
Gali Gali Sim Sim on Jharkhand Mobile Radio

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Gram Vaani Community Media



Abstract

Jharkhand Mobile Radio hosted 30 episodes of Gali Gali Sim Sim (GGSS) over a period of three and a half months from 29th June, 2012 to 12 October 2012. This report brings together qualitative as well as quantitative insights collected through primary sources of information about the initiative. Apart from providing a brief understanding about the concept of Jharkhand Mobile Radio (JMR), the report explains scheduling of the entire initiative and data collection methodology used to gather insights from the callers and listeners of JMR. It also highlights feedback from the listeners about the GGSS episodes, as recommendations that could be useful for future such initiatives on JMR.

Section 1: Introduction

1.1 What is Jharkhand Mobile Radio?

Jharkhand Mobile Radio (JMR), an initiative of Gram Vaani Community Media, is an Interactive Voice Response (IVR) system that brings the principles of community radio on the phone. Anyone in Jharkhand with a phone can call on the JMR number and can contribute content, listen to content recorded by others as well as comment on the content left by others. JMR is being used by the people of Jharkhand to share their day-to-day experiences, voice their opinions on governance and other developmental issues, provide interactive programs for children based on their curricular needs as well as educational programs for adults on a range of issues like health, agriculture etc. Requiring no literacy and allowing access to anyone who can operate a phone, JMR provides a large population of semi-literate/illiterate people with a platform for accessing information and communicating with others.

1.2 How does it work?

JMR is a mobile phone based platform for crowd-sourcing of local news from across the state and make it available for anyone to access over the phone or web.

Figure 1 describes the JMR publishing process. When a caller records a message, the message is verified by the moderator to make sure that it is of adequate quality. The item is then “published”, which makes the audio available on the JMR phone number for others to call in and listen. The moderators can choose to “publish” any pre-recorded content also, which is the method used for publishing GGSS episodes on JMR.

