

Jasoos Vijay: A Model of Knowledge, Attitude, Discussion, Self-Efficacy & Behavior

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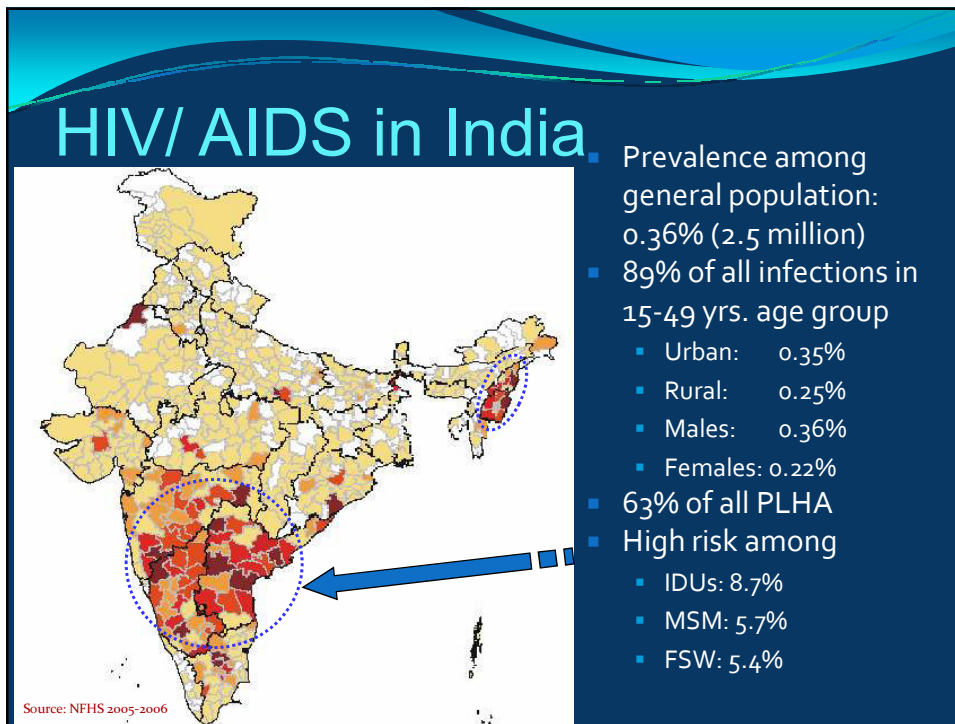
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Jasoos Vijay: A Theoretical Investigation

Analysis rooted in:

- The Knowledge –Attitude-Practice model of behavior change
- The role of self-efficacy in health behavior change
- The role of mass media (Entertainment – Education) programs in promoting interpersonal discussion and affecting behavior

Population of Interest: Sexually Active Men, 18 – 34 years



Jasoos Vijay: The Program


“...inspired by your serial we have set up a group in our village which disseminates information on HIV, AIDS, STIs among the villagers...please send me the booklet on HIV/AIDS...”

Rural male viewers of Jasoo Vijay

“Family perception about HIV/AIDS has changed... as now (after we started watching JV) ...people are not embarrassed of talking about HIV/AIDS. This is especially so between married couples.”

The Quantitative Evaluation

- Doordarshan (DD) viewer
- Men and women, 15-49 years of age
- From urban and rural areas of the 17 study States
- Multi-stage stratified random sampling
- Sample Size: 12050
 - Sexually Active men 18-34
 - N= 834



*DD Viewer defined as someone who had watched DD for at least 1 hour in the previous week when interviewed

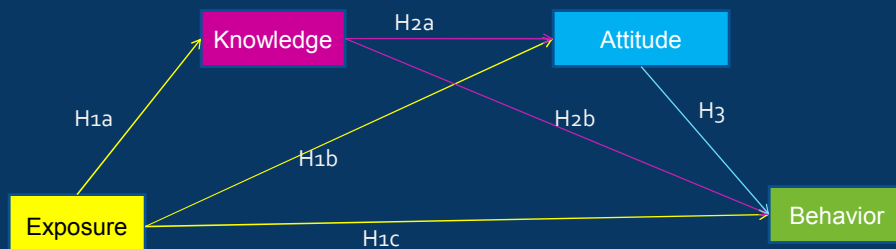
The Hypotheses

- H1a: Exposure to *JV* predicts increased HIV related knowledge.
- H1b: Exposure to *JV* predicts more positive HIV related attitudes.
- H1c: Exposure to *JV* predicts increased HIV prevention behavior (practices).

