
Subject: MEDIA EXPOSURE VARIABLE

Posted by [Mlue](#) on Mon, 23 Apr 2018 09:39:54 GMT

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Here's how I compute the MEDIA EXPOSURE VARIABLE(S): BANGLADESH DHS 2014 AS AN EXAMPLE

I use the Individual Recode file

```
/** FOR SAS **/
```

```
/** FOR TABLE 3.4 EXPOSURE TO MASS MEDIA **/
```

```
/******
```

```
/** ACCESS TO MASS MEDIA **/
```

```
DATA MASS_MEDIA_BDHS14;  
SET BDHS.BDIR72FL; /* USED THE LIBNAME TO CALL DATA INTO SAS */  
WEIGHT = (v005 / 1000000);
```

```
psu = v021;  
strata = v023;
```

```
FORMAT news_once$6. watch_tv$6. listen_radio$6. all_media$6. no_media$6.;
```

```
/** READING NEWSPAPERS (at least once a week) **/
```

```
IF v157 in(2:3) THEN news_once = "1. Yes";  
IF v157 not in(2:3) THEN news_once = "0. No";
```

```
/** WATCHES TV (at least once a week) **/
```

```
IF v159 in(2:3) THEN watch_tv = "1. Yes";  
IF v159 not in(2:3) THEN watch_tv = "0. No";
```

```
/** LISTENS TO THE RADIO (at least once a week) **/
```

```
IF v158 in(2:3) THEN listen_radio = "1. Yes";  
IF v158 not in(2:3) THEN listen_radio = "0. No";
```

```
/** ACCESSES ALL THREE MEDIA (at least once a week) **/
```

```
IF news_once = "1. Yes" & watch_tv = "1. Yes" & listen_radio = "1. Yes" then all_media="1. Yes";  
ELSE all_media="0. No";
```

```
/** NO ACCESS TO ALL THREE MEDIA **/
```

```
IF news_once = "1. Yes" or watch_tv = "1. Yes" or listen_radio = "1. Yes" then no_media="0. No";
ELSE IF news_once = "0. No" or
  watch_tv = "0. No" or
  listen_radio = "0. No" then no_media= "1. Yes";
```

```
PROC TEMPLATE;
EDIT BASE.FREQ.CROSSTABFREQS;
EDIT FREQUENCY;
FORMAT=BEST12.;
END;
END;
RUN;
```

```
PROC FREQ DATA=WORK.MASS_MEDIA_BDHS14;
WEIGHT WEIGHT;
*TITLE "NUMBERS ONLY";
TABLE news_once watch_tv listen_radio all_media no_media;
TABLE v013 * news_once /NOCOL NOROW NOPERCENT;
*TABLE v013 * watch_tv /NOCOL NOROW NOPERCENT;
*TABLE v013 * listen_radio /NOCOL NOROW NOPERCENT;
*TABLE v013 * all_media /NOCOL NOROW NOPERCENT;
*TABLE v013 * no_media /NOCOL NOROW NOPERCENT;*/
RUN;
```

```
*****
*****
```

```
/** FOR SPSS**/
```

```
/** BANGLADESH DHS 2014 **/
```

```
/** FOR TABLE 3.4 EXPOSURE TO MASS MEDIA **/
```

```
** USING SPSS
```

```
/*******/
```

```
/** ACCESS TO MASS MEDIA **/
```

```
COMPUTE weight = (v005 / 1000000).
COMPUTE psu = v021.
COMPUTE strata = v023.
```

```
WEIGHT BY weight.
```

```
** READING NEWSPAPERS (at least once a week).
RECODE v157 (2 THRU 3=1) (ELSE=0) INTO news_once.
VARIABLE ATTRIBUTE news_once "Reads a newspaper at least once a week?".
VALUE LABELS news_once 0 "No" 1 "Yes".
```

```
** WATCHES TV (at least once a week).
RECODE v159 (2 THRU 3=1) (ELSE=0) INTO watch_tv.
VARIABLE ATTRIBUTE watch_tv "Watches television at least once a week?".
VALUE LABELS watch_tv 0 "No" 1 "Yes".
```

```
** LISTENS TO THE RADIO (at least once a week).
RECODE v158 (2 THRU 3=1) (ELSE=0) INTO listen_radio.
VARIABLE ATTRIBUTE listen_radio "Listens to the radio at least once a week?".
VALUE LABELS listen_radio 0 "No" 1 "Yes".
```

```
** ACCESSES ALL THREE MEDIA (at least once a week).
COMPUTE all_media=0.
IF news_once = 1 & watch_tv = 1 & listen_radio = 1 all_media=1.
VARIABLE ATTRIBUTE all_media "Accesses all three media at least once a week?".
VALUE LABELS all_media 0 "No" 1 "Yes".
```

```
** NO ACCESS TO ALL THREE MEDIA.
COMPUTE no_media=1.
IF news_once = 1 OR watch_tv = 1 OR listen_radio = 1 no_media=0.
VARIABLE ATTRIBUTE no_media "Accesses none of the three media at least once a week?".
VALUE LABELS no_media 0 "No" 1 "Yes".
```

```
/*****
*****/
```

```
** CHECK.
FREQUENCIES VARIABLES=news_once watch_tv listen_radio all_media no_media
/ORDER=ANALYSIS.
```

```
CROSSTABS
/TABLES=V013 v190 BY no_media
/FORMAT=AVALUE TABLES
/CELLS=COUNT
/COUNT ROUND CELL.
```

```
CROSSTABS
/TABLES=V013 BY news_once
/FORMAT=AVALUE TABLES
/CELLS=COUNT
/COUNT ROUND CELL.
```

