

Descriptive Analysis Of Media Exposure: Women And Female Children Of Bhilai City In The Durg District

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ABSTRACT

Background

Media has become an inevitable part of human life and communication is affected through communication technologies serving information, entertainment, motivation, socialization, companionship, a means for relaxation, time passing and much more.

A need to understand the physical human and mediated virtual human seems very essential to comprehending society and trying to satisfy/supply the needs for better livelihood. The exposure to media by women and female children is an important study that plays a major role in media watching, family and personal buying decision making and many other prospects.

Objective

The main objective of this research is to explore the types of media, patterns, and motives of media exposure by women and female children living in Bhilai City in the Durg district.

Methods

The materials of research comprise of descriptive research design supported by a purposive sampling method. The survey technique was achieved by quantitative research questionnaires to a sample of 200 females ranging from age 13 to 61. Testing for data was enabled by inferential statistical analysis tools.

Results

The results revealed television sets being owned at the highest and the second leading media gadget being owned is smart mobile phones. Traditional Television sets topped highest in audience exposure scores among the various media studied. Higher usage and exposure to OTT platforms and social media applications were observed.

Conclusion

The women and female children of Bhilai City had greater ownership of media gadgets and predominantly

voluntarily were exposed to media. Being active audiences, the respondents used media to meet their expected gratifications which reflected on the choice of media, pattern of media use, the time duration spent on exposure and the amount of money invested in media and its accessories inclusive of internet data. The right administration of media and programmes would assuredly bring about positive results for any society-building message.

Keywords: *media, media audience, media exposure*

INTRODUCTION

The 20th century found the growth of traditional media followed by electronic media while the media explosion took place in the 21st century in the form of digital media. The advent of social media has marked another milestone in the communication process. Personalized communication has shifted to mass communication and mediated communication. The media audiences use media for diversified reasons thereby confirming the utility of most communication theories such as social learning theory, hypodermic and magic bullet theory, social responsible theory, social theory, catharsis effect and vicarious theory, uses and gratification theory etc. The need for media use is unanimous irrespective of gender disparities. The need for media use is for varied motives and the audience uses media in different patterns. Media audiences expose themselves to media with certain expected gratifications and the gratifications obtained after media exposure may or may not equalize the expected gratifications. Most media have penetrated villages in recent years breaking the term "digital divide" between rural and urban segmentation. A considerable percentage of women are also exposed to various internet media, social network sites and computer and mobile applications as computer, laptop and mobile gadgets have become a necessity and also affordable. This research explores the media, the motives and patterns of media exposure of the women and female children of Durg district. The findings from this study will facilitate the media owners and government policymakers to illuminate and enlighten civilians with better application of the media understanding of the media audience viewing attitude and behaviour while the media audience especially women and female children utilize the media for positive progression.

REVIEW OF LITERATURE

Maria Karatsoli and Eftihia Nathanail (2020), examined the gender differences in social media use and found that women (75%) used social media more than men (50%) in planning travel arrangements before performing the activity rather than while performing. The findings also reported that the reviews and ratings, photos and videos greatly influenced women more than men.

[Madhu Kumari](#) (2024), points out that women have been empowered by social media in the areas of social, psychological and financial manifestations. By this, it is inferred that women use media for their empowerment in various sectors.

[Mary Chidiac](#), [Christopher Ross](#), [Hannah R. Marston](#) and [Shannon Freeman](#) (2022) in their study on the influences of mobile technology and social media use during COVID-19, found that males used the technology than females and they used it for sharing information. The researchers also found that the males scored higher values on the loneliness scale and lower values regarding Psychological well-being compared to females.

[Alana Papageorgiou](#), [Colleen Fisher](#) & [Donna Cross](#) (2022), analyzing adolescent girls' social media exposures found that body image was a major concern which influenced them to change their appearance. Awareness education to promote positive body image regarding social media exposure was emphasized. Their conclusions

addressed developing health promotion programmes concerning social media use tagging body image concerns.

Sara Matsuzaka, Lanice R. Avery and Alexis G. Stanton (2023) examined the association between social media use and social media addiction among Black American women and found a positive association prevailed between social media use and social media addiction.

