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Emerging Social Issues Division

Social Policy and Population Section

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Article **Mass Media Exposure among Urban Youth in Nepal**

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Abstract The Nepal Adolescents and Young Adults (NAYA) Survey of single and married youth of ages 14 to 22, conducted in 2000, has revealed that television is by far the most popular mass medium among urban Nepalese youth. About three quarters of urban young people watch television, slightly more than one third listen to radio and about one fourth read a newspaper or magazine daily. Overall, four out of five young urban Nepalese are exposed to at least one of these three media sources each day. In contrast, only about one fifth of urban youth have ever used the Internet. The results indicate that the mass media have been effective in informing urban youth about such social and health issues as drug addiction, HIV/AIDS, family planning, domestic violence and girl-trafficking. Television, followed by radio, is the most common source of information about contraceptive methods and HIV/AIDS among urban youth. The mass media are rarely mentioned, however, as a source of information about puberty and related physical changes. About one half of all urban youth, though more females than males, learned about puberty and related physical changes on their own. The findings underscore the need for media-based interventions aimed at reducing the wide gaps in knowledge about reproductive health issues that exist between single and married youth and between males and females.

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