

Impact of wide publicity in mass-media in creating awareness and motivating the poor parents against child labour



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Preface

In this digital era media shapes every part of human life. Recently people are using media to generate social consciousness and to construct optimistic changes in society. As such, National Institute of Mass Communication (NIMC) has arranged a funded research project to investigate the role and the contribution of the media in the enforcement, respect and promotion of child rights in Bangladesh. In the present study, data were collected from parents of child labourer, parents of working children and employers who recruited child labourer. It was observed from our research that poverty of the family and indifference attitude towards education because of parents' education were the main causes of joining children to works. On the other hand, television was the most popular media being watched by parents. Most of the parents reported that they became aware of social issues like child marriage, dowry, women rights, disaster management etc. But, very few child laborers' parents were become aware of child labour through mass media. Government should take initiatives to broadcast awareness programs focus on pitfalls of child labour in television channels. This study would be supportive for all level of education authorities, mass media activists, human right organizations and other personnel to understand the promotion of the media as a means to achieve their specific goals to ensure equality in child.

This research study will be helpful to achieve the intended goals of child rights of our government and to take full advantages from the investment for mass media campaign to motivate and aware parents. An implicit scenario could be found if the parents of child labourer from rural areas of Bangladesh could be reported on along with child labourers' family from capital city Dhaka. We are grateful and thankful for the active role, labor and assistance of researcher in performing this research work.



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Executive Summary

In the present study, we focused on the role of mass media in creating awareness and motivating parents against child labour. For this purpose, data were collected from 100 parents of child labourer and non-working children and 50 employers who recruited child labour. Information from sample characteristics revealed that more boy children worked as a child labourer compared to girl children. Literacy rate between the parents of child labourer and non-working children fluctuated significantly. Both father and mother of the child labourer were more illiterate compared to parents of the non-working children. Mothers of the non-working children (50%) were more educated compared to mothers of child labourer (39.3%). Mothers of the child labourer more likely to stay at home compared to the mothers of non-working children. Family size also varied between the child labourers and non-working children. Child labourer's used to have more siblings compared to non-working children. That means family cost is much higher in larger family compared to smaller family. Thus, sample characteristics indicated that child labourer belongs to large family where parents are less educated, and mother of the child labourer are less likely to work.

Parent's and child's attitude towards education was also assessed. It was observed that most of the children used to attend school at past but after joining work most of the children dropped out from the school. Family members and peers of the child labourer were less likely to attend the schools compared to non-working children. Both parents and child worker were less interested about education compared to non-working children group. Two of the most common reasons for the children to joining the work were poverty (62.67%) and indifferent attitude towards education (28%) as reported both by the parents and employer of the child labourer.

Information about media uses was taken. As reported- Television was the most popular media being watched by parents. Movies and radio were the next most used media among parents. Among the different T.V. channels Indian T.V. channels were more popular to watch compared to Bangladeshi T.V. channels. Most of the parents reported that they became aware of social issues like- child marriage, dowry, women rights, disaster management etc.

through media. However, no one reported of being aware against child labour unless they were asked so. Very few child laborers' parents were become aware of child labour through mass media. However, both parents of the working child and non-working child believed that media played limited role to create awareness against child labour. Later they reported that in order to use media effectively government should broadcast more advertisements and news on popular newspaper and private television channels besides government television channels. The awareness television programs should focus more on pitfalls of child labour, the steps initiated by government to stop child labour and the facilities that they made available for underprivileged children. This is how the parents and employers believed mass media could be used to bring positive impact in reducing the number of child labourer and motivating the parents against child labour. It can be summarized from our research findings that the social awareness programs which are now being telecasted in government T.V. channel only is not sufficient enough to create awareness and in motivating parents against child labour. In order to use mass media effectively at first government need to introduce adult education program to grow awareness among parents. They also need to take initiatives for population control. In addition to this, they have to broadcast more programs in private television channels besides government television channel.

Chapter 1: Introduction

1.1 Introduction

In this digital era media influences every part of human life. Recently people are using media to create social awareness and making positive changes in society. Many media campaign are now being used to promote awareness among public. Mass media campaigns increase awareness of the issue of physical activity. Similarly, media are also used to establish child right in society. One of the greatest examples of successful media program which had great influence in south-east Asian countries to ensure child right and gender equality is 'Meena Cartoon'. This creative use of media had great impact on society and policy makers to think about the gender discrimination and violation of child rights in south-east countries. Many social scientists believe that media reporting is imperative if public concern for children's right is to remain on the political agenda, and if child protection services are to remain accountable (Goddard & Saunders, 2001). While in past few years Bangladesh made massive progress in different developmental sectors, however, child labor is still an unresolved issue. Latest National Child Labour Survey report, published in 2015 revealed that 1.2 million children are still trapped in its worst forms. Out of the child labourers engaged in the work force, 83% are from rural areas and 17% are from urban areas (Bangladesh Bureau of Statistics, 2006). Different organization took different measures to prevent child labour. For example, UNICEF had taken initiatives by providing education, changing social norms, through legislative reform; creating access to services through institutional capacity building and evidence-based advocacy. International Labour Organization (ILO) has been working to eliminate child labour in Bangladesh since 1994 through its International Program on the Elimination of Child Labour (IPEC). Basically, few of the researches have an in-depth analysis to find out the implicit or explicit impact of wide publicity of mass-media on human rights issues. In the present research we will focus on the role of mass media in creating awareness among poor parents' against child labour.

1.2 Statement of the problem

Child labour is often a symptom of other problems such as poverty, inadequate education systems, discrimination within families, ethnic conflicts, inadequately protected human rights, weak democratic institutions - that will not be eliminated by banning child labour (Satz, 2003). However, wide publicity in mass-media has scope to create awareness among people. Poor parents either may be motivated or not against child labour by widespread influence of such campaign. So, it is necessary to research about the scope of spread of mass-media and the influence of media to motivate poor parents to avoid child labour. Hence, the study has been undertaken.

1.3 Importance and rationale of the study

Journalists often fail to adopt a comprehensive approach in reporting human rights abuses. Even in the absence of such abuses, the media often fail to formulate their broadcast policy to incorporate human rights programs. The prioritization of profit-making over societal well-being dominates media agenda. Many studies conducted on media and human rights mostly dwell on analyzing the frequency of human rights terms in the print media, online and TV media. None or few of them have an in-depth analysis to find out the implicit or in-depth treatment of human rights issues. This research will contribute by highlighting the intricacies of media's involvement in promoting human rights.

1.4 Objectives of the study

The main objective of this study is to investigate the role and the contribution of the media in the enforcement, respect and promotion of child rights in 3rd world country.

To meet the central objective of this study the following research questions were asked-

1. Did wide publicity in mass media create awareness among poor parents against child labour?
2. Did wide publicity in mass media motivate poor parents not to engage their children in child labour?

1.5 Scope of the study

The scope of the study consisted of all higher education level of authorities, mass media activists, human right organizations and other personnel. This study would be helpful for them to deeply understand the promotion of child rights as well as the effort of the national human rights organizations to use the media as a means to achieve their specific goals to ensure equality. Besides achieved the intended goals of child rights of our government and taken full advantages from the investment for mass media campaign to motivate and aware parents; this research study will helpful. Whatever policies are adopted will involve trade-offs between different values. Policymakers need to make explicit the values they want to promote and the trade-offs they are willing to accept.

Chapter Two: Literature Review

2.1 Child Labour

Depending on region, culture, organization, and government the definition of child labour varies. The Western perspective portrayed childhood as a carefree stage of life in which a person did not possess the capacity to be an adult (Schmitz, Traver & Larson, 2004). Various organizations defined child labour and its parameters in different ways although there was no universal definition for child labour. The International Labour Organization's (ILO) Minimum Age Convention 138 stated that at age of 12 a child was allowed to light work in non-hazardous situations and at age 15 a child was allowed to enter the work force (Schmitz, et. al., 2004). The ILO defined child labour as "work that exceeds a minimum number of hours, depending on the age of a child and on the type of work" (UNICEF, 2010). The ILO categorized pertaining to children in work into three: economically active children, child labour, and hazardous work. Children could be categorized as economically active if involved in work outside of school or the home at least one hour once every seven days. Children could be categorized as performing child labour if they are under the age of 12 or performing hazardous work. Children were categorized as performing hazardous work if they involved in activities that may harm their physical, mental, or developmental health or safety (International Labour Organization, 2006). The United Nations Children's Fund (UNICEF) defined child labour as any activity that affects a child's health and education. Its definition also stated that child labour is work that leads to deprivation of childhood activities, exploitation and abuse (UNICEF, 2010). The International Program on the Elimination of Child Labour (IPEC) defined employment and economically active children as "paid and unpaid work in the formal and non-formal sectors of rural and urban areas" (Schmitz, et.al. 2004). The Bangladesh Bureau of Statistics considered children aged 5–14 who work for one or more hours (per week) in both paid and unpaid settings to be child workers. For children older than 10, any economic activity was considered a form of child labour. This included work both inside and outside of the household settings (Salmon, 2005).

