

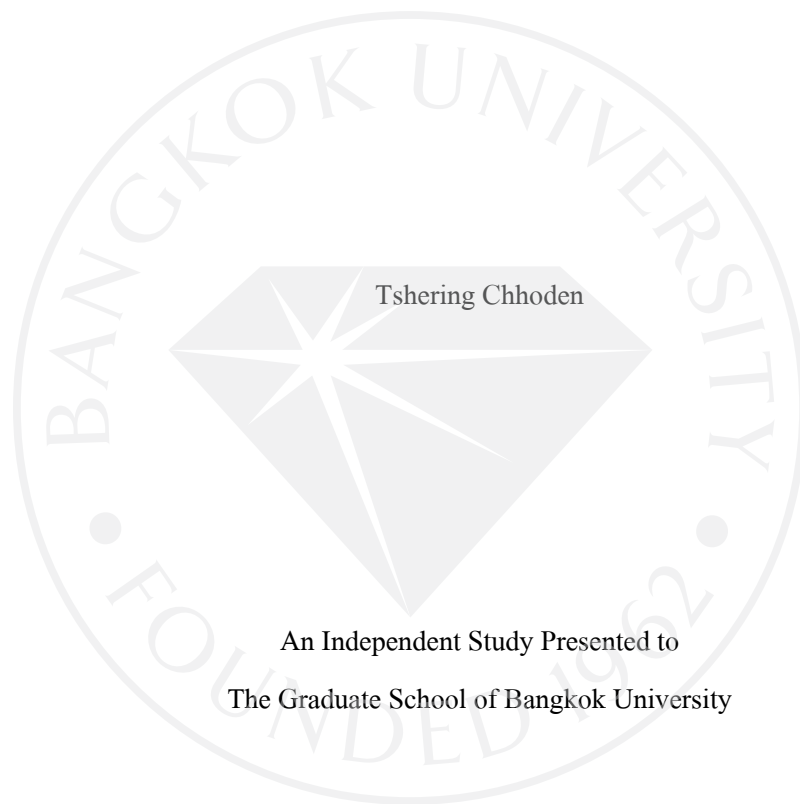
STUDY OF BHUTANESE PEOPLES RADIO LISTENING BEHAVIOUR AND

GRATIFICATIONS



STUDY OF BHUTANESE PEOPLES RADIO LISTENING BEHAVIOUR AND

GRATIFICATIONS



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An Independent Study Presented to  
The Graduate School of Bangkok University

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**This Independent Study has been approved by  
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Radio listening behavior of the Bhutanese people in terms of various gratifications (55 pp.)

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#### ABSTRACT

The main objective of this research is to examine the different reasons behind a listener's preference for a particular radio station in Bhutan. This research use the theoretical basis of uses and gratification approach where it assumes that people have certain needs which they need to gratify, and the media being one of the means. With the popularity of the radio on the rise among the Bhutanese population with more choices of radio stations which available to them one feels compelled to try and understand what the appeal is. Since the audiences have the power and capability to judge the values of media content, being aware of audiences' preference would help the broadcasters plan the content that will appeal to the audiences. the study has no classified variables into independent variable and dependent variables. Rather, the study takes into account the variables as Entertainment, Information, Social Situation, Media Credibility, Demographic, and Psychological. This research is qualitative in nature with a sample of 374, out of which 196 were males and 178 were females. The samples completed a questionnaire of five-point likert scale measurement and the reliability was conducted for each variables.

The listeners agreed listening to BBS for immediate news, information on weather, keeping updated with latest announcement, and educational programs to gain knowledge. Bhutanese listeners agree that they listen to Kuzoo FM and Radiovaleey 99.9 FM for latest music. In regard to social dimension for listening, the listeners agreed that they listen to BBS and Kuzoo FM because their family and friends listen to it. The findings in psychological orientation showed that the listeners of BBS and Kuzoo FM 101 agreed that these radio stations help them combat

boredom. In terms of media credibility, the listeners agreed BBS, Kuzoo FM and Radiovalley 99.9 FM are believable, provides fair information, and provide appropriate knowledge in a professional manner.



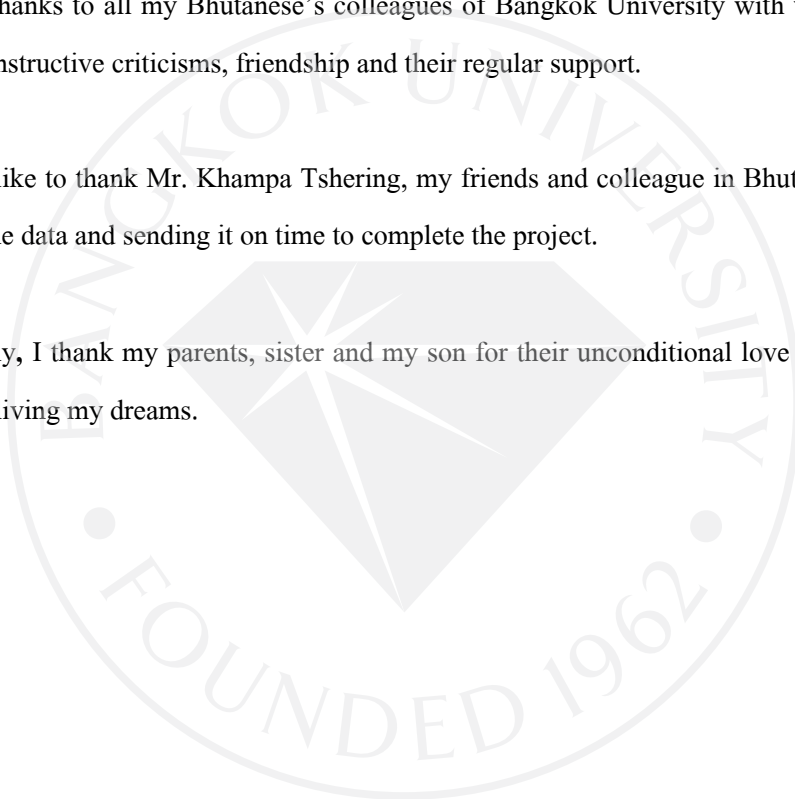
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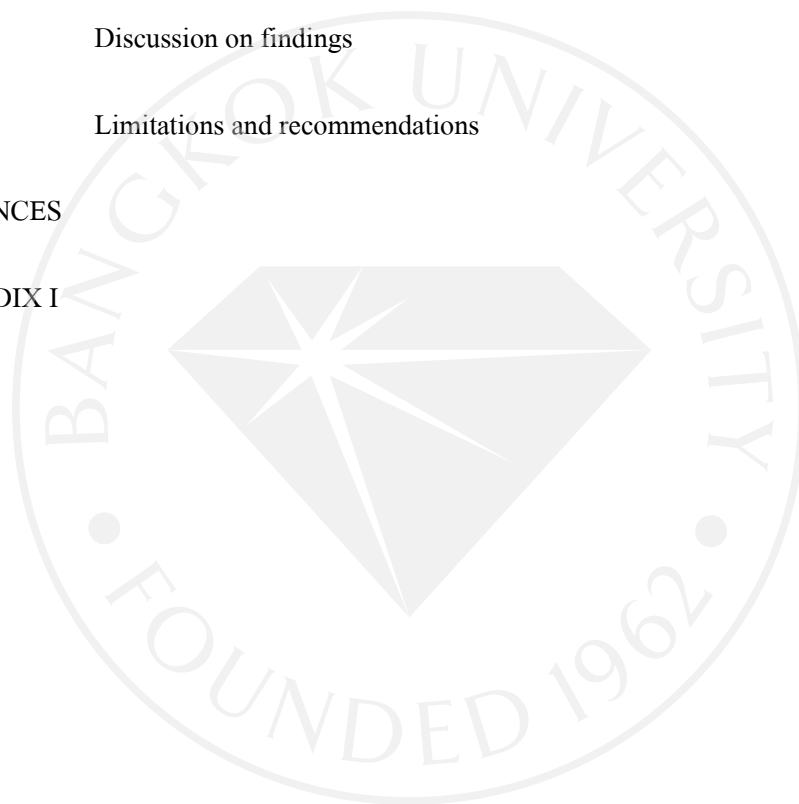


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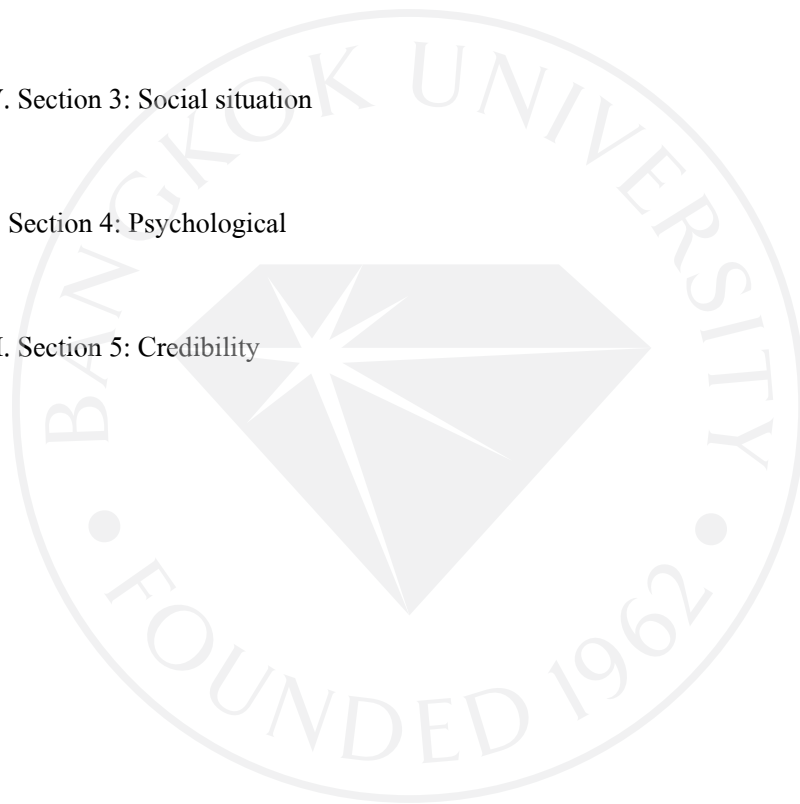
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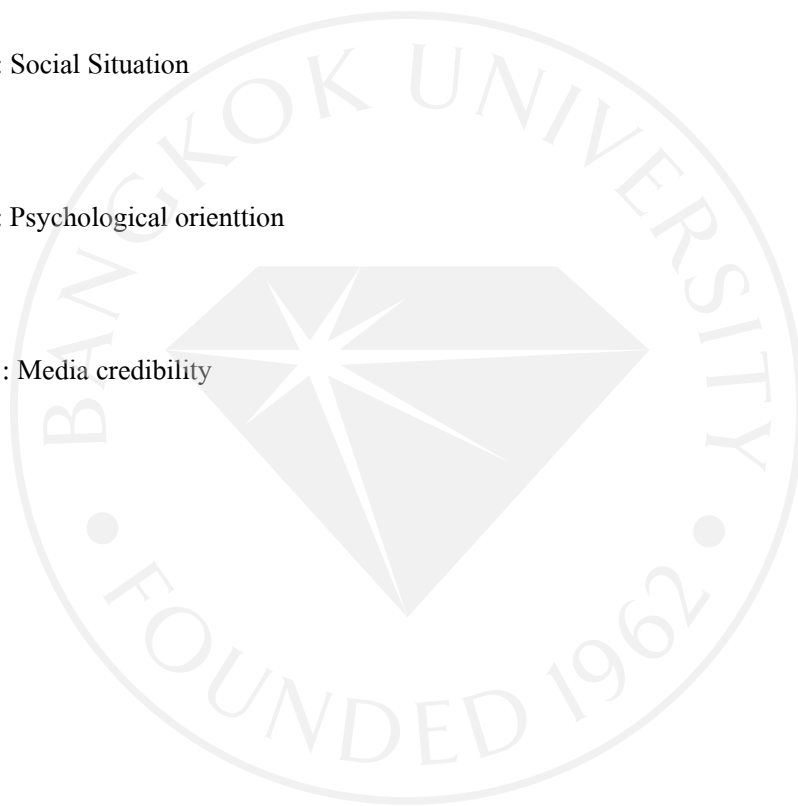
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## CHAPTER 1

### INTRODUCTION

#### **Rationale**

Mass media is new to Bhutan. The interpersonal communication was dominant form of media until the recent surge of mass media. Among the upcoming mass media, radio is becoming a popular listening habit. The reach of radio is far and wide across the country through urban and rural settings. It is observed that radio listening is becoming a culture of keep oneself abreast of the unprecedented changes and developments Bhutan is going through. For many, radio has become the gateway to world of information and entertainment.

