



EAST-WEST COMMUNICATION INSTITUTE

## Information, Education, Communication in Population

POPULATION IEC MATERIALS SERVICE

Supplement to  
*IEC Newsletter* No. 19

EAST-WEST CENTER

Honolulu, Hawaii USA

### Newly Acquired Resource Materials Now Available

The Communication Institute maintains a resource collection of materials on the application of communication to development programs. This worldwide collection stresses unpublished reports and other documents that are not routinely collected by libraries nor listed in standard bibliographies.

New materials on population/family planning information, education, and communication are being added to the collection constantly. These new additions to the collection are listed in this supplement which accompanies each issue of the *IEC Newsletter*. Relevant materials collected by the East-West Population Institute are also listed.

Program administrators, communication specialists, and other interested practitioners, trainers, and researchers are welcome to request copies of these materials for use in their work. The Institute can provide reproductions of most of these materials in the form of either photo copies or microfiche. When it is not possible to supply copies of a particular item due to its bulk or due to limitations on its circulation, the requestor will be referred to the original source. Those reviews of noteworthy books, manuals, and handbooks that may appear in the *IEC Newsletter* will include information on the source and price of the publications.

Copies of materials are provided by the Institute at cost or on an exchange basis. "Exchange" simply means that in return for reproductions sent to the re-

questor, the Institute asks that he supply relevant reports, newsletters, campaign materials, and other items available now or in the future. These will then be added to the Institute's collection in order to maintain and expand this clearinghouse service for the benefit of people working in population IEC around the world.

Requests should be directed to Population IEC Materials Service, East-West Communication Institute, 1777 East-West Road, Honolulu, Hawaii 96822 U.S.A. **Please request each item by its code number.**

#### General Strategies and Programs

19-1: Beasley, Joseph D. and John P. Wells  
*Louisiana: developing and managing a statewide family planning program.* From *FAMILY PLANNING PERSPECTIVES*, vol. 3, no. 4, October 1971, 12 pp.

The techniques used to manage Louisiana's statewide family planning program are described. This program was planned, implemented, and administered by an independent, nonprofit corporation. The program was organized specifically for the purpose of delivering family planning information and services to all medically indigent families who needed and wanted them. Patient response, and the problems during the three-year period of the program development are discussed.

19-2: Dubey, D. C. and Iqbal Qureshi  
*Communication methodologies and evaluation techniques in the model family planning project, Khuzestan, Iran.* Prepared for Meeting on Evaluation of Educational Materials Used in Family Planning Programmes, Bangkok, Thailand, ECAFE, 7-11 January 1974, 21 pp.

This paper traces the development of the nine-month Khuzestan Province communication program that was designed to expose the local communication staff to the process of planning, developing messages, producing materials, selecting media, executing communication programs, and evaluating them for future programs. This program provided experience and training in implementing a communication program so that the Communication and Education Wing of the province could serve the overall Family Planning Project. Emphasis is placed on the pretesting of the materials used and on the evaluation of the impact of the communication program.

19-3:  
*Family planning program of Korea: report of the American Public Health Association Survey Team for AID/Korea.* September 1970, 167 pp.

This report concerns the activities of the survey team whose mission was: a) to make recommendations for a 5-year development plan for the National Family Planning Center of Korea, and b) to review research and to design a long-range research program to support the Korean family planning/maternal child health programs. The administration, training programs and coordination, information and education services, and research of family planning program development are described. Appendices include The Presidential Decree on Functions of the National Family Planning Center and a bibliography of publications which appeared during 1965-1970 on population and family planning in Korea.

19-4: Park, Hyung Jong  
*The use and relative effectiveness of various channels of communication in development on the Korean family planning program.* Prepared for Working Group on Communication Aspects of Family Planning Programmes, Singapore, ECAFE, 5-15 September 1967, 31 pp.

Background information on Korea's efforts in family planning is given, and results of 2 surveys provide an overview of the population's knowledge, attitudes, and practice of family planning. This paper also reports on the Sungdong Gu Action-Research Project that measured the effectiveness of educational approaches such as mass media, home visits, group meetings, and mailings. The study



resulting from this project is divided into 3 phases: 1) a baseline pre-treatment status survey; 2) a two-year action program utilizing educational stimuli and services; and 3) a post-treatment status survey that evaluated the various methods of communication and their effectiveness in bringing about changes in relation to family planning. Conclusions of the effects of the different approaches, their problems, and recommendations are given.

