**Supplemental material 5: Binary logistic regression derived from SPSS**

Below provide the details on binary logistic regression of major preferred media (dependent variable) with demographic features (sex, age, education, caste, groups and district)**.**

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| 1. **Radio** |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Omnibus Tests of Model Coefficients** | | | | | |  | | Chi-square | df | Sig. | | Step 1 | Step | 46.578 | 13 | .000 | | Block | 46.578 | 13 | .000 | | Model | 46.578 | 13 | .000 | |
| |  |  |  |  | | --- | --- | --- | --- | | **Model Summary** | | | | | Step | -2 Log likelihood | Cox & Snell R Square | Nagelkerke R Square | | 1 | 161.570a | .229 | .333 | | a. Estimation terminated at iteration number 20 because maximum iterations has been reached. Final solution cannot be found. | | | | |
| |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Variables in the Equation** | | | | | | | | | | |  | | B | S.E. | Wald | df | Sig. | Exp(B) | 95% C.I.for EXP(B) | | | Lower | Upper | | Step 1a | District(1=Dhading) | 2.108 | .586 | 12.941 | 1 | .000 | 8.235 | 2.611 | 25.973 | | Sex  (1 Male, 2 Female) | -.425 | .746 | .324 | 1 | .569 | .654 | .152 | 2.822 | | Age (continuous) | -.001 | .019 | .003 | 1 | .960 | .999 | .963 | 1.036 | | Education (0=Illiterate) |  |  | 5.099 | 3 | .165 |  |  |  | | Education (1= Literate/primary) | .056 | 1.171 | .002 | 1 | .962 | 1.057 | .106 | 10.495 | | Education(2= Secondary) | -1.337 | .831 | 2.586 | 1 | .108 | .263 | .051 | 1.340 | | Education(3=Higher secondary) | -.698 | .835 | .700 | 1 | .403 | .497 | .097 | 2.554 | | Caste  (0=elite group (Brahmin/Chhetri) |  |  | 1.653 | 6 | .949 |  |  |  | | Caste(1= Thakuri) | -19.717 | 40192.416 | .000 | 1 | 1.000 | .000 | .000 | . | | Caste(2= Newar) | -20.168 | 40192.416 | .000 | 1 | 1.000 | .000 | .000 | . | | Caste(3= Chepang) | -20.711 | 40192.416 | .000 | 1 | 1.000 | .000 | .000 | . | | Caste(4= Other Janajati) | -20.467 | 40192.416 | .000 | 1 | 1.000 | .000 | .000 | . | | Caste(5= Dalit) | -19.550 | 40192.416 | .000 | 1 | 1.000 | .000 | .000 | . | | Caste(6= Others) | 1.476 | 40899.023 | .000 | 1 | 1.000 | 4.374 | .000 | . | | Group (1 Control, 2 Experiment) | .296 | .533 | .309 | 1 | .579 | 1.345 | .473 | 3.822 | | Constant | 21.016 | 40192.416 | .000 | 1 | 1.000 | 1340244908.534 |  |  | | a. Variable(s) entered on step 1: District, Sex, Age, Education, Caste, Group. | | | | | | | | | | |