The Hypotheses contd.

- H2a: HIV related knowledge predicts attitudes towards HIV.
- H2b: HIV related knowledge predicts increased HIV prevention behavior.
- H3: HIV related attitudes predicts increased HIV prevention behavior.

Hypothesized Knowledge, Attitudes, and Practices Model

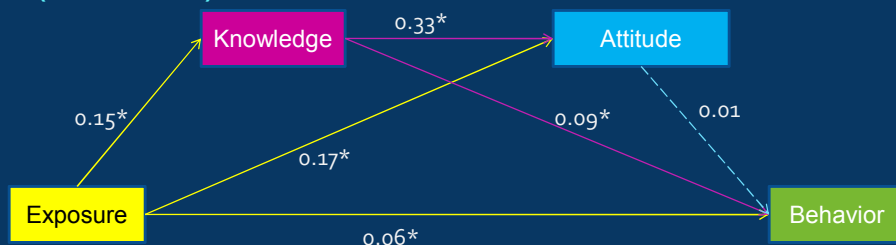


The Research Questions

- RQ1. Does perceived self-efficacy with respect to HIV prevention measures influence the relationship between exposure and knowledge, attitude and behavior?
- RQ2: Does discussion with respect to HIV-prevention measures influence the relationship between exposure and knowledge, attitude, self-efficacy and behavior?
- RQ3: Does it matter with whom the viewers discuss HIV prevention methods?

- H4a: Engaging in interpersonal discussion predicts making HIV-prevention recommendations to others.
- H4b: Engaging in HIV prevention behavior predicts making HIV-prevention recommendations to others.

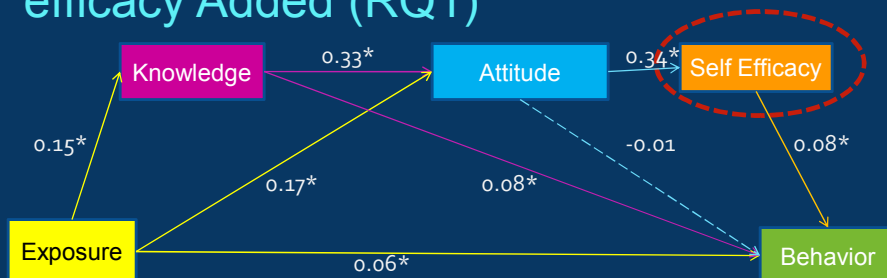
Parameter Estimates for Knowledge, Attitudes, and Practices Model (H1 – H3)



* $p < 0.05$

$\chi^2 = 6.57$; $df (1)$; RMSEA = 0.082

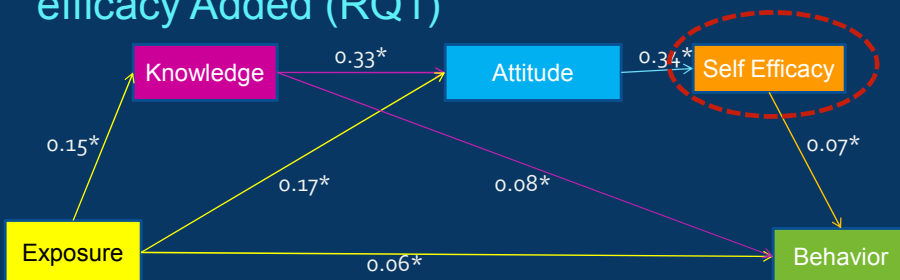
Parameter Estimates for Model with Self-efficacy Added (RQ1)



