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MEDIA AND HEALTH INFORMATION: ANALYZING SOURCES, TRUST AND USAGE PATTERNS

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Abstract

Access to reliable health information is essential for informed decision-making and improved public health outcomes. With the proliferation of media platforms, individuals obtain health-related knowledge from a variety of sources, including traditional media, digital platforms, and government initiatives. This study explores how people use media to access health information, analyzing the credibility of different sources and the factors influencing information-seeking behavior. It examines the role of television, newspapers, social media, and online health portals in disseminating medical knowledge and promoting awareness of government health schemes. Additionally, the study highlights the challenges posed by misinformation and disparities in digital literacy, which impact individuals' ability to assess and apply health information effectively. Findings suggest that while digital platforms have significantly improved access to health knowledge, a gap remains in ensuring accuracy and public trust in media-based health communication. Strengthening media literacy initiatives and promoting credible health sources can enhance public awareness and contribute to better healthcare decisions.

Keywords: Health information, Media, Source Credibility

Introduction

Access to accurate and reliable health information is crucial for individuals to make informed decisions about their well-being. The sources of health information have expanded significantly in recent years, ranging from traditional media and healthcare professionals to digital platforms and social networks. Research indicates that people rely on multiple channels to obtain health-related knowledge, with digital media playing an increasingly dominant role (Smith et al., 2021).

Traditional sources of health information include physicians, nurses, pharmacists, and community health workers, who provide expert advice based on medical evidence (Anderson & Williams, 2020). Print media, such as newspapers and health magazines, have historically been valuable in

disseminating public health messages. However, with technological advancements, the internet has emerged as a primary source of health information. Websites managed by government agencies, hospitals, and research institutions offer credible and up-to-date health guidelines (WHO, 2022). Meanwhile, social media platforms allow individuals to share experiences and recommendations, though concerns about misinformation remain (Chou et al., 2018).

The use of health information is not limited to personal well-being; it also extends to awareness of government schemes related to healthcare. Many governments, including India's Ministry of Health and Family Welfare, provide information on schemes such as Ayushman Bharat, maternal health programs, and vaccination drives through websites, mobile applications, and mass media campaigns (MoHFW, 2023). Studies suggest that effective dissemination of government health schemes can enhance public participation, increase awareness, and improve health outcomes (Patel et al., 2021).

Despite the availability of various sources, accessibility and trust in health information remain key challenges. Individuals with higher digital literacy are more likely to verify information from multiple sources, whereas others may be influenced by misleading or incomplete data (Jones & Baker, 2019). Strengthening public awareness initiatives and promoting credible health information sources can help bridge the gap in health knowledge and improve healthcare accessibility.

The media plays a crucial role in shaping public perceptions of health and disseminating essential health information. People rely on various forms of media, including traditional channels such as newspapers, television, and radio, as well as digital platforms like websites, social media, and mobile applications, to access health-related content (Smith et al., 2021). The rapid advancement of communication technology has made health information more accessible than ever, allowing individuals to stay informed about diseases, preventive measures, and medical advancements.

Traditional media, including print and broadcast journalism, has historically been a trusted source of health information. Government health agencies, public health organizations, and healthcare professionals often use television and radio broadcasts to communicate public health messages, particularly during health crises (Anderson & Williams, 2020). Print media, such as newspapers and magazines, provide in-depth reports on medical research, policy changes, and lifestyle recommendations. Despite the reliability of traditional media, its reach can be limited due to literacy barriers and access to publications (WHO, 2022).

The rise of digital media has transformed how people consume health information. The internet serves as a vast repository of medical knowledge, with search engines allowing users

to find health-related articles, research studies, and expert opinions (Chou et al., 2018). Social media platforms like Facebook, Twitter, and YouTube have also become significant sources of health information, where individuals share personal experiences, discuss medical treatments, and seek advice from online communities (Patel et al., 2021). However, the spread of misinformation on digital platforms remains a challenge, requiring users to critically evaluate sources and verify claims with credible institutions (Jones & Baker, 2019).

Mobile health (mHealth) applications and government-backed digital initiatives have further enhanced access to reliable health information. Many countries, including India, have launched mobile apps and websites that provide updates on public health schemes, disease outbreaks, and vaccination programs (MoHFW, 2023). Studies suggest that integrating digital health literacy into public education can help individuals make informed healthcare decisions and avoid unreliable sources (Patel et al., 2021).

Despite the accessibility of media-based health information, disparities in digital access, health literacy, and trust in media sources continue to affect how individuals interpret and apply health knowledge. Promoting media literacy and strengthening the credibility of health communication can ensure that people receive accurate, evidence-based health information, ultimately leading to better public health outcomes.

Methodology

The study was conducted in Kadapa district of Andhra Pradesh to ascertain the information sources of people for accessing health information. A structured questionnaire was used to obtain responses from a sample of 200 men and 150 women. A household survey was conducted with a sample size of 350 drawn using a stratified random sample method.

Research Questions

1. To find the Association between Age, Gender, Education and Occupation of respondents and their Source of Health Information
2. To find the Association between Age, Gender, Education and Occupation of respondents and the Media they use to obtain Health Information
3. To find the Association between Age, Gender, Education and Occupation of respondents and trusted source of Health Information

Findings

Table.1-Association between Gender and Source of Health Information

		Gender		Total	Chi-Square
		Male	Female		
Family and friends	Yes	192 (54.85%)	147 (42.00%)	339 (96.85%)	χ^2=1.126 P value=0.009*
	No	8 (2.28%)	3 (0.85%)	11 (3.14%)	
Total		200 (57.14%)	150 (42.83%)	350 (100.00%)	
NGO's/ Extent ion Workers	Yes	22 (6.28%)	16 (4.57%)	38 (10.85%)	χ^2=0.010 P value=0.532
	No	178 (50.85%)	134 (38.28%)	312 (89.14%)	
Total		200 (57.14%)	150 (42.83%)	350 (100.00%)	
Primary Health Centers	Yes	177 (50.57%)	150 (42.85%)	327 (93.42%)	χ^2=18.463 P value=0.01*
	No	23 (6.57%)	0 (0.00%)	23 (6.57%)	
Total		200 (57.14%)	150 (42.83%)	350 (100.00%)	
Newspapers	Yes	137 (39.14%)	116 (33.14%)	253 (72.28%)	χ^2=3.338 P value=0.003*
	No	63 (18.00%)	34 (9.71%)	97 (27.71%)	
Total		200 (57.14%)	150 (42.83%)	350 (100.00%)	
Magazines	Yes	39 (11.14%)	30 (8.57%)	69 (19.71%)	χ^2=0.014 P value=0.506
	No	161 (46.00%)	120 (34.28%)	281 (80.28%)	
Total		200 (57.14%)	150 (42.83%)	350 (100.00%)	
Radio	Yes	69 (19.71%)	65 (18.57%)	134 (38.28%)	χ^2=0.016 P value=0.008
	No	131 (37.42%)	85 (24.28%)	216 (61.71%)	
Total		200 (57.14%)	150 (42.83%)	350 (100.00%)	
Television	Yes	157 (44.85%)	129 (36.85%)	286 (81.71%)	χ^2=3.227 P value=0.001*
	No	43 (12.28%)	21 (6.00%)	64 (18.28%)	
Total		200 (57.14%)	150 (42.83%)	350 (100.00%)	
Films	Yes	24 (6.85%)	16 (4.57%)	40 (11.42%)	χ^2=3.227 P value=0.048
	No	176 (50.28%)	134 (38.28%)	310 (88.57%)	
Total		200 (57.14%)	150 (42.83%)	350 (100.00%)	