Child labour was still prevalent in developing countries, with high poverty and poor schooling opportunities. In 2010, sub-Saharan Africa had the highest incidence rates of child labour, with several African nations witnessed over 50 percent of children aged 5–14 working (UNICEF, 2012). Worldwide agriculture was the largest employer of child labour (The Economist, 2005).

Vast majority of child labour was found in rural settings and informal urban economy where children were predominantly employed by their parents, rather than factories (Edmonds & Pavcnik, 2005). Poverty and lack of schools were considered as the primary cause of child labour (ILO, United Nations, 2008). According to the World Bank, the incidence of child labour decreased globally from 25% to 10% between 1960 and 2003 (Norberg, 2007). Nevertheless, the total number of child labourers remains high. UNICEF and ILO acknowledged an estimation of 168 million children aged between 5 to 17 were involved in child labour in worldwide (UNICEF, 2013).

2.2 Child Labour and Bangladesh

Bangladesh was the home to more than five percent of world's working child population (The Daily Star, 2011). The National Child Labour Survey (NCLS) 2013 estimated 3.45 million working children in the country between the age 5 to 17 years comprising 1.75 million who were not child labourer by definition and 1.70 million who were child labourer that latter included 1.28 million hazardous child labourer (NCLS, 2013).

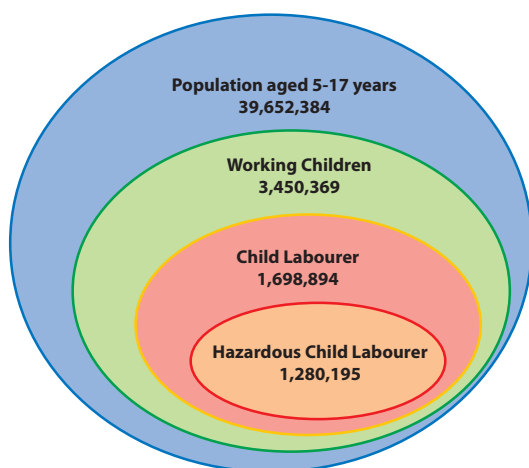


Figure 1 Estimated child work and child labourer in Bangladesh, 2013 (Data source: Bangladesh Bureau of Statistics (2013) Child Labour Survey Bangladesh 2013. Dhaka: Bangladesh Bureau of Statistics and International Labour Organization).

The number of child labourer was 1.15 million in rural areas, 0.29 million in urban areas and 0.25 million in City Corporation areas (NCLS, 2013). The number of male child labourer was 0.95 million and female child labourer is 0.75 million, male exceeds the female (NCLS, 2013).

Child labour could be found in agriculture, poultry breeding, fish processing, the garment sector and the leather industry, as well as in shoe production. Children were involved in jute processing, the production of candles, soap and furniture. They work in the salt industry, the production of asbestos, bitumen, tiles and ship breaking (Löning, 2017).

2.3 Education and child labour

In past research it was found that poverty forces parents to keep their children away from school but force them to join the work place (Jensen & Nielsen, 1997). To increase child's school attendance rate many intervening programs was initiated by different countries. Some research study prescribed some direct collaborative measures in which some reward to the children was given to go to school instead of working. Many such interventions have been tried, and there is now a small body of empirical literature on the programs. Among the policy intervention that build in incentives for parents to send their children to school (or for children to go to school) were introduced in BolsaEscola in Brazil (Bourguignon, Ferreira & Menendez, 2003), 21 Progresia in Mexico (Schultz, 2001), Red de Proteccion Social in Nicaragua (Maluccio and Flores, 2005), food for education programs in Bangladesh (Ravallion, Martin & Wodon, 2000), mid-day meal schemes in India (Kingdon & Dreze, 2001), and school construction programs in Indonesia (Duflo, 2000). These program were found to be effective in bringing children back to school, for example- in a follow-up study on food for education programs in Bangladesh suggested that the was successful in increasing primary school enrollment, promoting school attendance, and reducing dropout rates. The enrollment increase is greater for girls than for boys (Ahmed & Ninno, 2006).

Most studies analyzed the relationship between time at work and school attainment had focused on high-school or college students in industrial countries. These studies generally found little evidence that part-time work combined with schooling affects school achievement. Adverse effects were found only at relatively high work hours. However, exceptions observed in studies conducted in 2003 by Tyler found that for controlling the child labour, working while in school led to much larger implied declines in high school math scores and in college grade point averages than had been found reported previously. Post and Pong (2000) also found a negative work and test scores in samples of eight graders in many of the 23 countries they studied.

2.4 Mass Media

Mass media is media that is intended for a large audience taking the form of broadcast media. Like television, radio, newspapers and magazines, internet can also attain mass media status. Many media outlets maintain a web presence to take advantage of the ready availability in many regions of the world. Many people around the world rely on media for news and entertainment, and globally, it is a huge industry.

In the late 20th century, mass media could be classified into eight mass media industries: books, internet, magazines, movies, newspapers, radio, recordings, and television. The explosion of digital communication technology in the late 20th and early 21st centuries made prominent question: what forms of media should be classified as "mass media"? For example, it is controversial whether to include cell phones, computer games (such as MMORPGs), and video games in the definition. In the 2000s, a classification called the "seven mass media" became popular. In order of introduction, they are:

1. Print (books, pamphlets, newspapers, magazines, etc.) from the late 15th century
2. Recordings (gramophone records, magnetic tapes, cassettes, cartridges, CDs, and DVDs) from the late 19th century
3. Cinema from about 1900
4. Radio from about 1910
5. Television from about 1950
6. Internet from about 1990
7. Mobile phones from about 2000 (Essay UK, 2018)

Each mass medium has its own content types, creative artists, technicians, and business models. For example, the internet includes blogs, podcasts, web sites, and various other technologies built the general distribution network. The sixth and seventh media, internet and mobile phones, are often referred to collectively as digital media; and the fourth and fifth, radio and TV, as broadcast media. Some argue that video games have developed into a distinct mass form of media (The Economist, 2011).

Mass media encompasses much more than just news, although it is sometimes misunderstood in this way. It can be used for various purposes:

1. Advocacy, both for business and social concerns. This can include advertising, marketing, propoganda, public relations, and political communication.
2. Entertainment, traditionally through performances of acting, music, and TV shows along with light reading; since the late 20th century also through video and computer games.
3. Public service announcements and emergency alerts (that can be used as political device to communicate propoganda to the public) (Smith, 2011).

Mass media must be encouraged to disseminate information and material of social and cultural benefits to the child. These rights need to be balanced with children's right to freedom of expression. This right includes the freedom of expression. Freedom to see, receive and impart information and ideas of all kinds (Mittal, 2004).

Journalists are champions of human rights. They act as the eyes, ears and voices of the public, drawing attention to abuses of power, human rights and rights relating to children. Through their work they can encourage governments and civil society organizations to effect changes that will improve the quality of children's lives. Journalists and photographers frequently expose the plight of children caught up in circumstances beyond their control, or abused or exploited by adults. The media often depicts children merely as silent victims or charming innocents. By providing children and young people with opportunities to speak for themselves - about their hopes and fears, their achievements, and the impact of adult behavior on their lives - media professionals can remind the public that children deserve to be respected as individual human beings. However, in these circumstances it is equally important to consider or cover up news in a child friendly method. State parties should recognize the right of the child to be protected from economic exploitation and from performing any work that is likely to be hazardous or to interfere with the child's education, or to be harmful to the child's health or physical, mental, spiritual, moral or social development (Paul, 2008).

Habte (1983) further says the media can shape the attitudes, perception, and beliefs of individual. The media can equally educate individuals on the dangers of engaging in child labour and women trafficking and the consequences of the crime.