* $p < 0.05$

$\chi^2 = 5.03$; $df (2)$; χ^2/df Ratio = 2.51; RMSEA = 0.043

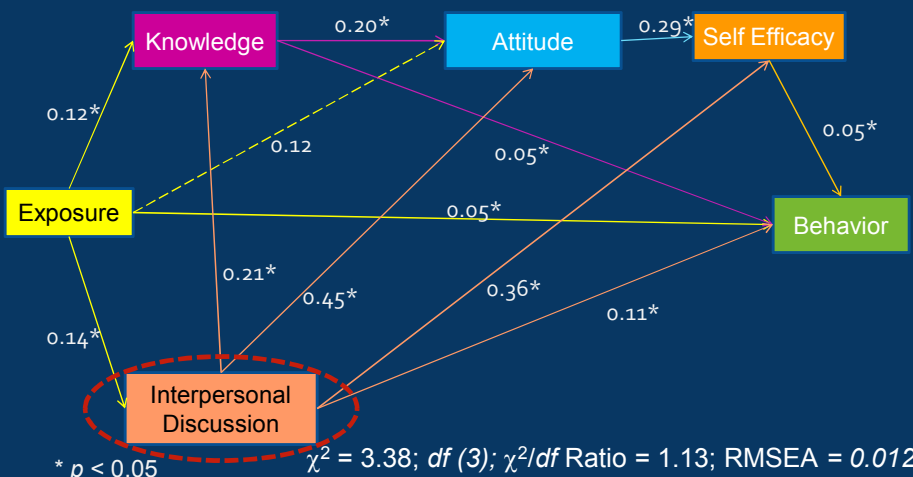
Parameter Estimates for Model with Self-efficacy Added (RQ1)