Mohammed Ahmed,¹ Abdu Seid,² and Adnan Kemal (2020) researched the frequency of television watching among Ethiopian women and the effect on their health and concluded that women watched television for a long duration time to the extent it led to obesity health hazards among women belonging to reproductive age.

Iqbal, Sayeed. (2023). In his research on social media marketing effects on men and women found women are more highly influenced by social media marketing than men. The results show that women use social media to look for social media advertisements which influence their purchase decisions.

K.M. Ashifa (2019), studying Indian women's addiction behaviour to soap operas, concluded that women are emotionally attached to soap operas as it affects their social, family and occupational lives and hence predominant female audiences are inclined to watch soap operas.

Gautam & Kumari (2022), in their study on the television watching habits of rural women of the Faridabad region, found that uneducated and low-income women used television as a cheap and knowledgeable source of entertainment thus, increased number of television channels increased the women's entertainment options and media habits.

Whiteside & Hardin (2011), studying the factors for women watching sports on television argues that sports media watching is closely attached to domestic work and gender roles where emotional bonding to family labours hindered married women from being fans of women's sports.

Swapan Banerjee (2022), made a case study on women entrepreneurs' exposure to television shows and motives. The researcher found that women entrepreneurs in their free time organized as well as participated in motivating endeavors on online platforms and other mainstream media. The urban women primarily watched entertainment shows.

Muhammad Irshad (2015), found that cable television served as the best source of information in terms of religion, other languages, fashion and style in studying the impacts of cable television on female personalities in Karachi (Pakistan) which reflected in higher expenditure on investments for cable television viewing.

Vijaykumar Meti (2014), examined the impact of television health programmes on Gulberga television women viewers. The researcher found that the motives for positive outcomes were positively related to television viewing and the motives for interpersonal outcomes were negatively related. Examining the relationship between television exposure and relationship perceptions, the samples confessed that the health shows created awareness about their health conditions and also the desired remedies whereas the respondents said that such health programmes were very helpful by providing vital health information.

Parajuli (2022), studying woman's television-watching media habits, has marked television's significance in communities' socialization thereby influencing their attitude, performance and manner.

Suhada et al., (2022), studying women using Instagram, point out that women mediated social learning from virtual models and tried to imitate and resemble their digital models in their body-shaping, dressing and makeup.

OBJECTIVE

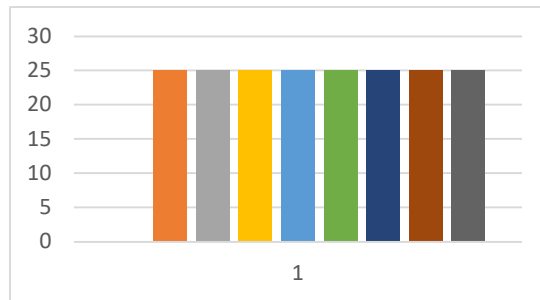
To explore the media exposure and utility by women and children living in the Durg district.

RESEARCH METHODOLOGY

A descriptive research methodology with a purposive sampling method is applied in this study with the application of a close-ended quantitative questionnaire survey technique. The survey spanned 30 days and the sampling size was 200 female individuals comprising both children from age 13 to elder women till age 61. The study was limited to only Bhilai city in Durg district. The sampling population is composed of media audiences. An inferential statistical data analysis tool was applied to test the collected data.

DATA ANALYSIS AND INFERENCES

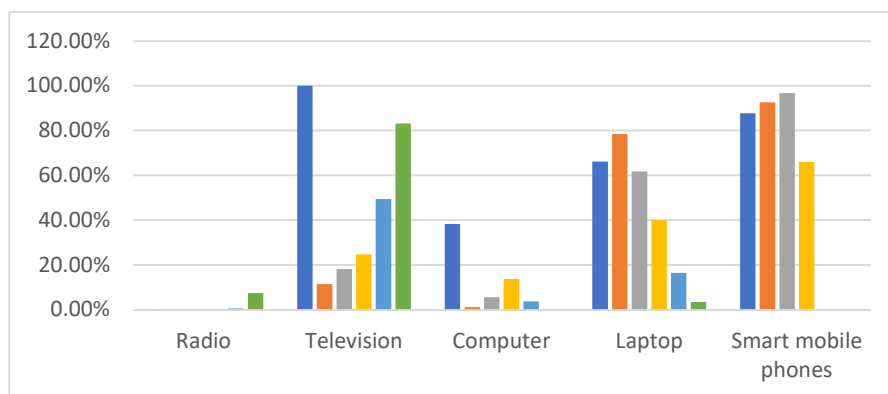
Table 1: Age Groups distribution of the sample size