Folk Media	Yes	12 (3.42%)	14 (4.00%)	26 (7.42%)	χ^2=1.385 P value=0.166
	No	188 (53.71%)	136 (38.85%)	324 (92.57%)	
Total		200 (57.14%)	150 (42.83%)	350 (100.00%)	
Internet	Yes	106 (30.28%)	89 (25.42%)	195 (55.71%)	χ^2=1.393 P value=0.002*
	No	94 (26.85%	61 (17.42%)	155 (44.28%)	
Total		200 (57.14%)	150 (42.83%)	350 (100.00%)	
Apps on Smart Phones	Yes	130 (37.14%)	105 (30.00%)	235 (67.14%)	χ^2=0.971 P value=0.003*
	No	70 (20.00%)	45 (12.85%)	115 (32.85%)	
Total		200 (57.14%)	150 (42.83%)	350 (100.00%)	

* =Significant at 0.005 level

The above table shows the relation between print/electronic/traditional/new media and the health information obtained by the gender respondents.

There is a relation between the gender of the respondents and their use of internet, apps on smart phones, watching television, newspapers, primary health centers and family and friends($p<0.05$). There is no relation between the gender of the respondents and reading magazines, listening radio, watching Films, watching folk media and use NGO's/Extension workers($p>0.05$).

Table.2. Association between Age and Media Source of Health Information

		Age			Total	Chi-Square
		Below 36 years	36-45 years	Above 45 years		
Family and friends	Yes	145 (41.42%)	97 (27.71%)	97 (27.71%)	339 (96.85%)	χ^2=0.031 P value=0.005*
	No	5 (1.42%)	3 (0.85%)	3 (0.85%)	11 (3.14%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	
NGO's/ Extent ion Workers	Yes	14 (4.00%)	9 (2.57%)	15 (4.28%)	38 (10.85%)	χ^2=2.490 P value=0.185
	No	136 (38.85%)	91 (26.00%)	85 (24.28%)	312 (89.14%	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	
Primary Health Centers	Yes	140 (40.00%)	93 (26.57%)	94 (26.85%)	327 (93.42%)	χ^2=0.085 P value=0.003*
	No	10 (2.85%)	7 (2.00%)	6 (1.71%)	23 (6.57%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	

Newspapers	Yes	117 (33.42%)	65 (18.57%)	71 (20.28%)	253 (72.28%)	χ^2=5.177 P value=0.003*
	No	33 (9.42%)	45 (12.85%)	29 (8.28%)	107 (30.57%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	
Magazines	Yes	29 (8.28%)	19 (5.42%)	21 (6.00%)	69 (19.71%)	χ^2=0.150 P value=0.765
	No	121 (34.57%)	81 (23.14%)	79 (2.57%)	281 (80.28%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	
Radio	Yes	60 (17.14%)	36 (10.28%)	38 (10.85%)	134 (38.28%)	χ^2=0.411 P value=0.706
	No	90 (25.71%)	64 (18.28%)	62 (17.71%)	216 (61.71%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	
Television	Yes	122 (34.85%)	79 (22.57%)	85 (24.28%)	286 (81.71%)	χ^2=1.230 P value=0.003
	No	28 (8.00%)	21 (6.00%)	15 (4.28%)	64 (18.28%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	
Films	Yes	17 (4.85%)	14 (4.00%)	9 (2.57%)	40 (11.42%)	χ^2=1.237 P value=0.645
	No	133 (38.00%)	86 (24.57%)	91 (26.00%)	310 (88.57%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	
Folk Media	Yes	14 (4.00%)	6 (1.71%)	6 (1.71%)	26 (7.42%)	χ^2=1.385 P value=0.295
	No	136 (38.85%)	94 (26.85%)	94 (26.85%)	324 (92.57%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	
Internet	Yes	91 (26.00%)	50 (14.28%)	54 (15.42%)	195 (55.71%)	χ^2=2.934 P value=0.008*
	No	59 (16.85%)	50 (14.28%)	46 (13.14%)	155 (44.28%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	
Apps on Smart Phones	Yes	112 (32.00%)	64 (18.28%)	59 (16.85%)	235 (67.14%)	χ^2=0.971 P value=0.002*
	No	38 (10.85%)	36 (10.28%)	41 (11.71%)	115 (32.85%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	

* =Significant at 0.005 level

The above table shows the relation between print/electronic/traditional/new media and the health information obtained by the Age respondents.

There is a relation between the age of the respondents and their use of internet, apps on smart phones, newspapers, watching television, primary health centers and family and friends for

getting health information($p<0.05$). There is no relation between the age of the respondents and reading magazines, listening Radio, watching Films, watching folk media and use NGO's/Extension workers for getting health information($p>0.05$).

Most Female Respondents use family and friends, internet, Apps on smart phones, newspapers, watching television and primary health centers for health information. Similarly, more and more male respondents are using these media for health information. Very few female and male respondents depended magazines, radio, films, folk media and NGO's/ Extension workers for getting health information.