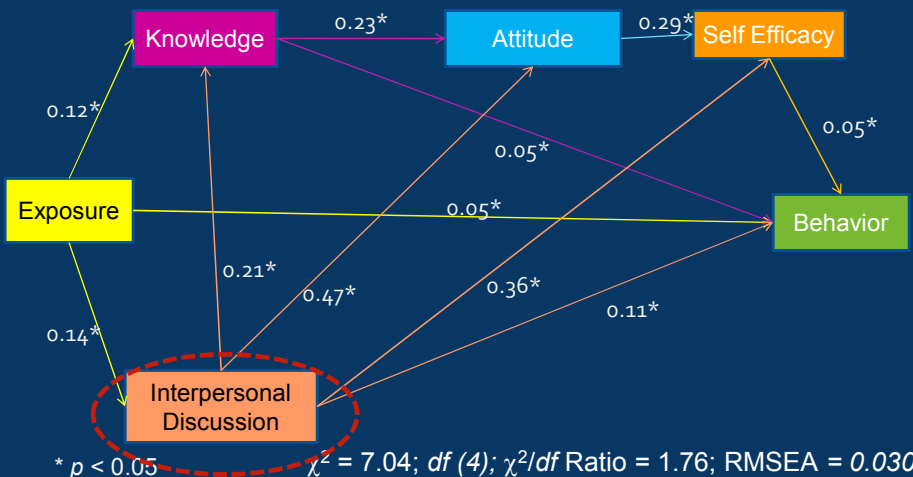
* $p < 0.05$

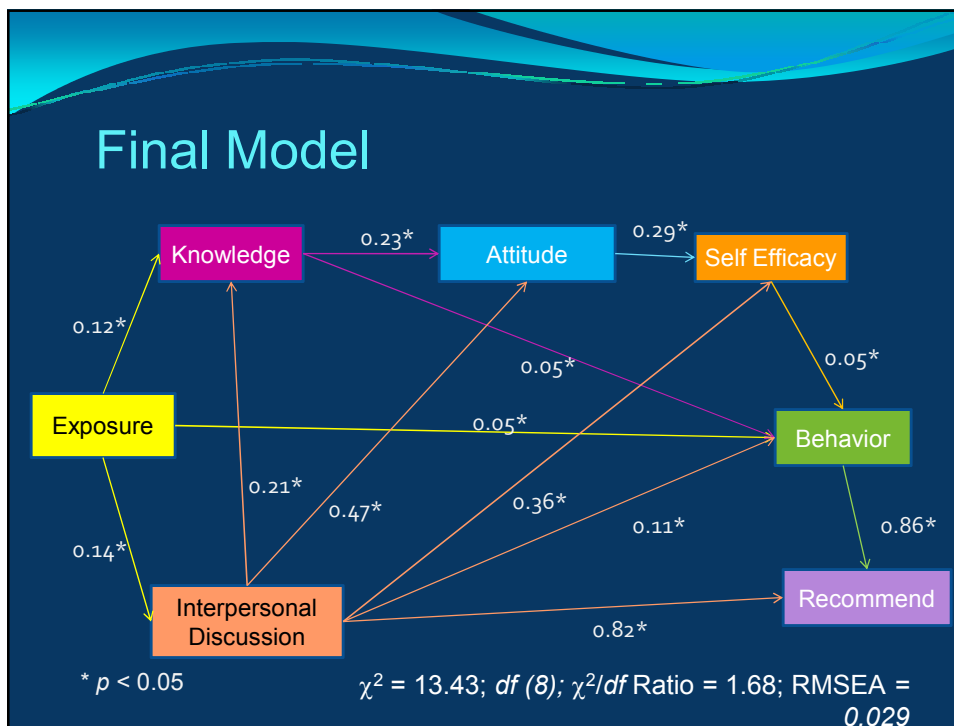
$\chi^2 = 6.22$; $df (3)$; χ^2/df Ratio = 2.07; RMSEA = 0.036

Parameter Estimates for Model with Self-efficacy and Discussion Added (RQ 2)



Parameter Estimates for Model with Self-efficacy and Discussion (RQ2)





Total, Direct & Indirect Effects

Effects of Exposure to *Jasoos Vijay*

	Direct	Indirect	Total
Discussion	0.14	-	0.14
Knowledge	0.12	0.03	0.15
Attitude	-	0.10	0.10
Self - Efficacy	-	0.08	0.08
Behavior	0.05	0.03	0.08
Recommend	-	0.18	0.18

* $p < 0.05$. ** $p < 0.01$.

Interpersonal Discussion Predicting HIV-Prevention Behaviors (RQ3)

Linear Regression Beta Coefficients

	Reg. 1	Reg. 2	Reg. 3	Reg. 4	Reg. 5	Reg. 6
Exposure to JV	0.13**	0.13**	0.13**	0.13**	0.13**	0.13**
Discussion with:						
Spouse	0.08*	--	--	--	--	0.09**
Immediate Family	--	0.09**	--	--	--	0.08*
Relatives	--	--	0.09**	--	---	0.09**
Friends	--	--	--	0.04	---	0.09**
Others	--	--	--	--	0.02	0.03
R ²	0.023	0.026	0.026	0.018	0.018	0.042
Adj. R ²	0.021	0.024	0.024	0.016	0.016	0.036

* $p < 0.05$. ** $p < 0.01$.

Implications

- Self- Efficacy
 - *Theoretical Implications*
 - Inclusion & position of Self-Efficacy in the traditional KAP model
 - *Practical Suggestions*
 - Benefit of modeling the components of Self-Efficacy

Implications

- Interpersonal Discussion
 - *Theoretical Implications*
 - The role of discussion in promoting individual and macro-level social change
 - Inclusion of recommendation as well as actual behavior in the KAP model
 - Practical Suggestions
 - Integrate elements in the program that spark discussion



For further analysis and
discussion of the findings please
contact

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Thank You