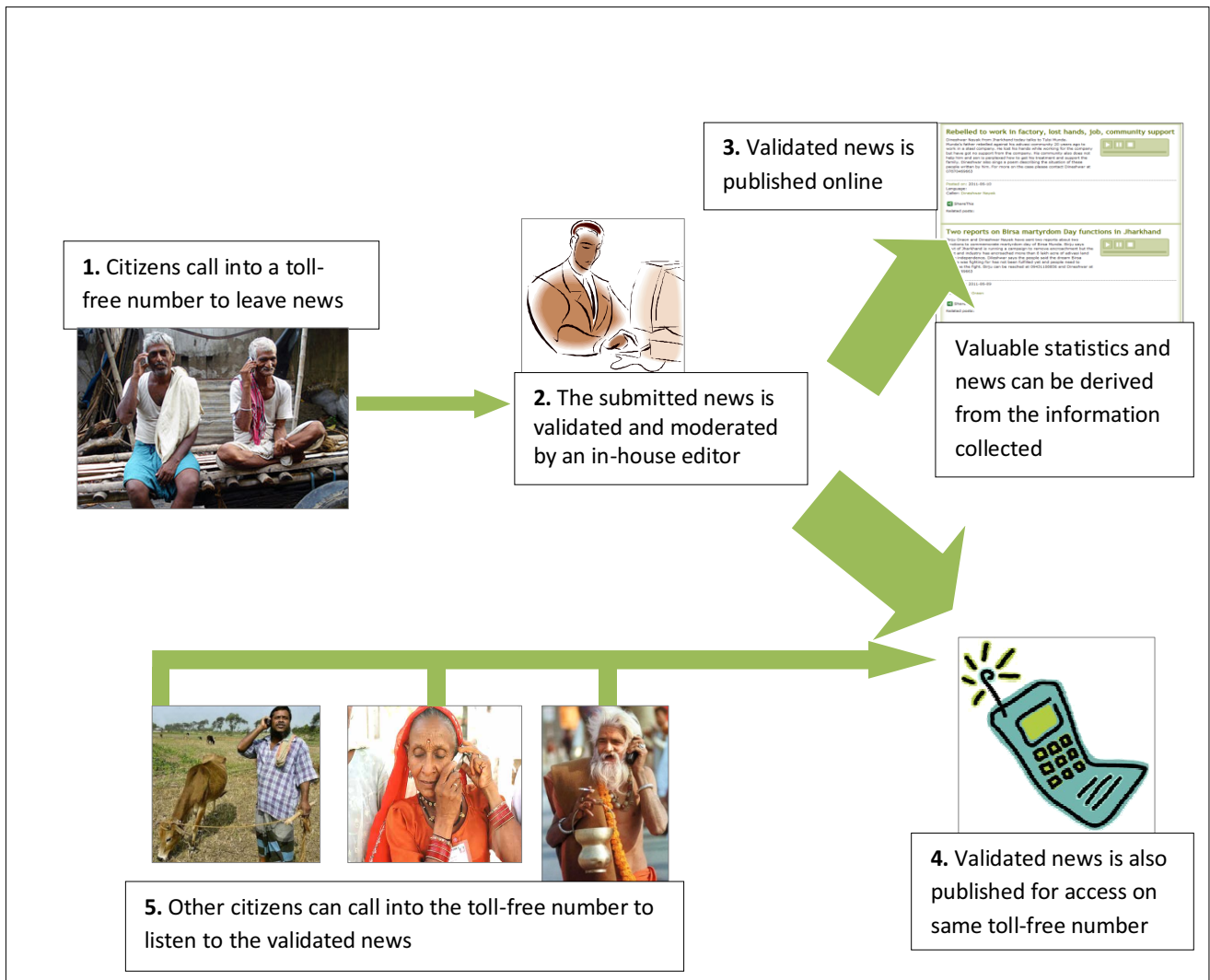
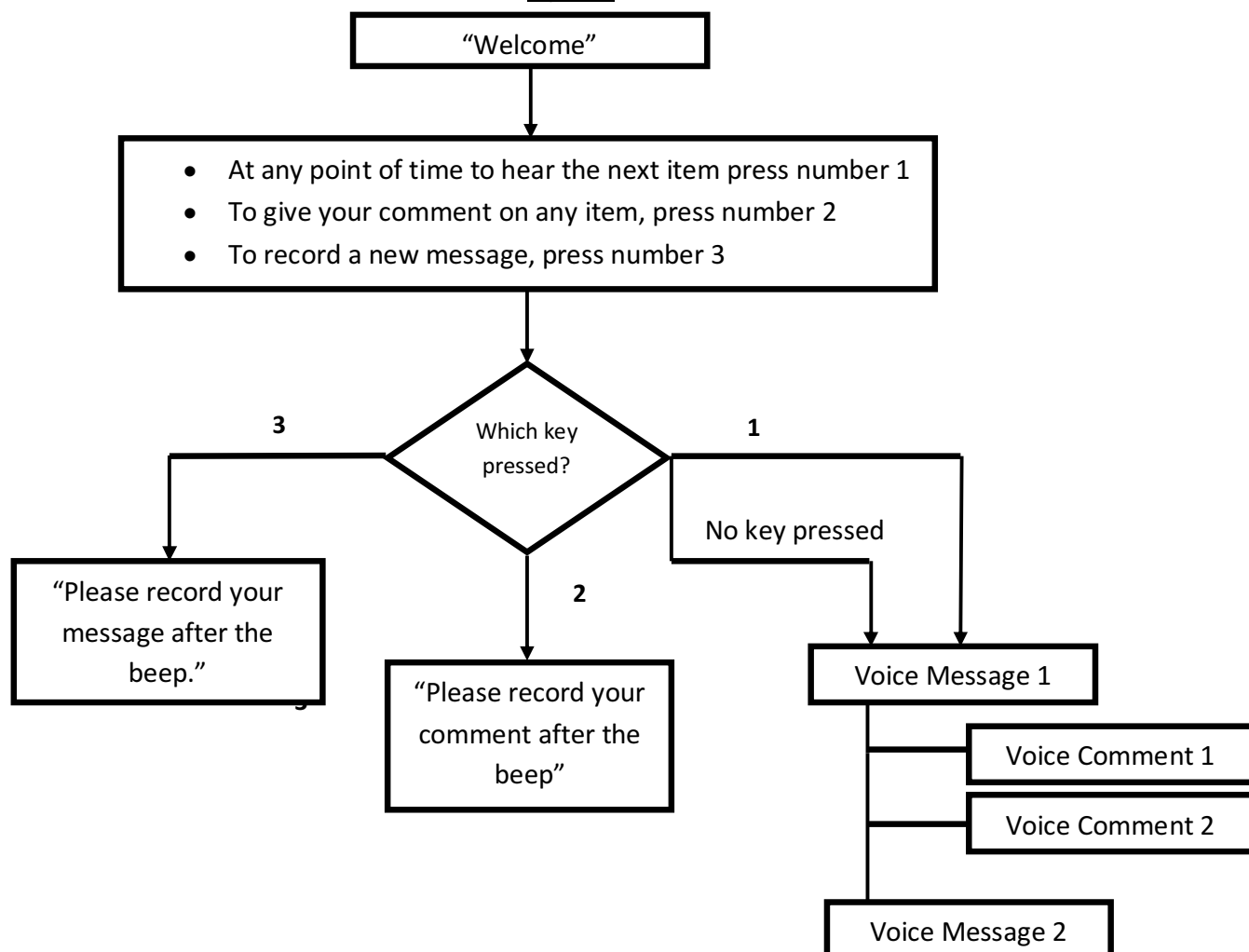