Table.3. Association between Occupation and Media Source of Health Information

		Occupation				Total	Chi-Square
		Agriculture	Employee	Business	Homemakers		
Family and friends	Yes	88 (25.14%)	163 (46.57%)	58 (16.57%)	30 (8.57%)	339 (96.85%)	χ^2=1.032 P value=0.001*
	No	2 (0.57%)	7 (2.00%)	2 (0.57%)	0 (0.00%)	11 (3.14%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	
NGO's/ Extent ion Workers	Yes	10 (2.85%)	19 (5.42%)	5 (1.42%)	4 (1.14%)	38 (10.85%)	χ^2=0.092 P value=0.811
	No	80 (22.85%)	151 (43.14%)	55 (15.71%)	26 (7.42%)	312 (89.14%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	
Primary Health Centers	Yes	89 (25.42%)	156 (4457%)	42 (12.00%)	20 (5.71%)	307 (87.71%)	χ^2=5.924 P value=0.005*
	No	1 (0.28%)	14 (4.00%)	18 (5.14%)	10 (2.85%)	43 (12.28%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	
Newspa pers	Yes	54 (15.4%)	135 (38.57%)	44 (12.57%)	20 (5.71%)	253 (72.28%)	χ^2=11.152 P value=0.006*
	No	36 (10.28%)	35 (10.00%)	16 (4.57%)	10 (2.85%)	97 (27.71%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	
Magazin es	Yes	13 (3.71%)	34 (9.71%)	11 (3.14%)	1 (0.28%)	69 (19.71%)	χ^2=2.860 P value=0.092
	No	77 (22.00%)	136 (38.85%)	49 (14.00%)	19 (5.42%)	281 (80.28%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	
Radio	Yes	32 (9.14%)	70 (20.00%)	20 (5.71%)	12 (3.42%)	134 (38.28%)	χ^2=1.169 P value=1.00
	No	58 (16.57%)	100 (28.57%)	40 (11.42%)	18 (5.14%)	216 (61.71%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	

Televisi on	Yes	79 (22.57%)	134 (38.28%)	53 (15.14%)	20 (5.7%)	286 (81.71%)	χ^2=3.187 P value=0.003
	No	11 (3.14%)	36 (10.28%)	7 (2.00%)	10 (2.85%)	64 (18.28%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	
Films	Yes	9 (2.57%)	20 (5.71%)	6 (1.71%)	5 (1.42%)	40 (11.42%)	χ^2=0.256 P value=0.640
	No	81 (23.14%)	50 (14.28%)	54 (15.42%)	25 (7.14%)	310 (88.57%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	
Folk Media	Yes	8 (2.28%)	14 (4.00%)	2 (0.57%)	2 (0.57%)	26 (7.42%)	χ^2=1.605 P value=0.256
	No	82 (23.42%)	156 (44.57%)	58 (16.57%)	28 (8.00%)	324 (92.57%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	
Internet	Yes	29 (8.28%)	111 (31.71%)	35 (10.00%)	20 (5.71%)	195 (55.71%)	χ^2=27.516 P value=0.01*
	No	61 (17.42%)	59 (16.85%)	25 (7.14%)	10 (2.85%)	155 (44.28%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	
Apps on Smart Phones	Yes	41 (11.71%)	131 (37.42%)	43 (12.28%)	20 (5.71%)	235 (67.14%)	χ^2=26.921 P value=0.02*
	No	49 (14.00%)	39 (11.14%)	17 (4.85%)	10 (2.85%)	115 (32.85%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	

* =Significant at 0.005 level

The above table shows the relation between print/electronic/traditional/new media and the health information obtained by the occupational respondents.

There is a relation between the occupation of the respondents and their use of internet, apps on smart phones, watching television, newspapers, primary health centers and family and friends for getting health information($p<0.05$). There is no relation between the occupation of the respondents and reading magazines, listening Radio, watching Films, watching folk media and use NGO's/Extension workers for getting health information($p>0.05$).

Most of the employees depended internet, apps on smart phones, watching television, newspapers, primary health centers and family and friends for getting health information. Very few home makers depended internet, apps on smart phones, watching television, newspapers, primary health centers and family and friends for getting health information.

Table.4. Association between Education and Media Source of Health Information

		Education				Total	Chi-Square
		Primary	Secondary	Degree	Illiterates		
Family and friends	Yes	57 (16.28%)	87 (24.85%)	165 (47.14%)	30 (8.57%)	339 (96.85%)	
	No	3 (0.85%)	3 (0.85%)	5 (1.42%)	0 (0.00%)	11 (3.14%)	χ^2=2.090 P value=0.001*
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	
NGO's/ Extension Workers	Yes	9 (2.57%)	10 (2.85%)	16 (4.57%)	3 (0.85%)	38 (10.85%)	χ^2=1.478 P value=0.315
	No	51 (14.57%)	80 (22.85%)	154 (44.00%)	27 (7.71%)	312 (89.14%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	
Primary Health Centers	Yes	56 (16.00%)	84 (24.00%)	164 (46.85%)	23 (6.57%)	327 (93.42%)	χ^2=2.153 P value=0.003*
	No	4 (1.14%)	6 (1.71%)	6 (1.71%)	7 (2.00%)	23 (6.57%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	
Newspapers	Yes	40 (11.42%)	77 (22.00%)	136 (38.85%)	0 (0.00%)	253 (72.28%)	χ^2=43.905 P value=0.008*
	No	20 (5.71%)	13 (3.71%)	34 (9.71%)	30 (8.57%)	97 (27.71%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	
Magazines	Yes	10 (2.85%)	19 (5.42%)	40 (11.42%)	0 (0.00%)	69 (19.71%)	χ^2=3.945 P value=0.304
	No	50 (14.28%)	71 (20.28%)	130 (37.14%)	30 (8.57%)	281 (80.28%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	
Radio	Yes	30 (8.57%)	30 (8.57%)	64 (18.28%)	10 (2.85%)	134 (38.28%)	χ^2=14.048 P value=0.965
	No	30 (8.57%)	60 (17.14%)	106 (30.28%)	20 (5.71%)	216 (61.71%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	
Television	Yes	50 (14.28%)	72 (20.57%)	134 (39.71%)	30 (8.57%)	286 (81.71%)	χ^2=20.085 P value=0.002
	No	10 (2.85%)	18 (5.14%)	36 (8.85%)	0 (0.00%)	64 (18.28%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	
Films	Yes	9 (2.57%)	8 (2.28%)	19 (5.42%)	4 (1.14%)	40 (11.42%)	χ^2=1.526 P value=0.866
	No	51 (14.57%)	82 (23.42%)	151 (43.14%)	26 (7.42%)	310 (88.57%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	
Folk Media	Yes	6 (1.71%)	8 (2.28%)	9 (2.57%)	3 (0.85%)	26 (7.42%)	χ^2=2.485 P value=0.460
	No	54 (15.42%)	82 (23.42%)	161 (46.00%)	27 (7.71%)	324 (92.57%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	

Internet	Yes	50 (14.28%)	51 (14.57%)	94 (26.85%)	0 (0.00%)	195 (55.71%)	χ^2=29.229 P value=0.01*
	No	10 (2.85%)	39 (11.14%)	76 (21.71%)	30 (8.57%)	155 (44.28%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	
Apps on Smart Phones	Yes	42 (12.00%)	64 (18.28%)	129 (36.85%)	0 (0.00%)	235 (67.14%)	χ^2=20.608 P value=0.007*
	No	18 (5.14%)	26 (7.42%)	41 (11.71%)	30 (8.57%)	115 (32.85%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	

* =Significant at 0.005 level, **= Significance at 0.001 level

The above table shows the relation between print/electronic/traditional/new media and the health information obtained by the educational respondents.