/** FOR Stata**/

/*
INDIVIDUAL RECODE: BDIR72FL
BDHS 2014

BY: MLULEKI TSAWE - (University of the Western Cape, South Africa)

*/

clear all
use "BDIR72FL", clear
set more off

** WEIGHT VARIABLE
gen weight = v005/1000000

/** ++++++
**/

** SURVEY SET
gen psu = v021
gen strata = v023
svyset psu [pw = weight], strata(strata)

////////////////////////////////////

** FOR TABLE 3.4 EXPOSURE TO MASS MEDIA **

** READING NEWSPAPERS (at least once a week)
cap drop news_once
recode v157 (2/3=1 "Yes") (else=0 "No"), gen(news_once)
label variable news_once "Reads a newspaper at least once a week?"
label values news_once news_once

svy: tab v013 news_once, percent format(%4.1f) row

** WATCHES TV (at least once a week)
cap drop watch_tv
recode v159 (2/3=1 "Yes") (else=0 "No"), gen(watch_tv)

```
label variable watch_tv "Watches television at least once a week?"
label values watch_tv watch_tv
```

```
svy: tab v013 watch_tv, percent format(%4.1f) row
```

```
** LISTENS TO THE RADIO (at least once a week)
cap drop listen_radio
recode v158 (2/3=1 "Yes") (else=0 "No"), gen(listen_radio)
label variable listen_radio "Listens to the radio at least once a week?"
label values listen_radio listen_radio
```

```
svy: tab v013 listen_radio, percent format(%4.1f) row
```

```
*****
```

```
** ACCESSES ALL THREE MEDIA (at least once a week)
```

```
cap drop all_media
gen all_media = 0
```

```
foreach groupvar of varlist news_once watch_tv listen_radio {
  replace all_media=1 if (news_once==1 & watch_tv==1 & listen_radio==1)
}
*
```

```
label define all_media 0"No" 1"Yes"
label variable all_media "Accesses all three media at least once a week"
label values all_media all_media
```

```
svy: tab v013 all_media, count format(%4.0f)
svy: tab v013 all_media, percent format(%4.1f) row
```

```
*****
```

```
** NO ACCESS TO ALL THREE MEDIA
```

```
cap drop no_media
gen no_media = 0
```

```
foreach groupvar of varlist news_once watch_tv listen_radio {
  replace no_media=1 if (news_once==0 & watch_tv==0 & listen_radio==0)
}
*
```

```
label define no_media 0"No" 1"Yes"
label variable no_media "Accesses none of the three media at least once a week?"
label values no_media no_media
```

```
svy: tab v013 no_media, count format(%4.0f)
```

svy: tab v013 no_media, percent format(%4.1f) row

exit