A RESEARCHER'S GUIDE
TO SOCIAL-PSYCHOLOGICAL-COMMUNICATION VARIABLES
IN FAMILY PLANNING RESEARCH

EAST-WEST CENTER
East-West Communication Institute
1777 East-West Road
Honolulu, Hawaii 96822
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EAST-WEST COMMUNICATION INSTITUTE

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A RESEARCHER'S GUIDE

TO SOCIAL-PSYCHOLOGICAL-COMMUNICATION VARIABLES

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by

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• ABSTRACT

The author has identified 274 studies made from 1946-1972 and provided brief methodological summaries according to seven categories: researcher or sponsor; independent variables; research locale; research design; data-gathering methods; type of respondent; and type of sample. Tables show the distribution of studies according to research locale and independent variable.

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This is an annotated researcher's guide to social, psychological, and communication variables explored in family planning research. Seven categories are used to provide brief "methodological" summaries of each study:

1. Researcher and/or sponsoring agency;
2. Independent variables;
3. Research locale;
4. Research design;
5. Data-gathering methods;
6. Type of respondent; and
7. Type of sampling.

Studies from 1946 to 1972 have been included, and an attempt has been made to classify each study with respect to the above categories. Most of the references cited are empirical studies in family planning communication and are social-psychological in orientation (i.e., perception, motivation, communication; and knowledge, attitudes and practices (KAP) variables). A few are comparative studies or attempts to synthesize existing material or to suggest possible application to existing action programs. Some are unpublished studies which have been described in articles; in those cases, the published source has been included in the entry. The Guide does not attempt to be comprehensive and is representative of what the author has seen to be more frequently cited in most studies, particularly concerning KAP research.

The entries are numbered consecutively, and the methodological summary follows each reference. Finally, the guides at the end of this paper show the distribution of studies according to research locale and independent variable, with the numbers referring to the bibliographic reference.

A popular definition of family planning research states that it is the "systematic study of the phenomenon of family planning among populations, of the processes by which the practice of family planning diffuses throughout a community or nation, and of the forces that retard or facilitate such diffusion and adoption." This implies the need to examine a host of social, psychological and cultural variables which are critical to the understanding of the diffusion and adoption processes. Since communication encompasses various interdisciplinary areas, the communication researcher may find the Guide, which includes other communication-related variables, useful in the conceptualization of future research designs.

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The list is by no means exhaustive and is intended to solicit additional information. Further, since only a few studies have explicitly identified their intervening variables, the latter have been omitted from the methodological summaries as a category. Likewise, since the dependent variable is so uniform, it has not been included. However, based on the author's review of this literature, the following statements can be made about the methodological features found in the studies which have been included in this Guide:

(a) The most common independent variables are knowledge, attitudes, perception and belief system, communication networks and sources of information, and communication strategies.

(b) The most common dependent variables are adoption of family planning as an ideal, adoption of a particular contraceptive, or clinic attendance.

(c) The most common intervening variables are the social system, e.g., norms (presence of mother-in-law), values, roles, religious differentials, frequency of intercourse, female education and employment.

(d) The most common type of data-gathering method is the personal interview with questionnaires being used by interviewers.

(e) The sample survey is the most popular research design, although several studies have used experimental techniques with treatment and control groups.

(f) Random Probability sampling is used in a majority of studies.

(g) The typical respondents are married women of fertile age, followed by married men and women.

(h) The following theories and models were identified as frequently appearing in a number of studies: (1) Opinion Leadership (two-step flow model of communication); (2) Reference Group Theory ("pluralistic ignorance" or need for social support); (3) Perception (of innovations, sources and population problem); (4) Motivation (to adopt or to continue to use contraceptives; incentives); (5) Communication Strategies (campaigns in the dissemination of family planning information); (6) Communication Networks: channels and sources of information (interpersonal); (7) Dyadic Interaction (communication between husband and wife); and (8) other social-psychological and cultural variables influencing family planning behavior (norms, values, belief systems).

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BIBLIOGRAPHY


KAP; India


University of Ibadan; Communication networks (to identify innovators and compare importance of interpersonal sources of information); Nigeria; Interviews; Random


Communication Strategies; Philippines; Content analysis of information campaign materials (print media); Incidental sampling


Communication Strategies; India; Rural community inhabitants


Center for International Documentation on the Contemporary Church; Social-Psychological (Religion); Document analysis; Interpretation of 4000 reactions from (1) geographical point of view, (2) specialist point of view, and (3) ecumenical point of view; Reaction from Philippines, Colombia, Japan, India, Spain, Portugal, Cuba, Albania, Latin America, Black Africa, France, Italy, Holland, Germany, Austria, Belgium, Canada, Switzerland, Ireland, Indonesia, Australia, South Africa, Scandinavia, and U.S.A. Catholic conferences


KAP (comparison of a number of studies); India; Men and women in rural communities
KAP