There is a relation between the education of the respondents and their use of internet, apps on smart phones, watching television, newspapers, primary health centers and family and friends for getting health information($p<0.05$). There is no relation between the education of the respondents and reading magazines, listening Radio, watching Films, watching folk media and use NGO's/Extension workers for getting health information ($p>0.05$).

Most of the degree holders depended internet, apps on smart phones, watching television, newspapers, primary health centers and family and friends for getting health information. Most of the illiterates depended only family and friends for getting health information.

Majority of the respondents getting health information from friends and family, primary health centers. At the same time, they rely on newspapers, television, the internet and mobiles. So respondents are getting health information not only through media but also any other ways.

The development communication mode like television, radio, internet, apps are making an positive and significant impact on women health, children health, vaccination, hygienic and etc.

Table.5.Association between Gender and Trusted Source of Health Information

		Gender		Total	Chi-Square
		Male	Female		
Family and friends	Yes	192 (54.85%)	143 (41.42%)	338 (96.57%)	χ^2=1.126 P value=0.009*
	No	8 (2.28%)	4 (1.42%)	12 (3.42%)	
Total		200 (57.14%)	150 (42.83%)	350 (100.00%)	
NGO's/ Extent ion Workers	Yes	22 (6.28%)	15 (4.00%)	37 (10.57%)	χ^2=0.010 P value=0.532
	No	178 (50.85%)	135 (38.85%)	313 (89.42%)	
Total		200 (57.14%)	150 (42.83%)	350 (100.00%)	
Primary Health Centers	Yes	174 (50.57%)	142 (40.57%)	326 (93.14%)	χ^2=18.463 P value=0.01*
	No	26 (6.57%)	8 (2.28%)	24 (6.85%)	
Total		200 (57.14%)	150 (42.83%)	350 (100.00%)	
Newspapers	Yes	137 (39.14%)	105 (32.00%)	252 (69.14%)	χ^2=3.338 P value=0.003*
	No	63 (18.00%)	45 (10.85%)	98 (30.85%)	
Total		200 (57.14%)	150 (42.83%)	350 (100.00%)	
Magazines	Yes	39 (11.14%)	20 (5.71%)	59 (16.85%)	χ^2=0.014 P value=0.506
	No	161 (46.00%)	130 (37.14%)	291 (83.14%)	
Total		200 (57.14%)	150 (42.83%)	350 (100.00%)	
Radio	Yes	69 (19.71%)	54 (14.57%)	133 (38.00%)	χ^2=0.018 P value=0.058
	No	131 (37.42%)	96 (28.28%)	217 (62.00%)	
Total		200 (57.14%)	150 (42.83%)	350 (100.00%)	
Television	Yes	157 (44.85%)	128 (33.14%)	285 (81.4%)	χ^2=3.227 P value=0.008
	No	43 (12.28%)	22 (9.71%)	65 (18.57%)	
Total		200 (57.14%)	150 (42.83%)	350 (100.00%)	
Films	Yes	24 (6.85%)	15 (3.14%)	39 (11.14%)	χ^2=3.227 P value=0.048
	No	176 (50.28%)	135 (39.71%)	311 (88.85%)	
Total		200 (57.14%)	150 (42.83%)	350 (100.00%)	
Folk Media	Yes	12 (3.42%)	13 (2.85%)	25 (7.14%)	χ^2=1.385 P value=0.166
	No	188 (53.71%)	137 (40.00%)	325 (92.85%)	
Total		200 (57.14%)	150 (42.83%)	350 (100.00%)	

Internet	Yes	106 (30.28%)	88 (25.14%)	194 (55.42%)	χ^2=1.393 P value=0.002*
	No	94 (26.85%)	62 (17.71%)	156 (44.57%)	
Total		200 (57.14%)	150 (42.83%)	350 (100.00%)	
Apps on Smart Phones	Yes	130 (37.14%)	104 (27.42%)	234 (66.85%)	χ^2=0.971 P value=0.002*
	No	70 (20.00%)	46 (15.42%)	116 (33.14%)	
Total		200 (57.14%)	150 (42.83%)	350 (100.00%)	

* =Significant at 0.005 level, **= Significance at 0.001 level

The above table shows the relation between print/electronic/traditional/new media and the trustworthiness of health information by the gender respondents.

There is a relation between the gender of the respondents and trustworthiness of their use of internet, apps on smart phones, watching television, newspapers, primary health centers and family and friends for getting health information($p<0.05$). There is no relation between the gender of the respondents and trustworthiness of reading magazines, listening Radio, watching Films, watching folk media and use NGO's/Extension workers for getting health information($p>0.05$).

Most male and female respondents rely on family and friends for health information.

Table.6. Association between Age Trusted Source for Health Information

		Age			Total	Chi-Square
		Below 36 years	36-45 years	Above 45 years		
Family and friends	Yes	145 (41.42%)	97 (27.71%)	96 (27.42%)	338 (96.57%)	
	No	5 (1.42%)	3 (0.85%)	4 (1.14%)	12 (3.42%)	χ^2=0.031 P value=0.005*
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	
NGO's/ Extent ion Workers	Yes	14 (4.00%)	9 (2.57%)	14 (4.00%)	37 (10.57%)	χ^2=2.490 P value=0.185
	No	136 (38.85%)	91 (26.00%)	86 (24.57%)	313 (89.42%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	
Primary Health Centers	Yes	140 (40.00%)	93 (26.57%)	93 (26.57%)	326 (93.14%)	χ^2=0.085 P value=0.003*
	No	10 (2.85%)	7 (2.00%)	7 (2.00%)	24 (6.85%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	

Newspapers	Yes	117 (33.42%)	65 (18.57%)	70 (20.00%)	252 (72.00%)	χ^2=5.177 P value=0.001*
	No	33 (9.42%)	35 (10.00%)	30 (8.57%)	98 (28.00%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	
Magazines	Yes	29 (8.28%)	19 (5.42%)	20 (5.7%)	68 (19.42%)	χ^2=0.150 P value=0.765
	No	121 (34.57%)	81 (23.14%)	80 (22.85%)	282 (80.57%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	
Radio	Yes	60 (17.14%)	36 (10.28%)	37 (10.57%)	133 (38.00%)	χ^2=0.411 P value=0.706
	No	90 (25.71%)	64 (18.12%)	63 (18.00%)	217 (62.00%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	
Television	Yes	122 (34.85%)	79 (22.57%)	84 (24.00%)	285 (73.71%)	χ^2=1.230 P value=0.003
	No	28 (8.00%)	21 (6.00%)	16 (4.57%)	65 (18.57%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	
Films	Yes	17 (4.85%)	14 (4.00%)	8 (2.28%)	39 (11.14%)	χ^2=1.237 P value=0.645
	No	133 (38.00%)	86 (24.57%)	92 (26.28%)	311 (88.85%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	
Folk Media	Yes	14 (4.00%)	6 (1.71%)	5 (1.42%)	25 (7.14%)	χ^2=1.385 P value=0.295
	No	136 (38.85%)	94 (26.85%)	120 (34.28%)	325 (92.85%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	
Internet	Yes	91 (26.00%)	50 (14.28%)	53 (15.14%)	194 (55.42%)	χ^2=2.934 P value=0.008*
	No	59 (16.85%)	50 (14.28%)	47 (13.42%)	156 (44.57%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	
Apps on Smart Phones	Yes	112 (32.00%)	64 (18.28%)	58 (16.57%)	234 (66.85%)	χ^2=0.971 P value=0.02*
	No	38 (10.85%)	36 (10.28%)	42 (12.00%)	116 (33.14%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	

