
Subject: TV exposure decline and v159 coding error?

Posted by [Isha](#) on Mon, 19 Dec 2022 05:14:52 GMT

[View Forum Message](#) <> [Reply to Message](#)

Hello,

I had two questions about variable v159 about TV exposure.

1. Data from NFHS-5 shows a decline in TV exposure, which does not seem plausible. From 71 to 54 percent among women. It is possible to have a decline in radio and newspaper exposure, BUT please explain why TV viewership would decrease with time. The attachment shows the graphs on this from the final reports of NFHS-4 and NFHS-5

2. I am using the couple recode file and this variable on exposure to television is not coded correctly. The codes are no, yes and 2. The IR file has different set of codes. Please suggest what these should be coded as, especially thinking about the data in Q1. The attachment shows the question and codes.

Thank you!

Hope you have a lovely start to the week.

Best,
Isha

File Attachments

1) [DHS Forum_TV v159.docx](#), downloaded 293 times