It would be interesting to review some chronological events in which the developments of radio followed in Bhutan. This will aid in understanding the background of broadcasting media (radio) in Bhutan and also that of its listeners. One noticeable trend would that there is sudden leap of change in the habits of listening for the Bhutanese people with the coming of three new radio stations in addition to the years old only radio station.

For decades, Bhutanese people's ears tuned to the only state-owned radio broadcasting, the Bhutan Broadcasting Service Corporation (BBS). BBS is the pioneer radio service in Bhutan. It was in 1973, a group of volunteers in the name of National Youth Association of Bhutan (NYAB) launched the transmission (BBS manual). Interestingly, this one hour transmission on Sundays alone almost immediately got popular with the Bhutanese mass. Coming down the line, in 1986, Radio NYAB was renamed as Bhutan Broadcasting Service (BBS). Then with the construction of modern broadcast facility, the station covered the whole of the country which until then was limited to the capital city alone. Further, in 1999, this national station introduced television service as part of its dedicated service to the nation.

Again in September 2006, with a royal decree, a new non profit community service FM radio station – Kuzoo FM – was established in Bhutan. However, this was not seen as a competition to BBS until March 2007 when Radio Valley 99.9 FM, another private FM came up

to confirm a big decline of radio audience for BBS (BBS, 2007). Bhutan Centennial radio FM 101 was launched coinciding with the 28<sup>th</sup> birth anniversary of the Druk Gyalpo (King of Bhutan) in 2008. While Kuzoo FM is dedicated to uncover mainly youth related social issues, Radio Valley offers mostly entertainment shows. And Bhutan Centennial radio FM 101 targets the urban audience over 25 years old with program centered on news, current affairs, music and entertainment. Whereas, BBS still advocates its mission and dedicates to inform, educate and entertain to empower the people of Bhutan (BBS, 2005).

While radio services are in the market of same listeners, there is a drastic change in the listening behavior of the listeners. This change also symbolizes the impact of mass media in Bhutan. The aforementioned chronological events of radio development in Bhutan gives us the picture of how needs of the listeners were converted to the demand of more radios. With handful of radios to choose from, Bhutanese listeners can now tune into their favorite radio programs.

The purpose of this study is to examine the different reasons behind a listener's preference for a particular radio station. This research will address the five research questions:

- RQ1. Which radio station is likely to be chosen for information gratification?
- RQ2. Which radio station is likely to be chosen for entertainment gratification?
- RQ3. Which radio station is likely to be chosen for social situation gratification?
- RQ4. Which radio station is likely to be chosen for psychological gratification?
- RQ5. Which radio station is likely to be chosen for credibility gratification?

This research will use the theoretical basis of uses and gratification approach where it assumes that people have certain needs which they need to gratify, and the media being one of the means.

### **Problem Statement**

Radio is a universal medium enjoyed by all people at any time of the day. Radio listening is generally a very habitual activity, that means most people do it roughly in the same way each

day and alter their habits rarely and slowly. BBS was the only service to offer radio in the Kingdom (BBS, 2005) until recently. The privatization of radio stations of late has led to the launch of three new radio stations - Kuzoo FM, a non profit community service oriented radio station which started operations in September 2006 which uses music as a platform in reaching and discussing social issues especially youth related (Kuzoo FM, 2007). Another privately owned FM radio station, Radio Valley 99.9 FM, started operation in March 2007 which was mainly entertainment orientated. And Bhutan Centennial radio FM 101 targets the urban audience over 25 years old with program centered on news, current affairs, music and entertainment.

BBS is the oldest provider of radio which has coverage all over Bhutan. But the three new radio stations Kuzoo FM , Radio Valley 99.9.FM and Bhutan Centennial radio FM 101 has coverage in Thimphu, the capital of Bhutan and Paro, the second most populated place in the country. The population of Thimphu and Paro are the ones with the highest disposable income and the trend setters for adoption of product services for the entire country.

This research is important because the popularity of the radio is on the rise among the Bhutanese population with more choices of radio stations available to them. With the increasing popularity of radio one feels compelled to try and understand what the appeal is.

### **Objective of the study**

The main objective of this research is to find which radio station is preferred by a listener for his/her various gratifications.

This study may be beneficial for further empirical studies that need to be conducted to delve deeper in understanding the impact of radio and listening behavior of the people.

### **Research Questions**

In the light of preceding situations of radio development and listening behavior of Bhutanese audience, this study poses the following research questions:

RQ1. Which radio station is likely to be chosen for information gratification?

RQ2. Which radio station is likely to be chosen for entertainment gratification?

RQ3. Which radio station is likely to be chosen for social situation gratification?

RQ4. Which radio station is likely to be chosen for psychological gratification?

RQ5. Which radio station is likely to be chosen for credibility gratification?

### **Scope of the study**

The survey will be conducted in Bhutan. Since the researcher is stationed in Bangkok University during the study period, this research is carried out with the help of colleagues in Bhutan. The survey questionnaire is administered between December and January 2009 with good understanding between the researcher and the colleagues in Bhutan.

Due to time and resource constraints, the study will:

1. Concentrate in Thimphu (the capital city of Bhutan) and Paro as the three new radio stations cover only these places.
2. The population for this study consists of diverse sections of society residing in both these towns.

### **Significance of the Study**

This study will generate findings on radio listening which will be first of its kind in Bhutan. This is because the previous studies are either limited to one radio station or there is hardly any analysis done on all the radio stations. This study will specially examine the attitudes, perceptions and behaviors of Bhutanese radio listeners in terms of various gratifications. The insights and findings from this study will be useful for all the radio stations to custom-design the radio programs that suit the tastes and the need of radio listeners.

Further, in the wake of new media like internet that provides free products and services of entertainment online, the popularity of the radio stations are at stake. The demand for programs for the listening pleasure is increasing more than before. Therefore, this study will significantly



contribute to understanding the underlying factors of listening behavior of Bhutanese people and their gratifications.

### **Definition of terms**

**Information** – Refers to all sorts of facts, details and knowledge provided by the radio about specific events or different situations, which the listeners can keep abreast of and be informed.

**Entertainment** – Entertainment means radio offering pleasure to the listeners through different formats in radio and the pleasure offered by being entertained.

**Social Situation** – Means the connection with activities in which people meet with each other and listen to radio, like listening to news, music, call in radio etc.

**Psychological orientation** – Psychological orientation means comfort, boredom, and feeling good while listening to the radio.

**Credibility** – Means the quality that radio has that makes people believe or trust them further affecting the listeners to reconsider their values for future listening behavior.

## CHAPTER 2

### Literature Review

The main purpose of this study is to find out the various reasons why radio listeners listen to different radio stations in Bhutan to gratify their certain needs.

#### Uses and Gratification

This study is theoretically based on the uses and gratification theory. This perspective, as explained by Katz, Blumler, and Gurevitch (1974), has historically taken a need-fulfillment approach. Essentially, uses and gratification researchers believe that people have certain needs that they wish to gratify. People may fulfill these needs by the use of various communication channels, mass and interpersonal. In 1985, Palmgreen, Wenner, and Rosegren shaped a generalized uses and gratification paradigm, which included many important assumptions. These assumptions includes:

*“(1) the audience is active, thus (2) much media use can be conceived as goal directed, and (3) competing with other sources of need gratification, so that when (4) substantial audience initiative links need to media choice, (5) media consumption can fulfill a wide range of gratifications although (6) media content alone cannot be used to predict patterns of gratifications accurately because (7) media characteristics structure the degree to which needs may be gratified at different times, and further because (8) gratifications obtained have their origin in media content, exposure in and of itself, and/or the social situation in which exposure took place” (p.14).*

Here, the audience is assumed very active and goal directed. The audience is responsible for choosing media to meet their needs. Media are considered to be only one factor contributing to the achievement of the needs and audience members are assumed to have considerable agency as they are well aware of their needs and know how to gratify those needs. If specific channels of communication fail to meet audience needs adequately, then viewers will actively seek alternative options (Katz, Blumler, & Gurevitch; 1974). This theory comes from a social-psychological

communication perspective and asserts that people can have varying reasons for using a particular medium (McQuail, 1994; Steverin & Tankard, 1997). Looking at how different people use media and the gratification brought about by various media helps examine the interaction between media and the audience, leading to a more complete understanding of media effects.

The two main areas of research done on uses and gratification are, firstly, identifying the several reasons people have for using different media. Past research has shown the importance of viewer's motives for using mass media and their influence on the medium, the amount and the content that he or she will use (Palmgreen, 1984). Secondly, exploring the social and psychological influences on the different reasons. These influences affect people's motive for using mass media.

### **Reason for Using Mass Media**

Many researchers have studied the different reasons given by people for using a particular type, format, and genre of mass media. When studying mass media, one can study any medium whether it is television, newspaper, magazines or radio. Further, each one of this can be subdivided into many formats. For instance, radio has different formats, including news, music, call in talk program, sports etc.

In the early study of uses and gratification, for instance Berelson (1954; cited in Staples) examined the function that reading a newspaper serves for its users. He concluded that people used the newspaper for information about the interpretation of public affairs as a tool for daily living for respite, social prestige, and social contact. Further, the study suggested though "undoubtedly, different people read different part of the newspapers for different reasons at different times" (p. 5), and the variety of motives may influence the particular newspaper and its content that an individual will read.

Recently, Jackson and Lilleker (2007) summarized their study by stating that the receiver's exact uses and gratifications depend on the specific communication channel and the nature of each individual. In addition, their previous study identified five possible generic motivations. First and most importantly, seeking information, this is common to most studies and

recognized that a user has to 'take something away' from a communication channel. Secondly, people seek escapism from their everyday lives and problems. Thirdly, a medium may provide entertainment. Fourthly, people may wish to engage in social interaction. Finally, media can support the development of personal identity that provides a sense of individual worth. The common reason for media use is for information, personal identity, integration and social interaction and entertainment (Mc Quail, 1987).

According to the influence process from the point of view of social communication, people are selective and relate their media consumption as an exchange, which they enter with certain expectations, anticipating to fulfill those expectations (Berger, 1995). A person selects news in expectation of a reward (Dary, 1973). McQuail (1994) explains in his book *Mass Communication Theory* that an assortment of needs deriving from the "personal social situation" of each individual makes use of the media (p.318). Herzog (1944) and Berelson (1949) also prop up the scheme by attempting to understand the motives why satisfaction are sought after from the media in terms of "everyday social circumstances and needs" (McQuail, 1994, p.318).