Age	13-19	20-25	26-31	32-37	38-43	44-49	50-55	56-61
	25	25	25	25	25	25	25	25

Table 1 demonstrates the distribution of the sample size in various segment intervals of age groups. 25 samples from each of the 8 segments amounted to a total of 200 sample size.

Table 2: Media gadgets owning

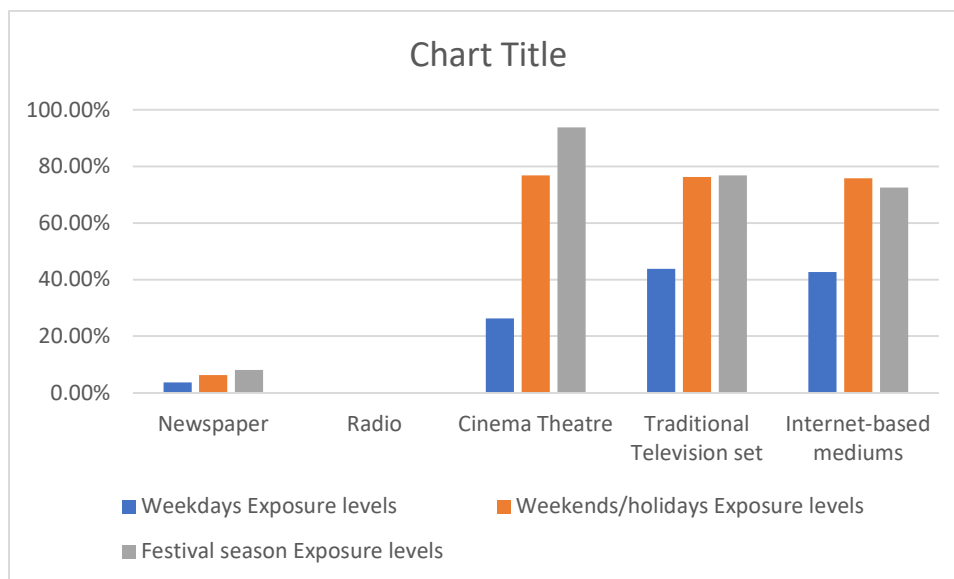


Media gadgets	Owning an average percentage	Total number of years in percentage on an average				
		Less than 2yrs	2 -5 yrs	5-10 yrs	10-15yrs	More than 15 yrs
Radio	0.05%	NA	NA	NA	.6%	7.4%
Television	100%	11.4%	18.2%	24.7%	49.4%	83.2%
Computer	38.3%	1.2%	5.6%	13.8%	3.8%	.24%
Laptop	66.2%	78.4%	61.7%	40.1%	16.5%	3.5%
Smart mobile phones	87.8%	92.6%	96.8%	66.1%	NA	NA

Table 2 describes the different types of media being owned and the years of owning.

Here it could be noted that radio was not used for the past 15 years. And if at all the samples listened to the radio it was possible through mobile gadgets. People owned radio only 15 years before. Television was the most owned media gadget despite combating with computers, laptops and smart mobile phones. People have owned the television gadget with a reasonable distribution level. Through the years, though computers were of hybrid communication technology were replaced by sophisticated laptops and eventually the percentage of owning laptops increased by more of the younger generation and less of older generation people. The free distribution of laptops to school and college children had a significant role in the increase of owning laptop media gadgets. Regarding smart mobile phones, it is the second highest percentage of media gadgets almost covering the purpose of all other media gadgets listed in the table as the result of technological advancement. Smart mobile phones are greatly owned more recently than in the recent past but not in use before 10 years ago as it was neither available in the Indian market nor at affordable prices.