Motivational; Thailand; Survey; Interviews; Married women 20-45 yrs. old with living husband

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KAP (Knowledge attitudes); Philippines (lowland Christian communities); Survey; Interviews; Married couples; Random

Communication Strategies (publicity program); India; Survey (before-after); Interviews; Married couples; Random

(Collection of papers)

The Population Council; Motivation and Communications Strategies; Taiwan (Taichung); Survey (before-after); Interviews; Married women 20-39; Random

KAP (Attitudes toward family size and religion, urbanization, secularization, individualization); Sao Paulo, Brazil; Survey; Structured interviews; Women 15-49 years old; Stratified cluster

14. Bhatia, Brajesh. "Importance of Content in Family Planning," Central Family Planning Institute, New Delhi. In Dubey, *Family Planning Communications Studies in India*. Communications Strategies (summary of principles of effective mass communications); India

15. Bhatia, Brajesh; D. C. Dubey; and A. K. Devgan. "A Study in Family Planning Communication: Direct Mailing," Central Family Planning Institute, New Delhi, 1965 (mimeographed). In Dubey, *Family Planning Communications Studies in India*. Communications Strategies (mailing of printed literature); India (Alwar District); Survey; Interviews

KAP (attitudes on family planning); Chicago; Survey; Structured Interview; Married couples and family heads; Stratified cluster

Social-Psychological-Cultural (Educational attainment and religion); United States; Survey (10 surveys over a 20-year period); Interviews; White, never-married American women; Random


- KAP (knowledge, attitudes); Jamaica; Survey; Structured interviews; Married couples; Area probability


- Planned Parenthood Center, Syracuse; Communications strategies (educational campaign); Syracuse, New York; Experimental with treatment and control groups; Structured interview; Women at least 18 years old; Random; (research proposal)


- (Collection of articles)


- Perception (desire for large family, empathy, male attitudes); Chicago; Survey; Structured interviews; Negro couples; Random


- (Collection of studies)


- Community and Family Study Center; Opinion leadership; Chicago; Experimental; Structured interviews; Married couples; Random


- Motivation (considerations necessitating family planning); India


- Center for Population Research, Georgetown University; KAP (attitudes, beliefs, and opinions on use of birth control); Colombia, United States, Netherlands; Survey; Interviews and questionnaire; Parish priests (1,711 U.S.; 1,500 Netherlands; 500 Colombia); Random


- KAP; Uganda; Survey; Formal interviews (standard questionnaire); 265 urban hospital patients, male and female


- KAP (physicians' attitudes on contraception); United States (New England to West Coast); Survey; Structured interviews; 551 medical doctors in private practice; Purposive
   Social-Psychological (Education and Religion); Africa; Survey; Interviews; Married couples; Random
   (This study is a comparison of survey findings from Senegal, Ghana, Nigeria, and Kenya)

   Perception (family size ideals, attitudes); Urban Ghana; Survey; Interviews; Married couples; Random

   Perception (perception of the role of general practitioners); England and Wales; Survey; Questionnaire; 1388 General practitioners; Stratified random

   Perception (elite perception); Bolivia; Survey; Interviews; 97 men and women from law, government, military, journalism, education and clergy

   Communication Networks; Sources and channels of information (motives for IUCD acceptance and sources of information); India; 70 IUCD acceptors at Irwin Hospital, New Delhi

33. Central Family Planning Institute, New Delhi, "Impact Study of a Family Planning Exhibition." In Dubey, *Family Planning Communications Studies in India*.
   Communication Strategies (increased awareness as a result of family planning exhibition); India; Survey (before and after); Interviews

34. Central Family Planning Institute, New Delhi, "Rumours about IUCD, A Study in Communication: A Summary Report of Important Findings." In Dubey, *Family Planning Communications Studies in India*.
   Communication Networks; Sources and channels of information (different sources of information used by men and women); India; Interviews; 131 men and women

   Population Council, Taiwan and Taiwan Provincial Health Department; Communications Strategies (use of mass media); Taiwan (Kaoshuing City); Interviews; Survey; 1504 married women; Stratified random sample

   Motivation (regular, persistent use of contraceptives); Chicago; Survey (before-after); Interviews; 72 Negro women who visited mobile family planning clinics in low-income neighborhoods; Random

   Family Planning Association of Hong Kong; Communication Strategies (information campaign); Hong Kong; Experimental (treatment and control groups); 3,036 IUD acceptors

Communication Networks; Channels and sources of information; Bombay, India; Survey; Interviews and clinic records; 363 women (clients in clinics)


Korean Institute for Research in the Behavioral Sciences; Social-psychological-cultural (Psychological value-orientations, modernity attitudes, family planning attitudes, family planning knowledge, environmental perception); Korea; Sample survey; Questionnaire; Probability sample of 1,883 women, purposive sample of 567 women from Seoul and 158 from rural areas; Probability and purposive


Dyadic Interaction (family interaction patterns); Argentina; Survey and participant observation; Unstructured interviews; Married couples; Random


Social-Psychological-Cultural (female education); Philippines; Survey; Interview; College women; Random


Dyadic Interaction; Philippines; Interview; Eligible women; (Review of family planning studies in the Philippines)

43. Concepcion, Mercedes; and Gerry E. Herdershot. "Factors Associated with Married Women's Ideal Family Size and Approval of Family Planning," *St. Louis Quarterly,* Vol. 6, Nos. 3 and 4; (Sept. -Dec. 1968).