## Use of Mass Media

### 19-5: Adhikarya, Ronny

*Communication support for family planning programs: the potentialities for folk media in Indonesia and the problems involved in pretesting and evaluation.* Prepared for Meeting on Evaluation of Educational Materials Used in Family Planning Programmes, Bangkok, Thailand, ECAFE, 7-11 January 1974, 37 pp.

The feasibility of utilizing folk media to support family planning programs is discussed. Folk media are defined first and then an overview of information exposure and communication channels in rural Java is presented. The value and kinds of traditional media are described with emphasis on the advantages of puppetry. Guidelines for message pretesting and production-evaluation are given through the use of a case study.

### 19-6: Audience Studies (Japan), Inc.

*ASI standard: T.V. commercial tests.* Prepared for Meeting on Evaluation of Educational Materials Used in Family Planning Programmes, Bangkok, Thailand, ECAFE, 7-11 January 1974, 14 pp.

The in-theater technique of testing TV commercial material in Tokyo is described. This technique is used as a basic tool of ASI for four primary reasons: 1) it provides a controllable laboratory-type of environment; 2) it allows economical application of diversified measures; 3) it permits effective pretesting; and 4) it makes it feasible to replicate basic samples and recruit additional target groups. The test procedures (including location, timetable, sampling, seating, introduction, discussions, recall questionnaires, and reliability) are outlined. Also described are the formats (drawn storyboards, still-photo roughs, and live action roughs) which allow the commercials to be pretested before costly production has been done.

### 19-7: Baker, Marilyn

*Influence of the media: programming for parenthood.* Presented at Council Meeting for Psychology of Family Planning, during afternoon session called "Influences from without: the psychology of public pressures," Berkeley, California, California Interagency Council on Family Planning, 1 December 1972, 8 pp.

This paper discusses the psychology of public pressures on individuals to become parents. The reinforcements that the

media, especially TV, give to parenthood, motherhood, and children are described, and the need for changes is emphasized. The role and status of women are also briefly reviewed. The question-and-answer period that followed this presentation is included.

### 19-8: Hsu, Y. and others

*Mass communication.* Taiwan, Institute of Family Planning, April 1970, 8 pp.

The mass media (television, radio, newspapers, magazines, movies, mailings) in Taiwan are discussed to show their support for the family planning program. The three major studies in family planning communications research—the Taichung Study (1963), the Kaohsiung City Study (1967), and the Mailing Follow-up Study (1967)—are also briefly reviewed.

### 19-9: Simon, Julian L.

*Some "marketing correct" recommendations for family planning campaigns.* From DEMOGRAPHY, vol. 5, no. 1, 1968, 4 pp.

The author explores advertising-correct and marketing-correct principles of family planning communication in comparison with relevant sociological principles of Donald J. Bogue. The advertising and marketing principles discussed are: the dollar value of the client, testing of messages, large versus small amounts of information, personal communication, women as the target audience, and wide distribution of messages.

## Formal Population Education

### 19-10: Poffenberger, Thomas and Kim Sebal

*Modernization and population education in a developing rural society.* Ann Arbor, Michigan, Department of Population Planning, School of Public Health, University of Michigan, 1973, 240 pp.

This monograph records the responses of secondary students in an Indian village to population and family planning, and comments are given on the possible significance of these findings for action programs in population education for both school and non-school youth. Also outlined is a long-term experimental program designed to test the findings of the preliminary study. Test results served as a basis for the development of the University of Baroda's population education program, which included training, research, and action activities.

## Extension Education/ Interpersonal Communication

### 19-11: Danoewidjojo, Soenarjono

*Adult education in Indonesia with special emphasis on literacy work.* Prepared for Regional Seminar on Functional Literacy/Population Education, Lembang, Ministry of Education and Culture (Indonesia)/UNESCO/UNFPA/WEI, 26 February-18 March 1973, 26 pp.

Adult education is reviewed with special emphasis on its relation to rural development and family planning. The methods of literacy instruction are described. The problems of literacy education are discussed, such as lack of funds, unfavorable geographic conditions, variety of languages, lack of motivation, lack of instructor training, and irregular attendance and dropouts. Suggestions to help solve these problems are given. Follow-up activities, after literacy has been achieved, are outlined.