Figure 1

1.3 What happens when I call in to JMR?

JMR works on a missed call-call back system. The people of Jharkhand interact with JMR by dialing a phone number – 08800097458 and their call gets disconnected automatically. They then receive a call-back from JMR. On receiving the call from JMR, the user first hears a pre-recorded welcome prompt followed by three voice instructions that ask user to press appropriate buttons to listen to already published messages, comment on them and record their own messages. If the user presses 1 or does not press anything, the “published” voice messages are played out to the user one after another. This structure of the IVR describe above is depicted in Figure 2.

Figure 2



Section 2: GGSS on JMR

2.1 The Agreement

Start Date – The first episode Of GGSS was hosted on JMR on 29th June, 2012

Duration – The 30 episodes of GGSS were hosted on JMR over a period of three and a half months, starting on 29th June till 12th October, 2012.

Numbers of Episodes – A total of 30 episodes of GGSS were hosted on JMR. These are the same as episode number 1 to 30 aired on community radio stations at a part of the SCHWAB project.

Table showing the schedule – New episodes of GGSS were hosted every Tuesdays and Fridays, replacing the older on-going episode. The GGSS episode was the first item on JMR every evening from 7pm to 8 pm. For the rest of the time, the GGSS episodes were kept among the top 5 items. On every Tuesdays and Fridays a new episode was uploaded at 7 pm in the evening replacing the older one. The following table shows the episode number vis-à-vis date and day of hosting:

| Episode No. | Name of the Episode | Dates of hosting |
|-------------|--------------------------|---|
| 1 | Khel Khel Mein | 29 th June – 3 rd July |
| 2 | Paudhe | 3 rd July – 6 th July |
| 3 | Chamki's Alarm Clock | 6 th July – 10 th July |
| 4 | Water Conservation | 10 th July – 13 th July |
| 5 | Hungry Dustbin | 13 th July – 17 th July |
| 6 | Googli's health check up | 17 th July – 20 th July |
| 7 | Googli story | 20 th July – 24 th July |
| 8 | Bujho to jaane | 24 th July – 27 th July |
| 9 | The Swing Thing | 27 th July – 31 st July |
| 10 | Boombah too big | 31 st July – 3 rd August |
| 11 | Train trip | 3 rd August – 7 th August |
| 12 | Tandrust Boombah | 7 th August – 10 th August |
| 13 | Googli Gullak | 10 th August – 14 th August |
| 14 | Gungun Giri | 14 th August – 17 th August |
| 15 | Googly Maharaj | 17 th August – 21 st August |
| 16 | Morning Routine | 21 st August – 24 th August |
| 17 | Shik Shik | 24 th August – 28 th August |
| 18 | Teeka | 28 th August – 31 st August |
| 19 | Guitar ki Taar | 31 st August – 4 th September |
| 20 | Galli Sawal Game | 4 th September – 7 th September |
| 21 | Kahani Sunao | 7 th September – 11 th September |
| 22 | Boombah Kyon Chup | 11 th September – 14 th September |
| 23 | Sunday Picnic | 14 th September – 21 st September |
| 24 | Birthday Gift | 21 st September – 25 th September |
| 25 | Saying Sorry | 25 th September – 28 th September |
| 26 | Galli Utsav | 28 th September – 2 nd October |
| 27 | Focus on Strength | 2 nd October – 5 th October |
| 28 | Chamki Karate | 5 th October – 9 th October |