KAP (ideal family size, religion); Philippines (lowland Christian community); Survey; Interviews; Married women; Random


Communication Networks: Channels and Sources of Information (Physicians as information source); United States (New England to West Coast); Survey; Interview; Practicing physicians; Random stratified


KAP (attitudes toward contraceptive practices); Thailand; Survey; Structured interviews; Married women 15-44 yrs. old (960 women); Random


KAP (Beliefs about birth control); United States (large Northern city); Survey; Structured interview; 100 Negro and 101 white low-income mothers 20-40 years old


KAP; Uganda; Survey; Interviews and questionnaire; 500 urban hospital patients

Planning Communications Studies in India.
Communication Networks; sources and channels of information; India; Experimental

KAP (Knowledge, attitudes and practices); India; Survey; Structured interview; Married couples; Probability (This article describes a number of studies in various Indian states.)

Communication Strategies (knowledge imparted at group meetings); India

Communication Strategies (increasing effectiveness of hospitals in promoting family planning); New Delhi, India; Role study; Questionnaire, interview, and observation; Patients visiting hospital and medical personnel

Social-Psychological-Cultural (norms); Alaska, Kenya, South India; Survey of literature

KAP; Kenya; Survey; Formal interviews; 352 urban males and females

Communication Strategies (use of exhibits); Delhi, Lucknow and Bombay, India (This report discusses several studies relating to different aspects of the family planning communication program.)

Communication Networks; channels and sources of information (acceptance of IUCD); India; Survey; Structured interviews; Married couples; Random

(Comparative study; contains annotated bibliography of 66 studies)

Dyadic Interaction (attributes of IUD) and Sources of Information; India; Survey; Structured interviews; Married couples; Random

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1967)

United Nations Economic Commission for Asia and the Far East; Summary of family planning programs in 13 countries: Ceylon, Taiwan, Hong Kong, India, Indonesia, Iran, Japan, Korea, Malaysia, Pakistan, Philippines, Singapore, and Thailand. Discussion of types of communication; Guidelines for family planning communications programs


Information on the distinctions between training and other forms of learning activities; The role of objectives in determining type of training; Role of population communicator as link between research and action programs; Research findings which have policy implications for population communication


Communication Networks; Channels and sources of information (communication and decision-making behavior); Philippines and Malaysia; Case study; Interviews with structured questionnaires; 69 selected administrators of IEC programs

- F -


Ford Foundation; Communication strategies and KAP (background study to determine KAP and appropriate communication techniques); Kenya; Interviews; 5000 opinion leaders and general public


Communication Networks; Channels and sources of information; India; Interviews; 56 vasectomy cases and 46 wives of these men


Opinion Leadership (rapport with village leaders); Rural development near Lucknow, India; Survey; Interviews


Comprehensive report of almost all important studies at this Institute for a number of years


Opinion Leadership; India

66. Family Planning Communication Action Research Unit, Demographic Training and Research Centre, Bombay. "A Follow-up Study of IUCD Acceptors," presented at the Fourth Family Planning Communication...
Communication Networks; Channels and sources of information (information about IUCD); India; Interviews; 60 IUCD acceptors

Communication strategies (use of radio to disseminate IUCD information); Bombay; Survey (before-after); Interviews; 240 women

Communication Networks; Channels and sources of information (doctors' role in disseminating information and advising clientele to adopt family planning); Chembur, India; Private doctors

Social-Psychological; India; Case studies; Interviews; 7 IUCD acceptors ("happy" group and "unhappy" group)

Communication Networks (referral sources of IUCD acceptors); Chembur, India; Survey; Interviews and examination of clinic records; 615 women who accepted IUCD

Communication Networks and Motivation; India; Men who made appointments for vasectomy operation

Communication Networks; India; Interviews; 281 satisfied IUCD acceptors and husbands

KAP; Rural and urban West Bengal, India; Survey; Married couples; Stratified two-stage sample

Communication Strategies (effects of group meetings in family planning education program); India; Experimental and control groups; Interviews; 363 men and women; Random


Communication Strategies (use of group meetings and group pressure in disseminating knowledge of family planning); India; Experimental; Staff members of the Indian Statistical Institute


Communication Strategies (effectiveness of community extension education); India; Experimental