Table 3: Types of media exposure on average



Media	Weekdays	Weekends/holidays	Festival season
	Exposure levels	Exposure levels	Exposure levels
Newspaper	3.7%	6.3%	8.1%
Radio	NA	NA	NA
Cinema Theatre	26.3%	76.8%	93.7%
Traditional Television set	43.8%	76.2%	76.8%
Internet-based mediums	42.7%	75.8%	72.5%

Table 3 describes the samples' exposure levels on each media on various days.

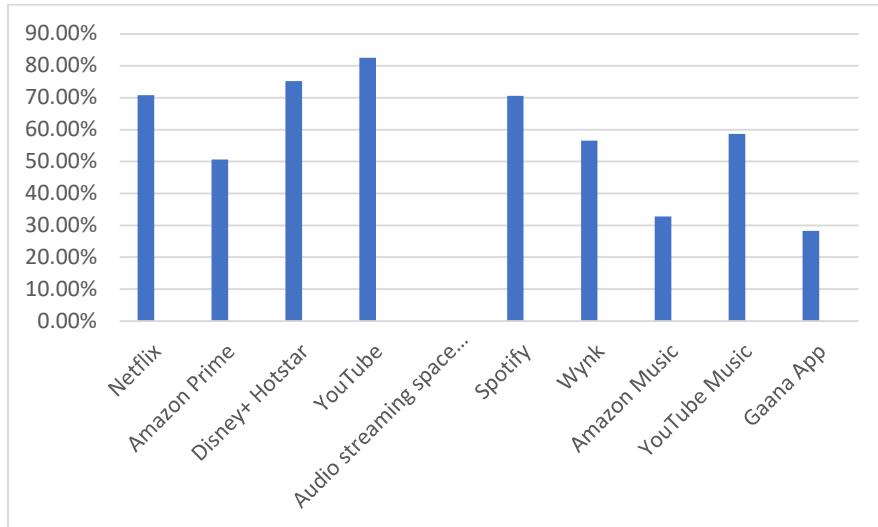
The newspaper media has the least exposure levels. The exposure to newspapers on the weekdays is the least as the samples did not have much time to read the newspaper about the media's various disadvantages. The exposure to newspapers during weekend and festival seasons is reasonably increasing due to time availability and the need to explore the content.

Concerning radio, the exposure is not calculated as the samples did not own the media gadget hence the exposure levels are not applicable (NA). The traditional television set scores the highest percentage of exposure to media audiences among all other media. The exposure on television is comparatively lesser during weekdays and increased during holidays and festival seasons as there is much time to spend on special programmes being screened while family viewing is also associated.

Internet-based mediums like computers, laptops and smart mobile phones, it is the second highest exposed media next to television. The exposure is determined by time availability and second-screen exposure options.

Over-the-top (OTT) Platforms have revolutionized audience exposure to media. Mostly the OTT platforms were used for entertainment purposes by media audiences. Table 4 describes the audience and media utility relationships. OTT platforms are streamlined into video (Audio-Visual) and Audio (only audio) streaming space. Video streaming is used more than audio streaming. Concerning video streaming space, YouTube is the most used tool with 82.5% scoring the highest value. Disney+ Hotstar ranks second with a use level score of 75.2%. It is noted that on average YouTube has been operating for more than ten years as it has been in the industry for more than ten years and other platforms like Netflix, Amazon Prime and Disney+ Hotstar have lesser-used years as these were introduced to the industry late.