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| 1. **Local Television** |
| |  |  |  |  | | --- | --- | --- | --- | | **Omnibus Tests of Model Coefficients** | | | | | Chi-square | df | Sig. | | 56.995 | 13 | .000 | | 56.995 | 13 | .000 | | 56.995 | 13 | .000 | |
| |  |  |  |  | | --- | --- | --- | --- | | **Model Summary** | | | | | Step | -2 Log likelihood | Cox & Snell R Square | Nagelkerke R Square | | 1 | 160.495a | .273 | .388 | | a. Estimation terminated at iteration number 20 because maximum iterations has been reached. Final solution cannot be found. | | | | |
| |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Variables in the Equation** | | | | | | | | | | |  | | B | S.E. | Wald | df | Sig. | Exp(B) | 95% C.I.for EXP(B) | | | Lower | Upper | | Step 1a | District (1=Dhading, O = Kaski) | -2.202 | .575 | 14.681 | 1 | .000 | .111 | .036 | .341 | | Sex  (1 Male, 2 Female) | .225 | .604 | .139 | 1 | .710 | 1.252 | .383 | 4.089 | | Age (continuous) | -.020 | .021 | .940 | 1 | .332 | .980 | .941 | 1.021 | | Education (0=Illiterate) |  |  | 2.547 | 3 | .467 |  |  |  | | Education (1= Literate/primary) | -1.500 | 1.159 | 1.673 | 1 | .196 | .223 | .023 | 2.166 | | Education(2= Secondary) | -.255 | .893 | .082 | 1 | .775 | .775 | .135 | 4.462 | | Education(3=Higher secondary) | -.644 | .886 | .528 | 1 | .468 | .525 | .093 | 2.983 | | Caste  (0=elite group (Brahmin/Chhetri) |  |  | 8.997 | 6 | .174 |  |  |  | | Caste(1= Thakuri) | 22.085 | 40192.909 | .000 | 1 | 1.000 | 3902035901.825 | .000 | . | | Caste(2= Newar) | 20.748 | 40192.909 | .000 | 1 | 1.000 | 1025165067.689 | .000 | . | | Caste(3= Chepang) | 21.914 | 40192.909 | .000 | 1 | 1.000 | 3289790335.016 | .000 | . | | Caste(4= Other Janajati) | 20.499 | 40192.909 | .000 | 1 | 1.000 | 799460004.391 | .000 | . | | Caste(5= Dalit) | 22.081 | 40192.909 | .000 | 1 | 1.000 | 3885680366.314 | .000 | . | | Caste(6= Others) | 22.019 | 40192.909 | .000 | 1 | 1.000 | 3654714337.437 | .000 | . | | Group (1 Control, 2 Experiment) | -.137 | .522 | .068 | 1 | .794 | .872 | .313 | 2.428 | | Constant | -18.397 | 40192.909 | .000 | 1 | 1.000 | .000 |  |  | | 1. Variable(s) entered on step 1: District, Sex, Age, Education, Caste, Group. | | | | | | | | | | |

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| 1. **Picture Lessons** |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Omnibus Tests of Model Coefficients** | | | | | |  | | Chi-square | df | Sig. | | Step 1 | Step | 61.080 | 13 | .000 | | Block | 61.080 | 13 | .000 | | Model | 61.080 | 13 | .000 | |
| |  |  |  |  | | --- | --- | --- | --- | | **Model Summary** | | | | | Step | -2 Log likelihood | Cox & Snell R Square | Nagelkerke R Square | | 1 | 118.617a | .289 | .456 | | a. Estimation terminated at iteration number 20 because maximum iterations has been reached. Final solution cannot be found. | | | | |
| |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Variables in the Equation** | | | | | | | | | | |  | | B | S.E. | Wald | df | Sig. | Exp(B) | 95% C.I.for EXP(B) | | | Lower | Upper | | Step 1a | District (1=Dhading, O = Kaski) | -2.573 | .667 | 14.886 | 1 | .000 | .076 | .021 | .282 | | Sex  (1 Male, 2 Female) | -.174 | .705 | .061 | 1 | .805 | .841 | .211 | 3.350 | | Age (continuous) | -.011 | .024 | .194 | 1 | .660 | .989 | .943 | 1.038 | | Education (0=Illiterate) |  |  | .073 | 3 | .995 |  |  |  | | Education (1= Literate/primary) | 18.296 | 8637.946 | .000 | 1 | .998 | 88239725.659 | .000 | . | | Education(2= Secondary) | .150 | .991 | .023 | 1 | .880 | 1.162 | .167 | 8.108 | | Education(3=Higher secondary) | .269 | 1.024 | .069 | 1 | .792 | 1.309 | .176 | 9.743 | | Caste  (0=elite group (Brahmin/Chhetri) |  |  | 11.790 | 6 | .067 |  |  |  | | Caste(1= Thakuri) | -21.529 | 40193.273 | .000 | 1 | 1.000 | .000 | .000 | . | | Caste(2= Newar) | -20.045 | 40193.273 | .000 | 1 | 1.000 | .000 | .000 | . | | Caste(3= Chepang) | -42.512 | 46395.611 | .000 | 1 | .999 | .000 | .000 | . | | Caste(4= Other Janajati) | -19.749 | 40193.273 | .000 | 1 | 1.000 | .000 | .000 | . | | Caste(5= Dalit) | -22.273 | 40193.273 | .000 | 1 | 1.000 | .000 | .000 | . | | Caste(6= Others) | -20.269 | 40193.273 | .000 | 1 | 1.000 | .000 | .000 | . | | Group (1 Control, 2 Experiment) | 1.787 | .714 | 6.257 | 1 | .012 | 5.973 | 1.472 | 24.228 | | Constant | 22.539 | 40193.273 | .000 | 1 | 1.000 | 6144209600.900 |  |  | | a. Variable(s) entered on step 1: District, Sex, Age, Education, Caste, Group. | | | | | | | | | | |