A discussion of social and psychological factors related to family planning


Population Council, Thailand and Chulalongkorn Hospital, Thailand; Motivation (motivation to practice family planning via word-of-mouth communication); Analysis of clinic records; Married women 20-44 years old


Communication Strategies (communication approaches and motivational appeals); Philippines; Participant observation; Depth interviews and analysis of documents; Lay motivators (midwife, business woman, dressmaker, housewife)


Motivation; Taiwan; Survey; Interviews; 961 eligible women (under 30 with 3 or fewer children)


Cebu Institute of Medicine and University of San Carlos; Opinion leadership; Cebu City, Philippines; Survey; Interview; 1750 married women 15-44 yrs. old; Random


Sources of Information (information source, attitudes, ideal family size); Turkey; Survey; Interview; Married couples; Random

Discussion of findings of fertility studies in the U.S., especially GAF (Growth of American Families) Study and Princeton Study

   Pluralistic Ignorance; Taiwan; Survey; Structured interview; Married couples; Random

   (Collection of readings)

   Pluralistic Ignorance; Taiwan; Controlled field experiments; Structured interviews; Married couples; Random

   Social-Psychological-Cultural. (socio-cultural variables: religion, norms, values, education); United States (national sample); Survey; Structured schedule; 2713 married white women, 18-39 years old; Random

   Motivation (distance to clinic); Chile (San Gregorio, community near Santiago); Survey; Questionnaire; 1612 lower class women of fertile age; Random


   Motivation (to continue use of contraceptives); India (North Calcutta); Experimental with treatment and control groups; Interviews; Married women

   KAP (knowledge, behavior, attitudes toward family size); East Java, Indonesia; Survey; Structured interviews; Married couples; Random

   A review of studies using acceptors as promoters and a model for organizing such a program

   A proposal or model for opinion leadership programs

  Motivation (attributes of contraceptives; motivation); San Antonio, Texas; Experimental; Structured interviews; Married couples; Area probability


  Perception (perception of family size, desired size); Turrialba, Costa Rica; Survey; Structured interviews; Lower-income couples; Systematic

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  KAP (Attitudes toward children, family); Peru; Survey; Structured interview; Married women; Random


  Chilean National Health Service; KAP (attitude toward family planning, education and practice); Santiago, Chile; Sample survey; Interviews; 240 males 18-54 years old from each of 3 socioeconomic levels in Santiago and 240 men from a rural village; Probability sample for rural men and stratified sample for Santiago men


  Perception; Puerto Rico; Survey; Interviews; 13,272 male and female adults; Probability


  KAP (knowledge and attitudes); Photharam, Thailand; Survey and experimental case studies; Structured interviews; 1207 married women 20-45 years old with living husband; Random


  Community and Family Study Center; Communication strategies (beliefs, value orientations manifest in family planning publications); Chicago; Cross-cultural content analysis; Analysis of publications according to 3 categories; 331 printed publications chosen from 1,500 pieces of material from 32 countries


  Social-Psychological-Cultural (cultural meanings of fertility); Kenya (Kikuyu village north of Nairobi; Case study of Kikuyu naming customs; Questionnaires; 46 married women


  Dyadic Interaction; Puerto Rico; Survey and experiments; Interviews; Married couples; Random


  Social-Psychological-Cultural; Oahu, Hawaii; Participant observation; Unstructured interviews and questionnaires; Adults in Hawaiian-American households; Random

NAP (Attitude changes and attributes of IUD); Taiwan; Survey; Structured interviews; Married couples; Random


KAP: Kenya; Survey; Formal and informal interviews; 128 auxiliary health personnel, male and female


Dyadic Interaction and Perception


Communication Strategies (three-phase publicity campaign); India; Survey; Married couples


KAP: India; Survey; Interviews; 1021 urban and 989 rural respondents


KAP (knowledge, attitudes and sources of information); India; Survey; Interviews; 100 literate urban adults

111. Indianapolis Study. See Whelpton and Kiser (eds.), Social and Psychological Factors Affecting Fertility. 5 volumes, Milbank, 1946-58.


Social-Psychological-Cultural (beliefs and attitudes about contraception); North Carolina; Survey; Structured interviews; Lower-income women, 15-44 years old; Random

113. Institute of Hygiene, University of the Philippines. Study described in Concepcion and Flieger, Demography, 1968.

Sources of Information; Tiwi, Albay, Philippines; Survey; Interview; Married couples (900 couples); Random


Social-Psychological-Cultural (Religion); India; Interviews; Religious leaders of Hinduism, Christianity and Islam

115. Institute of Rural Health and Family Planning, Gandhigram. "Origin and Development of Rumours Regarding Family Planning " (mimeographed). In Dubey, Family Planning Communications Studies in
India.