### 19-12: Koya, Yoshio

*A family planning program in a large population group: the case of the Japanese National Railways.* Pakistan, Office of Population and Health, U.S. Agency for International Development, n.d., 8 pp.

The family planning education program for the workers and families of the Japanese National Railways (a public corporation) is described. Budget, organization, use of case workers, and family planning instruction are reviewed. Results of data for 9282 wives who received contraception instruction for three years are given to show the positive impact of the program.

### 19-13: Mashuri, H. E.

*Opening speech.* Presented at Regional Seminar on Functional Literacy/Population Education, Lembang, Ministry of Education and Culture (Indonesia)/UNESCO/UNFPA, 26 February-18 March 1973, 3 pp.

Indonesia's development programs are briefly reviewed, and its national programs are compared to the objectives of the conference. The relevancy of literacy programs is emphasized.

### 19-14: Nolan, Dorothy and Murray Smith

*Lessons for living: a guide for instructors.* Sydney, Information and Education, Family Planning Association of Australia, 1973, 23 pp.

This booklet presents a series of lessons developed by the Family Planning Association of Australia in the field of education in human sexuality and responsible parenthood. These 6 lesson plans were originally developed for out-of-school youth to encourage responsibility in sexual life and to help them view sexual relationships as a part of their total lives. Each plan includes lesson objectives, student and teacher activities, discussion questions, audio-visual teaching aids, and recommended readings.

### 19-15: Suyono, Haryono

*A note on population and family planning program in Indonesia.* Prepared for Regional Seminar on Functional Literacy/Population Education, Lembang, Ministry of Education and Culture (Indonesia)/UNESCO/UNFPA, 26 February-18 March 1973, 9 pp. *Tables.*



This overview of Indonesia's population and education situation shows the status of family planning programs. Population education and its impact on family planning acceptance are also discussed. Population education and functional literacy programs are seen as essential to family planning programs. Appended are tables on population, labor force, education, fieldworkers, clinics, target acceptors, and new acceptors by method.

19-16: Voran, Dallas

*Involvement of commerce and industry in family planning.* Agency for International Development, March 1973, 4 pp. *Attachments*, 10 pp.

This guide encourages businessmen and industrialists to become involved in family planning. The role of employer organizations is defined. The planning and implementation actions which may be taken by a company to promote family planning fall into 3 categories: policy formulation, education and motivation, and delivery of contraceptive services. A list of supportive actions which management might take to obtain more participation in family planning is also attached.

## Social, Cultural, and Psychological Aspects of Family Planning

19-17: Lee, Hyo-Jae

*A sociological approach to fertility behavior.* From SOCIOLOGICAL EVALUATION OF THE FAMILY PLANNING PROGRAMS AND RESEARCH ACTIVITIES IN KOREA, Seoul, Korean Sociological Association, 1972, 11 pp.

Korean attitude toward male preference and its relation to family planning are presented, with data drawn from various family planning surveys. Male preference is explained in view of present patrilineal family laws and of the customary practice of ancestor worship to show the present institutional necessity of a son for the family. The need for male children, as long as these traditions and beliefs prevail, is examined; religion is suggested as the starting place to change these traditional attitudes.

19-18: Pillai, K. Mahadevan

*Study of the decision process in adopting family planning methods.* From the BULLETIN of the Gandhigram Institute of Rural Health and Family Planning, vol. VI, no. 1, July 1971, 56 pp.

This study on decision-making in family planning was designed to find out: 1) the process of decision-making involved in the adoption of vasectomy, tubectomy, and IUD; 2) which persons were involved in the discussion for decision-making and their respective roles; and 3) the differences that may have existed in different communities in the decision-making for acceptance of family planning and the extent to which the subject alone was responsible for the decision. Data were

collected through interviews with four major caste groups of the Hindu population. Sources of communication, intra-spouse communication, barriers to communication, time lag, and other topics are analyzed.

19-19: Pohlman, Edward

*Male motivations, attitudes and sexuality.* Presented at Council Meeting for Psychology of Family Planning, during morning session called "Influences from within: the psychology of fertility," Berkeley, California, California Interagency Council on Family Planning, 1 December 1972, 6 pp.

This paper concerns the role of men in birth planning and the motivations that men may have in wanting children. The different problems and views of different-age men toward sexuality are discussed, with emphasis on college-age males. The question-and-answer period after the lecture is included.

19-20: Radl, Shirley L.