Papacharissi and Mendelson (2007) in their study of reality TV shows found that viewers watch television for a variety of reasons. The analysis of the reality TV yielded six interpretation factors including reality entertainment, relaxation, habitual pass time, companionship, social interaction and voyeurism. In addition, they found that the mode of reality TV is rather passive and designed to fill time when no other activities are available. The habitual statement suggested that this pass time activity was integrated into the daily routine of the individual to the point it becomes a ritual. Similarly, in the recent study specific to radio, Albarran, et al., (2007) identified several motives of radio listening, : companionship, filling a void created by daily routine, altering mood, relieving boredom, providing news and information, allowing active participation in events, and overcoming social isolation. The media effect behavior is the atmosphere of interpersonal interaction that exist at home (Lull, 1985). Varying family communication style presumably suggest and reinforce values that lead families to differentiated patterns of media exposure and consumption, even the ways they employ the medium for a wide range of personal and interpersonal purpose (cited in Lull, 1985). So for many young people,

television represents both the boring social environment of the family life and a predictable array of un compelling images (Lull, 1985)

However, as stated earlier that uses and gratification also explains the various reasons for using mass media, differ based on an individual's demographic background, social institution and psychological character.

### **Information**

Radio has been a vital part of the Bhutanese society. Reaching nationwide this media is the very part of every household of Bhutan with its unique ability to connect, inform, educate, entertain and inspire listeners. One of the main strengths of radio is the different variety of entertainment, programs, music, news, talk show and advertisements which are freely available for the listeners. The Bhutanese society is – as is well known – deeply split into groups with different views and everyday life experiences (Media Survey, 2006). Radio provides a lot of information for the listener's daily life needs which keeps the listeners abreast of all the happenings in the society at large for example, news, weather, reports, special announcements etc. The radio stations have regular scheduled on what programs they broadcast and the different timings and this familiar pattern of programming gives us the impression that chaotic flow of all the events in the world are but variations within a fixed medium because it beats distance which bring the immediate effect.

In the media survey 2006, to get a general idea of what people find important in radio, they were asked for their main purpose of listening to BBS radio. A large majority of 83% respondents chose "news" as their main purpose, followed by music (12%), announcements (3%) and program (2%) because until then there was no other radio stations. Radio has an illustrious history as a news medium and in the last ten years or so it has set out to emulate the press by providing its audiences with both quality news and popular news (Crisell,1986).

## **Entertainment**

Music is an object of pleasure in its own right, music is quite simply the mainstay of radio output (Crisell, 1986). Music is further used as a platform in call-in-talk-shows, request shows etc. The phone-in was regarded as such a major development in broadcasting because for the first time it gave the listeners a presence on the medium which was audible not as the result of having a letter read out on the air or going into a studio or attending an outside broadcast in his neighborhood, but spontaneously and away from broadcasting equipment, in his own home or local telephone box or at his place of work (Crisell, 1986). In the study conducted by Valbuena and Kum (1986) of “mass media and teens culture in Singapore” the result discovered that teenagers use the various media as a source of both information and entertainment. Results include they read newspaper for news and information but regard magazine, radio, television, video and cinema primarily as a source of entertainment and, further, the findings showed that popular magazine had the highest patronage among the sample and radio music program were the most listened to.

This way it creates the illusion of radio as a two-way medium and is concerned to verify that the station or channel has an audience and that this audience is capable of understanding and responding to the message which the station transmits (Crisell, 1986). In this process the program is both entertaining and interacting at the same time which further encourages people’s participation.

## **Demographic Factors**

Media consumption might be accidental, and consumption is certainly constrained by such factors as availability and work schedule (Palmgreen et. al. 1985). Since there is a scarcity of literature on listener “interaction” with the listening process, a review of the perceptions of the internet from a psychological perspective will be used to discuss how audiences “behave” during radio listening. Teo and Lim (1998) examined the effects of age on internet use patterns, perceptions of the Internet, activities performed on the internet, and factors affecting an enjoyable Internet experience. Korgaonkar and Wolin (1999) explored web users’ motivations and concerns as well as demographic factors, which were studied in three usage contexts: (1) The number of

hours per day spent on the web; (2) the percentage of time spent for business versus personal purposes; and (3) the purchases made from a Web business and, if purchases were made, the approximate number of times purchasers placed orders on the web. The results suggested that seven factors, along with age, income, gender, and education levels, were significantly correlated with the three usage contexts. Lowest reading was found, particularly individuals aged 18- 34. Radio as one of the major source of information and interaction, the above demographic reasons could be applicable to radio listeners too.

Similarly, previous results were summarized by Staples (1998) that women were more likely to view television to pass the time than any other reasons. Further, she pointed out younger people were more likely to watch television for escape and time pass. However, citing Kippax and Murray (1980) finding, she further elaborated that radio was used by older individuals and by less educated who listened for more information, self gratification and stimulation, and escape.

The listeners of different age and background are more engrossed to music because music is considered to be a universal quality of entertainment. This format is also seen to be prevalent in Bhutan with the radio stations using different types of music in different program format. Music is identified as one of the main purpose for radio listening more prevalent in the younger age groups: almost one third of the 8 to 14 year old name music as their main purpose, and also the 15 to 24 year old respondents mentioned music more often than older ones ( Media Survey, 2006).

### **Social Situation**

As claimed by Katz (1974) viewing the media in this way permits one to ask not only how the media gratify and influence individuals but how and why they are differentially integrated into social institutions. Thus, if individuals select certain media, or certain types of content, in their roles as citizens, or consumers or church members, we gain insight into the relationship between the attributes of the media and the social and psychological function which they serve.

From much previous research done it was found that social context is one of the main reasons that influences the uses of mass media, though there is no theory on that but they have

found that people can be influenced by the social group. They also found that the peer influence is much higher in the early adolescents. It's also identified that various family members, peer and other significant people influence on one's behavior. Television, radio, movie videos, music videos, internet, etc., are all part of social environment where the young adolescents begin to mature and they also contribute to setting different collective norm. Brown (1993) points out that young teenager spend up to seven hours a day watching television and that older teenager may spend more than seven hours listening to the radio and CDs or watching music video. Another advantage of radio is it's cheap to own one and is used as one of the main communication medium among the people living in the rural parts of Bhutan with the urban parts of Bhutan through different shows where everyone can dedicate messages to who they want to pass on.

Subsequent research provided considerable support that social situation influences the reasons for using mass media. Peeters and D'haenens (2005) concluded in their study that different ethnic groups have different patterns of listening to radio. Native Dutch people listen to the radio as compared to ethnic minorities that rarely tune into the radio. Those who never listen to the radio are primarily to be found in the older group. Similarly the same research also found difference in the television viewing among the native Dutch and the ethnic groups. Their result found that younger people watch television less than older people.

Bickham et. al. (2003) found that negative characteristics of family and parental well-being were associated with high total television viewing. Furthermore, families with more positive characteristics had children who watched more educational television. There are three potential explanations for the relationships between media use and family well-being. First, families in conflict, who have poor home environments, or who have low levels of well-being are apt to provide less adequate regulation and guidance for children's television viewing. With uninvolved parents, these children view more entertainment television. Second, parents in such households may watch more television themselves, and children may be exposed through covering and modeling. Third, negative family and parent qualities may motivate children to use media as an escape from unpleasant family interactions or as a means of coping with boredom in an unstimulating environment.



### **Psychological orientation**

Psychological orientation is very dominant agent of motivation. Psychological factors may also provide the motivational stimulus or point of origin for much media use (Palmgreen et. al., 1985). Lin (2006) found that the motives of seeking diversion from radio listening appears to be a relatively strong factor for the radio audience when they are making a satellite radio adoption decision. This diversions motive mirrors a listener's expectation to receive temporary relaxation, emotional escape, and cognitive stimulation when using radio. The other significant motivational factor for adopting satellite radio, habit- represents a behavioral routine whose repetition nature has attenuated the memory of the original psychological motives that help built the routine early on.

Wan and Chiou (2006) examined the psychological motives and online games addiction among the Taiwanese adolescents who were addicted to online games. They found that the psychological need of players of online games is close to a two-dimensional model of "satisfactory and dissatisfactory". On the other hand, the role playing games allow the users to play roles as different alternatives hero's through virtual world. They can, thus, fulfill the needs of self-actualization. So, different kinds of online games satisfy different psychological needs of the player in Taiwan.

Many of the media-related needs and requirements of an individual spring from their location in and interaction with their social environment (Palmgreen, 1985). An individual's motivation to use the mass media will therefore influence what media they choose.

Radio is a very popular media in Bhutan, almost nine out of ten Bhutanese say that they like to listen to the radio This is true in most age groups, with the exception of the youngest (8-14 years), where only 77% like radio listening. A little less enthusiastic about radio are people living in urban areas and business people – probably because for them there are more alternatives like television and newspapers. Availability of radio sets is 76%, so that not everybody who likes radio has yet access to a radio set (BBS Report, 2007). Radio helps bring the world to those who cannot read and helps maintain a contact for those who cannot see. It is a blind medium but one which can stimulate the imagination so that as soon as a voice comes out of the loudspeaker, the

listener attempts to visualize what he hears and to create in the mind's eyes the owner of the voice (McLeish, 1978).

Identifying and capturing an audience is the heart and soul of on-air and off-air production (Hausman, Benoit, O'Donnell, 1995). There will always be a need to attract and keep audiences. In commercial radio, it is the ability to win audiences which attracts advertisers and therefore provides the money to keep the news machine rolling (Chantler & Herris, 1992). Considering the urgency, the success of a radio station depends primarily on the number of listeners. Unlike television where the viewers are observing something coming out of a box 'over there', the sight and sounds of radio are created within us, and can have greater impact and involvement (McLeish, 1994).

So, we need to understand why do people listen to radio and why are people attracted to radio? Radio is a universal medium enjoyed by all people at anytime of the day. Radio listening is generally a very habitual activity, that means most people listen to it roughly in the same way each day and alter their habits rarely and slowly. Radio is not only a medium to which the users listen but it is also a voice from the listeners. The reason people listen to the particular radio station may be linked to the unique attributes of the particular radio stations. While radio is a source of news and information for the listeners, for some it is a source of companionship as the radio can enhance their mood and can help them combat loneliness. Since the radio stations are in the process of positioning themselves they come up with different format which is tailored to the listener's preferences. Radio is an ever changing with new formats emerging regularly. The existence of radio in this era of other ever evolving mass media is one indication of its uniqueness, importance and its staying power. Radio is one medium where people can always tune in to, hear the latest music, news and programs. One appeal of radio is that it has developed diverse range of format to satisfy almost everyone's preferences.

Media literacy is a perspective from which we expose ourselves to the media and interpret the meanings of the messages we encounter. We built this perspective from knowledge structure. It can be called as the result of learning about different media forms and how they communicate different meaning because different individual understand the same message

differently. It aims by enabling people to be expert creator and producer of media messages by both facilitating an understanding as to the force and limits of each medium. Walkosz, Jolls & Sund (2008) says in their paper on *Media Literacy for the Global Village* that in today's global society, citizens need the skills to access, analyze, evaluate, create and interact with media information 24/7. The goal is not so much to be able to store information, but to process information effectively and efficiently, so that we understand and are able to conduct our lifelong relationship with the media.

