
Subject: How to create media exposure?

Posted by [anikhpg42@gmail.com](#) on Sat, 03 Mar 2018 07:35:48 GMT

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Hi,

I am trying to generate a variable combining 3-4 variables.

Example: At first from v157 v158 v159, I created

1) frequency of reading newspaper (yes no, 1 0) = frn

2) frequency of watching tv (yes no, 1 0) = fwt

3) frequency of listening radio (yes no, 1 0) = flr.

Now combining these 3 variables, I want to make a new variable, named "media exposure" with just (yes no, 1 0).

What should be the command in stata?

I used like this in BDHS14 KR dataset,

```
gen media= int ((frn+fwt+flr)/3)
```

```
ta media
```

But, I don't think this is right. How can I solve my problem?

Subject: Re: How to create media exposure?

Posted by [Mlue](#) on Sun, 04 Mar 2018 00:05:20 GMT

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Hi.

Check out the attached file to assist you in creating the media exposure variable...

I used Bangladesh DHS 2014, to try and replicate some results on Table 3.4: Exposure to mass media...

See attached file.

File Attachments

1) [EXPOSURE TO MASS MEDIA \(women\) - BDHS_2014 _ Stata code.txt](#)
, downloaded 1032 times

Subject: Re: How to create media exposure?

Posted by [Mlue](#) on Sun, 04 Mar 2018 00:07:15 GMT

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Hi,

Also check out this file...

File Attachments

1) [KIDS -- EXPOSURE TO MASS MEDIA ____ BDHS_2014 _ Stata code.txt](#), downloaded 852 times

Subject: Re: How to create media exposure?

Posted by [anikhpg42@gmail.com](#) on Sun, 04 Mar 2018 06:03:58 GMT

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Hi Mlue,

Thank you very much for your great help.

But, I want to be clear in 2 things.

1) Do I have to use "weight" in all of my other variables while recode like you have used in all these three variables?

2) Can I use only the "'ACCESSES ALL THREE MEDIA (variable)'"? or, I have to use both "ACCESSES ALL THREE MEDIA" and "NO ACCESS TO ALL THREE MEDIA" to see the "media exposure"?

Actually, I was thinking to create a variable, named Media Exposure with response "Yes No". So, will it be wrong if I only use "ACCESS TO ALL THREE MEDIA"?

Because, here I can see also "yes no" response.

Subject: Re: How to create media exposure?

Posted by [Mlue](#) on Sun, 04 Mar 2018 12:33:07 GMT

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Hi there,

The issue of weights is dependent on what you are doing on your analysis... I'd weight all my analysis.

You said your analysis is on exposure to mass media, and I just added the code to derive those without access in case you need it later.

But I think you should concentrate on your earlier request (ACCESSES ALL THREE MEDIA)

Subject: Re: How to create media exposure?

Posted by [anikhpg42@gmail.com](#) on Sun, 04 Mar 2018 12:48:23 GMT

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Hi,

Thank you very much for making my concept clear.

I just want to know from you that,

In my thesis, I am working with some variables which will be used further in logistic and chi 2 analysis.

Actually, when I will try to show the frequency distribution and chi 2 of those variables,
Is using "weight" necessary/more appropriate in all of my variables which I am recoding?

It will be better for me if you answer this like earlier.

Subject: Re: How to create media exposure?

Posted by [Tem?](#) on Sun, 04 Mar 2018 13:42:20 GMT

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Hello Mlue,

I've seen your attached file. My question is on how would one deal with missing values within the v157, v158 and v159 variables to get the yes/no exposure to media variable

Subject: Re: How to create media exposure?

Posted by [Bridgette-DHS](#) on Tue, 06 Mar 2018 14:34:55 GMT

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Following is a response from Senior DHS Stata Specialist, Tom Pullum:

There are many possible ways to combine these three variables. Here's one possibility: "egen media_exposure=rowmax(v157-v159)". It takes the highest value (0, 1, or 2) among the three variables. Other users may have other suggestions.

Subject: Re: How to create media exposure?

Posted by [Hassen](#) on Wed, 25 Apr 2018 14:46:36 GMT

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Dear my respected DHS forum members, How can I creat Mass media exposure index using SPSS?

Best regards, Hassen