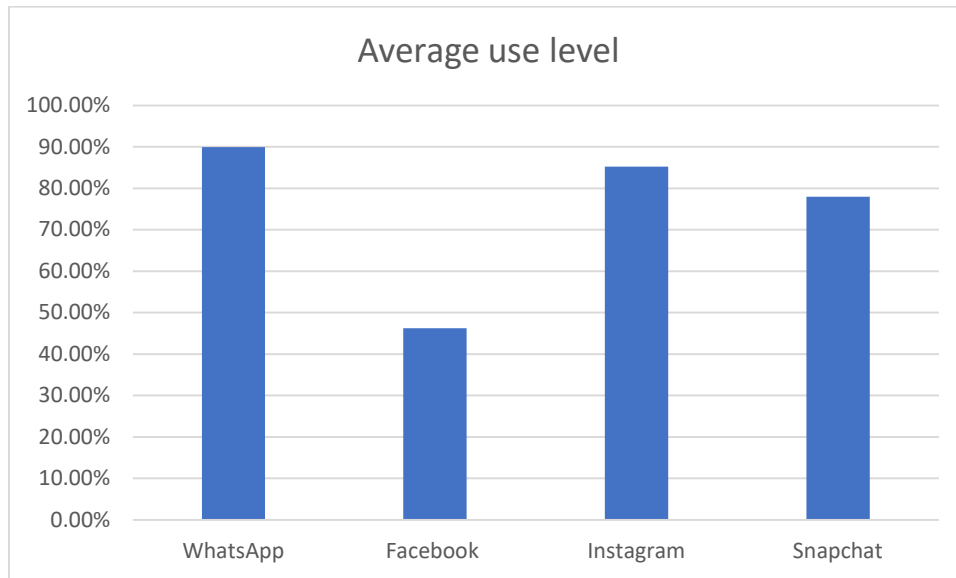
Table 4: OTT Platforms



OTT Platforms	Average use level	Total number of years on average
Video streaming space		
Netflix	70.8%	6.2 yrs
Amazon Prime	50.6%	4.5 yrs
Disney+ Hotstar	75.2%	6 yrs
YouTube	82.5%	10.3yrs
Audio streaming space (music and podcasts)		
Spotify	70.6%	4.5yrs
Wynk	56.5%	4 yrs
Amazon Music	32.8%	3.8 yrs
YouTube Music	58.6%	3.2 yrs
Gaana App	28.3%	1.8 yrs

Regarding Over-the-top (OTT) for audio streaming space (music and podcasts), Spotify with the highest use level score of 70.6% and 6.2% of long years use time ranks first. It is inferred that a reasonable number of samples use audio-based OTT.

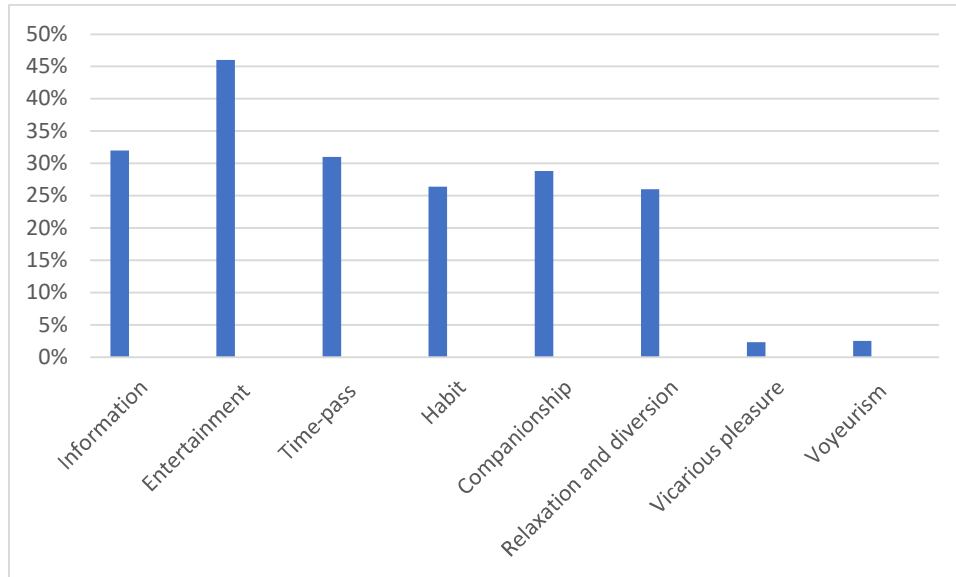
Table 5: Social media applications/Social Network Sites-(SNS)



Social media applications/Social Network Sites-(SNS)	Average use level	Average total number of years
WhatsApp	89.9%	8.4 yrs
Facebook	46.2%	10.6 yrs
Instagram	85.2%	6.7 yrs
Snapchat	78%	5 yrs

Table 5 describes the audience's exposure to Social media applications (social network sites) in terms of use level and the total number of years being used. It is important to note Facebook which was the highest used social media site (because next to Orkut there were almost no other social network sites or the existing SNS were not that popular in use) has dropped down to the least used SNS. WhatsApp has taken the lead with the highest use level score of 89.9% in SNS applications because of its encrypted personalized communication and greater safety and security of the users followed by Instagram which is much more popular and greatly used by youngsters and teenagers. Snapchat ranks third with a use level value of 78% which is average in use for 5 years.