Potter (1998) pointed out that people with high level of media literacy have a stronger and broader perspective. They use their highly developed skills in placing the media message inside the background of a well elaborated knowledge structure and so are able to interpret any message along many different dimensions. This gives them more choices of meaning. Highly literate people know how to store through all the choices of meaning in selecting the one that is most useful from different point of views. Thus media literate people have greater control over media messages. On the other hand people with lower stage of media literacy will have a very weak and limited understanding on the media. The fewer medium literate would have a smaller, more on the surface and less knowledge which in turn gives them less and confusing inappropriate background for interpreting the meaning of the media message. As a result, it is unlikely that people with lower level of media literacy will construct multiple meanings from a media message, so they are more likely to accept the surface meaning from a media message.

### **Media Credibility**

Media Credibility is best described as the perception of the truth of a piece of information the receiver holds about the source, it is the degree to which the receiver sees the source as having knowledge, skills, and trust the source in giving fair, objective information. Studies on everyday life information have shown that people select information sources in non work contexts based on criteria's such as the trustworthiness, qualities of the sender of the message, as well as its content or the channel through which the content is delivered. People's judgment of the credibility of information sources is based on the knowledge and idea that they may have on that genre of the media and interpret it likewise. Savolained (2007) states that media credibility deals with the

criteria by which diverse media are generally perceived as believable in relation to each other and the judgment of conflicting information available in alternative sources, the role of one's own critical reflection was emphasized as the final instance for the selection and use of information sources.

In their study, Sweetser, Porter, Chung and Kim (2008) states that just like uses and gratification assumes that the media consumers are aware of the gratification obtained from selecting a particular medium, people are also able to assess on the credibility to determine the most appropriate source of information. Their study examining how credible the public views online news, comparing the perceived credibility of online and traditional news, and investigating how using communication technology influences perceived online news credibility revealed that more often a person views, reads or listens to a particular medium, the higher he or she tends to rate it in terms of credibility.

Beaudoin and Thorson (2005) indicated a direct and simple relationship between media use and perceived credibility in their study *Credibility Perception of News Coverage of Ethnic Groups*. Rimmer and Weaver (1987) also found that perceived credibility was related to media choice, not media use frequency. Chen and Herson showed that in the selection of information sources people frequently draw on criteria such as past experience gained from the use of a source, easy accessibility and usability (cited in Savolained, 2007).

Katz, Bilmler and Gurevitch's (1974) fifth assumption of uses and gratification mentioned in West and Turner's (2003) *Introducing Communication Theory* states that audiences have power and capability to judge the values of media content. In practical, being able to know audiences help the broadcasters plan the content that will appeal to the audiences.

To conclude, with the selecting power, active audience are aware of what they need and how they can make their needs met. With the different radio stations developing different formats to satisfy different listeners and with the power with the listeners in choosing the station that reflect the individual significance, the study of radio listening is becoming ever important. The rewards or gratification are weighted against the effort and later comes the result of which medium to be selected to grant them satisfaction. However audiences need to be aware of the

boomerang stroke of this advantage. As long as media communication and the use are in the air, it cannot be claimed that audience have pure freedom of media selection. Grand freedom might be possessed but as an audience chooses to expose to one medium, they might somehow unintentionally let themselves become passive and be fed with whatsoever information the marketers would like to feed them. Media literacy is what audience needs to be educated about and to increasingly gain power over the media.

This research is the first of its kind. So this research will only look into research questions rather than hypothesis testing.

### **Research Questions**

RQ1. Which radio station is likely to be chosen for information gratification?

RQ2. Which radio station is likely to be chosen for entertainment gratification?

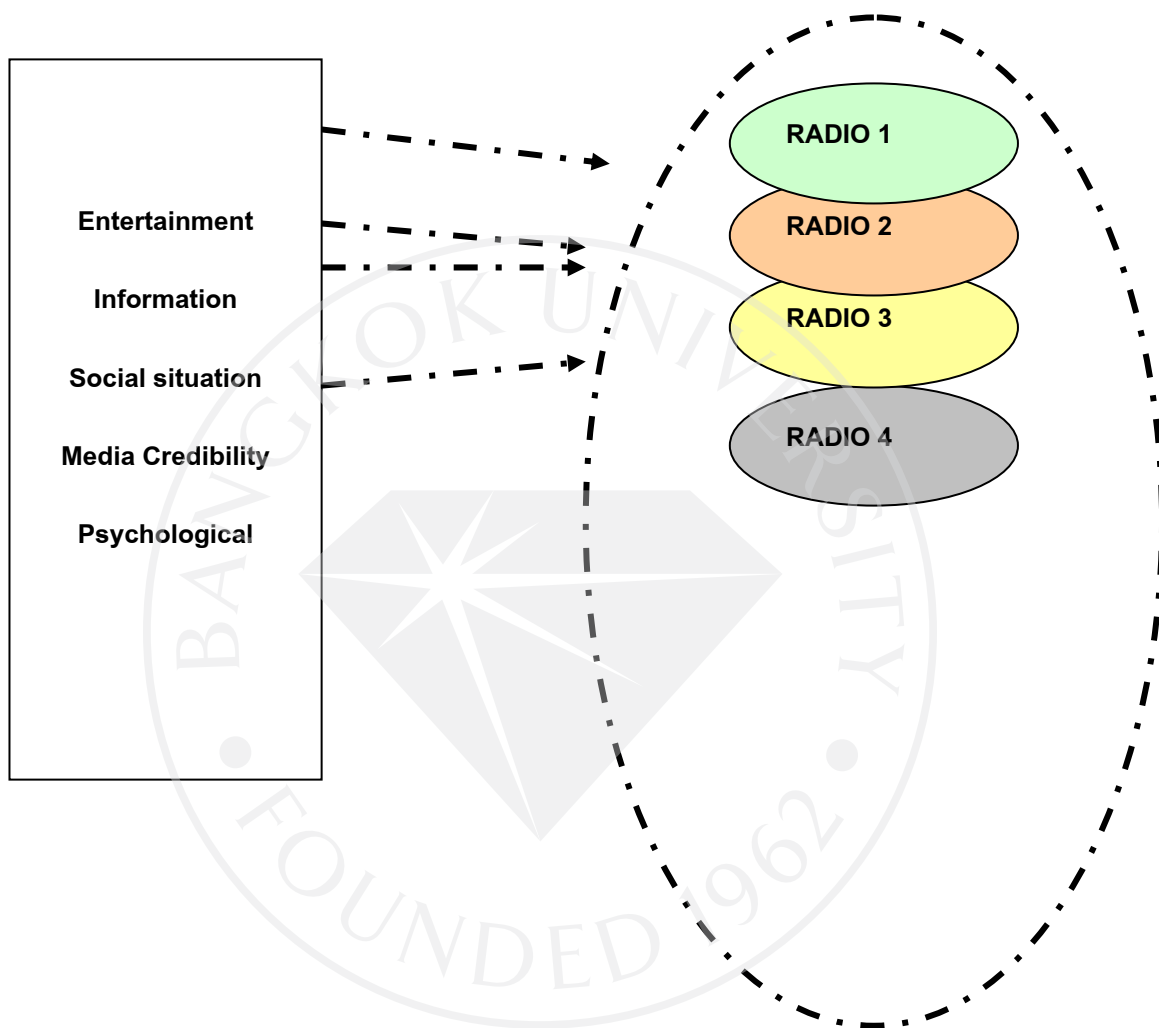
RQ3. Which radio station is likely to be chosen for social situation gratification?

RQ4. Which radio station is likely to be chosen for psychological gratification?

RQ5. Which radio station is likely to be chosen for credibility gratification?

Since this research is first of its kind there is no empirical evidence found regarding Bhutanese radio stations to conclude with hypotheses. Therefore this study will try to bring some insights over the research objectives and questions.

**Conceptual Map**  
**SELECTIVITY AND MEDIA EXPOSURE**



## CHAPTER 3

### Methodology

#### Introduction

This chapter discusses the study's subjects, sampling methods, instruments, data gathering procedure and data analysis. This research will be carried out based on the uses and gratification theory as the main foundation.

#### Research design and sampling

This research is quantitative in nature. The sample is chosen from Thimphu, the capital city of Bhutan, and Paro, the second most populated place in the country. These two cities are selected, because the three FM radio stations (Kuzoo FM, Bhutan Centennial FM 101, and Radio Valley 99.9 FM) have coverage only in these two places, unlike BBS radio which has coverage all over Bhutan. The basic principle of simple random sampling is employed in which all members of the population have an equal chance of being selected. Four hundred samples will be chosen from a population of people who reside in Thimphu and Paro. To ensure this method, a sample of four hundred will be divided equally among males and females and almost equally distributed among students, government employees, house wives and others in these two towns. As this study is being done in a limited timeframe no pilot study will be conducted.

#### Variables

The study is aimed at looking at which radio is the preferred choice among the Bhutanese listeners. Thus, the study has no classified variables into independent variable and dependent variables. Rather, the study takes into account the variables as Entertainment, Information, Social Situation, Media Credibility, Demographic, and Psychological.

### **Data gathering instrument**

The instrument used to collect data from the listeners was a newly designed questionnaire by the researcher. A new instrument was developed because none of the existing published instruments are applicable in Bhutanese context to assess which radio stations are most popular (see Appendix 1 for detail). The instrument was submitted to research advisor for face validity. The instrument utilized the coding system for the purpose of organization and classification of data during the statistical analysis. This was done with the help of SPSS software – commonly used in communication research. The questionnaire used to interview the respondents consisted of seventy seven items (see Appendix 1). These items are categorized as follows:

#### Part I: Personal and demographic data

This section consists of questions asking the subjects to specify their demographic details i.e. gender, age, marital status, profession and education level.

#### Part II: Listening pattern

This section consists of items asking about the listening pattern of the Bhutanese radio listeners which was further divided into five sections. Section 1 – information; section 2 – entertainment; section 3 - social situation; section 4 – psychological; and section 5 – Media credibility.

Section one consisted of four items asking about what sort of information gratification they seek from the four radio stations on a 5-point Likert scale ratings ranging from 5-strongly agree to 1-strongly disagree.

Likewise, even the section two consisted of four items about the various entertainment gratifications the listeners seek on a 5-point Likert scale ratings ranging from 5-strongly agree to 1-strongly disagree.



Section three and four consisted of three items each on social situation gratification and psychological gratification respectively, taken on a 5-point Likert scale ratings ranging from 5-strongly agree to 1-strongly disagree.

Lastly, section five consists of four items on media credibility in regard to all the four radio stations. The 5-point Likert scale was used in measuring media credibility with ratings ranging from 5-strongly agree to 1-strongly disagree.

#### **Reliability test of the instrument**

Reliability test is conducted to see if the survey instruments are actually measuring the research issue. Cronbach's co-efficient alpha is used to estimate the instrument's reliability.

#### **Data collection**

For the data collection, a complete set of research questionnaires was sent to researcher's friends and family in Thimphu and Paro by email, along with a covering letter explaining the distribution and collection job of the data collection along with the research study motive. As per the instruction, the researcher's friends and members of the family distributed the questionnaires. The collected set of data was sent back to the researcher via post. Out of 400 questionnaires distributed only 374 questionnaires were returned.

#### **Data analysis**

The data was entered into SPSS. It was done with the help of Bangkok University's library's SPSS program. Descriptive statistics was employed to analyze the data.

## CHAPTER 4

### Result

#### Introduction

This chapter reports the findings of this research study. The results are presented in two parts: demographic analysis and comparison of means of the variables.