Chapter Three: Methodology

3.1 Participants

In the present study our target sample was parents of both child laborers and non-working children. To obtain data from participants with equal socio-economic background data from both of the groups was collected from same areas. Convenience sampling technique was used to collect data from different slum areas. Four slum areas were selected for data collection based on the size and population of the slums. Four slum areas from where data was collected were located in Korail Mohakhali Slum, Malibag Rail Gate Slum, Merystope Slum Dhanmondi, Bongshal Slum Old Dhaka. The sample size of the present research was 100. Among the participants 56% of the parents belong to working child group and 44% of the parents belong to non-working children group. Besides, collecting data from the parents of working and non-working children; we also collected data from 50 employees who appointed child labourer in their organization.

3.2 Survey Organization

The proposed study was offered by National Institute of Mass Communication, Government of the People's Republic of Bangladesh. However, University of Dhaka was the implementing agency and plays the primary role in planning of the study, execution of survey, analysis of the data and writing report. The day to day planning and technical operation of the survey including the developing of survey instruments and training of the field researchers in collecting and processing data, supervision of the field researchers and management of field operation was fully carried out by University of Dhaka.

3.3 Design of the study

In the present research cross-sectional survey research design was used.

3.4 Survey Questionnaire

In this present research, to measure how mass media create awareness among parents of child labourer and motivate them against child labour - a semi-structure questionnaire was formed.

In first section socio-demographic information of the participants was taken. The questions cover the basic information of the participants and household (e.g., Age, Occupation, Salary, Educational facilities etc.).

The second section covered the information relevant to child labour. Here participants were asked about the reasons of sending their children to work instead of sending them schools, what kind of work their child do etc.

The third section covers the area relevant to the role of mass media in creating awareness and preventing child labour. Here participants assess the role of mass media in creating social awareness and how mass media could be used efficiently in near future to promote social awareness and preventing child labour.

3.5 Training of the Field researchers

To conduct the research four field researchers were recruited. At first the objectives and purpose of the study was briefed to them to have clear idea what kind of information they will seeking from the participants. They were asked to be concerned about their language and wording of questionnaire when they would be communicating with locals. Since they were dealing with less educated people from low socio-economic status that's why they were instructed not to use any kind of jargons. Even after asking each question they were requested to ask participants if the question was clear to them. After all this training field researchers were sent for pilot data collection. One of the main researchers from our project visited them on the first day of data collection to see how well the field researcher understood their role and to give feedback on their performance. After this all the field researchers were prepared for final data collection.

3.6 Data Collection

Data was collected from four different slum areas of Dhaka city over 4 weeks period. All the four field researchers collected equal number of data from all the areas to ensure standard data collection instruction.

3.7 Procedure

At first rapport was built with the participants. Participants were briefed about the purpose and objectives of the study. They were ensured that all their information will be kept confidential. After taking verbal consent from the participants information was collected from the participants. It takes almost half an hour to collect data from each participant.

3.8 Data analysis

Data will be analyzed in two ways. Qualitative data from semi-structure questionnaire were analyzed and synthesized thematically. Quantitative data from semi-structure questionnaire were analyzed and described statistically using SPSS 20.0. Descriptive Statistics (Mean, Standard Deviation, and Compare Means) and t-test were used as statistical tools.

3.9 Ethical considerations

Any sort of employer and parents' identification were not required in questionnaire. Besides, individual employer and parents identities were not used in the analysis of data.

Chapter Four: Findings

4.1 Socio-demographic Characteristics

The socio-demographic characteristics of the participants are presented in Table-1. It can be observed from the table that in the present study 37% of data was collected from the boy children's parents and 63% of the data was collected from girl children's parents. Among the working children group gender difference was observed. 42% of the child laborers were male whereas only 14% of the child labourers were girls. However, in non-working school-going children group the percentage of male and female children attending the schools was almost equal (21% & 23%, respectively). The education qualification of the parents of the two groups also varied. Only 41% of father and 44% of mother of the working children group were illiterate where as in non-working children group the percentage of illiteracy rate of father and mother was 24% and 20%. We can see from the data that mothers from non-working school going children are more literate compared to mothers of child labourers. Monthly salary of the 89.28% of the fathers from working children group ranged from BDT 10,000 to BDT 15,000 and rest of them had salary below this range. In non-working group 95.46% of the father's salary ranged from BDT 10,000 to above BDT 20,000. A different pattern of working attitude was observed in mothers from working group and non-working group. In working group 39.29% of the mothers were in work force where as in non-working school going children group 47.72% of the mothers were working. Mean age of the working children and non-working children was 14.23 (SD = 1.53) and 10.57 (SD = 2.92), respectively. Mean age of the father and mother of working children group was 44.73 and 35.63. Mean age of the father and mother of non-working children group was 38.52 (SD = 11.75) and 33.34 (SD = 7.59).

Table 1: Socio-demographic characteristics of the sample

		Group		Total
		Working	Non-working	
Gender of the child	Female	14	23	37
		25.0%	52.3%	37.0%
	Male	42	21	63
		75.0%	47.7%	63.0%
Education of the Child's father	Illiterate	41	24	65
		73.2%	54.5%	65.0%
	Literate	15	20	35
		26.8%	45.5%	35%
Education of the Child's mother	Illiterate	44	20	64
		78.6%	45.5%	64.0%
	Literate	12	24	36
		21.4%	54.5%	36%
Occupation of father	Jobless	5	2	7
		8.9%	4.5%	7.0%
	Job Holders	51	42	93
		91.1%	95.5%	93.0%
Occupation of Mother	Jobless	34	22	56
		60.7%	50.0%	56.0%
	Job Holders	22	22	44
		39.3%	50.0%	44.0%
Number of Children	1	2	10	12
		3.6%	22.7%	12.0%
	2	5	15	20
		8.9%	34.1%	20.0%
	3	13	8	21
		23.2%	18.2%	21.0%
	4	36	11	47
		64.29%	25%	47%

Number of siblings in the working children group was also higher compared to non-working school going children group. 64.29% of the working children group parents had four or more than four children compared to 25% of the parents of non-working school going children group.

The analysis of the data was divided into two sections. In the first section to understand why parents sent their children for working instead of sending them in school. In the second section attitude of parent and children towards education was asked.

4.2 Attitudes towards Education

Parents were asked if their child used to go to school or if currently going to school. It can be observed from figure-2 that 91.1% of the child labourer used to attend the school but after joining the working force the school attendance declined to 3.6%. Besides, 8.9% of child labourer never went to school. On the other hand, 100% from non-working child group attended school, the dropout rate for that group is only 9.1%

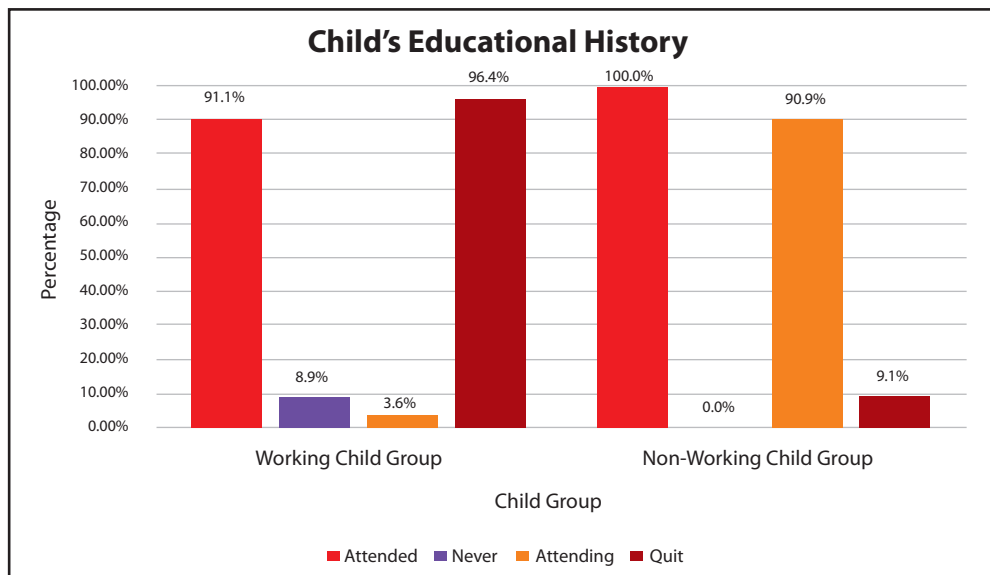


Figure 2: Representing the percentages of children ever attended school or attending the school

Next parents were asked if any other members in the family and the peers of the child were attending school or not. It was found that 55.4% of the working children's parents reported that one or more than one of the family members were currently studying but for non-working school going children group this percentage was 97.7%. The findings are portrayed in figure-3. Similarly, percentage of the peers attending the schools from non-working children's group was (97.7%) compared to the working children's group (58.9%).