* =Significant at 0.005 level

The above table shows the relation between print/electronic/traditional/new media and the trustworthiness of health information by the age respondents.

There is a relation between the age of the respondents and trustworthiness of their use of internet, apps on smart phones, watching television, newspapers, primary health centers and family and friends for getting health information ($p<0.05$). There is no relation between the

age of the respondents and trustworthiness of reading magazines, listening Radio, watching Films, watching folk media and use NGO's/Extension workers for getting health information($p>0.05$).

Table.7. Association between Occupation and Trusted Source of Health Information

		Occupation				Total	Chi-Square
		Agriculture	Employee	Business	Homemakers		
Family and friends	Yes	88 (25.14%)	163 (46.57%)	57 (16.28%)	30 (8.57%)	338 (96.57%)	
	No	2 (0.57%)	7 (2.00%)	3 (o.85%)	0 (0.00%)	12 (3.42%)	χ^2=1.032 P value=0.01*
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	
NGO's/ Extent ion Workers	Yes	10 (2.85%)	19 (5.42%)	4 (1.14%)	4 (1.14%)	37 (10.57%)	χ^2=0.092 P value=0.811
	No	80 (22.85%)	151 (43.14%)	56 (16.00%)	26 (7.42%)	313 (89.42%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	
Primary Health Centers	Yes	88 (25.14%)	156 (44.57%)	42 (12.00%)	20 (5.7%)	306 (87.42%)	χ^2=5.924 P value=0.005*
	No	2 (0.57%)	14 (4.00%)	18 (5.14%)	10 (2.85%)	44 (12.57%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	
Newspape rs	Yes	53 (15.14%)	135 (38.57%)	44 (12.57%)	20 (5.71%)	252 (72.00%)	χ^2=11.152 P value=0.096*
	No	37 (10.57%)	35 (10.00%)	16 (4.57%)	10 (2.85%)	98 (28.00%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	
Magazines	Yes	12 (3.42%)	34 (9.71%)	11 (3.14%)	1 (0.28%)	68 (19.42%)	χ^2=2.860 P value=0.092
	No	78 (22.28%)	136 (38.85%)	49 (14.00%)	19 (5.42%)	282 (80.57%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	
Radio	Yes	31 (8.85%)	70 (20.00%)	20 (5.71%)	12 (3.42%)	133 (38.00%)	χ^2=1.169 P value=1.00
	No	59 (16.85%)	100 (28.57%)	40 (11.42%)	18 (5.4%)	217 (62.00%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	
Television	Yes	79 (22.57%)	134 (3.28%)	53 (15.4%)	19 (5.42%)	285 (81.42%)	χ^2=3.187 P value=0.008
	No	11 (3.14%)	36 (10.28%)	7 (2.00%)	11 (3.14%)	65 (18.57%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	
Films	Yes	9 (2.57%)	20 (5.71%)	6 (1.71%)	4 (1.14%)	39 (11.14%)	χ^2=0.256 P value=0.640
	No	81 (23.14%)	50 (14.28%)	54 (15.42%)	26 (7.42%)	311 (88.85%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	

Folk Media	Yes	8 (2.28%)	13 (3.71%)	2 (0.57%)	2 (0.57%)	25 (7.14%)	χ^2=1.605 P value=0.256
	No	82 (23.42%)	157 (44.85%)	58 (1.73%)	28 (8.00%)	325 (92.85%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	
Internet	Yes	29 (8.28%)	111 (31.71%)	35 (10.00%)	19 (5.42%)	194 (55.42%)	χ^2=27.516 P value=0.01*
	No	61 (17.42%)	59 (16,85%)	25 (7.14%)	11 (3.14%)	156 (44.57%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	
Apps on Smart Phones	Yes	41 (11.71%)	131 (37.42%)	42 (12.00%)	20 (5.71%)	234 (66.85%)	χ^2=26.921 P value=0.03*
	No	49 (14.00%)	39 (11.14%)	18 (5.14%)	10 (2.85%)	116 (33.14%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	

* =Significant at 0.005 level

The above table shows the relation between print/electronic/traditional/new media and the trustworthiness of health information by the occupational respondents.

There is a relation between the occupation of the respondents and trustworthiness of their use of internet, apps on smart phones, watching television, newspapers, primary health centers and family and friends for getting health information($p<0.05$). There is no relation between the occupation of the respondents and trustworthiness of reading magazines, listening Radio, watching Films, watching folk media and use NGO's/Extension workers for getting health information($p>0.05$).

Table.8. Association between Education and Trusted Source of Health Information

		Education				Total	Chi-Square
		Primary	Secondary	Degree	Illiterates		
Family and friends	Yes	57 (16.28%)	87 (24.85%)	164 (46.85%)	30 (8.57%)	338 (96.57%)	
	No	3 (0.85%)	3 (0.85%)	6 (1.71%)	0 (0.00%)	12 (3.42%)	χ^2=2.090 P value=0.001*
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	
NGO's/ Extention Workers	Yes	9 (2.57%)	10 (2.85%)	15 (4.28%)	3 (0.85%)	37 (10.57%)	χ^2=1.478 P value=0.315
	No	51 (14.57%)	80 (22.85%)	155 (44.28%)	27 (7.71%)	313 (89.42%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	
Primary Health Centers	Yes	56 (16.00%)	84 (24.00%)	163 (46.57%)	23 (6.57%)	326 (93.14%)	χ^2=2.153 P value=0.003*
	No	4 (1.14%)	6 (1.71%)	7 (2.00%)	7 (2.00%)	24 (6.85%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	