#### Demographic Information Analysis

The demographic characteristics of the subjects are presented in Table 1. Out of 400 subjects to whom the questionnaire was distributed only 374 responded. The demographic information analysis of the Bhutanese people listening to different radio station revealed the respondent of this study are 196 males (52.4%) and 178 female (47.6%). (n=374). The respondents were categorized into five age groups, lower-15 years old (n=26; 7%), 16-25 years old (n=122; 32.6%), 26-35 years old (n=147; 39.9%), 36-45 years old (n=51; 13.6%), and 46 years old and higher (n=28; 7.5%). Of the 374 respondent 184 were single (49.2%) and 190 were married (50.8%). Moreover most of the respondents attained higher secondary school (n=104; 27.8%) and bachelor's degree (n=119; 31.8%). Those holding diploma (n=45; 12%); primary level education (n=42; 11.2%); masters (n=34; 9.1%), school not attended (26; 7%) and Ph.D. (n=4; 1.1%). Government employees were the largest chunk respondents of this study (n=127; 34.2%), followed by 'others' (n=97; 25.9%), students (n=77; 20.6%), business (n=48; 12.8%), and housewife (n=24; 6.4%).

**Table 1:** Demographic characteristics of respondents

Characteristics	Number	Percent (%)
1. Gender		
Male	196	52.4
Female	178	47.6

2. Age		
Lower-15	26	7
16-25	122	32.6
26-35	147	39.3
36-45	51	13.6
46-Higher	28	7.5
3. Marital status		
Single	184	49.2
Married	190	50.8
<b>Characteristics</b>	<b>Number</b>	<b>Percent (%)</b>
4. Profession		
Student	77	20.6
Government	128	34.2
Housewife	24	6.4
Business	48	12.8
Others	97	25.9
<b>Total</b>	<b>374</b>	<b>100.0</b>

N= 374

### Reliability of the Instrument

The reliability test of the research instrument refers to the test of internal consistency of the instrument in analyzing the data. The reliability analysis calculates the number of commonly used measures of the scale reliability and also provides information about the relationship between the items in the scale (SPSS, 1999). Of the many models of reliability study, Cronbach's Alpha is used to investigate the internal consistency among all the items used in the measuring

scales. The survey instrument was based on five-point Likert scale measurement. Reliability test was conducted for each variable and Cronbach's Alpha for information gratification showed .8722, which is highly reliable. The reliability for entertainment gratification showed the Cronbach's Alpha of .8600 which is also highly reliable. Measuring highest among the other variables, Cronbach's Alpha for social situation gratification showed .9093. The psychological gratification showed the Cronbach's Alpha of .8645 which followed the suit with other variables. Lastly the reliability test for credibility gratification showed the Cronbach's Alpha of .8792.

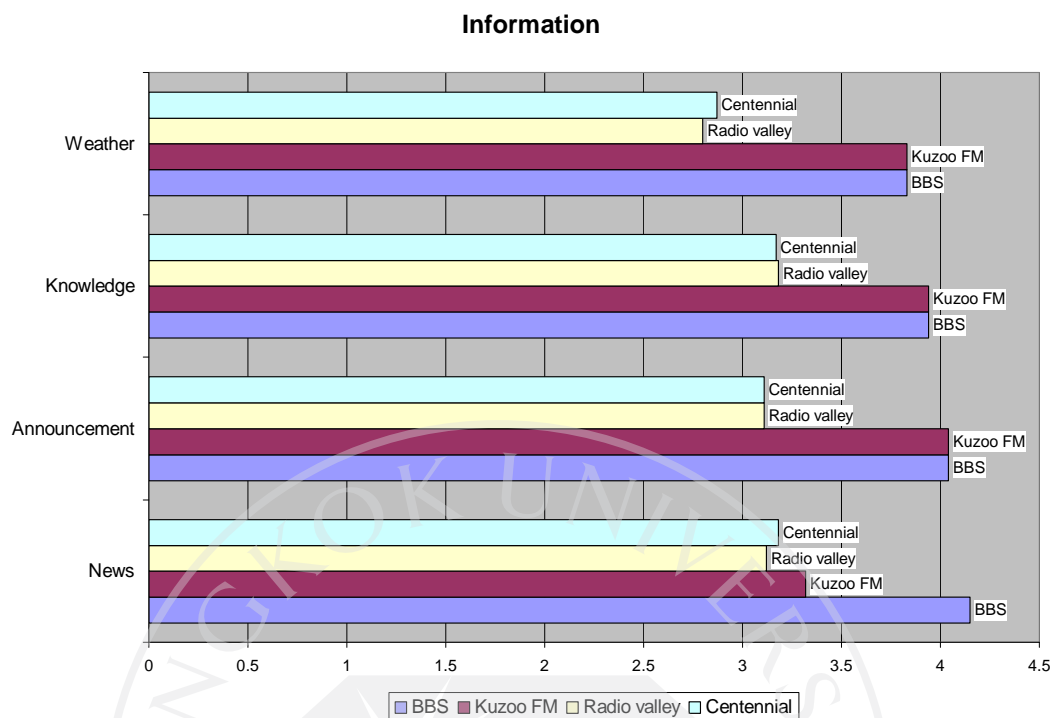
**RQ1. Which radio station is likely to be chosen for information gratification?**

The finding in section one (table 2 and figure 1) illustrates the frequency of all the radio listeners. BBS - The result revealed that the listeners listen to BBS for immediate news first (4.15), secondly for keeping updated with the latest announcement (4.04), educational programs (3.94) and lastly for information about weather (3.83).

Kuzoo FM - The result revealed that listeners listen to Kuzoo FM for keeping updated with latest announcement first (4.04), educational program (3.94), information on weather (3.94) and immediate news (3.32).

Radiovalley 99.9 FM - The listeners listen to Radiovalley 99.9 FM for educational programs first (3.18), immediate news (3.12), update with latest announcement (3.11), and lastly information on weather (2.80).

Bhutan centennial radio FM 101 - Similarly the result revealed that listeners listen to Bhutan Centennial radio FM 101 firstly for immediate news (3.18) followed by educational program (3.17), keeping update with latest announcement (3.11) and lastly for information about weather (2.87)



**Figure 1: Information**

**RQ2. Which radio station is likely to be chosen for entertainment gratification?**

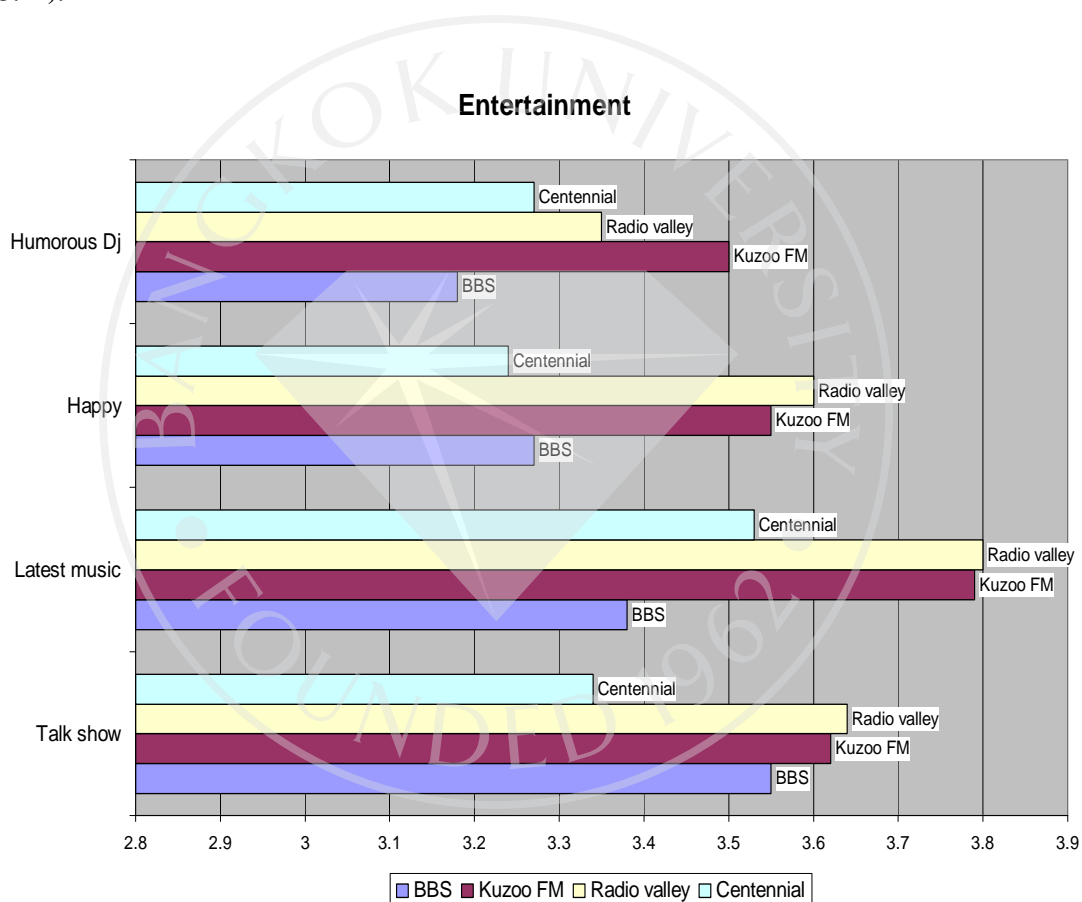
The finding in section 2 (table 3 and figure 2) illustrates the frequency of all the radio listeners for entertainment gratification. The findings in section 2 revealed that the respondent listen to

BBS - For interactive call in talk shows first (3.55), followed by the entertainment with latest music (3.38), making them happy (3.27) and lastly the disc jockey being humorous (3.18).

Kuzoo FM - Whereas listeners listen to Kuzoo FM firstly for latest music (3.79), then for interactive call in talk show (3.62), followed by making them happy (3.55), and finally the disc jockey being humorous (3.55)

Radiovalley 99.9 FM - The listeners listen to Radiovalley 99.9 FM firstly for latest music (3.80), secondly for interactive call in talk show (3.64), thirdly for helping them be happy (3.60) and finally the disc jockey being humorous (3.55).

Bhutan Centennial radio FM 101 - The finding discovered that the listeners listen to Bhutan Centennial radio FM 101 firstly for latest music (3.53), secondly, for interactive call in talk show (3.34), thirdly, the disc jockey being humorous (3.27) and lastly making them happy (3.24).



**Figure 2: Entertainment**

**RQ3. Which radio station is likely to be chosen for social situation gratification?**

The objective of this question is to find out whether the social gratification is what the listeners seek while listening to the radio stations. The findings in section 3 (table 4 and figure 3) discovered-

BBS - Listeners listen to BBS firstly because their family and friends also listen to it (3.52), then secondly, because it helps them socialize with friends (3.12), and finally because their family and friends send them message through it (3.10).

Kuzoo FM - Similarly the result revealed that listeners listen to Kuzoo FM firstly because their family and friends also listen to it (3.41), secondly because it helps them socialize with friends (3.26) and finally because their family and friends sends me message through it (3.18).

Radiovalley 99.9 FM - The findings were also similar for Radiovalley 99.9 FM firstly because their family and friends also listen to it (3.40), secondly because it helps them socialize with friends (3.28) and finally because their family and friends sends me message through it (3.23).

Bhutan Centennial radio FM 101 - The findings also discovered that listeners listen to Bhutan centennial radio FM 101 firstly, because their family and friends also listen to it (3.11), secondly because it helps them socialize with friends (3.01) and finally because their family and friends sends me message through it (2.99).