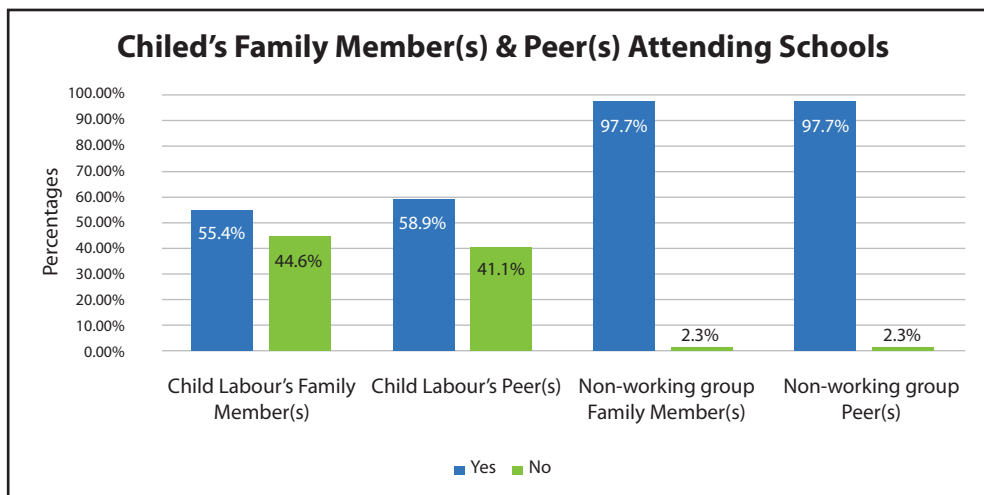


Figure 3: Representing the percentages of children's family member(s) and peer(s) were attending the school

Parents were asked if they and their child are interested to attend the school in near future. It is discernible from table-2 that 67.9% of the working children showed disinterest in going to school. On the contrary, only 6.8% of the non-working group children reported disinterest in attending school.

Table 2: Number & Percentages of students and parents showed interested in studying

		Group		Total
		Working Child	Non-working Child	
Parent's interest in studying	No	18 32.1%	0 0.0%	18 18.0%
	Yes	38 67.9%	44 100.0%	82 82.0%
Child's interest in studying	No	38 67.9%	3 6.8%	41 41.0%
	Yes	18 32.1%	41 93.2%	59 59.0%

Moreover, 100% of the parents from non-working children group always encouraged their children to go to school but only 67.9% of the parents from working children group showed willingness to send their children back in school if they would get any opportunity in near future (Table 2).

4.3 Reasons for not attending Schools anymore

Parents of child labourer were asked about the reasons of their children for not attending the schools anymore. It was observed from their responses that (Table 3) 62.67% of the parents of child labour reported that the main reason behind sending their children to work is to deal with the financial crisis of the family. The second reason for them not attending the school is lack of interest to continue.

Table 3: The reason behinds not attending the reported by the child labourers' parents

Responses	Respondent Percentages
1. For the Financial problem in family	62.67%
3. For the child's unwillingness to continue study.	28%
4. for helping parents or guardians in their work	5.33%
5. For the parents' unwillingness	4%
Total	100%

Similar question was asked to employers of the child labourer. Similar to the parents of child labourer, employer identified financial problem is the main cause of child labourer joining work force instead of studying (Table 4).

Table 4: The reason behinds not attending the reported by the child labourers' employer

Responses	Respondent Percentages
1. For the financial problem in family.	33.33%
2. For earning money and becoming self-reliant.	23.80%
3. For bearing family expenses.	20.24%
4. For the child's unwillingness to continue study.	13.10%
5. For becoming independent in their lives	07.14%
6. For bearing expenses of study	02.38
Total	100%

From the above (Table 4) it can also be said that 33.33% and 20.24% of the employee identified financial reason for joining work force and 13.10% of them reported child's unwillingness in study is another cause of joining work instead of studying.

Furthermore, employers were also asked why they prefer to recruit child labourer instead of adults. They reported that 44.57% and 40.22% of the employee reported parent's and child's willingness or request to involve in the work is the main reason for recruiting them. 9.78% of them recruited them for easy to manage and supervise (Table 5).

Table 1 : The reason behinds recruiting children in work reported by the employer

Responses	Respondent Percentages
1. For the child's willingness or request.	44.57%
2. For the parents of the child's willingness or request.	40.22%
3. Children are easy to manage or control.	09.78%
4. Children's salaries are less than adult's.	05.43%
Total	100%

4.4 Parent's Uses of Different Mass Media

In order to understand if mass media had any role to play in creating social awareness and preventing child labour it is important to understand what types of mass media were most popular among parents. Parents of both working and non-working children were asked about the types of mass-media they use to seek information or for entertainment purpose.

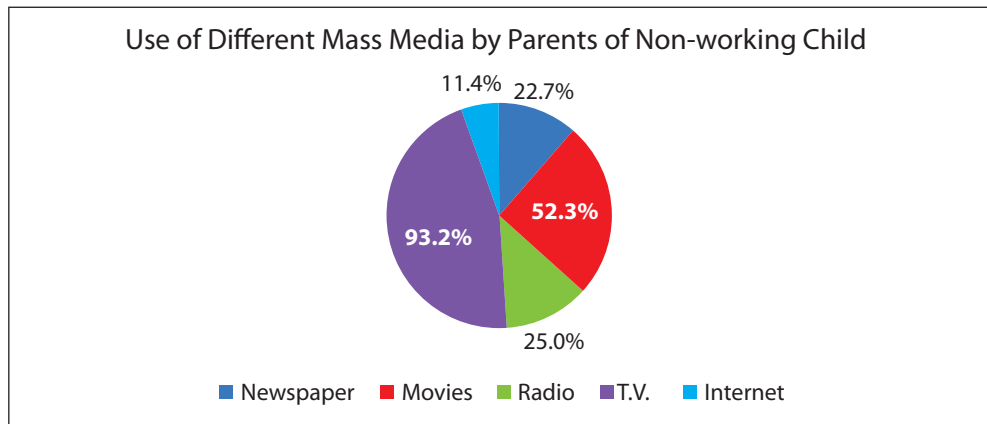


Figure 4: Percentages of parents of non-working children used different mass-media

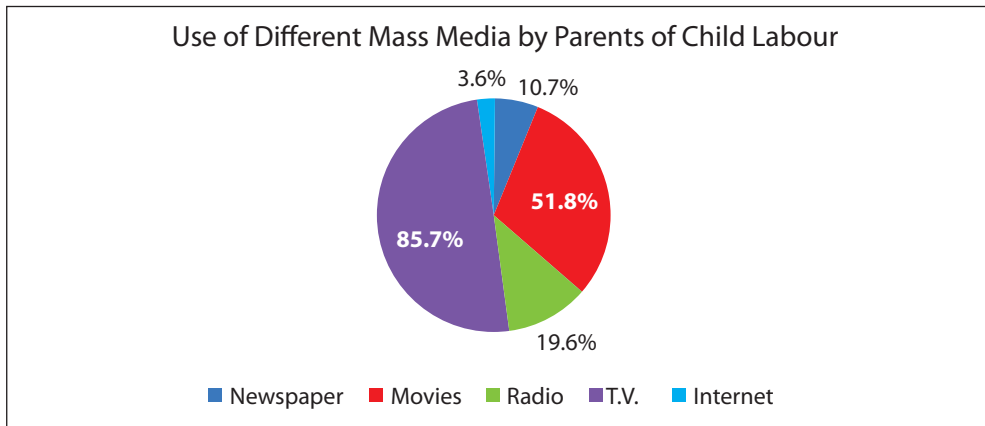


Figure 5: Percentages of parents of child labourer used different mass-media

It was observed that 22.7% of the parents of non-working school going children read newspaper daily whereas only 10.7% of the parents of child labour read newspaper. In most of the cases the primary source of entertainment for both working and non-working children’s parents was movie. Almost 52% of the parents of both children group reported that they watch movie for entertainment purpose. However, only 25% parents of non-working children’s parents and 19.6% of the working children’s parents reported about listening to the radio for information purpose. The most popular media among parents for both entertainment and educative information purpose was television. 93.3% of the parents of non-working children and 85.7% of the parents of working children reported that T.V. is the most popular media for them. Internet was the least popular media to be used by the parents of the both groups. Only 7% of the parents used internet on their daily life. (Figure 4 and Figure 5)

4.5 Television channels most watched by the participants

Since T.V. was the most popular media among the parents of the children. Parents were asked which T.V. channels were mostly watched by them to understand what types of T.V channels can be effective in creating social awareness and preventing child labour.