Newspapers	Yes	40 (11.42%)	77 (22.00%)	135 (38.57%)	0 (0.00%)	252 (72.00%)	χ^2=43.905 P value=0.008*
	No	20 (5.71%)	13 (3.71%)	35 (10.00%)	30 (8.57%)	98 (28.00%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	
Magazines	Yes	10 (2.85%)	19 (5.4%)	39 (11.14%)	0 (0.00%)	68 (19.42%)	χ^2=3.945 P value=0.304
	No	50 (14.28%)	71 (20.28%)	131 (37.42%)	30 (8.57%)	282 (80.57%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	
Radio	Yes	30 (8.57%)	30 (8.57%)	63 (18.00%)	10 (2.85%)	133 (38.00%)	χ^2=14.048 P value=0.965
	No	30 (8.57%)	60 (17.14%)	107 (30.57%)	20 (5.17%)	217 (62.00%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	
Television	Yes	50 (14.28%)	72 (20.57%)	33 (9.42%)	30 (8.57%)	185 (52.85%)	χ^2=20.085 P value=0.002
	No	10 (2.85%)	18 (5.14%)	137 (39.14%)	0 (0.00%)	165 (47.14%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	
Films	Yes	9 (2.57%)	8 (2.28%)	18 (5.14%)	4 (1.14%)	39 (11.1%)	χ^2=1.526 P value=0.866
	No	51 (14.57%)	82 (23.42%)	152 (43.42%)	26 (7.42%)	311 (88.85%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	
Folk Media	Yes	6 (1.71%)	8 (2.28%)	8 (2.28%)	3 (0.85%)	25 (7.14%)	χ^2=2.485 P value=0.460
	No	54 (15.42%)	82 (23.42%)	162 (46.28%)	27 (7.71%)	325 (92.85%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	
Internet	Yes	50 (14.28%)	51 (14.57%)	93 (26.57%)	0 (0.00%)	194 (55.42%)	χ^2=29.229 P value=0.001*
	No	10 (2.85%)	39 (11.14%)	77 (22.00%)	30 (8.57%)	156 (44.57%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	
Apps on Smart Phones	Yes	42 (12.00%)	64 (18.28%)	128 (36.57%)	0 (0.00%)	234 (66.85%)	χ^2=20.608 P value=0.02*
	No	18 (5.14%)	26 (7.42%)	42 (12.00%)	30 (8.57%)	116 (33.14%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	

* =Significant at 0.005 level

The above table shows the relation between print/electronic/traditional/new media and the trustworthiness of health information by the educational respondents.

There is a relation between the education of the respondents and trustworthiness of their use of internet, apps on smart phones, watching television, newspapers, primary health centers and family and friends for getting health information($p<0.05$). There is no relation between

the education of the respondents and trustworthiness of reading magazines, listening Radio, watching Films, watching folk media and use NGO's/Extension workers for getting health information($p>0.05$).

Most respondents trust family and friends and primary health centers for getting health information. At the same time they are trusted some media like newspapers, television, internet. Trust on media is quite less as compared to other sources.

Table.9. Association between Gender and Information Access to government schemes for health

		Gender		Total	Chi-Square
		Male	Female		
Family and friends	Yes	192 (5.85%)	147 (42.00%)	339 (96.85%)	χ^2=1.126 P value=0.009*
	No	8 (2.28%)	3 (0.85%)	11 (3.14%)	
Total		200 (57.14%)	150 (42.85%)	350 (100.00%)	
NGO's/ Extent ion Workers	Yes	22 (6.28%)	16 (4.57%)	38 (10.85%)	χ^2=0.010 P value=0.532
	No	178 (50.85%)	134 (38.28%)	312 (89.14%)	
Total		200 (57.14%)	150 (42.85%)	350 (100.00%)	
Primary Health Centers	Yes	177 (50.57%)	150 (42.85%)	327 (93.42%)	χ^2=18.463 P value=0.001*
	No	23 (6.57%)	0 (0.00%)	23 (6.57%)	
Total		200 (57.14%)	150 (42.85%)	350 (100.00%)	
Newspapers	Yes	137 (39.1%)	116 (33.1%)	253 (72.28%)	χ^2=3.338 P value=0.003*
	No	63 (18.00%)	34 (9.71%)	97 (27.71%)	
Total		200 (57.14%)	150 (42.85%)	350 (100.00%)	
Magazines	Yes	39 (11.14%)	30 (8.57%)	69 (19.71%)	χ^2=0.014 P value=0.506
	No	161 (46.00%)	120 (34.28%)	281 (80.28%)	
Total		200 (57.14%)	150 (42.85%)	350 (100.00%)	
Radio	Yes	69 (19.71%)	65 (18.57%)	134 (38.28%)	χ^2=3.231 P value=0.058
	No	131 (37.42%)	85 (24.28%)	216 (61.71%)	
Total		200 (57.14%)	150 (42.85%)	350 (100.00%)	
Television	Yes	157 (44.85%)	129 (36.85%)	286 (81.71%)	χ^2=3.227 P value=0.008
	No	43 (12.28%)	21 (6.00%)	64 (18.28%)	
Total		200 (57.14%)	150 (42.85%)	350 (100.00%)	

Films	Yes	24 (6.85%)	16 (4.57%)	40 (11.42%)	χ^2=3.227 P value=0.048
	No	176 (50.28%)	134 (38.28%)	310 (88.57%)	
Total		200 (57.14%)	150 (42.85%)	350 (100.00%)	
Folk Media	Yes	12 (3.42%)	14 (4.00%)	26 (7.42%)	χ^2=1.385 P value=0.166
	No	188 (53.71%)	136 (38.85%)	324 (92.57%)	
Total		200 (57.14%)	150 (42.85%)	350 (100.00%)	
Internet	Yes	106 (30.28%)	89 (25.42%)	195 (55.71%)	χ^2=1.393 P value=0.002*
	No	94 (26.85%)	61 (17.42%)	155 (44.28%)	
Total		200 (57.14%)	150 (42.85%)	350 (100.00%)	
Apps on Smart Phones	Yes	130 (37.14%)	105 (3.00%)	235 (67.14%)	χ^2=0.971 P value=0.03*
	No	70 (20.00%)	45 (12.85%)	115 (32.85%)	
Total		200 (57.14%)	150 (42.85%)	350 (100.00%)	

* =Significant at 0.005 level

The above table shows the relation between print/electronic/traditional/new media and the information on government health schemes obtained by the gender of the respondents.

There is a relation between the gender of the respondents and their use of internet, apps on smart phones, watching television, newspapers, primary health centers and family and friends for getting information related to government health schemes($p<0.05$). There is no relation between the gender of the respondents and reading magazines, listening Radio, watching Films, watching folk media and use NGO's/Extension workers for getting information related to government health schemes ($p>0.05$).