*Reinforcing non-parenthood: the right to life styles.* Presented at Council Meeting for Psychology of Family Planning, during morning session called "Influences from within: the psychology of fertility," Berkeley, California, California Interagency Council on Family Planning, 1 December 1972, 4 pp.

This presentation examines the socio-psychological pressures on young married couples to have children. The responsibilities of parenthood and the efforts of other people to force or coerce these responsibilities upon young couples are described. The media's reinforcement of fertility is also briefly reviewed.

19-21: The Victor-Bostrom Fund for the International Planned Parenthood Federation

*Family planning: improving opportunities for women.* Washington, D.C., The Victor-Bostrom Fund Report, spring 1974, 23 pp. (Report no. 18)

This series of articles deals with the changing roles and status of women and its relation to family planning. Equal rights, employment, and education for women are also discussed in relation to their effects on family planning.

19-22: The Victor-Bostrom Fund for the International Planned Parenthood Federation

*Population and family planning in Latin America.* Washington, D.C., The Victor-Bostrom Fund Report, fall 1973, 34 pp. (Report no. 17)

The demographic, economic, ethical, and religious aspects of family planning and population in Latin America are discussed. Programs in Mexico, Colombia, and Venezuela are briefly described as well.

## Training for IEC Roles

19-23: Pakistan Family Planning Council

*Textbook for lady family planning visitors.* Pakistan, PFPC, 1966, 268 pp. *Illustrations.*

This textbook covers the academic subjects necessary for the course for lady family planning visitors (LFPV). This text was developed as a supplement to lectures and intensive practical training which LFPVs are to receive before being qualified to insert the IUD. Information includes: 1) overview of Pakistan's family planning program; 2) anatomy and physiology; 3) microbiology; 4) special nursing procedures; 5) gynecology; 6) public health; 7) demographic and economic aspects of family planning; 8) family planning methods; 9) insertion of IUD; 10) education and motivation in family planning; 11) family planning clinics; 12) record keeping; and 13) training schedule for LFPVs.

19-24: Snyder, Mary-jane

*Are we, the family planning communicators ignoring our most important audience?* Presented at the Communicators Workshop, Chicago, Illinois, Community and Family Study Center, University of Chicago, June 1972, 7 pp.

Clients are seen as the most important and most frequently overlooked audience in service—providing situations such as clinics, dispensaries and hospitals. The need for the special abilities of the trained communicator is considered essential to the success of a total family planning program. The author describes a plan for client education: its objectives, content, communicators, barriers to communication, support materials, and evaluation.

## Development and Production of IEC Materials

19-25:

*Evaluation of education materials used in family planning programmes.* Prepared for Meeting on Evaluation of Educational Materials Used in Family Planning Programmes, Bangkok, Thailand, ECAFE, 7-11 January 1974, 8 pp.

An overview is given of the national family planning program in Sri Lanka. The paper includes a list of projects and their implementing agencies, together with a brief description of the communication projects of the program. The problems of evaluation, such as lack of trained personnel and need for collection and dissemination of information, are reviewed. A fact sheet on Sri Lanka is appended.

19-26: Jamieson, Virginia

*The editor as "middleperson": some problems which may have implications for other linking functions.* Presented at International Conference on Making Population/Family Planning Research Useful: the Communicator's Contribution, Honol-



lulu, Hawaii, East-West Communication Institute, 3-7 December 1973, 3 pp.

This paper describes the role of an editor in discussing problems related to those three characteristics considered desirable in the linker: 1) an understanding of scientific disciplines, 2) an understanding of programs and their needs, and 3) acceptability to both scientific and program communities. Brief comments are also given on the nature of the "non-professional publisher," the need to consider publications as part of the total organization, and the importance of the project report at the beginning of the project.

19-27: Jamieson, Virginia

*Some notes on the organization of publications.* Presented at International Conference on Making Population/Family Planning Research Useful: the Communicator's Contribution, Honolulu, Hawaii, East-West Communication Institute, 3-7 December 1973, 3 pp. (See annotation 19-26.)

19-28: Kim, Yong-Han

*Pretesting and evaluation of educational materials used in the family planning programme in the Republic of Korea.* Prepared for Meeting on Evaluation of Educational Materials Used in Family Planning Programmes, Bangkok, Thailand, ECAFE, 7-11 January 1974, 12 pp.