Table 6: Media use motives

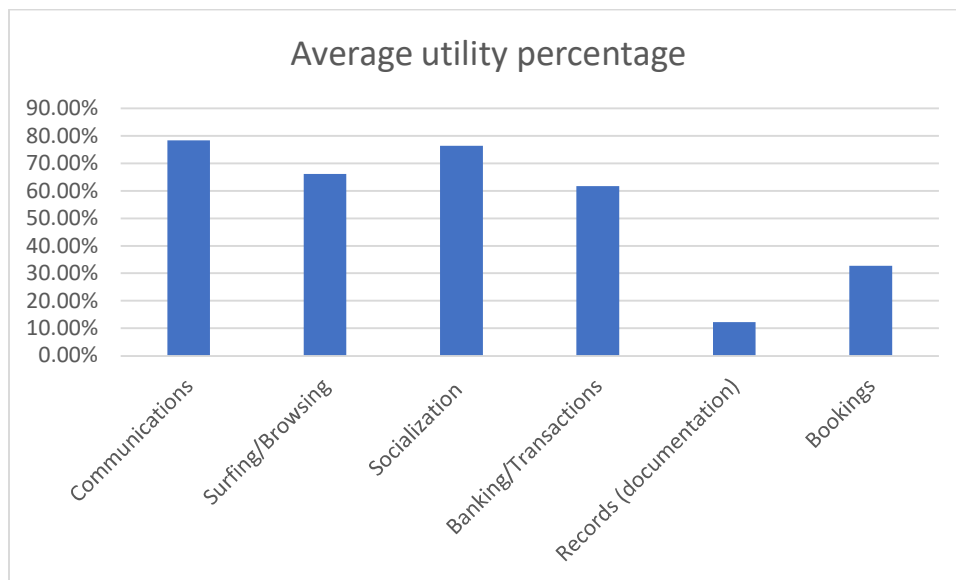


Motives	The average percentage of motives	Average amount of time spent in duration	
		weekdays	weekends
Information	32%	30 min	1 hr
Entertainment	46%	1.5 hrs	5 hrs
Time-pass	31%	2.5hrs	1.5 hrs
Habit	26.4%	2.5 hrs	1.5 hrs
Companionship	28.8%	3 hrs	1 hr
Relaxation and diversion	26%	2 hrs	1 hr
Vicarious pleasure	2.3%	30 min	30 min
Voyeurism	2.5%	1 hrs	1hr

Table 6 describes eight factors as motives for media use and the amount of use at various strata. The results reveal that the entertainment motive factor is the highest ranking with a score of 46% and the information factor the next with a score value of 32%. It should be noted that companionship is the third important motive determining media use with a score value of 28.8%. And is thus inferred that a greater percentage of people require companionship which they seek from media as an alternative to physical humans. Regarding the average amount of time spent in duration, it is found that though information is the second greatest motive factor determining media use, the time spent on media exposure is the least of all other motivation factors

comparatively. Regarding the entertainment factor motive, an average of 1.5 hours is spent on media exposure during weekdays and 5 hours spent on weekends. The factors Time-pass and Habit share equal score values for the time duration spent on weekdays and weekends in media exposure. From the scores of Time-pass and Habit, it is understood that the Time-pass factor helps people to stay engaged with or while away the time keeping them sort of engaged where they have nothing else to do. Similarly, habitual watching is an important element that a considerable number of people without any reason keep exposed to any media or else they feel something left out or empty or a sort of dryness in their routine. Relaxation and diversion are a significant factor in media engagement to let out stress and have a release and relief from their regular stress. Though Vicarious pleasure and Voyeurism motives are much lesser than other factors, are still dominant media utility deterrents for specific media programmes such as serials, soap operas and Bigboss shows.