Table 6: Most viewed T.V. channels by the parents of working children and non-working children

Responses	Respondent Groups			
	Parents of working children (n = 56)	Percentages	Parents of non-working children (n = 44)	Percentages
1. Indian TV channels	30	53.57%	21	47.72%
2. Bangladeshi TV channels	24	42.86%	23	52.27%
3. Sports Channels	02	3.57%	00	00%

It can be observed that most of the parents either watch Indian T.V. channels. Only 42.86% and 52.27% of the parents of working child and non-working child showed Bangladeshi channel. However, most of the social awareness programs are mainly telecasted in government channel (Table 6).

4.6 Role of Mass Media in Creating Social Awareness and Preventing Child Labour

Participants were asked about the role of mass media in creating social awareness and preventing child labour.

At first, they were asked if they ever became aware of something through social media. In response to this question 79.1% of the parents of non-working children reported that they become aware of something through social media, whereas, 48.2% of the parents of child labour said they never become aware of anything through social media. Later 51.8% parents of non-working children reported they became aware of something through mass media. It can be observed from the below table that in most of the cases both of the group parents became aware about women right security related issues through mass media (Figure 6).

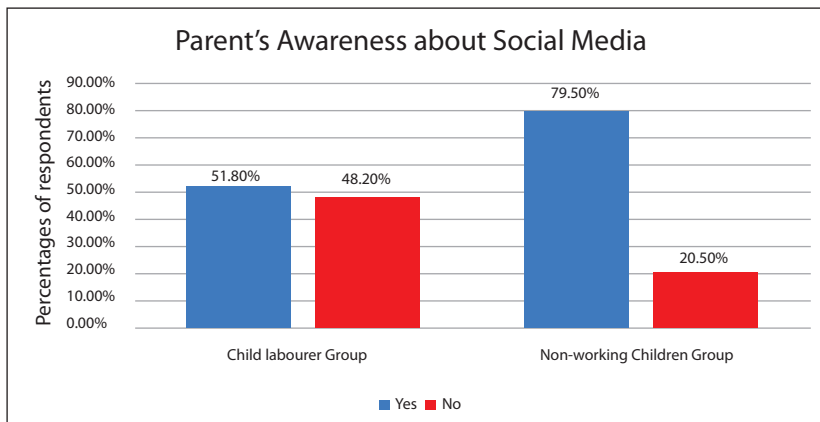


Figure 6: Percentages of Parents being aware about social issues through mass-media

Table 7: Social Issues about which parents became aware of through social media

Responses	Response Groups			Percentages
	Parents of working children (n = 26)	Percentages	Parents of non-working children (n = 35)	
<p>1. Women right and security related</p> <ul style="list-style-type: none"> • Child marriage • Dowry • Eve teasing • Women abuse 	18	36%	13	17.33%
<p>2. Environment Protection related</p> <ul style="list-style-type: none"> • Waste management • Tree plantation • Preserving natural resources 	2	4%	10	13.33%
<p>3. Health an Disease related</p> <ul style="list-style-type: none"> • Vaccine • Child health • Effect of drug addiction • Aids • Tuberculosis and leprosy • Safe water • Safe food 	9	18%	12	16%
<p>4. Crime related</p> <ul style="list-style-type: none"> • Terrorism • Militancy • Corruption • Question leakage • Child abuse 	2	4%	1	1.33%

Responses	Response Groups			Percentages
	Parents of working children (n = 26)	Parents of non-working children (n = 35)	Percentages	
5. Child education related <ul style="list-style-type: none"> • Importance of school • Importance of literacy 	13	21	26%	28%
6. Government's laws/rules/agendas <ul style="list-style-type: none"> • Traffic rule • Family planning • Income Tax • Information rights • Vocational education 	2	6	4%	8%
7. Disaster and conflicts related <ul style="list-style-type: none"> • Fair service • Short circuit • Political conflicts • Rohingya issue • Disaster management 	2	8	4%	10.67%
8. Religion and morality related	1	3	2%	4%
9. Child labour	1	1	2%	1.33%
Total	50	75	100%	100%

It is depicted from Table-7 that 36% of the parents of working children group reported that they become aware of child marriage, dowry, women abuse etc. through social media. On the contrary only 17.33% of the parents of non-working children group become aware of this issue. However, educational related awareness (e.g., right to education, importance of literacy) was more reported by non-working child parents. 28% of the parents of non-working children became aware of importance of education and 26% of the child labourers parents became aware of importance of education. Other issues about which parents become aware of are health, disaster related issues, laws and regulations etc.

Consequently, parents were also asked to rate on a 7-point scale to determine whether mass-media role in creating social awareness was satisfactory among general population. To test this two independent sample t-test was performed.

Table 8: Mass media's role at present to prevent child labour is satisfiable (t-test)

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Mass media's role at present to prevent child labour is satisfiable	Equal variances assumed	.702	.404	-3.712	98	.000
	Equal variances not assumed			-3.655	86.295	.000

The test results of Table-8 revealed that there was a significant difference between working parents and non-working parents in considering mass media's roles for creating awareness ($t = -3.71, p < .001$). Parents of non-working child (Mean = 3.86, SD = .95) believed that mass media's role were more satisfying in creating social awareness compared to parents of child labours (Mean = 3.20, SD = .84)

4.7 Role of Mass media to prevent child labour

4.7.1 Parents being aware about Child Labour through mass-media

Parents were asked if they became aware of child labour through mass media- 60.7% of the parents of child labourer reported of not being informed about child labour through mass media whereas 72.7% of the parents of non-working child group revealed that they became aware of child labour through mass media (Figure-7).

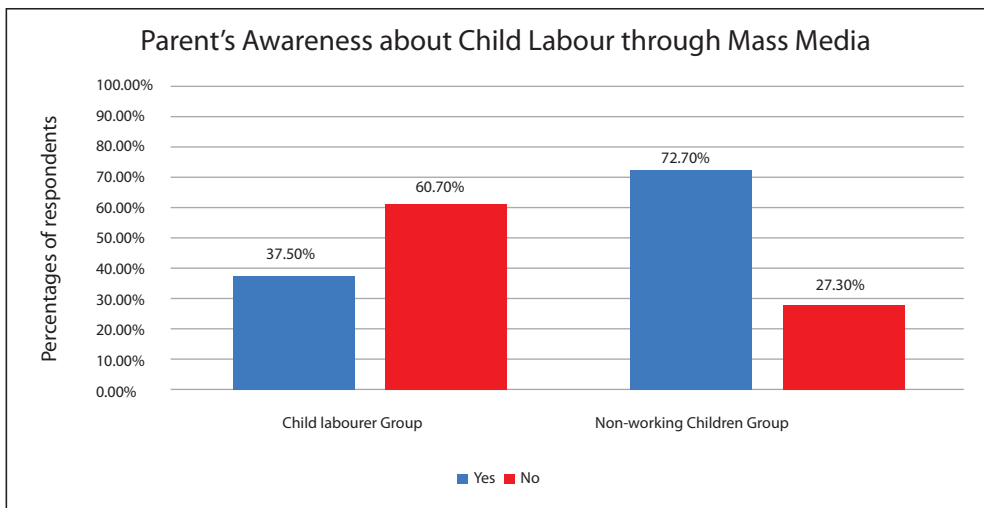


Figure 7: Percentages of Parents being aware about Child Labour through mass-media

4.7.2 Role of mass media to prevent child labour

Later they were asked if mass media had any role to play in preventing child labour. 84.1% of the non-working children's parents believe that mass media had important role to play in preventing child labour compared to 64.3% of the child labourer's parents (Table 9).

Table 9: Role of mass media to prevent child labour

		Group		Total
		Working Child	Non-working Child	
Media had role to play in preventing child labour	No	20	7	27
		35.7%	15.9%	27.0%
	Yes	36	37	73
		64.3%	84.1%	73.0%

4.7.3 Effective mass media to use create awareness against child labour

Among the parents who believed media had role to play in preventing child labour of which 93.2% of the parents of non-working child group believed that T.V. has the most vital role to play in this regard compared to 67.9% of the child labourer parents considered television as an important media for creating awareness against child labour (Table-10).