Communication Networks; Sources and channels of information (origin and spread of rumors);
Village India


Opinion Leadership; India


Communication Networks; Channels and sources of information (men and women having different sources of information); India; Structured interviews; 5,000 households (men and women)

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Communication Strategies; Manila, Philippines; Content analysis of seven metropolitan daily newspapers


Communication Strategies (identification and classification of printed information campaign materials); Philippines; Survey; Interviews and examination of 92 printed campaign materials

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Social-Psychological-Cultural (modernism of values); Brazil and Mexico; Survey; Interview; Married couples; Random


Gallup Poll and Population Council; KAP (attitudes on population policies); United States; Survey; Interviews; Male and female; Random


KAP (knowledge, attitudes); Lulliani, Pakistan; Survey (before-after); Interviews; Married women; Random


Social-Psychological-Cultural (social mobility and fertility planning); United States; Survey; Interview; Married couples; Random

136. Laing, John E. "Fertility and Family Planning in a Philippine City (Dumaguete)", Preliminary Survey Findings and Supplementary Report, Silliman University, Dumaguete City, Philippines, 1967 and 1968.
   KAP (knowledge, attitudes, social-psychological factors); Dumaguete City, Philippines; Benchmark survey; Interview; Married women 15-44 years old; Systematic

   University of the Philippines Population Institute; KAP; Manila, Philippines; Analyses of data from National Family Planning Record-Keeping system and from National Demographic Survey; Systematic

   Social-psychological (psychological factors relating to family planning); Western State, Nigeria; Comparative field study; Depth interviews, psychological completion of scales and projective techniques; 300 couples from three villages

   KAP (values, attitudes and behavior connected with sex and family planning); Uganda; Informal and formal interviews and census; Rural households (couples)

   University of Notre Dame; Opinion leadership; Philippines (Cebu); Survey; Interview; Married couples; Random

   KAP; Philippines; Survey; Interviews; Editors of all 10 Manila daily newspapers

   KAP; Manila, Philippines; Exploratory study; Questionnaire; 15 selected comics writers of 7 magazines

143. Loomis, C. P. "Changes in rural India as related to social power and sex," Behavioural Science and Community Development (India), 1967, 1, 1-27.
   KAP; 364 villages in rural India; Interviews; Men and women; National probability sample

   Taiwan Population Studies Center; Communication strategies (group meetings and information campaign); Taiwan; Experimental with treatment groups (before-after); Interview schedules; Married women 20-39; Random

   KAP (knowledge, attitudes); Philippines; Survey; Interview; Married couples; Random
Opinion Leadership; Puerto Rico; Experimental action program; Structured interview; Married women; Random

   KAP (contraceptive attitude, knowledge and use); United States; Survey; Group discussions; Negro females of childbearing age (15-49); Stratified, non-random

   Social-Psychological-Cultural; California; Sample survey; Interviews; Married women of lower socio-economic status; Probability

   Social-Psychological-Cultural; Mexico City; Clinic data and interviews; 2,214 women who were "clinic dropouts"; Random (interviews) and purposive (clinic data)

   Pluralistic Ignorance (reference group); Seattle

   Sources of Information (information sources, attitudes on family size); Ceylon; Survey; Interviews; Married couples; Random

   Pluralistic Ignorance (source); Taiwan; Survey (multiple classification analysis); Interview; Married women 20-44 years old; Stratified probability

   KAP (attitudes regarding sex, family relations, pregnancy, abortion and family planning); Uganda; Formal interviews and document collection; Rural and urban schools, parents, unmarried employees


   Social-Psychological-Cultural (female employment); United States; Survey; Interview; Non-white college women; Random

   Community and Family Study Center; Social-psychological-cultural (belief system, fatalism, and socio-economic factors); Bullock County, Alabama; Before-after; Structured interview; Negro couples; Random area probability

   Dyadic Interaction (husband-wife concurrence, communication, empathy); Korea; Survey; Questionnaire and interview; 200 households (Husband and wife interviewed separately); Purposive
KAP; Kenya; Formal interviews; 520 rural hospital patients

KAP (attitude toward teaching family planning in primary schools); South Nyanza, Kenya; 212 headmasters of rural primary schools

Communication Networks; Channels and sources of information; Village in north India; Participant observation; Unstructured interviews

Communication Strategies (teaching methods' effectiveness); India; Experimental treatment and control groups; Personal interviews; Married couples; Probability

Community and Family Study Center; Social-psychological-cultural (socio-economic correlates); Chicago; Survey; Structured interview; Single and married women; Stratified cluster sample

National Center for Scientific Research; Dyadic interaction; France; Survey; Structured interviews; Married couples; Random stratified

CELADE, Latin American Demographic Center; Social-psychological-cultural (rural-urban differentials); Seven Latin American countries (urban fertility) and three Latin American countries (rural fertility); Comparative survey; Structured interviews; Women 15-39 years old in rural and urban areas