Table 7: Internet needs utility

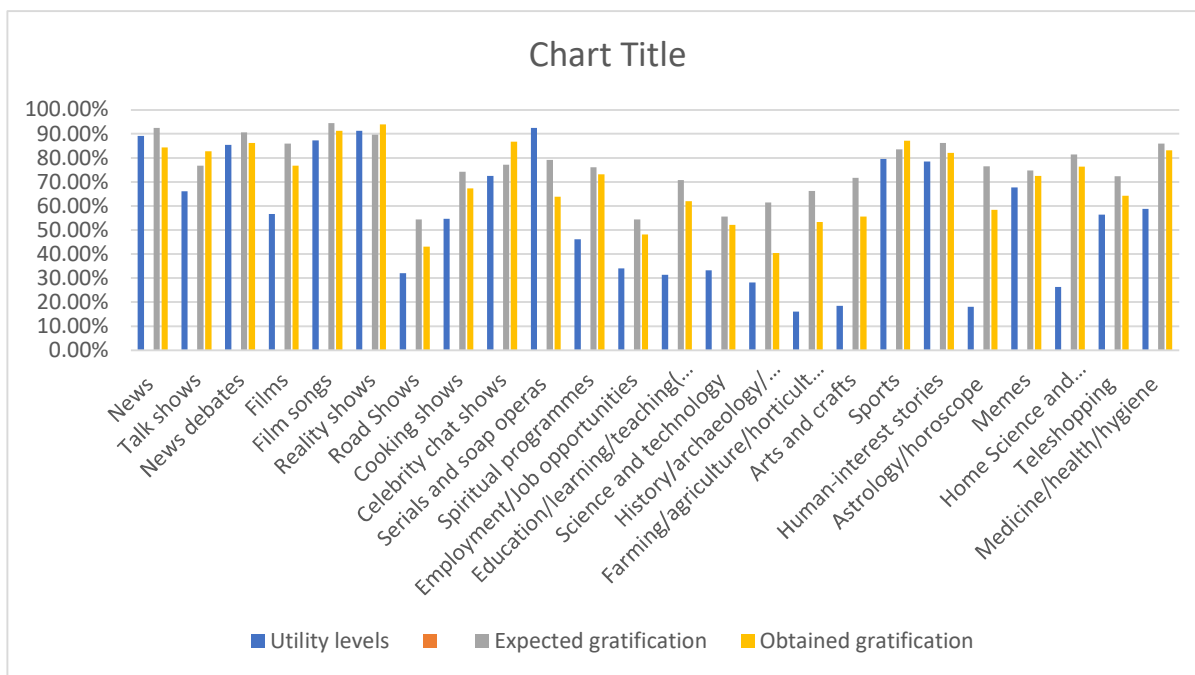


Utility factors	Average utility percentage
Communications	78.4%
Surfing/Browsing	66.1%
Socialization	76.4%
Banking/Transactions	61.7%
Records (documentation)	12.3%
Bookings	32.7%

Table 7 demonstrates the internet needs utility using six media utility determining factors.

Of all the factors, Communication ranks first with the highest score value of 78.4% followed by the factor Socialization with the score of 76.4%. Both communication and socialization factors which are the main essentials of living beings are in close relationship for internet utility needs.

Table 8: Types of electronic media (TV, YouTube) genre/content (in a day)



S.NO	Genre/Content	Utility levels	Time spent in duration	Expected gratification	Obtained gratification
1.	News	89.2%	15 min	92.5%	84.3%
2.	Talk shows	66.1%	1.5 hrs	76.8%	82.7%
3.	News debates	85.4%	1 hr	90.6%	86.2%
4.	Films	56.7%	3 hrs	85.9%	76.8%
5.	Film songs	87.3%	2hrs	94.5%	91.3%
6.	Reality shows	91.2%	1hr	89.7%	93.9%
7.	Road Shows	32.1%	1 hr	54.4%	43.1%
8.	Cooking shows	54.6%	30 min	74.2%	67.3%
9.	Celebrity chat shows	72.5%	1hr	77.1%	86.7%
10.	Serials and soap operas	92.4%	2.5hrs	79.2%	63.8%