Table.10. Association between Age and Media Source of information on government schemes for health

		Age			Total	Chi-Square
		Below 36 years	36-45 years	Above 45 years		
Family and friends	Yes	145 (41.42%)	97 (27.71%)	97 (27.71%)	339 (96.85%)	χ^2=0.031 P value=0.005*
	No	5 (1.42%)	3 (0.85%)	3 (0.85%)	11 (3.14%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	
NGO's/ Extent ion Workers	Yes	14 (4.00%)	9 (2.57%)	15 (4.28%)	38 (10.85%)	χ^2=2.490 P value=0.185
	No	136 (38.85%)	91 (26.00%)	85 (24.28%)	312 (89.4%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	

Primary Health Centers	Yes	140 (40.00%)	93 (26.57%)	94 (26.85%)	327 (93.42%)	χ^2=0.085 P value=0.003*
	No	10 (2.85%)	7 (2.00%)	6 (1.71%)	23 (6.57%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	
Newspapers	Yes	117 (33.42%)	65 (18.57%)	71 (20.28%)	253 (72.28%)	χ^2=5.177 P value=0.02*
	No	33 (9.42%)	45 (12.85%)	29 (8.28%)	107 (30.57%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	
Magazines	Yes	29 (8.28%)	19 (5.42%)	21 (6.00%)	69 (19.71%)	χ^2=0.150 P value=0.765
	No	121 (34.57%)	81 (23.14%)	79 (22.57%)	281 (80.28%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	
Radio	Yes	60 (17.14%)	36 (10.28%)	38 (10.85%)	134 (38.28%)	χ^2=0.411 P value=0.706
	No	90 (25.71%)	64 (18.28%)	62 (17.71%)	216 (61.71%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	
Television	Yes	122 (34.85%)	79 (22.57%)	85 (24.28%)	286 (81.71%)	χ^2=1.230 P value=0.003
	No	28 (8.00%)	21 (6.00%)	15 (4.28%)	64 (18.28%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	
Films	Yes	17 (4.85%)	14 (4.00%)	9 (2.57%)	40 (11.42%)	χ^2=1.237 P value=0.645
	No	133 (38.00%)	86 (24.57%)	91 (26.00%)	310 (88.57%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	
Folk Media	Yes	14 (4.00%)	6 (1.71%)	6 (1.71%)	26 (7.42%)	χ^2=1.385 P value=0.295
	No	136 (38.85%)	94 (26.85%)	94 (26.85%)	324 (92.57%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	
Internet	Yes	91 (26.00%)	50 (14.28%)	54 (15.14%)	195 (55.71%)	χ^2=2.934 P value=0.008*
	No	59 (16.85%)	50 (14.28%)	46 (13.14%)	155 (44.28%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	
Apps on Smart Phones	Yes	112 (32.00%)	64 (18.28%)	59 (16.85%)	235 (67.14%)	χ^2=0.971 P value=0.002*
	No	38 (10.85%)	36 (10.28%)	41 (11.71%)	115 (32.85%)	
Total		150 (42.85%)	100 (28.57%)	100 (28.57%)	350 (100.00%)	

* =Significant at 0.005 level

The above table shows the relation between print/electronic/traditional/new media and the information on government health schemes obtained by the age of the respondents.

There is a relation between the age of the respondents and their use of internet, apps on smart phones, watching television, newspapers, primary health centers and family and friends for getting information related to government health schemes($p<0.05$). There is no relation between the age of the respondents and reading magazines, listening radio, watching Films, watching folk media and use NGO's/Extension workers for getting information related to government health schemes ($p>0.05$).

Table.11. Association between Occupation and Media Source for information on government schemes for health

		Occupation				Total	Chi-Square
		Agriculture	Employee	Business	Homemakers		
Family and friends	Yes	88 (25.14%)	163 (46.57%)	58 (16.57%)	30 (8.57%)	339 (96.85%)	
	No	2 (0.57%)	7 (2.00%)	2 (0.57%)	0 (0.00%)	11 (3.14%)	χ^2=1.032 P value=0.001*
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	
NGO's/ Extention Workers	Yes	10 (2.85%)	19 (5.42%)	5 (1.42%)	4 (1.14%	38 (10.85%)	χ^2=0.092 P value=0.811
	No	80 (22.85%)	151 (43.14%)	55 (15.71%)	26 (7.42%)	312 (89.14%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	
Primary Health Centers	Yes	89 (25.42%)	156 (44.57%)	42 (12.47%)	20 (5.71%)	307 (87.71%)	χ^2=5.924 P value=0.005*
	No	1 (0.28%)	14 (4.00%)	18 (5.14%)	10 (2.85%)	43 (12.28%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	
Newspapers	Yes	54 (15.42%)	135 (38.29%)	44 (12.57%)	20 (5.71%)	253 (72.28%)	χ^2=11.152 P value=0.006*
	No	36 (10.28%)	35 (10.00%)	16 (4.57%)	10 (2.85%)	97 (27.71%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	
Magazines	Yes	13 (3.71%)	34 (9.71%)	11 (3.14%)	11 (3.14%)	69 (19.71%)	χ^2=2.860 P value=0.092
	No	77 (22.00%)	136 (38.85%)	49 (14.00%)	19 (5.42%)	281 (80.28%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	
Radio	Yes	32 (9.14%)	70 (20.00%)	20 (5.71%)	12 (3.42%)	134 (38.28%)	χ^2=1.169 P value=1.00
	No	58 (16.57%)	100 (28.57%)	40 (11.42%)	18 (5.14%)	216 (61.71%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	

Television	Yes	79 (22.57%)	134 (38.28%)	53 (15.14%)	20 (5.71%)	286 (81.71%)	χ^2=3.187 P value=0.008
	No	11 (2.91%)	36 (10.28%)	7 (2.00%)	10 (2.85%)	64 (18.28%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	
Films	Yes	9 (2.57%)	20 (5.71%)	6 (1.71%)	5 (1.42%)	40 (11.42%)	χ^2=0.256 P value=0.640
	No	81 (23.14%)	50 (14.28%)	54 (15.42%)	25 (7.14%)	310 (88.57%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	
Folk Media	Yes	8 (2.28%)	14 (4.00%)	2 (0.57%)	2 (0.57%)	26 (7.42%)	χ^2=1.605 P value=0.256
	No	82 (23.42%)	156 (44.57%)	58 (16.57%)	28 (8.00%)	324 (92.57%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	
Internet	Yes	29 (8.28%)	111 (31.71%)	35 (10.00%)	20 (5.71%)	195 (55.71%)	χ^2=27.516 P value=0.01*
	No	61 (17.42%)	59 (16.85%)	25 (7.14%)	10 (2.85%)	155 (44.28%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	
Apps on Smart Phones	Yes	41 (11.71%)	131 (37.42%)	43 (12.28%)	20 (5.71%)	235 (67.14%)	χ^2=26.921 P value=0.04*
	No	49 (14.00%)	39 (11.14%)	17 (4.85%)	10 (2.85%)	115 (32.85%)	
Total		90 (25.71%)	170 (48.57%)	60 (17.14%)	30 (8.57%)	350 (100.00%)	

* =Significant at 0.005 level

The above table shows the relation between print/electronic/traditional/new media and the information on government health schemes obtained by the occupation of the respondents. There is a relation between the occupation of the respondents and their use of internet, apps on smart phones, watching television, newspapers, primary health centers and family and friends for getting information related to government health schemes($p<0.05$). There is no relation between the occupation of the respondents and reading magazines, listening Radio, watching Films, watching folk media and use NGO's/Extension workers for getting information related to government health schemes ($p>0.05$).