Dyadic Interaction (communication between spouses and attitudes and agreement on family planning); Chicago; Survey; Interviews; 118 low-income Negro couples (husbands and wives interviewed separately); Random

KAP (attitudes of males); Chicago; Survey; Structured interviews; 118 low-income Negro couples (husbands and wives interviewed separately); Random

Family Planning Association of Hong Kong and Social Survey Research Centre of Chinese University of Hong Kong; Opinion leadership; Hong Kong; Experimental with treatment and control groups; Interview; Married women; Random


Social Welfare Department and Council of Social Sciences in Hong Kong; Dyadic interaction; Hong Kong; Survey; Interviews; 561 husband-wife pairs and additional 1101 men and 1530 married women


Communication Strategies (limitations and effectiveness of radio); India


- KAP (attitudes relevant to family planning); Kenya, Tanzania and Uganda; Psychological testing; Sentence completion test and personal data; 2648 male and female


- Social-Psychological (evaluation of social-psychological findings of studies); East Africa; Content analysis of 23 family planning studies


- Population Institute, University of the Philippines; KAP; Four Philippine municipalities (Imus, Calasiao, Tiwi, and Miagao); Survey; Interviews; 6,000 married women 15 years and older


- Communication Strategies; India (information on most communication-action-research studies in India)

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- Communication Strategies (educational and communication campaigns); Dacca, East Pakistan; Survey and experiment with treatment and control groups; Interviews; Married couples; Random


- Social-Psychological-Cultural (Role); Japan; Survey; Interviews; Married women; Random


- Communication Strategies; Kenya; Formal Interviews; 500 rural family planning clinic patients
   Social-Psychological-Cultural (Socio-cultural factors, norms, values); Western Nigeria; Survey; Interviews; Married women and men; Non-random

   Taiwan Population Studies Center; Sources of information; Taichung, Taiwan; Before-after survey with treatment groups; Structured interviews; Married women 20-39 years old; Probability

   Community and Family Study Center; Opinion leadership (opinion leadership and impersonal sources); Chicago; Experimental with treatment but no control group; Structured interview; Predominantly Negro men and women; Random

   (Summary discussion of survey data) KAP (knowledge, attitudes, desired fertility); West Malaysia; Survey; Intensive interviews and questionnaire; 5,457 married women 15-44 years old; Probability

   Pluralistic Ignorance; Taichung, Taiwan; Experimental with 4 treatment groups; Interviews; Married couples; Random

   Opinion Leadership; West Malaysia; Analysis of data from 1966-67 West Malaysia Family Survey; Intensive interviews; 5,457 currently married women 15-44 years old; Probability

   National Family Planning Board, Malaysia, and University of Michigan; KAP (attitudes, background and interest in participation in family planning programs); Kuala Lumpur, Malaysia; Sample survey; Questionnaire; 292 "bidans" (village midwives); Purposive

   Taiwan Population Studies Center and University of Michigan Center for Population Planning; Motivation (discontinuance of IUD); Taichung, Taiwan; Clinic records and interviews; 6,645 women who accepted IUD

   (Discussion of two surveys and proposal for planning population learning programs for youth) Perception and Sources of Information; India; Survey; Questionnaires; Boys and girls (students at Delhi University)
174. Poffenberger, Thomas. "Family Planning Communication in an Indian Village" (mimeographed). In Dubey, Family Planning Communications Studies in India. Communication Strategies (comparative effectiveness of various media); India (Baroda district)

Ford Foundation; Dyadic interaction; Indian (village); Survey; Intensive interviews and observation; Married couples; Stratified random

National Institute of Community Development (India); KAP (differential sex interest in fertility control); India; Survey; Interviews; 3,375 men and 2,435 women; National probability sample

KAP and Dyadic Interaction; India; Family case histories; 66 families

KAP; India; Survey (conducted by Indian Institute of Public Opinion); Interviews; 1,000 urban males and females; Purposive

Social-Psychological-Cultural; a village in south-central Gujarat State, India; Survey; Intensive interviews and observations; Married couples; Purposive

(A cross-cultural comparison of incentives in family planning programs)

A discussion of most of the psychological variables in family planning

Communication Strategies; New York

Planned Parenthood Federation of America; Communication strategies (information campaign); New York City; Surveys before and after; Interview with schedules; 1,187 married women 18-39 years old; Random

KAP (knowledge, attitudes); Ghana; Survey; Interviews; Married women; Stratified random cluster

All-India Institute; Communication networks; Channels and sources of information (information source, attitudes); India; Baseline experimental and action program; Interviews; Married couples; Random
Social-Psychological-Cultural (socio-psychological factors); Cotabato, Mindanao, Philippines; Survey; Structured interview; Married women; Random

KAP (knowledge and attitudes, demographic factors); Manila, Philippines; Survey; Structured interviews; 1,769 married women; Random