11.	Spiritual programmes	46.2%	1hr	76.1%	73.2%
12.	Employment/Job opportunities	34%	30 min	54.4%	48.1%
13.	Education/learning/teaching(academic and non-academic studies)	31.4%	40 min	70.8%	62%
14.	Science and technology	33.3%	30 min	55.6%	52.1%
15.	History/archaeology/ excavations/ inventions and discoveries	28.2%	30 min	61.4%	40.4%
16.	Farming/agriculture/horticulture/ animal husbandry	16.1%	30 min	66.3%	53.3%
17.	Arts and crafts	18.4%	30 min	71.7%	55.6%
18.	Sports	79.6%	2.5hrs	83.6%	87.2%
19.	Human-interest stories	78.5%	20 min	86.2%	82.1%
20.	Astrology/horoscope	18.1%	30 min	76.5%	58.4%
21.	Memes	67.7%	1.5 hrs	74.8%	72.5%
22.	Home Science and Housekeeping	26.3%	30 min	81.4%	76.3%
23.	Teleshopping	56.4%	45 min	72.3%	64.2%
24.	Medicine/health/hygiene	58.8%	30 min	85.9%	83.1%

Table 8 explains 24 types of electronic media (TV, YouTube) genre/content the samples use in media engagement. The genre use levels, the time spent duration, the gratifications expected before being exposed to the programme and the gratifications obtained after getting exposed to media programmes are explained here.

‘News’ scoring the value of 89.2% as one of the most used/needed genres has the least time spent in terms of duration. The expected gratification score of News is the second highest score value with 92.5% next to Films at 94.5% which is an element of entertainment factor yet the score of obtained gratification regarding News 84.3% is lesser than expected gratification but not much of a difference between expected and obtained gratifications. It is noted that entertainment and infotainment-based genres such as Films, Film songs, Reality shows, Road Shows, Cooking shows, Celebrity chat shows, Serials and soap operas, Sports, and Meme have higher utility level scores and the time spent watching in terms of duration is relatively greater when compared to information based genre programmes such as News, Talk shows, News debates, Employment/Job opportunities, Education/learning/teaching (academic and non-academic studies), Science and Technology, History/archaeology/ excavations/ inventions and discoveries, Farming/agriculture/horticulture/ animal husbandry, Home science and housekeeping and Medicine/health/hygiene. The spiritual genre has a moderate utility level of 46.2% with an average time duration spent of 1 hour and the expected and obtained gratifications being 76.1% and 73.2% respectively. The other lower utility genres are Arts and crafts with an 18.4% utility score, a minimum of 30 minutes exposure time and 71.7% expected and 55.6% obtained gratifications and the genre Astrology/horoscope with 18.1% utility score value, 30 minutes of media/programme exposure, 76.5% gratifications expected and 58.4% of gratifications obtained. Teleshopping scores moderate in all aspects such

as use level 56.4%, duration spent 45min, expected gratification 72.3% and obtained gratification with 83.1% as score values.

CONCLUSION

Findings and inferences from the above study help us to conclude that women and female children of Bhilai city in the Durg district of Chhattisgarh own television sets, laptops and smart mobile phones at a greater percentage. The women and female children are exposed to Cinema Theatre, Traditional Television sets and Internet-based mediums at a lesser percentage during weekdays and score high during weekends/holidays and festival seasons. It is found that women and children are significantly using the modern technology communication tools like OTT platforms for media engagement which reveals that these samples have broken the stereotypes of being female by gender and also have skills in technical know-how of using the media applications. The ability to own media gadgets also reveals that women and female children are financially capable of affording.

The results also conclude that women and children are much more active in Social media applications/ Social Network Sites(SNS) such as WhatsApp, Facebook, Instagram and Snapchat and are up to date with communication and socialization trends. It is found that females watch entertainment programmes more than information programmes. Time pass, Habit, Companionship, Relaxation and diversion factors serve as other major use motives for media exposure. Though Vicarious pleasure and Voyeurism have much lesser scores compared to other factors for media use motives, the scores of media watch regarding the serials, soap operas and reality shows lead to a research gap for further research studies.

The major findings are that 1) among the studied media, television is the most accessed and used media followed by internet-based mediums. 2) Regarding Status/percentage of health programme exposure levels, the women and children have 58.8% as a moderate media use level but have very less media exposure duration time of 30 minutes while their expected gratification before exposure to media is 85.9% and the obtained gratification after media exposure is 83.1%. It is also inferred that the scores of OTT Platforms, Internet-based mediums and Social media applications are greatly influenced by high usage and exposure by teens and youngsters than mid-aged and old women.

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