized to analyze the relationship between district and respondents' perceptions of the helpfulness of radio regarding their values, attitudes, and personal development. The Pearson Chi-Square value was 61.523, with 4 degrees of freedom, resulting in an asymptotic significance of .000. Similarly, the Likelihood Ratio yielded a value of 71.190, with the same degrees of freedom and significance level. These statistical tests indicate a highly significant association between district and respondents' perceptions of the helpfulness of radio in shaping their values, attitudes, and personal development. The analysis was conducted based on a valid sample of 200 cases.

Table 7

Table 7 Satisfaction level regarding the information offered by AIR,

Dis t.	Kohi ma	Coun t	Extreme ly Satisfi ed	Very Satisfi ed	Moderate ly Satisfi ed	Slightl y Satisfi ed	Not Satisfi ed	Total
			15	39	30	6	10	100
		% withi n Distt s	15.0%	39.0%	30.0%	6.0%	10.0%	100.0 %
	Mon	Coun t	53	25	22	0	0	100
		% withi n Distt	53.0%	25.0%	22.0%	0.0%	0.0%	100.0 %

Total	s						
	Coun	68	64	52	6	10	200
	t						
	%	34.0%	32.0%	26.0%	3.0%	5.0%	100.0%
	withi						
	n						
	Distt						
	s						

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.529^a	4	0
Likelihood Ratio	49.011	4	0
N of Valid Cases	200		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.00.			

The question queries the satisfaction level regarding the information offered by AIR, presenting response options ranging from extremely satisfied to not satisfied

The data provided examines respondents' satisfaction levels with the information provided by AIR, categorized by district (Kohima and Mon). In Kohima district, 15% of respondents reported being extremely satisfied, 39% were very satisfied, 30% were moderately satisfied, 6% were slightly satisfied, and 10% were not satisfied with the information provided by AIR. On the other hand, in Mon district, a significantly higher proportion, 53%, reported being extremely satisfied, 25% were very satisfied, and 22% were moderately satisfied. None of the respondents from Mon district reported being slightly satisfied or not satisfied with the information provided by AIR. Overall, out of 200 respondents, 34% were extremely satisfied, 32% were very satisfied, 26% were moderately satisfied, 3% were slightly satisfied, and 5% were not satisfied.

Chi-Square tests were employed to analyze the relationship between district and respondents' satisfaction levels with the information provided by AIR. The Pearson Chi-Square value was 41.529, with 4 degrees of freedom, resulting in an asymptotic significance of .000. Similarly, the Likelihood Ratio yielded a value of 49.011, with the same degrees of freedom and significance level. These statistical tests indicate a highly significant association between district and respondents' satisfaction levels with the information provided by AIR. The analysis was conducted based on a valid sample of 200 cases.

Table 8

Table 8 Satisfaction levels with development programs aired on AIR,						
Dist.		Count	Highly Satisfied	Satisfied	Neutral	Dissatisfied
						Total
Kohima	Count		15	35	45	5
	% within Distts		15.00%	35.00%	45.00%	5.00%
Mon	Count		71	16	13	0
	% within Distts		71.00%	16.00%	13.00%	0.00%

Total	Count	86	51	58	5	200
	% within Distts	43.00%	25.50%	29.00%	2.50%	100.00%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	66.199^a	3	0
Likelihood Ratio	72.481	3	0
N of Valid Cases	200		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.50.

The question evaluates satisfaction levels with development programs aired on AIR, offering response options from highly satisfied to highly dissatisfied.

The data provided investigates respondents' satisfaction levels with development programs aired through AIR, categorized by district (Kohima and Mon). In Kohima district, 15% of respondents reported being highly satisfied, 35% were satisfied, 45% were neutral, and 5% were dissatisfied with the development programs. Conversely, in Mon district, a significantly higher proportion, 71%, reported being highly satisfied, 16% were satisfied, and 13% were neutral. None of the respondents from Mon district reported being dissatisfied with the development programs. Overall, out of 200 respondents, 43% were highly satisfied, 25.5% were satisfied, 29% were neutral, and 2.5% were dissatisfied.

Chi-Square tests were employed to analyze the relationship between district and respondents' satisfaction levels with development programs aired through AIR. The Pearson Chi-Square value was 66.199, with 3 degrees of freedom, resulting in an asymptotic significance of .000. Similarly, the Likelihood Ratio yielded a value of 72.481, with the same degrees of freedom and significance level. These statistical tests indicate a highly significant association between district and respondents' satisfaction levels with development programs aired through AIR. The analysis was conducted based on a valid sample of 200 cases.