188. Population Institute, University of the Philippines. Study in Miagao, Philippines, discussed in Murphy, E. M., *Four Fertility Surveys*, 1968.
KAP (knowledge, attitudes and socio-cultural factors, education, ideal family size); Miagao, Iloilo, Philippines; Survey; Structured interview; 1,576 married women; Random

Indian Statistical Institute; Social-psychological-cultural (social-psychological characteristics of respondents); Calcutta, India; Survey; Questionnaires; 1,018 married couples with wife under 40 years old; Random

Ford Foundation and Population Council; Motivation (retention of IUD); Taiwan; Clinic records; Married women

Social-Psychological-Cultural (religion); United States; Factor analysis of religious items from data gathered in interviews; 1,028 married Catholic women; Nationally representative sample interviewed by National Opinion Research Center

Family Health Research Project, Photharam, Thailand; Social-psychological (desire for progeny); Photharam, Thailand; Survey; Structured interviews; 1,207 married women 20-45 years old with living husband; Random


-R-

(Information on unpublished research in 20 countries, especially Nigeria, Kenya and Senegal.)


22
Communication Strategies; India (Meerut District, Uttar Pradesh State); Survey (before-after); Interviews; Male and female (285 respondents); Stratified random

   Perception (perception, belief system); North America; Survey; Structured interview; Low-class married couples; Random

   Perception (perception of family size norms and goals); United States; Survey; Depth interviews (open-ended); 409 married couples; Purposive

   Communication Networks: Channels and Sources of Information; India; 70 IUCD acceptors at Irwin Hospital

   Communication Strategies (readership of family planning comics) and Sources of Information; Philippines; Survey; Interviews; 628 housewives

   Communication Networks; Channels and sources of information (impact of canvassers for vasectomy program); Madras, India; Case study; Clinic records; Vasectomy cases

   Communication Networks; Ulloor Panchayat, India; Survey; House visits, letters, use of medical practitioners; 3,242 eligible couples; 3 independent 10% samples

   KAP; West Malaysia; Benchmark survey; Two types of interviews, screening and intensive; 7,697 screening and 5,456 intensive fertility interviews (all married women); Probability

203. Requena, B. Mariano; and T. Monreal. "Evaluation of Induced Abortion Control and Family Planning Programs in Chile" (mimeographed), paper presented at Round Table on Current Research on Fertility and Family Planning in Latin America, Milbank Memorial Fund, New York, Oct. 1967.
   Communication Strategies (contraceptive campaign on induced abortion); Santiago, Chile; Survey; Structured interview; Women 20-44 years old; Stratified random

   University of the West Indies; KAP; Barbados; Survey; Interviews; 1,512 females of reproductive age; Probability

Communication Strategies (semantic problems created by use of family planning word-symbols); Nine languages from India, Pakistan, Indonesia and Kenya; Stylistic analysis of word-symbols used in family planning


Comparison of the effects of family planning incentives with reference to 9 countries--Pakistan, India, South Korea, Turkey, U.A.R., Taiwan, Ghana, Indonesia and Mauritius


Dyadic Interaction (husband–wife interaction patterns) and KAP; Filipino community in Hawaii; Participant observation; Interviews; 25 Filipino couples; 22 "eligible" women and 18 community leaders


Opinion Leadership; Document analysis


KAP and Communication Strategies; Thailand; Seminar/conferences; Questionnaire; Newspaper, radio and television journalists

211. Ross, John; and Sook Bang. "Predicting the Adoption of Family Planning," Studies in Family Planning, No. 9, January 1966, pp. 8-12.

Pluralistic Ignorance; Korea (Koyang and Kimpo); Baseline survey and action program; Interviews; 409 Koyang women and 366 Kimpo women


Sources of Information; India (eight villages)


Social–Psychological–Cultural (female education); United States; Survey; Interview; College women; Random


Communication Strategies (use of group meeting and printed literature to disseminate information); Delhi, India; Office workers


(A discussion of the uses of mass media in communication of family planning with a survey of methods used in countries all over the world; Targets, limitations and mix of channels of communication)

Communication Strategies (exhibition); Urban Calcutta, India; Survey; Questionnaire; Visitors to family planning exhibition; Random


Pluralistic Ignorance; United States; Survey; Structured interviews; Physicians; Purposive

218. Statistical Center, University of the Philippines. Study in Calasiao, Philippines, described in Murphy (ed.), 1968.

KAP (knowledge, attitudes); Calasiao, Pangasinan, Philippines; Survey; Structured interview; Married women; Random


KAP (knowledge, attitudes); Imus Cavite, Philippines; Survey; Structured interview; 1,745 married women 15 years and older with spouse present in household; Random


Sources of Information; Philippines (municipalities in Luzon, Visayas and Mindanao); Survey; Interview; Married couples; Random


KAP (knowledge, attitudes); Pakistan; Survey; Interview; 183 married women; Stratified random