### Social Situation

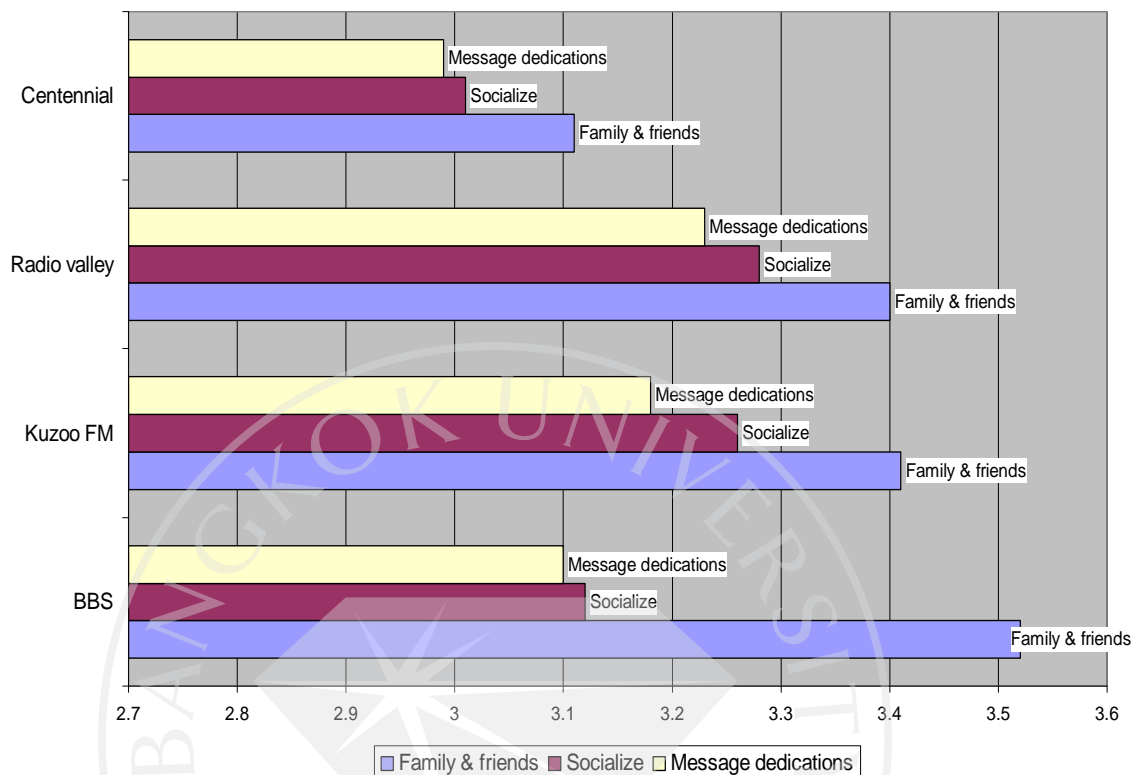


Figure 3: Social Situation

#### RQ4. Which radio station is likely to be chosen for psychological gratification?

The finding in section 4 (table 5 and figure 4) discovered that respondent listen to

BBS - Firstly because it helps them combat boredom (3.63), secondly, because it helps them feel good (3.38) and finally because it helps them to live out of a fantasy (3.14)

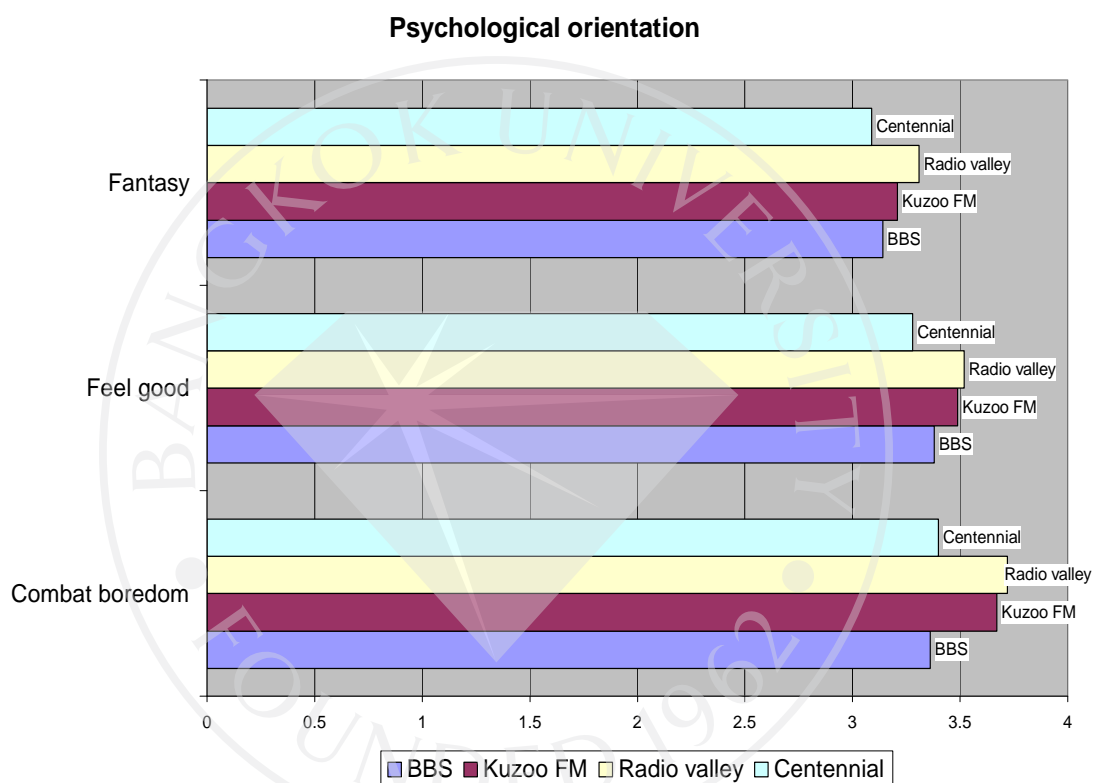
Kuzoo FM - Firstly because it helps them combat boredom (3.67), secondly, because it helps them feel good (3.49) and finally because it helps them to live out of a fantasy (3.21)

Radiovalley 99.9 FM - The results were also similar for Radiovalley 99.9 FM stating that listeners firstly listen to Radiovalley 99.9 FM because it helps them combat boredom (3.72),



secondly, because it helps them feel good (3.52) and finally because it helps them to live out of a fantasy (3.31).

Bhutan Centennial radio FM 101 - The findings in section 4 also illustrated the same results firstly, because it helps them combat boredom (3.40), secondly, because it helps them feel good (3.28) and finally because it helps them to live out of a fantasy (3.09).



**Figure 4: Psychological orientation**

**RQ5. Which radio stations is likely to be chosen for credibility gratification**

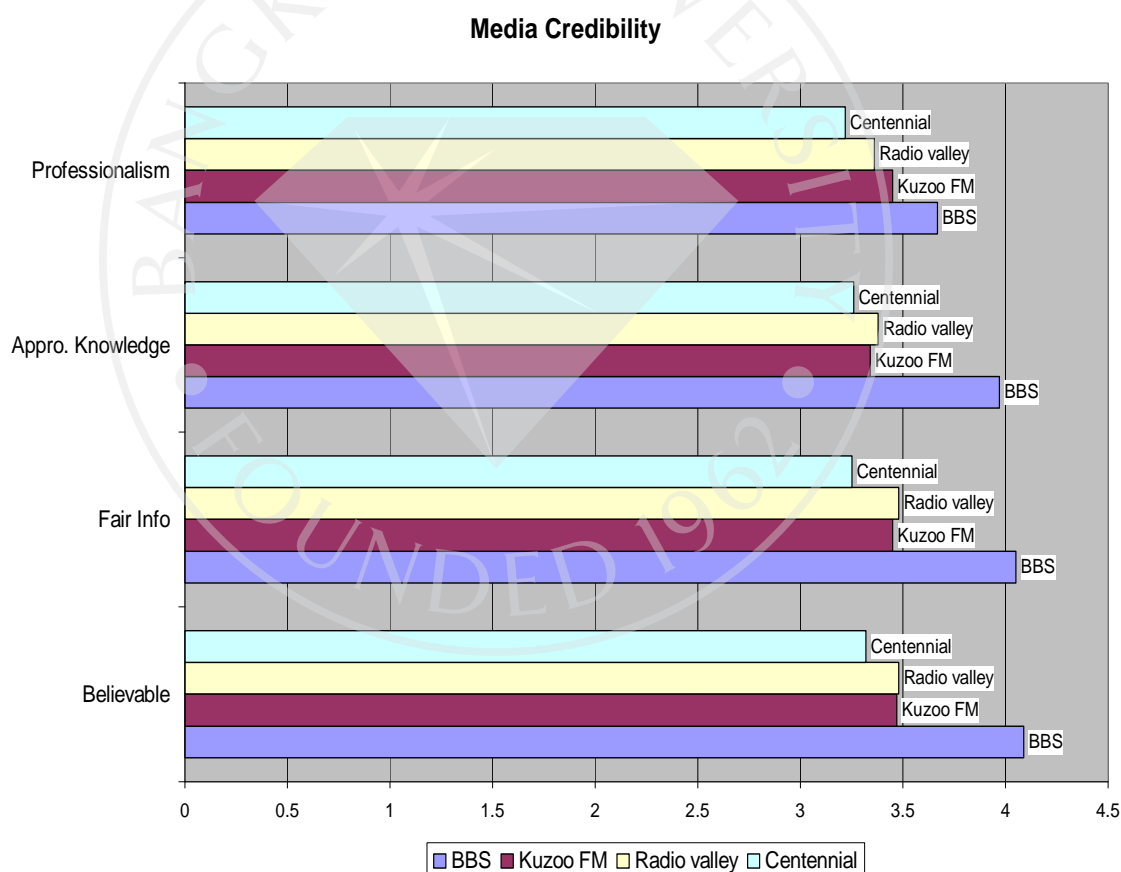
The results on this investigation showed in section 5 (table 6 and figure 5) illustrates that the respondents listen to

BBS - Firstly because it is believable (4.09), then secondly because it provides fair information (4.05), thirdly because it provides appropriate knowledge (3.97) and lastly because it is presented in a professional manner (3.67).

Kuzoo FM - Firstly because it is believable (3.47), then secondly because it provides fair information (3.45), it provides appropriate knowledge (3.45) and because it is presented in a professional manner (3.45).

Radiovalley 99.9 FM - Firstly because it is believable (3.48), and because it provides fair information (3.48), secondly because it provides appropriate knowledge (3.38) and lastly because it is presented in a professional manner (3.36).

Bhutan centennial radio FM 101 - Firstly because it is believable (3.32), then secondly because it provides fair information (3.26), and because it provides appropriate knowledge (3.26) and thirdly because it is presented in a professional manner (3.22).