Table 10: Effective mass media to use create awareness against child labour

		Group		Total
		Working Child	Working Child	
Which media has vital role to play to prevent child labour?	Can't Decide	18	3	21
		32.1%	6.8%	21.0%
	T.V .	38	41	79
		67.9%	93.2%	79.0%

4.8 Types of program initiated by mass media in preventing child labour and creating social awareness

It can be depicted from Table-11 that 33.33% of the employer of the child labourers believed that government should broadcast more about the steps they took to prevent child labour and the facilities that they made for poor children. Similar response was also found from 30.19% parents of non-working children regarding the same issue.

Besides, 37.73% of the parents of non-working children and 30% employer thought that government should informed people more about the drawbacks of child labour through T.V. dramas and cartoons.

Table 11: Types of program initiated by mass media in preventing child labour and creating social awareness

Responses	Respondent Groups					
	Employers (n = 48) No. of responses	Percentages	Parents of working children (n = 24) No. of responses	Percentages	Parents of non - working children (n = 38) No of response	Percentages
1. Proclaiming the government's steps to prevent child labour and opportunities given by the government for the poor children.	20	33.33%	04	16.67%	16	30.19%
2. Broadcasting the reasons and the negative effects of child labour through drama and cartoons in a regular basis.	18	30%	02	8.33%	20	37.73%
3. Raising awareness among the parents about importance of child education through popular TV serial of movies.	08	13.33%	03	12.5%	08	15.09%
4. Presenting advertisement in the popular newspaper and TV channels besides the government TV channels.	07	11.67%	14	58.33%	07	13.20%
5. Encouraging children for the education through the TV channels that are more popular among them.	03	05%	01	4.16%	00	00%

Responses	Respondent Groups					
	Employers (n = 48) No. of responses	Percentages	Parents of working children (n = 24) No. of responses	Percentages	Parents of non - working children (n = 38) No of response	Percentages
6. Reporting the picture of violence against child labour to make others aware about it.	03	3.33%	00	00%	00	00%
7. Proclaiming the punishment of employing the child in hard work.	02	03.33%	00	00	02	3.77%
8. Informing the government the real picture of child labour and failure of the government's policies.	00	00%	00	00%	05	09.43%
Total	60	100%	24	100%	53	100%

It can also be depicted from table-11 that 58.33% of the parents of child labourer believed that the government should give more advertisements on newspaper and private T.V. channels along with government T.V. channels.

Another frequently made suggestion gave by 13.33% of employee, 12.5% of child laborers' parents, and 15.09% of non-working child's parents was- 'Raising awareness among the parents about importance of child education through popular TV serial of movies'

Chapter 5: Discussion

5.1 Discussion

The primary purpose of the present research was to identify how mass media could create awareness among parents of child labourers and motivate them not to send their children to work until the appropriate age. For this purpose, we collected data from three types of participants: Parents of a child labourer, parents of the non-working child and the employers of the child labourer. Information was taken into three sections. The first section covers the basic information about child's history of education, the reason of child labourer joining the workforce instead of studying. In the second section, we focused on to explore which social media were popular among parents and in the third section we focused on how much efficiently mass media were playing their role in creating social awareness and counteracting child labour.

From the study, we found that the most common reason for child's involvement in the workforce was to assist the parents to solve family's financial crises. This finding is consistent with findings of previous research that poverty and lack of schools were considered as the primary cause of child labour (ILO, United Nations, 2008). The second cause of not attending the school was their indifference to education. Employers of the child labourers reported that most of the time they recruited child for work on appeal either from a child or their parent's. These findings also conformed with the findings of previous research that children were predominantly employed by their parents, rather than factories (Edmonds & Pavcnik, 2005). In most of the cases child labourer used to go to school, but later after joining work, they quit their education. Family members and peers of child labourer less likely to go to school compared to non-working group children. It was also noticed from their demographic information that there is a gender difference in child involving in the workforce. Most of the time boys were mainly worked as child labourer. This finding is consistent with the report of NCLS (2013) where they observed more males work as a child labourer compared to females. One reason for this gender difference might be a family member's more encouragement for the girl child to do household works. Another reason could be that since data were collected only from slums of Dhaka city. This sort of gender difference might only exist in urban areas due to parents concerned about girl child's safety but if data could be collected from rural areas different scenario could be observed. People who are living in rural areas are mostly very poor and sometimes they sent their girl child to big

cities to work as a housemaid. It was also observed from their socio-demographic information that child labourers' parents were more illiterate compared to parents of the non-working child. Besides, one thing to note that mothers of non-working children were more literate and more likely to work contributing household's finance compared to mothers of child labourers. Moreover, Family of child labourer also has extended family members compared to non-working child's family.

It can be concluded by observing the characteristics of child labourer family and their attitude towards education that most of the child labourers' family had a financial problem, most of their parents were illiterate and mothers were less likely to contribute in family's financial arrangement. They have extended family and most of the family members were less likely to go to educational institutions and they also have less interest in education.

In addition, use of different mass media by the parents was also observed. The results revealed that most common media viewed by parents were Television. Since T.V. was one of the popular media that's why they were asked which T.V. channels were most watched by them. It was observed that people were more likely to watch Indian T.V. channels compared to Bangladeshi T.V. channels. These results indicating that if Bangladesh government want to use media effectively for creating awareness among parents and preventing child labour either they have to make Bangladeshi channels more popular by introducing up-to-the-minutes programs or they had to broadcast more advertisements against child labour in Indian T.V. channels as well.

When people were asked if they were ever become aware of any social issues through mass media most of them reported of becoming aware of health and disaster-related issues, right to education, crime and law-related agenda, about child marriage, dowry and women's right etc. but none of them self-reported that they become aware of child labour. When they asked how they become aware of child labour, most of the parents of non-working children informed of becoming aware of child labour through social media; but very few parents of child labour conveyed of becoming aware of child labour. When they were asked how satisfied they are with the performance of mass media in creating social awareness, the main result showed those non-working children's parents were more satisfied compared to child labour's parents. Subsequently, parents and employers also made a suggestion on how effectively mass media could be used to create awareness among people. Three different types of suggestion were offered by the employer, parents of child labourer and parents of the non-working child. Most of the parents of child labourer

suggested that the government should give more advertisements on newspaper and private T.V. channels along with government T.V. channel. On the other hand, most of the parents of non-working child recommended that government should inform people more about the drawbacks of child labour through T.V. dramas and cartoons. However, most of the employer advocated that government should broadcast more about the steps they took to prevent child labour and the services they financed for poor children.

In brief, we can say that even though a few percentages of parents became aware of child labour through mass media but those mass media coverages was not enough. Since people watched more Indian channels and Bangladeshi private channels compared to Bangladeshi government channel that's why it would be better if Bangladesh government makes some mandatory rules for private channels to broadcast some social awareness related programs against child labour. Otherwise, Bangladeshi government channels have to increase the popularity. Above and beyond, Bangladesh government should focus more on enforcing the strong law against child labour and providing more supports and services to poor children to continue their study in addition to broadcasting social awareness program.

5.2 Limitations

In this study, only the child labourers' family from capital city Dhaka was comprised. A different scenario and perspective could be found if the parents of child labourer from rural areas of Bangladesh could be reported on.

5.3 Future suggestions

1. 87.49% child labourers have more than 2 siblings; contrary 56.8% non-working children have at best one sibling. So, child labourers have larger family compared to non-working children group. Besides, 62.67% parents opined they engage their children to join the work force because of poverty. Thus, by ensuring birth control we can reshape our population size. And it will make feasible for government to accommodate food and clothing, housing, education and medical facilities for entire population.

2. 73.2% child's father and 78.6% child's mother of child labourer are illiterate. So, parents of children can be literate if the adult education program could be launched in wider coverage. Their literacy can play effective role to create

motivation and awareness against child labour.

3. Furthermore 32.67% of the parents of child labourer showed indifferent attitude towards their child education. Adult Education Program in non-formal way may help to grow positive awareness and importance towards education among parents. Consequently, this sort of educational program may help to accept the positive messages from mass-media.

4. Television has been recognized more popular than other mass media. According to findings, 93.3% of the parents of non-working children and 85.7% of the parents of working children reported that T.V. is the most popular media for them. Several awareness building programs may be broadcasted in private T.V. channels and Indian T.V. channels along with only public T.V. channel.

5. 60.7% of the parents of child labourer reported of not being informed about child labour through mass media whereas 72.7% of the parents of non-working child group revealed that they became aware of child labour through mass media. Since UNICEF's program Meena was one of the successful T.V. program to create awareness about child rights; thus mass-media may go for to create symbolic character like "Meena" to motivate parents against child labour.