Communication Strategies (educational methods); Puerto Rico and Jamaica; Survey and experimental with treatment and control groups; Structured interviews; Married couples; Random


KAP (knowledge, attitudes); Puerto Rico; Survey; Structured interview; Married couples; Probability


(Collection of papers by Stycos (and others) spanning more than a decade)


(Collection of articles by Stycos and his students)


Opinion Leadership; Turkey; Survey; Structured interviews; Married couples (2,744 wives and 2,373 husbands); Stratified

Perception (elite perception); Latin America (Bolivia, Colombia, Peru, Mexico, Guatemala); Surveys; Interviews; "Elites"—leaders in government, industry, education, journalism, religion, professions

   Population Council and Peruvian School of Social Work; Pluralistic Ignorance; Lima, Peru; Survey; Interviews; 2,000 currently mated women categorized into 4 social classes; Random

-T-

   Regional Center for Demographic Training and Research in Latin America; KAP (attitudes toward family planning); Santiago, Chile; Survey; Structured interviews; Women 20-50 years old; Random probability

   Motivation (incentives to have vasectomy) and Communications Strategies (mass publicity campaign); Gujarat State, India; Vasectomy campaign


233. Tyagi, D. K. "Role of Mass Communication in Family Planning in India" (mimeographed), in Dubey, Family Planning Communications Studies in India.

-U-

   (Contains summaries of mimeographed Progress Reports submitted to Commission of Population by UNFPA-UP/IMC-UNESCO Family Planning Communication Project)

   KAP and Perception; Latin America, the Far East, the Near East and Africa; Survey; Upper-status respondents

   Communication Strategies (analysis of exposure to various media); Kerala, India; Survey; Married women

   Communication Networks; Channels and sources of information (vasectomized canvasser more effective in recruiting new vasectomy cases); Madras, India; 47,182 vasectomized fathers

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Communication Strategies (nature of printed informational-educational materials used in family planning); Philippines; Content analysis of 7 posters, 39 leaflets, 22 pamphlets, 20 comics magazines, 5 reprints and a few novelty items

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Social-Psychological-Cultural (religion); United States (metropolitan areas); Survey; interviews; Married couples; Random


Social-Psychological-Cultural (religion and socio-economic factors); United States; Survey; Interviews; Married couples (905 of original 1,165 couples); Random


Social-Psychological-Cultural (social, psychological, religion); United States (national sample); Survey; Structured interviews; Married couples (1,165 couples with 2 children); Probability


Office of Population Research, Princeton University and Institute of Survey Research, Temple University; Social-psychological (religion, Humanae Vitae pronouncement); United States; Survey; Telephone re-interview of 1965 sample; 473 white women who were under 40 in 1965; Random


Social-Psychological-Cultural (religion); United States; Survey; Interviews (interviews done in 1960); Married couples (similar sample to 1955 sample except non-whites included); Random


Social-Psychological-Cultural; United States (Indianapolis); Survey; Structured interviews; Married couples; Purposive


Perception (family size ideal); Punjab State, India; Experimental (epidemiology); Home visits, census reports, birth, death, migration records; Male and female village residents; Probability
Perception (family size ideals); Korea (Wondang Myun and Kimpo Myun); Survey and experiment; Structured interviews; Married couples; Systematic

The Population Council; Social-psychological-cultural (sociological characteristics); Lebanon; Survey; Structured interview; 909 married women; Purposive

Dyadic Interaction; Dacca, Pakistan

ADDENDA

(Collection of studies)

(Content analysis of publications and campaign materials on family planning and recommendations for further strategies)

(Suggestions for action programs)

(Suggests research approaches to communication in family planning)

(Enhancing word-of-mouth communication by special service cards; Bangkok; Experiment; 695 women)

(Collection of papers)


(Suggestions for action programs)
   (Sources of information, Colombia and Costa Rica, interviews with 249 men)

   (Resistance to family planning, Negro areas of Chicago; Survey; Open-ended interviews, sentence completion test, TAT, Likert scale and other psychological instruments; A subsample of 10 "acceptor" and 10 "resister" couples matched on age, education, income and religion drawn from the Chicago Fertility Census sample of 800 women)

   (Communication strategies; West Pakistan; survey; interview; 340 men and women; random sample)


   (Suggestions for radio programming)

   (Cognitive dissonance, India; participant observation, unstructured interviews with villagers)


   (Suggests research approaches to communication in family planning)

   (Synthesis of studies on subject; longitudinal survey of effectiveness of person-to-person contact; post-partum patients in Chulalongkorn hospitals)

   (Suggests implications for action programs)

(Suggests implications for research and action programs)

(Collection of research articles on family planning communication in Latin America)

(Synthesizes research areas and approaches in family planning communication)

(Suggestions for action programs)


(Communication networks (social field theory), Philippines, structured and open-ended interviews and participant observations, 123 women between 20 and 65)
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