A brief outline is presented of information, education, and communication activities of the Korean family planning program, including mass media, educational materials, mothers' clubs, and other organizations. The kinds of information provided, the types of appeals used, and the intended audience of the IEC materials are described. The process of pretesting is delineated, and evaluation studies are reviewed. Also given are suggestions for improvements in pretesting and evaluating educational materials.

19-29: Mercado, Cesar M.

*Pretesting and evaluation of educational materials used in family planning programmes in the Philippines.* Prepared for Meeting on Evaluation of Educational Materials Used in Family Planning Programmes, Bangkok, Thailand, ECAFE, 7-11 January 1974, 21 pp. *Tables*, 15 pp.

Brief descriptions of IEC activities in the Philippines are presented. The media used and the relative emphasis given to them are discussed, together with the contents of the IEC materials and their production and distribution. Four questions answered in this paper are: 1) Are IEC materials pretested? 2) Who pretests and evaluates them? 3) What pretesting and evaluating methods are used? and 4) What criteria and instruments are used for evaluation?

19-30: Rao, Y. V. Lakshmana

*Improving educational materials for family planning programmes: draft guidelines for pretesting and evaluation.* Prepared for Meeting on Evaluation of Educational

Materials Used in Family Planning Programmes, Bangkok, Thailand, ECAFE, 7-11 January 1974, 37 pp.

This paper is intended as a general guide for family planning workers. Its seven purposes are: 1) to provide some basic knowledge of research to family planning fieldworkers; 2) to explain the importance of the fieldworker within the context of family planning work in general and of campaigns in particular; 3) to indicate the fieldworker's role in the design, production, distribution, and use of family planning educational material; 4) to encourage the fieldworker to take a larger responsibility in the production of educational material; 5) to provide some basic tools which might serve as a guide in the task of bridging the gap between the producer and his potential audience; 6) to suggest a model questionnaire; and 7) to encourage pretesting and evaluation. Sample questionnaires are also appended.

## Research and Evaluation

19-31: Bertera, Robert

*Evaluation of a communication process: the case of population research reports and program decision-makers: A mechanism to enhance research use.* Presented at International Conference on Making Population/Family Planning Research Useful: the Communicator's Contribution, Honolulu, Hawaii, East-West Communication Institute, 3-7 December 1973, 20 pp.

This paper evaluates a random sample of family planning research reports in terms of three evaluation criteria: presentation format, substance, and readability. These criteria were selected in terms of their relevance to the communication of research findings from the researcher to the program manager. The various rationales underlying the evaluation criteria are also explained. This analysis also produces a profile of sample reports in order to suggest how a research report can be made a more effective channel of communication for both the researcher and the program manager.

19-32: Bradshaw, Lois

*A method for assessing information distribution and utilization: mechanisms to enhance research use.* Presented at International Conference on Making Population/Family Planning Research Useful: the Communicator's Contribution, Honolulu, Hawaii, East-West Communication Institute, 3-7 December 1973, 5 pp.

This paper reports some preliminary findings of a study to determine the information needs of population professionals. Analysis is based on field interviews in Indonesia, Malaysia, and the Philippines. The methods of assessment and the problem areas found in the reporting and distribution of research are summarized. Emphasis is placed on the present distribution system used to get

technical information to those people who need it, and suggestions are given to increase the efficiency of this system.

19-33: Cernada, George

*Research utilization in Taiwan.* Presented at International Conference on Making Population/Family Planning Research Useful: the Communicator's Contribution, Honolulu, Hawaii, East-West Communication Institute, 3-7 December 1973, 10 pp.

Ten factors are listed that were of importance in helping Taiwan utilize its research in its population/family planning program, particularly in the communication components. Reasons why some research was not applied are listed. Those factors favorable to the application of research include: determining research needs, organizational staffing, funding, and documentation and dissemination.

19-34: Feliciano, Gloria D.

*The role of a training and research institute in ensuring the usefulness of research results.* Presented at International Conference on Making Population/Family Planning Research Useful: the Communicator's Contribution, Honolulu, Hawaii, East-West Communication Institute, 3-7 December 1973, 11 pp.

The role of the training and research institute is developed through: 1) training beginning researchers in long-term, degree programs; 2) increasing knowledge of new concepts through short-term refresher courses; and 3) demonstrating how various reading materials developed from research can strengthen the training programs. Analysis is based on local studies and the author's experience in the field.

19-35: Havelock, Ronald G.