9. SUMMARY

The data analysis provides insights into the varying patterns of information acquisition and awareness among respondents in Kohima and Mon districts. While a majority of respondents in Kohima receive current affairs information, a higher proportion in Mon district reported being unaware of government schemes. Statistical analysis suggests a potential relationship between district and access to current affairs information and awareness of government schemes, although not reaching conventional thresholds for significance.

Furthermore, the findings reveal differences in the inclination to learn new skills between the two districts, with Mon district showing a higher percentage of respondents expressing interest in learning new skills. Similarly, perceptions regarding media effectiveness differ, with Kohima favoring new media (Internet) while Mon district prefers radio for disseminating information on agriculture, culture, and health.

Moreover, respondents' perceptions of the impact of radio on decision-making and personal development vary significantly between the two districts, with Mon district respondents overwhelmingly reporting positive impacts. Similarly, satisfaction levels with information provided by AIR and development programs aired through AIR are significantly higher in Mon district compared to Kohima.

Overall, these findings underscore the importance of considering regional differences in communication strategies and program development, particularly in tailoring content and mediums to effectively reach and engage target audiences in diverse socio-cultural contexts.

10. CONCLUSION

The findings from the comprehensive analysis of data collected from Kohima and Mon districts shed light on several key aspects of information acquisition, awareness of government schemes, learning inclinations, media preferences, and perceptions regarding radio impact and effectiveness. Across various metrics, significant disparities emerge between the two districts, reflecting diverse socio-cultural contexts and informational needs.

The statistical analysis conducted using Chi-Square tests unveils a notable trend towards significance in the association between district and access to current affairs information, awareness of government schemes, inclination to learn new skills, and perceptions of media effectiveness. While not all findings reach conventional levels of statistical significance, they indicate meaningful patterns worthy of attention.

Furthermore, the divergent opinions on media effectiveness and the impact of radio underscore the importance of tailoring communication strategies to suit regional preferences and needs. Mon district's overwhelming positive perception of radio's impact suggests its pivotal role in shaping decision-making and personal development, emphasizing its potential as a powerful medium for information dissemination and social influence.

These findings provide valuable insights for policymakers, communicators, and development practitioners to devise targeted interventions that effectively cater to the unique needs and preferences of each district. By understanding the regional nuances in information acquisition and communication dynamics, stakeholders can foster more inclusive and impactful initiatives that contribute to socio-economic development and empowerment within the communities of Kohima and Mon districts.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

REFERENCES

- Bain, R. E., Wright, J. A., Christenson, E., & Bartram, J. K. (2014). Rural: urban inequalities in post 2015 targets and indicators for drinking-water. *Science of the Total Environment*, 490, 509-513.

- Butala, S. (2020). The Effect of National Radio on Financial Behavior. *Comparative Advantage*, 5.
- Chakravorty, D. (2020). Role of community radio in maintaining cultural diversity in Assam (with special reference to Jnan Taranga and Radio Luit). *Multi-Disciplinary Journal*, 5 (1), 1-11.
- Kay, C. (2009). Development strategies and rural development: exploring synergies, eradicating poverty. *The Journal of peasant studies*, 36(1), 103-137.
- Nair, R. R. (2003). *Information Technology for Participatory Development*. Concept Publishing Company.
- Olfert, M. R., & Partridge, M. D. (2010). Best practices in twenty-first-century rural development and policy. *Growth and Change*, 41(2), 147-164.
- Palvi, S. K., Naberia, S., & Khare, N. K. (2018). Profile characteristics of audience farmers towards Kisanvani programme of all India radio correlates with listening behaviour. *International Journal of Chemical Studies*, 6(4), 1107-1110.
- Rafiq, F. & Chashoo, S. A. (2018). Mass media and social change- theatrical perspective. *International Journal of Creative Research Thoughts*, 6(1), 287-290.
- Sharma, L., Rathore, H. S., & Sharma, G. S. (2021). Effectiveness of Community Radio in Preservation And Promotion Of The Indigenous Culture. *Psychology and education*, 58(1), 5678-5691.
- Shukla, A., & Munshi, K. (2019). Impact of Radio Campaigns of Ahmedabad in people of Ahmedabad. *International Conference: Media, Culture and Development: Issues and Perspective*. (31-37). Dr. Babasaheb Ambedkar Open University, Ahmedabad.
- Sonia, & Peter. (1994). The mass media, democracy and the public sphere. In *Talk on Television Audience Participation and Public Debate*. Communication and society (pp. 9-35).
- Sowbhagya, G. (2022). The role of mass media in value education. *International journal of multidisciplinary educational research*, ISSN:2277-7881
- Ward, N., & Brown, D. L. (2009). Placing the rural in regional development. *Regional studies*, 43(10), 1237-1244.
- Yadav, L. B. (2001, December). Role of media in promoting good governance. In *Telegraph Weekly/FES National Level Media Seminar*, Kathmandu, Nepal.