6. Only 42.86% and 52.27% of the parents of working child and non-working child showed Bangladeshi government channel respectively. However, most of the social awareness programs are mainly telecasted in government channel. As such, Bangladeshi T.V. channels should take initiatives to increase their popularity so that mass people can get more motivation by watching broadcasted programs.

7. 93.2% of the parents of non-working child group believed that T.V. has the most vital role to play in this regard compared to 67.9% of the child labourer parents considered television as an important media for creating awareness against child labour. To build better nation, every TV channels may broadcast social awareness programs on daily basis.

8. It is reported that financial crisis is the main reason why parents send their children to labour. 62.67% of the parents of child labour reported that due to

financial crisis of the family they send their children to work. Alike parents of child labourer, employer identified financial problem is the main cause of child labourer to join work force instead of studying. To continue their study, they need reinforcement like food, dress, simple gift, education materials and occasionally financial support. This sort of assistance from either government or non-government organizations may prevent child labour. 33.33% of the employer of the child labourers believed that government should broadcast more about the steps they took to prevent child labour and the facilities that they made for poor children.

9. 37.73% of the parents of non-working children and 30% employer thought that government should informed people more about the drawbacks of child labour. Moreover, it is suggested by the parents and the employer that government should do more publicity about the law against child labour and besides that enforcing the existing laws related to child labour to ensure better future for young children must be ensured.

10. Government along with private organizations should expand the coverage of motivation campaign against child labour. 58.33% of the parents of child labourer believed that the government should give more advertisements on newspaper and private T.V. channels along with government T.V. channels. Versatile options like cartoon, short film, advertisements, and billboard may be adopted to broadcast awareness messages from mass-media.

5.4 Conclusion

We cannot expect drastic change in a short span of time. To improve the situation, all the stakeholders need to have the eagerness to bring on the social change. To understand if mass media could play a vital role in preventing child labour a quasi-experiment needed to be done by increasing social awareness campaign through private and public T.V. channels to see if any positive changes that could bring in to shrink the percentages of child labour.

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Appendix – A: Personal Information

শিশুর নামঃ		জন্ম তারিখঃ	
শিশুর লিঙ্গঃ	১. ছেলে	২. মেয়ে	
শিশুর বর্তমান বয়সঃ	১. ৫-১১ বছর	২. ১২-১৭ বছর	
পিতার নামঃ	বয়সঃ	শিক্ষাগত যোগ্যতাঃ	
পিতার পেশাঃ	পিতার আয় (দৈনিক/মাসিক):		
মাতার নামঃ	বয়সঃ	শিক্ষাগত যোগ্যতাঃ	
মাতার পেশাঃ	মাতার আয় (দৈনিক/মাসিক):		
অভিভাবকের নামঃ	বয়সঃ	শিক্ষাগত যোগ্যতাঃ	
বর্তমান ঠিকানাঃ	হোল্ডিং নং-	ওয়ার্ডঃ	
	থানাঃ	পোস্ট অফিসঃ	
	জেলাঃ	বিভাগঃ	
পরিবারে কে কে থাকে?	<input type="checkbox"/> বাবা <input type="checkbox"/> মা <input type="checkbox"/> অন্যান্য.....		
শিশুর ভাই-বোনের মোট সংখ্যাঃ	ভাই-বোনদের মধ্যে শিশুর অবস্থানঃ		
শিশুর পরিবারের কেউ কি বর্তমানে পড়ালেখা করছে?	১. হ্যা	২. না	
উত্তর “হ্যা” হলে কারা পড়ালেখা করছে?			
শিশু কি কখনো স্কুলে/ মাদ্রাসায় গিয়েছে?	১. হ্যা	২. না	
শিশু কি বর্তমানে স্কুলে/ মাদ্রাসায় যায়?	১. হ্যা	২. না	
উত্তর “হ্যা” হলে কোন ক্লাসে পড়ছে?			

উত্তর “না” হলে, কেন যায়নি?	১. স্কুল/ মাদ্রাসা দূরে ছিল।	২. পরিবারের হাল ধরার কারণে।
	৩. শিক্ষা অর্জন জরুরি ছিলোনা।	৪. ঘরের কাজে সহযোগিতা করার জন্য।
	৫. পিতা মাতার অনিচ্ছার কারণে।	৬. খরচ বহনে সামর্থ্য না থাকার কারণে।
	৭. শিশুর নিজের অনিচ্ছার কারণে।	৮. অন্যান্য :
শিশু কি কখনো স্কুলে/ মাদ্রাসায় গিয়েছে?	১. হ্যা	২. না
উত্তর “হ্যা” হলে কোন ক্লাসে পর্যন্ত পড়েছে?		
উত্তর “না” হলে, কেন আর যায়না?		
শিশু যেখানে থাকে তার আশেপাশে অন্যান্য শিশুরা কি স্কুলে/ মাদ্রাসা যায়?	১. হ্যা	২. না
শিশু যেখানে থাকে তার আশেপাশে কি কোন স্কুল/ মাদ্রাসায় আছে?	১. হ্যা	২. না
শিশুর সঙ্গীরা কি স্কুল/ মাদ্রাসায় যায়?	১. হ্যা	২. না
শিশু কি বর্তমানে পড়াশনা করতে আগ্রহী?	১. হ্যা	২. না
আপনারা কি বর্তমানে শিশুকে পড়ালেখা করাতে আগ্রহী?	১. হ্যা	২. না
শিশু দৈনিক কত ঘন্টা কাজ করে?		
শিশু বর্তমানে কোথায় কাজ করে?		
কর্মক্ষেত্রে শিশু সাধারণত কি কাজ করে থাকে?		
শিশু কি অন্যের অধীনে কাজ করে?	১. হ্যা	২. না
কর্মক্ষেত্রে শিশু কিভাবে পারিশ্রমিক পায়?	১. দৈনিক	
	২. সাপ্তাহিক	
	৩. মাসিক	

শিশুর মাসিক আয় কত?	১. ≤ 2500 টাকা	২. ২৫০১-৫০০০ টাকা
	৩. ৫০০১-৭৫০০ টাকা	৪. ≥ 7501
শিশুর উপার্জন কে খরচ করে?	১. শিশু নিজে	২. শিশুর পিতা-মাতা
শিশুর উপার্জন কি খরচ করার পর সঞ্চয় করতে পারে?	১. হ্যা	২. না
শিশুই কি পরিবারের একমাত্র আয়ের উৎস?	১. হ্যা	২. না
উত্তর “না” হলে পরিবারের অন্যান্য উপার্জনক্ষম ব্যক্তি কে কে?		
১. পিতা	পেশাঃ	মাসিক আয়ঃ
২. মাতা	পেশাঃ	মাসিক আয়ঃ
৩. অন্যান্যঃ	পেশাঃ	মাসিক আয়ঃ
শিশুর ভাই বোনেরাও কি কর্মক্ষেত্রে জড়িত?	১. হ্যা	২. না
উত্তর “না” হলে, তারা কি করে?		
শিশু অবসর সময়ে সাধারণত কি করে থাকে?		
পরিবারে উপার্জনক্ষম লোক আর অন্য কে আছে?		
যদি থাকে তবে তার মাসিক আয় কত?		

Appendix – B: Semi- structure Questionnaire for Parents

১. গণমাধ্যম বলতে কোন মাধ্যম গুলোকে বোঝানো হয়?

১. মুদ্রিত (বই, পাম্পলেট বা ক্ষুদ্র পুস্তক, সংবাদপত্র, সাময়িকী প্রভৃতি) মাধ্যম
২. সিনেমা
৩. রেডিও সম্প্রচারের মাধ্যমে
৪. টেলিভিশন সম্প্রচার ব্যবস্থা
৫. ইন্টারনেট ব্যবস্থা
৬. মোবাইল ফোনের মাধ্যমে
৭. বিলবোর্ড/ পোস্টার
৮. অন্যান্য

			কারণ?
২. আপনি কি সংবাদপত্র পাঠ করেন?	১. হ্যা	২. না	
৩. আপনি কি সিনেমা দেখেন?	১. হ্যা	২. না	
৪. আপনি কি রেডিও শোনে?	১. হ্যা	২. না	
৫. আপনি কি টেলিভিশন দেখেন?	১. হ্যা	২. না	
কোন চ্যানেলগুলো বেশী দেখা হয়?			
৬. আপনি কি ইন্টারনেট ব্যবহার করেন?	১. হ্যা	২. না	
উত্তর হ্যা হলে কোন মাধ্যমে?			
৭. আপনি কি স্মার্টফোন ব্যবহার করেন?	১. হ্যা	২. না	
ফোন কি কি কাজে ব্যবহার করেন?	১। রেডিও শোনা ২। ভিডিও দেখা ৩। কথা বলা		

৮. সামাজিক সচেতনতা সৃষ্টিতে গণমাধ্যমের ভূমিকা আছে।

(পুরোপুরি ভিন্নমত)	(মোটামুটি ভিন্নমত)	(নিরপেক্ষ)	(মোটামুটি একমত)	(পুরোপুরি একমত)

৯. গণমাধ্যম দ্বারা আপনি কি কখনো কোন বিষয়ে সচেতন হয়েছেন?