*What do we know from research about the process of research utilization.* Presented at International Conference on Making Population/Family Planning Research Useful: the Communicator's Contribution, Honolulu, Hawaii, East-West Communication Institute, 3-7 December 1973, 42 pp.

A conceptual framework is set forth based on the recognition that research utilization is a process which can be studied in progress. Parameters within the framework are defined to show the connections to related concepts in psychology, sociology, and communication science. Some findings from recent empirical studies of research utilization are also given, primarily in the three areas of "key persons," "campaigns," and "macrosystem dynamics." "Linkage" as a unifying concept is also discussed.

19-36:

*International Committee on Applied Research in Population: background paper for International Conference on Making Population/Family Planning Research Useful: the Communicator's Con-*



tribution. Honolulu, Hawaii, East-West Communication Institute, 3-7 December 1973, 4 pp.

Criteria for collaborative operational research on promising action improvements or "leads" in the population and family planning fields are set forth by the International Committee on Applied Research in Population (ICARP). "Leads" currently under consideration are given, as well as two examples of the way in which particular "leads" have been approached. ICARP membership and funding are also briefly discussed.

19-37: Kearn, Bryant

*Facilitating the application of research: the agricultural extension model.* Presented at International Conference on Making Population/Family Planning Research Useful: the Communicator's Contribution, Honolulu, Hawaii, East-West Communication Institute, 3-7 December 1973, 9 pp.

Some misconceptions are explored about the organization and approach of agricultural extension services in the United States during the last fifty years. Seven points or lessons, taken from the agricultural experience, are given which could be transferred to those agencies or people trying to make modern science and technology useful for people of low income and limited education living in rural areas.

19-38: Khan, Nurul Islam and Richard Reynolds

*Utilization of research in a family planning action program—a case study of Bangladesh.* Presented at International Conference on Making Population/Family Planning Research Useful: the Communicator's Contribution, Honolulu, Hawaii, East-West Communication Institute, 3-7 December 1973, 23 pp.

This case study concerns some of the factors that appear to have either facilitated or inhibited research utilization in East Pakistan and Bangladesh during the 13-year period, 1961-73. Analysis is focused primarily on the Training, Research, Evaluation and Communication (TREC) Centre in Family Planning. This study is based on: 1) review of 148 family planning research papers in progress; 2) analysis of implications of studies undertaken during 1965-70; 3) study of institution-building process at TREC/Dacca; and 4) personal experience and observations. Recommendations for the systematic development of research dissemination and utilization strategies are given.

19-39: Kim, Jae Hee

*A note on IEC evaluation in Korea.* Prepared for Meeting on Evaluation of Educational Materials Used in Family Planning Programmes, Bangkok, Thailand, ECAFE, 7-11 January 1974, 4 pp.

Information, education, and communication evaluation is discussed in terms of the activities of the Planned Parenthood

Federation of Korea and the Korean national family planning program. Program and materials evaluations are also briefly overviewed with emphasis on the need for evaluation.

19-40: Kincaid, Larry

*Korean Mothers' Class case study: brief summary of selected cases.* Presented at International Conference on Making Population/Family Planning Research Useful: the Communicator's Contribution, Honolulu, Hawaii, East-West Communication Institute, 3-7 December 1973, 8 pp. Tables, 4 pp.

This brief comparative analysis concerns three representative villages in the Korean Mothers' Club case study. The setting, development projects, rates of family planning practice, and leadership of each village are compared. Three preliminary conclusions on leadership, family size attitudes, and participation are also presented.

19-41: Lagerway, Cornelio

*Plan for innovative film evaluation and research utilization.* Presented at International Conference on Making Population/Family Planning Research Useful: the Communicator's Contribution, Honolulu, Hawaii, East-West Communication Institute, 3-7 December 1973, 33 pp.

The development is traced of a two-hour entertainment film on the theme of population/family planning intended for distribution in the Philippines through commercial outlets. An overview of Philippine movies in general shows the conditions in which the film "Batingaw" was developed. The rationale, objectives, target audience, evaluation objectives and methodologies of the film are described, as well as the limitations of the project. The criteria for the evaluation of the film are given, and ways in which the evaluation results will be put to use in future research are delineated. The results may determine whether this project can be set up as a model for similar ventures not only in this country, but also in others with similar socio-cultural backgrounds. Also included is a synopsis of the film.

