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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
```