**Figure 5: Media credibility**

**Table 2: Information reasons for listening to radio stations in Bhutan**

<b>I listen to BBS radio because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly disagree</b>	<b>Mean</b>	<b>Meaning</b>
It offer immediate news	40.9%	38.2%	16.6%	3.7%	.5%	4.15	Agree
It keeps me update with the latest announcement	36.1%	38.8%	19.0%	5.1%	1.1%	4.04	Agree
It provides educational program and I gain knowledge	28.1%	44.7%	20.9%	5.9%	.5%	3.94	Agree
It provide information about weather	25.9%	42.2%	22.7%	6.4%	2.4%	3.83	Agree

**Table 2 (Continued)**

<b>I listen to Kuzoo FM because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>	<b>Meaning</b>
It keeps me update with the latest announcement	10.4 %	32.4%	40.4%	12.0%	4.8%	4.04	Agree
It provides educational program and I gain knowledge	11.8 %	38.8%	38.8%	8.3%	2.4%	3.94	Agree
It provide information about weather	2.7 %	20.6%	44.1%	24.6%	8.0%	3.83	Agree
It offer immediate news	9.6 %	34.2%	39.9%	11.8%	4.8%	3.32	Neutral

**Table 2 (Continued)**

<b>I listen to Radiovalley 99.9 FM</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>	<b>Meaning</b>
It provides educational program and I gain knowledge	5.1%	31.6%	44.4%	13.9%	5.1%	3.18	Neutral
It offer immediate news	5.6%	29.4%	43.3%	14.4%	7.2%	3.12	Neutral
It keeps me update with the latest announcement	4.8%	26.7%	49.2%	13.6%	5.6%	3.11	Neutral
It provide information about weather	1.3%	18.4%	47.6%	24.3%	8.3%	2.80	Neutral

**Table 2 (Continued)**

<b>I listen to Bhutan Centennial Radio FM 101 because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>	<b>Meaning</b>
It offer immediate news	4.5%	30.7%	47.9%	11.5%	5.3%	3.18	Neutral
It provides educational program and I gain knowledge	4.0%	30.5%	49.2%	11.2%	5.1%	3.17	Neutral
It keeps me update with the latest announcement	3.7%	27.5%	51.1%	11.8%	5.9%	3.11	Neutral
It provide information about weather	1.1%	20.9%	50.3%	20.1%	7.8%	2.87	Neutral

\*\* Strongly Disagree- 1-1.80, Disagree-1.81-1.2.60, Neutral- 2.61-3.4, Agree-3.41-4.2, and Strongly Agree- 4.21-5.00

**Table 3: Entertainment reasons for listening to radio stations in Bhutan**

<b>I listen to BBS radio because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly disagree</b>	<b>Mean</b>	<b>Meaning</b>
It provides interactive call in talk shows	15.2%	40.4%	32.1%	8.3%	4.0%	3.55	Agree
It gives latest music	13.4%	36.1%	32.1%	12.0%	6.4%	3.38	Neutral
It helps me be happy	13.4%	32.4%	31.6%	13.4%	9.4%	3.27	Neutral
The Disc Jockey is very humorous	9.1%	33.4%	32.9%	15.2%	9.4%	3.18	Neutral

**Table 3 (Continued)**

<b>I listen to Kuzoo FM because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>	<b>Meaning</b>
It gives latest music	19.8%	49.7%	23.0%	5.1%	2.4%	3.79	Agree
It provides interactive call in talk shows	15.2%	45.5%	28.9%	7.2%	3.2%	3.62	Agree
It helps me be happy	16.3%	37.7%	31.8%	9.9%	4.3%	3.55	Agree
The Disc Jockey is very humorous	11.8%	45.5%	28.9%	9.1%	4.8%	3.50	Agree

**Table 3 (Continued)**

<b>I listen to Radiovalley 99.9 FM</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>	<b>Meaning</b>
It gives latest music	23.3%	40.6%	30.2%	5.1%	.8%	3.80	Agree
It provides interactive call in talk shows	20.1%	34.0%	37.2%	7.5%	1.3%	3.64	Agree
It helps me be happy	23.5%	27.3%	38.2%	8.0%	2.9%	3.60	Agree
The Disc Jockey is	17.6%	34.5%	36.6%	8.0%	3.2%	3.55	Agree



My family and friends also listens to it	13.6%	37.4%	29.4%	15.8%	3.7%	3.41	Agree
It helps me to socialize with friends	12.3%	29.4%	34.8%	19.0%	4.5%	3.26	Neutral
My family and friends sends me message through it	10.2%	28.3%	35.0%	22.2%	4.3%	3.18	Neutral

Table 4 (Continued)

<b>I listen to Radiovalley 99.9 FM because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>	<b>Meaning</b>
My family and friends also listens to it	14.4%	31.8%	35.0%	16.3%	2.4%	3.40	Neutral
It helps me to socialize with friends	13.9%	26.5%	37.2%	18.4%	4.0%	3.28	Neutral
My family and friends sends me message through it	13.4%	24.3%	37.4%	21.7%	3.2%	3.23	Neutral

Table 4 (Continued)

<b>I listen to Bhutan Centennial Radio FM 101 because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>	<b>Meaning</b>
My family and friends also listens to it	6.7%	25.1%	44.9%	19.5%	3.7%	3.11	Neutral

It helps me to socialize with friends	5.6%	24.3%	42.0%	21.9%	6.1%	3.01	Neutral
My family and friends sends me message through it	4.0%	24.3%	43.9%	21.9%	5.9%	2.99	Neutral

\*\* Strongly Disagree- 1-1.80, Disagree-1.81-1.2.60, Neutral- 2.61-3.4, Agree-3.41-4.2, and Strongly Agree- 4.21-5.00

**Table 5: Psychology reasons for listening to radio stations in bhutan**

<b>I listen to BBS radio because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly disagree</b>	<b>Mean</b>	<b>Meaning</b>
It helps me to combat boredom	22.7%	39.3%	22.7%	8.6%	6.7%	3.63	Agree
It help me feel good	15.2%	34.5%	31.8%	9.9%	8.6%	3.38	Neutral
It helps me to live out of a fantasy	13.4%	27.3%	30.5%	17.6%	11.2%	3.14	Neutral

**Table 5 (Continued)**

<b>I listen to Kuzoo FM because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>	<b>Meaning</b>
It helps me to combat boredom	18.7%	43.3%	28.1%	5.9%	4.0%	3.67	Agree
It help me feel good	12.3%	41.4%	34.0%	8.0%	4.3%	3.49	Agree
It helps me to live out of a fantasy	9.6%	30.2%	38.2%	15.0%	7.0%	3.21	Neutral



Table 5 (Continued)

<b>I listen to Radiovalley 99.9 FM because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>	<b>Meaning</b>
It helps me to combat boredom	21.9%	36.1%	35.6%	4.8%	1.6%	3.72	Agree
It help me feel good	15.2%	34.0%	40.1%	8.6%	2.1%	3.52	Agree
It helps me to live out of a fantasy	13.9%	27.0%	40.4%	13.9%	4.8%	3.31	Neutral

Table 5 (Continued)

<b>I listen to Bhutan Centennial Radio FM 101 because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>	<b>Meaning</b>
It helps me to combat boredom	9.9%	36.1%	42.0%	8.6%	3.5%	3.40	Neutral
It help me feel good	7.8%	30.7%	46.3%	12.0%	3.2%	3.28	Neutral
It helps me to live out of a fantasy	5.1%	25.4%	48.1%	16.0%	5.3%	3.09	Neutral

\*\* Strongly Disagree- 1-1.80, Disagree-1.81-1.2.60, Neutral- 2.61-3.4, Agree-3.41-4.2, and Strongly Agree- 4.21-5.00

Table 6: Media Credibility reasons for listening to radio stations in Bhutan

<b>I listen to BBS radio because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly disagree</b>	<b>Mean</b>	<b>Meaning</b>
It is believable	35.6%	41.7%	19.5%	2.1%	1.1%	4.09	Agree

It provides fair information	30.5%	48.9%	16.8%	2.7%	1.1%	4.05	Agree
It provides appropriate knowledge	29.9%	43.0%	21.9%	4.3%	.8%	3.97	Agree
It presents in a professional manner	24.3%	36.9%	26.2%	6.4%	6.1%	3.67	Agree

Table 6 (Continued)

<b>I listen to Kuzoo FM because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>	<b>Meaning</b>
It is believable	8.3%	43.3%	39.0%	5.3%	4.0%	3.47	Agree
It provides fair information	7.2%	42.8%	40.9%	5.6%	3.5%	3.45	Agree
It provides appropriate knowledge	7.2%	41.4%	43.0%	5.6%	2.7%	3.45	Agree
It presents in a professional manner	7.8%	34.0%	45.2%	9.4%	3.7%	3.45	Agree

Table 6 (Continued)

<b>I listen to Radiovalley 99.9 FM because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>	<b>Meaning</b>
It is believable	8.6%	39.8%	45.2%	4.0%	2.4%	3.48	Agree
It provides fair information	7.5%	40.1%	46.5%	4.3%	1.6%	3.48	Agree
It provides appropriate knowledge	7.2%	34.8%	48.9%	6.7%	2.4%	3.38	Agree
It presents in a professional manner	9.1%	32.4%	47.9%	6.7%	4.0%	3.36	Agree

professional manner							
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Table 6 (Continued)

<b>I listen to Bhutan Centennial Radio FM 101 because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>	<b>Meaning</b>
It is believable	5.9%	34.5%	49.5%	6.4%	3.7%	3.32	Neutral
It provides fair information	4.3%	33.2%	50.8%	7.8%	4.0%	3.26	Neutral
It provides appropriate knowledge	5.1%	29.4%	55.9%	6.1%	3.5%	3.26	Neutral
It presents in a professional manner	4.8%	28.9%	54.5%	7.5%	4.3%	3.22	Neutral

\*\* Strongly Disagree- 1-1.80, Disagree-1.81-1.2.60, Neutral- 2.61-3.4, Agree-3.41-4.2, and Strongly Agree- 4.21-5.00

## CHAPTER 5

### Conclusions and Discussion

This chapter summarizes statistical analyses, the limitations of this study, and recommendations for the future research.

This study concerns about the attitudes, perceptions, and behaviors of Bhutanese radio listeners and their preference of radio stations for various gratifications. A survey questionnaire was deployed to collect data from the respondents in Thimphu and Paro towns in Bhutan. The subjects of this study consist of 196 male and 178 female. Frequency analysis was used to analyze the demographic data and descriptive statistics to answer the research questions. The data was coded and punched into computer to be analyzed by SPSS (Statistical Package for Social Sciences) program.

#### Discussion of findings

This study attempts to understand the radio listening behaviors and preference of radio stations by Bhutanese listeners for their various gratifications.

The results can be concluded that:

1. All respondents listen to the four radio stations. Radio being a ubiquitous medium used by almost everyone at sometime (Crisell,1986). The coming of three radios in addition to the already existing BBS radio brought so many excitement and opportunities for Bhutanese listeners. Besides, the new radios are broadcasting interesting and attention-grabbing programs that listeners are motivated to tune into. Moreover, the new radio stations target different age-group listeners with appropriate programs designed. This is the reason for diverse listening among the Bhutanese people.
2. In answer to the first research question, the analysis revealed that, overall, the listeners agreed listening to BBS for immediate news, information on weather, keeping updated with latest announcements, and educational program to gain knowledge. Whereas, the listeners for Kuzoo

FM and Bhutan centennial radio FM 101 didn't show any significant preference. One of the overwhelming reasons for inclination towards BBS is because it was the only radio that people could listen to before the other three radios came into picture. Perhaps, it was the result of habitual listening to BBS that listeners were not readily switching to the new radio stations altogether. Moreover, the larger chunk of radio listeners are people in the rural areas who have habituated to listen to BBS, therefore, the urban people makes small yet noticeable listening pattern to new radio stations.

3. Bhutanese listeners agree that they listen to Kuzoo FM and Radiovalley 99.9 FM for latest music. Music in itself is an object of pleasure and is quite simply the mainstream of radio output (Crisell, 1986). One of the reasons for listening to music programs is that the disc jockey (DJ) is very humorous, entertaining, and provides interactive call-in-talk shows and it helps them make happy.