19-42: Nagel, John

*What is the population/family planning field doing about utilizing research?* Presented at International Conference on Making Population/Family Planning Research Useful: the Communicator's Contribution, Honolulu, Hawaii, East-West Communication Institute, 3-7 December 1973, 14 pp.

The mechanisms that both facilitate and hinder the utilization of research are considered, together with a review and analysis of the present state of affairs in research. In order to organize and prepare research material for easy retrieval and practical use, the author suggests the use of "problem indexes," and collections of case histories (or step-by-step descriptions of programs) as source books. The role of donor agencies is also briefly reviewed.

19-43: Rogers, Everett M.

*Strategies for linking research and use.* Presented at International Conference on Making Population/Family Planning Research Useful: the Communicator's Contribution, Honolulu, Hawaii, East-West Communication Institute, 3-7 December 1973, 7 pp.

Elements in the research utilization process are highlighted, and common errors frequently encountered are delineated. Three strategies for increasing research are: 1) determining practitioners' needs for information about family planning communication; 2) establishing individuals and institutions as linkers between research and practice in family planning communication; and 3) creating adequate information retrieval systems—to assemble, store, analyze, and distribute information from research and analysis in a form that is easily and rapidly usable by practitioners.

19-44: Schramm, Wilbur

*The problem of making communication research "useful."* Presented at International Conference on Making Population/Family Planning Research Useful: the Communicator's Contribution, Honolulu, Hawaii, East-West Communication Institute, 3-7 December 1973, 13 pp.

The volume of available communication research and the problems involved in applying their findings are discussed. In order to alleviate these problems, the following suggestions are given: 1) middlemen should be produced to translate the findings of communication research into practical programs; 2) methods of research (rather than only the findings) should be exported; and 3) results should be shared among researchers and among countries. The tasks involved are preparing the necessary people, positioning them, and then supporting them.

19-45: Shelesnyak, M. C.

*Researching the researcher's research results, or "What is the responsibility of the researcher to interpret his results?"* Presented at International Conference on Making Population/Family Planning Research Useful: the Communicator's Contribution, Honolulu, Hawaii, East-West Communication Institute, 3-7 December 1973, 7 pp.

This paper discusses the researcher's responsibility to present the results of his research clearly and comprehensibly to as broad an audience as possible. In order to fulfill this responsibility, the formation of a corps of "transducers" is suggested whose function is to interact between researcher and decision maker so that findings can be converted into practical applications.

19-46: Sodhy, L. S.

*Headliners and translation: mechanisms to enhance research use.* Presented at International Conference on Making Population/Family Planning Research Useful: the Communicator's Contribution, Honolulu, Hawaii, East-West Communication Institute, 3-7 December 1973, 10 pp.



lulu, Hawaii, East-West Communication Institute, 3-7 December 1973, 7 pp.

This paper discusses the problem of bridging the information gap that exists between administrators, policy/decision makers, opinion leaders, on the one hand, and sources of information, on the other. The causes of this problem are briefly reviewed. Solutions include: the preparation of selected and summarized materials for target groups, the conducting of training and information courses, and the establishment of a regional translation service. Solutions are illustrated by examples taken from activities of the Intergovernmental Coordinating Committee.

- 19-47: Suyono, Haryono and John E. Laing *Some principles for evaluative family planning research: a research-administrator's observations*. Presented at International Conference on Making Population/Family Planning Research Useful: the Communicator's Contribution, Honolulu, Hawaii, East-West Communication Institute, 3-7 December 1973, 10 pp.

Principles of evaluative research that are frequently disregarded by people in family planning research are described. This discussion is arranged in terms of the chronological sequence of research: planning, data collection and processing, interpretation, and presentation of results. Evaluation is seen as a cooperative activity between evaluators and administrators.

- 19-48: Suyono, Haryono and Dee Chapon *What do we know about family planning communication in Indonesia*. Prepared for International Conference on Making Population/Family Planning Research Useful: the Communicator's Contribution, Honolulu, Hawaii, East-West Communication Institute, 3-7 December 1973, 5 pp. *Appendices*, 3 pp.

This report reviews Indonesian studies and research on communication and information channels being used by the country's family planning program. The review is divided into the categories: 1) mass media (TV, radio, newspapers, cinemas, magazines); 2) traditional media (including *dukuns*); and 3) other family planning media (fieldworkers, mobile clinics, leaflets, and fairs). Bibliographies are appended on the studies cited in this report, on studies in process, and on other related or useful references not available in Indonesia. Data given include the title, implementing agency, and place from which the study is available.