Table 12.Association between Education and Media Source of information on government schemes for health

		Education				Total	Chi-Square
		Primary	Secondary	Degree	Illiterates		
Family and friends	Yes	57 (16.28%)	87 (24.85%)	165 (47.14%)	30 (8.57%)	339 (96.8%)	
	No	3 (0.85%)	3 (0.85%)	5 (1.42%)	0 (0.00%)	11 (2.59%)	χ^2=2.090 P value=0.001*
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	
NGO's/ Extention Workers	Yes	9 (2.57%)	10 (2.85%)	16 (4.57%)	3 (0.85%)	38 (10.85%)	χ^2=1.478 P value=0.315
	No	51 (14.57%)	80 (22.85%)	154 (44.00%)	27 (7.71%)	312 (91.71%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	
Primary Health Centers	Yes	56 (16.00%)	84 (24.00%)	164 (4.85%)	23 (6.57%)	327 (93.42%)	χ^2=2.153 P value=0.003*
	No	4 (1.14%)	6 (1.71%)	6 (1.71%)	7 (2.00%)	23 (6.57%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	
Newspapers	Yes	40 (11.42%)	77 (22.00%)	136 (38.85%)	0 (0.00%)	253 (72.28%)	χ^2=43.905 P value=0.008*
	No	20 (5.71%)	13 (3.71%)	34 (9.71%)	30 (8.57%)	97 (27.71%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	
Magazines	Yes	10 (2.85%)	19 (5.42%)	40 (11.42%)	0 (0.00%)	69 (19.71%)	χ^2=3.945 P value=0.304
	No	50 (14.28%)	71 (20.28%)	130 (37.14%)	30 (8.57%)	281 (80.28%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	
Radio	Yes	30 (8.57%)	30 (8.57%)	64 (18.28%)	10 (2.85%)	134 (38.28%)	χ^2=14.048 P value=0.965
	No	30 (8.57%)	60 (17.14%)	106 (30.28%)	20 (5.71%)	216 (61.71%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	
Television	Yes	50 (14.28%)	72 (20.57%)	34 (9.71%)	30 (8.57%)	186 (53.14%)	χ^2=20.085 P value=0.002
	No	10 (2.85%)	18 (5.14%)	136 (38.85%)	0 (0.00%)	164 (4.85%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	
Films	Yes	9 (2.57%)	8 (2.28%)	19 (5.42%)	4 (1.14%)	40 (11.42%)	χ^2=1.526 P value=0.866
	No	51 (14.57%)	82 (23.42%)	151 (43.14%)	26 (7.42%)	310 (88.57%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	
Folk Media	Yes	6 (1.71%)	8 (2.28%)	9 (2.5%)	3 (0.85%)	26 (7.42%)	χ^2=2.485 P value=0.460
	No	54 (15.42%)	82 (23.42%)	161 (46.00%)	27 (7.71%)	324 (92.57%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	

Internet	Yes	50 (14.47%)	51 (14.57%)	94 (26.85%)	0 (0.00%)	195 (55.71%)	χ^2=29.229 P value=0.001*
	No	10 (2.85%)	39 (11.14%)	76 (21.71%)	30 (8.57%)	155 (44.28%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	
Apps on Smart Phones	Yes	42 (12.00%)	64 (18.28%)	129 (36.85%)	0 (0.00%)	235 (67.14%)	χ^2=20.608 P value=0.007*
	No	18 (5.14%)	26 (7.42%)	41 (11.71%)	30 (8.57%)	115 (32.85%)	
Total		60 (17.14%)	90 (25.71%)	170 (48.57%)	30 (8.57%)	350 (100.00%)	

* =Significant at 0.005 level

The above table shows the relation between print/electronic/traditional/new media and the information on government health schemes obtained by the education of the respondents. There is a relation between the education of the respondents and their use of internet, apps on smart phones, watching television, newspapers, primary health centers and family and friends for getting information related to government health schemes($p<0.05$). There is no relation between the education of the respondents and reading magazines, listening radio, watching films, watching folk media and use NGO's/Extension workers for getting information related to government health schemes ($p>0.05$).

Most of the respondents getting on government health schemes information from friends and family, primary health centers. At the same time, they rely on newspapers, television, the Internet and mobiles. So respondents are getting on government health schemes information not only through media but also any other ways. The development communication mode like television, radio, internet, apps are making an positive and significant impact on government health schemes.

Conclusion

The findings of this study highlight the diverse ways in which individuals access health information and government health scheme details through various media channels. It is evident that respondents rely on a combination of traditional, electronic, and new media sources, with significant differences observed based on gender, age, occupation, and education. The results indicate that the most commonly used sources of health information include family and friends, primary health centers, newspapers, television, the internet, and

smartphone applications. However, less reliance was observed on magazines, radio, films, folk media, and NGOs/extension workers.

Gender, age, occupation, and education play a significant role in shaping media preferences for health information. Women and men alike utilize digital platforms and personal networks, while younger and more educated respondents show a higher tendency to access online health resources. Similarly, occupational differences highlight that employees depend more on digital and print media, while homemakers tend to rely on family, friends, and primary health centers. The level of trust in media sources also varies, with family and friends, primary health centers, newspapers, television, and online platforms being the most trusted sources, while magazines, radio, films, and folk media are perceived as less credible.

Regarding government health schemes, a similar trend is observed. Respondents primarily gather information about these schemes through interpersonal networks, health centers, television, newspapers, and digital media. The findings suggest that development communication tools, including television, radio, the internet, and mobile apps, play a significant role in disseminating public health information, contributing to better awareness and health outcomes.

Overall, the study underscores the importance of integrating multiple media platforms to effectively reach different population groups with reliable health information. Efforts should be made to enhance media literacy, combat misinformation, and strengthen the credibility of health communication. Additionally, policymakers and health communicators should focus on leveraging digital tools while ensuring accessibility for all segments of society. By doing so, the dissemination of health information can be improved, leading to better-informed communities and more effective utilization of government health schemes.

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