4. In regard to the social dimension for listening, the listeners agreed that they listen to BBS and Kuzoo FM because their family and friends listen to it. Whereas, the listeners for Radiovalley 99.9 FM and Bhutan centennial FM 101 didn't show any significant preference for it. Bhutanese live in close-knit family systems and uphold values of constant interaction. The influence within and outside group is very strong. The interesting radio program that captures family and group attention is call-in-talk shows. This program offers listeners chance to send goodwill and loving messages to their loved ones and relatives.

5. The findings in psychological orientation showed that the listeners of BBS and Kuzoo FM 101 agreed that these radio stations help them to combat boredom in contrast with the listeners of Radiovalley 99.9 FM and Bhutan centennial radio FM 101 who didn't show any significant preference of listening in regard to psychological orientation. Radio can be used for diversions from various work engagements that results in stress. Lin (2006) found that the motives of seeking diversion from radio listening appears to be a relatively strong factor for the radio audience when they are making a satellite radio adoption decision. This diversion motive mirrors a listener's expectation to receive temporary relaxation, emotional escape, and cognitive stimulation when using radio. Ironically, Bhutanese listeners would rather tune to radios to fight

boredom than to get relief from stress. Cognitive stimulation can be overwhelming reason for seeking diversion in radios among Bhutanese listeners.

6. In terms of credibility, the listeners agreed BBS, Kuzoo FM, and Radio valley 99.9 FM are believable, provide fair information, and provide appropriate knowledge in a professional manner, except for Bhutan centennial radio FM 101. BBS dominates the Bhutanese mass media with its television and radio broadcasting. However, listeners are also considering the upcoming new radios as credible. This preference might also be linked to the popularity of the radio.

### **Limitations and recommendations of the study**

This study suffered several limitations. Firstly, the study is conducted in the midst of tight schedule of research works and in order to cope with the deadline for final research submission. Secondly, due to the preceding limitation, the distribution of survey questionnaire and data collected was kindly assisted by researcher's friends and family in Bhutan while the researcher is stationed in Bangkok. There is ample doubt that the respondents might have been altered from the sampling techniques employed in the study by the researcher.

Although the result presented in this study have, hopefully added to the study of Bhutanese radio listeners, they only represents the one time and certainly do not represent the last word on studying the radio audiences. This one time study finds it quite difficult to explain the variations and fluctuations in the listening pattern. Therefore, longitudinal studies may bring in more concrete explanation of the listeners.

Further, research should also consider lack of demographic weighing so the demographic of the listeners should be brought into analysis and probe more into the audience's gratifications from their point of view. In addition to the above suggestions, apart from the quantitative study, the future study can start studying on a through qualitative research by employing in-depth interviews and face-to-face interaction with the listeners to ensure greater quality of the data and analysis.

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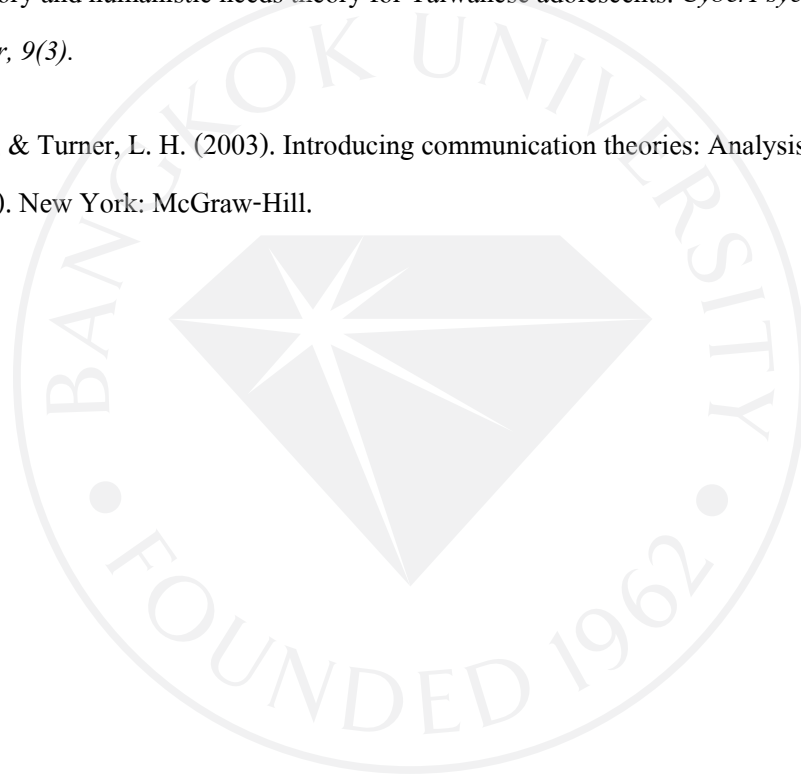
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**Appendix I****Questionnaire****Part I Demographic Information**

(Please fill in the correct information by marking 'X' in the appropriate item or writing in the provided space)

1. Gender: Male

Female

2. Age: Lower- 15 years old

16-25 years old

26- 35 years old

36-45 years old

46-higher years old

3. Status: Single

Married

4. Profession: Student

Government

Housewife

Business

Others

5. Education level: School not attended

Primary

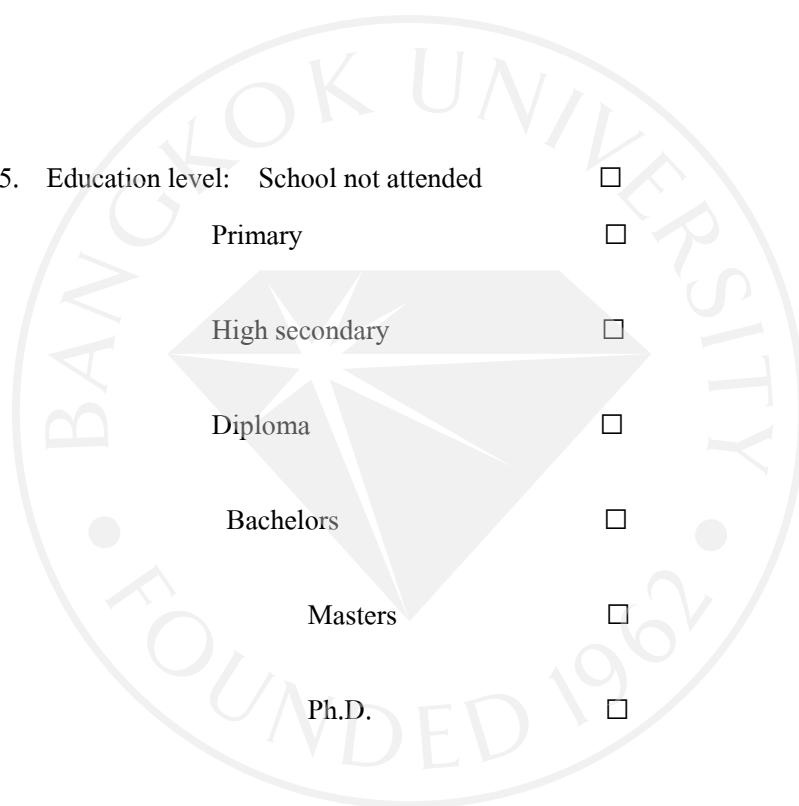
High secondary

Diploma

Bachelors

Masters

Ph.D.



## Part II Listening Pattern

Please read the following statement carefully and mark the best that describes your experience.

There are no right or wrong answers the scales provided means; 5- Strongly Agree, 4- Agree, 3- Neutral, 2- Disagree, 1-Strongly Disagree. Please indicate the degree to which each statement applies to you.

### Section 1: Information

Sl.no	I listen to BBS radio because	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
6.	It offer immediate news					
7.	It provides educational program and I gain knowledge					
8.	It provide information about weather					
9	It keeps me update with the latest announcement					
.	<b>I listen to Kuzoo FM because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
10.	It offer immediate news					
11.	It provides educational program and I gain knowledge					
12.	It provide information about weather					
13.	It keeps me update with the latest announcement					
	<b>I listen to Radiovalley 99.9 FM because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
14.	It offer immediate news					
15.	It provides educational					

	program and I gain knowledge					
16.	It provide information about weather					
17.	It keeps me update with the latest announcement					
	<b>I listen to Bhutan Centennial Radio FM 101 because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
18.	It offer immediate news					
19.	It provides educational program and I gain knowledge					
20.	It provide information about weather					
21.	It keeps me update with the latest announcement					

### Section 2: Entertainment

Sl.no	I listen to BBS radio because	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
22.	The Disc Jockey is very humorous					
23.	It gives latest music					
24.	It provides interactive call in talk shows					
25.	It helps me be happy					
	<b>I listen to Kuzoo FM because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
26.	The Disc Jockey is very humorous					

27.	It gives latest music					
28.	It provides interactive call in talk shows					
29.	It helps me be happy					
	<b>I listen to Radiovalley 99.9 FM because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
30.	The Disc Jockey is very humorous					
31.	It gives latest music					
32.	It provides interactive call in talk shows					
33.	It helps me be happy					
	<b>I listen to Bhutan Centennial Radio FM 101 because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
34.	The Disc Jockey is very humorous					
35.	It gives latest music					
36.	It provides interactive call in talk shows					
37.	It helps me be happy					

### Section 3: Social situation

Sl.no	I listen to BBS radio because	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
38.	My family and friends also listens to it					
39.	My family and friends sends					

	me message through it					
40.	It helps me to socialize with friends					
	<b>I listen to Kuzoo FM because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
41.	My family and friends also listens to it					
42.	My family and friends sends me message through it					
43.	It helps me to socialize with friends					
	<b>I listen to Radiovalley 99.9 FM because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
44.	My family and friends also listens to it					
45.	My family and friends sends me message through it					
46.	It helps me to socialize with friends					
	<b>I listen to Bhutan Centennial Radio FM 101 because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
47.	My family and friends also listens to it					
48.	My family and friends sends me message through it					
49.	It helps me to socialize with friends					



#### Section 4: Psychological orientation

Sl.no	I listen to BBS radio because	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
50.	It helps me to combat boredom					
51.	It helps me to live out of a fantasy					
52.	It help me feel good					
	I listen to Kuzoo FM because	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
53.	It helps me to combat boredom					
54.	It helps me to live out of a fantasy					
55.	It help me feel good					
	I listen to Radiovalley 99.9 FM because	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
56.	It helps me to combat boredom					
57.	It helps me to live out of a fantasy					
58.	It help me feel good					
	I listen to Bhutan Centennial Radio FM 101 because	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
59.	It helps me to combat boredom					
60.	It helps me to live out of a fantasy					
61.	It help me feel good					

## Section 5: Credibility

Sl.no	I listen to BBS radio because	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
62.	It is believable					
63.	It provides fair information					
64.	It provides appropriate knowledge					
65.	It presents in a professional manner					
	<b>I listen to Kuzoo FM because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
66.	It is believable					
67.	It provides fair information					
68.	It provides appropriate knowledge					
69.	It presents in a professional manner					
	<b>I listen to Radiovalley 99.9 FM because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
70.	It is believable					
71.	It provides fair information					
72.	It provides appropriate knowledge					
73.	It presents in a professional manner					
	<b>I listen to Bhutan Centennial Radio FM 101 because</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>

74.	It is believable					
75.	It provides fair information					
76.	It provides appropriate knowledge					
77.	It presents in a professional manner					