- 19-49: Sweeney, William O. *Methodology to support research utilization practitioners*. Presented at International Conference on Making Population/Family Planning Research Useful: the Communicator's Contribution, Honolulu, Hawaii, East-West Communication Institute, 3-7 December 1973, 15 pp.

The purpose of this paper is to locate, identify, and define the gap between the present methodology supporting linkers, and the methodology that is needed. Twelve linking methods between research and use which are described, include: 1) conferences, workshops, institutes, and training sessions; 2) cumulative reports, directories, and bibliographies; 3) clearinghouses and information services; 4) abstracting; 5) consultants and foreign advisors; 6) people transfers; 7) special reports; 8) case study; 9) forms of presentation; 10) computer; 11) cooperation; and 12) planning. Future methods for the provision of research to the practitioner are also suggested.

- 19-50: Wilder, Frank

*What can funding agencies do to make population research more useful?* Presented at International Conference on Making Population/Family Planning Research Useful: the Communicator's Contribution, Honolulu, Hawaii, East-West Communication Institute, 3-7 December 1973, 15 pp.

This paper, which is based on the experience of The Asia Foundation, indicates the specific functions that donor agencies might perform to ensure: 1) that population-related research is relevant to the problems of action programs, and 2) that the results of such research are put to use. The term, "donor agency" is defined, and some general principles on applied research for consideration by programs are outlined. Six functions are suggested which donor agencies can perform to assist research utilization and to help close the research-action gap.

- 19-51: Yadava, J. S.

*Utilization of research—whither and whether*. Presented at International Conference on Making Population/Family Planning Research Useful: the Communicator's Contribution, Honolulu, Hawaii, East-West Communication Institute, 3-7 December 1973, 10 pp.

Direct communication between the researcher and administrator—rather than indirect communication through a middleman—is suggested in order to narrow the gap between research and knowledge actually used. A self-regulatory system of production, distribution, and use of research is given along with its implications for the research audience. Direct communication activities include: 1) more community/target audience involvement with emphasis on social relevancy, 2) strengthening of professional information services, and 3) use of summaries of research in both simple and scholarly language.

- 19-52: Yasar, Osman and Tandogan Tokgoz *What we are learning from the Turkish approach to research utilization*. Presented at International Conference on Making Population/Family Planning Research Useful: the Communicator's Con-

tribution, Honolulu, Hawaii, East-West Communication Institute, 3-7 December 1973, 12 pp.

An overview of Turkey's population and family planning program is presented to show its need for more effective communication and education. The functions of the Project Development Bureau within the General Directorate include: 1) help in planning and administration of resources required for population planning program and its operations, and 2) review and development of proposals for population projects.

- 19-53: Zaltman, Gerald

*Research utilization techniques borrowed from marketing relevant to communication research in population/family planning*. Presented at International Conference on Making Population/Family Planning Research Useful: the Communicator's Contribution, Honolulu, Hawaii, East-West Communication Institute, 3-7 December 1973, 12 pp.

This paper focuses on three techniques which are used by marketing researchers and practitioners to generate as many implications as possible from pre-existing or specially commissioned research. These techniques are: raising marketing strategy questions, use of "decision trees," and use of buyer behavior models. Examples of nine marketing strategies with communication-related social marketing questions are also presented. The Howard-Sheth model of buyer behavior is given as an illustration.

THE EAST-WEST CENTER is a national educational institution established in Hawaii by the United States Congress in 1960. Formally known as "The Center for Cultural and Technical Interchange Between East and West," the federally-funded Center is administered in cooperation with the University of Hawaii. Its mandated goal is "to promote better relations between the United States and the nations of Asia and the Pacific through cooperative study, training and research."

Each year about 1,500 men and women from the United States and more than 40 countries in the Asian/Pacific area exchange ideas and cultural insights in programs conducted by a multi-national East-West Center staff dealing with problems of mutual East-West concern. Participants are supported by federal scholarships and grants, supplemented by contributions from Asian/Pacific governments, private foundations and other agencies.

Center programs are conducted by the East-West Communication Institute, the East-West Culture Learning Institute, the East-West Food Institute, the East-West Population Institute, and the East-West Technology and Development Institute. Open Grants are awarded to provide scope for educational and research innovation.