	১. হ্যাঁ	২. না
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১০. যদি হয়ে থাকেন তবে কোন কোন বিষয়ে সচেতন হয়েছেন?

	১.
	২.
	৩.
	৪.

১১. গণমাধ্যম দ্বারা আপনি কি শিশুশ্রম সম্পর্কে কখনো জেনেছেন?

	১. হ্যাঁ	২. না
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১২. কোন গণমাধ্যম দ্বারা আপনি শিশুশ্রম সম্পর্কে জেনেছেন?

১. মুদ্রিত (বই, পাম্পলেট বা ক্ষুদ্র পুস্তক, সংবাদপত্র, সাময়িকী প্রভৃতি) মাধ্যম
২. সিনেমা
৩. রেডিও সম্প্রচারের মাধ্যমে
৪. টেলিভিশন সম্প্রচার ব্যবস্থা
৫. ইন্টারনেট ব্যবস্থা
৬. মোবাইল ফোনের মাধ্যমে
৭. জানতে পারিনি

১৩. শিশুশ্রম বন্ধে গণমাধ্যমের কি কোন ভূমিকা আছে?

	১. হ্যাঁ	২. না
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১৪. শিশুশ্রম বন্ধে বর্তমানে গণমাধ্যমের ভূমিকা সন্তোষ।

	পুরোপুরি ভিন্নমত	মোটামুটি ভিন্নমত	নিরপেক্ষ	মোটামুটি একমত	পুরোপুরি একমত

১৫. শিশুশ্রম বন্ধে গণমাধ্যমের যদি ভূমিকা থাকে তাহলে তা কী?

১৬. শিশুশ্রম বন্ধে কোন গণমাধ্যমটি বর্তমানে সবচেয়ে বেশি ভূমিকা রাখতে পারে?

১. মুদ্রিত (বই, পাম্পলেট বা ক্ষুদ্র পুস্তক, সংবাদপত্র, সাময়িকী প্রভৃতি) মাধ্যম
 ২. সিনেমা
 ৩. রেডিও সম্প্রচারের মাধ্যমে
 ৪. টেলিভিশন সম্প্রচার ব্যবস্থা
 ৫. ইন্টারনেট ব্যবস্থা
 ৬. মোবাইল ফোনের মাধ্যমে
 ৭. কোন ভূমিকা নেই
-

১৭. শিশুশ্রম বন্ধে সচেতনতা সৃষ্টিতে গণমাধ্যমের করণীয় কি কি?

১৮. বাংলাদেশে শিশুশ্রম সম্পর্কে কোন আইন আছে কি? আপনি এটা সম্পর্কে কতটুকু জানেন।

Appendix - C: Semi - structure Questionnaire for Employer

১. গণমাধ্যম বলতে কোন মাধ্যম গুলোকে বোঝানো হয়?

১. মুদ্রিত বই, পাম্পলেট বা ক্ষুদ্র পুস্তক, সংবাদপত্র সাময়িকী প্রভৃতি মাধ্যম
২. সিনেমা
৩. রেডিও সম্প্রচারের মাধ্যমে
৪. টেলিভিশন সম্প্রচার ব্যবস্থা
৫. ইন্টারনেট ব্যবস্থা
৬. মোবাইল ফোনের মাধ্যমে
৭. বিলবোর্ড/ পোস্টার
৮. অন্যান্য

		কারণ?		
২. আপনি কি সংবাদপত্র পাঠ করেন?	১. হ্যা	২. না		
৩. আপনি কি সিনেমা দেখেন?	১. হ্যা	২. না		
৪. আপনি কি রেডিও শোনেন?	১. হ্যা	২. না		
৫. আপনি কি টেলিভিশন দেখেন?	১. হ্যা	২. না		
কোন চ্যানেলগুলো বেশি দেখা হয়?				
৬. আপনি কি ইন্টারনেট ব্যবহার করেন?	১. হ্যা	২. না		
উত্তর “হ্যা” হলে কোন মাধ্যমে?				
৭. আপনি কি স্মার্টফোন ব্যবহার করেন?	১. হ্যা	২. না		
ফোন কি কি কাজে ব্যবহার করেন?	১। রেডিও শোনা ২। ভিডিও দেখা ৩। কথা বলা			
৮. সামাজিক সচেতনতা সৃষ্টিতে গণমাধ্যমের ভূমিকা আছে।				
১ (পুরোপুরি ভিন্নমত)	২ (মোটামুটি ভিন্নমত)	৩ (নিরপেক্ষ)	৪ (মোটামুটি একমত)	৫ (পুরোপুরি একমত)
৯. গণমাধ্যম দ্বারা আপনি কি কখনো কোন বিষয়ে সচেতন হয়েছেন?				
		১. হ্যা	২. না	
১০. যদি হয়ে থাকেন তবে কোন কোন বিষয়ে সচেতন হয়েছেন?				
		১.		
		২.		
		৩.		

১১. গণমাধ্যম দ্বারা আপনি কি শিশুশ্রম সম্পর্কে কখনো জেনেছেন?

১. হ্যা

২. না

১২. কোন গণমাধ্যম দ্বারা আপনি শিশুশ্রম সম্পর্কে জেনেছেন?

১. মুদ্রিত বই, পাম্পলেট বা ক্ষুদ্র পুস্তক, সংবাদপত্র, সাময়িকী প্রভৃতি মাধ্যম
২. সিনেমা
৩. রেডিও সম্প্রচারের মাধ্যমে
৪. টেলিভিশন সম্প্রচার ব্যবস্থা
৫. ইন্টারনেট ব্যবস্থা
৬. মোবাইল ফোনের মাধ্যমে
৭. জানতে পারিনি

১৩. শিশুশ্রম বন্ধে গণমাধ্যমের কি কোন ভূমিকা আছে?

১. হ্যা

২. না

১৪. শিশুশ্রম বন্ধে বর্তমানে গণমাধ্যমের ভূমিকা সন্তোষ।

১=পুরোপুরি ভিন্নমত	২=মোটামুটি ভিন্নমত	৩=নিরপেক্ষ	৪=মোটামুটি একমত	৫=পুরোপুরি একমত
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১৫. শিশুশ্রম বন্ধে গণমাধ্যমের যদি ভূমিকা থাকে তাহলে তা কী?

১৬. শিশুশ্রম বন্ধে কোন গণমাধ্যমটি বর্তমানে সবচেয়ে বেশি ভূমিকা রাখতে পারে?

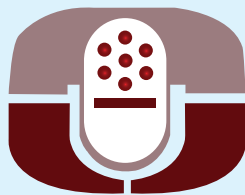
১. মুদ্রিত বই, পাম্পলেট বা ক্ষুদ্র পুস্তক, সংবাদপত্র, সাময়িকী প্রভৃতি মাধ্যম
২. সিনেমা
৩. রেডিও সম্প্রচারের মাধ্যমে
৪. টেলিভিশন সম্প্রচার ব্যবস্থা
৫. ইন্টারনেট ব্যবস্থা
৬. মোবাইল ফোনের মাধ্যমে
৭. কোন ভূমিকা নেই

১৭. শিশুশ্রম বন্ধে সচেতনতা সৃষ্টিতে গণমাধ্যমের করণীয় কি কি?

১৮. বাংলাদেশ শিশুশ্রম সম্পর্কে কোন আইন আছে কি? আপনি এটা সম্পর্কে কতটুকু জানেন।

১৯. আপনি আপনার কাজের জন্য শিশুশ্রমিক কেন নিয়োগ দিয়ে থাকেন?

১. শিশুর পিতা-মাতার ইচ্ছার কারণে।
২. শিশুর নিজের ইচ্ছার কারণে।
৩. মালিকের ইচ্ছার কারণে।
৪. শিশুশ্রমিকের বেতন কম হওয়ার কারণে।
৫. শিশুশ্রমিক কে দিয়ে বেশি কাজ করানো যায় বলে।
৬. অন্যান্য।



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