| | | |
|----|------------------|---|
| 29 | Googly ki Gadbad | 9 th October – 12 th October |
| 30 | Friendship | 12 th October – 16 th October |

2.2 Data collection methodology

We used quantitative methods to understand the listenership of GGSS on JMR and also used qualitative methods to gain insights on listener preferences to guide further improvements.

Quantitative: For the first 20 episodes we collected for each episode the number of calls received on JMR for the days the episode was hosted. We also collected the number of callers who made these calls and average duration of these calls. Since the episodes were at first position in the list every day from 7pm to 8pm, we also collected number of calls, number of callers, and average call duration for that time period across all days the episodes were aired. From episode 21 onwards advanced logging capabilities allowed us to capture exactly how many times the GGSS episodes were being heard within a call. Thus, for episodes 21 to 30, we collected number of times the episode was heard, number of callers who heard them, and duration for which the episode was being heard.

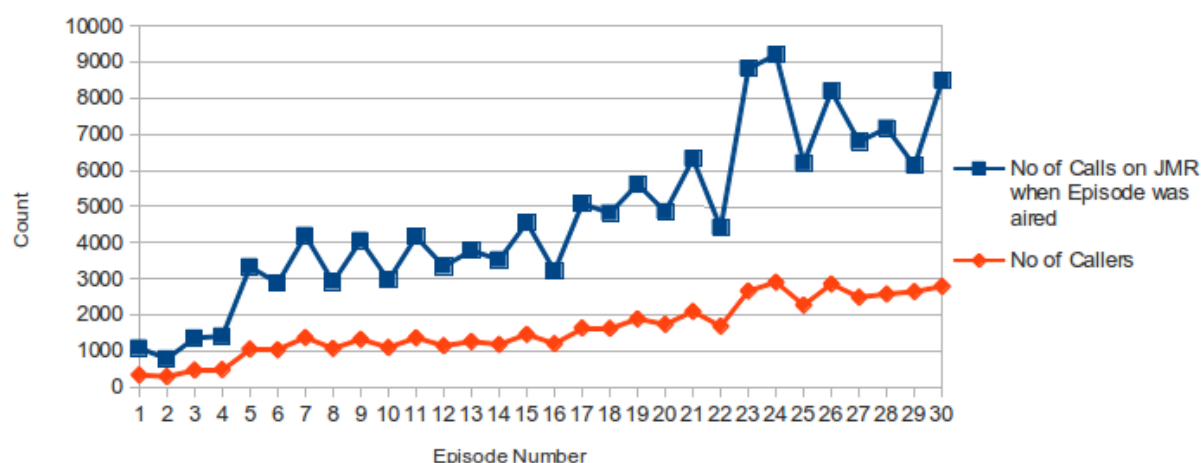
Qualitative: Semi-structured interviews and Focus Group Discussions (FGDs) were done with active (regular contributors) and passive users of JMR as a part of JMR user feedback exercise. People's perception of Galli Galli Sim Sim programmes formed a part of this feedback exercise. A total of eleven interviews were taken of which six were from active users and five interviews were of users who dropped out in the last six months. Of the three FGDs that were done, first one was done with the seven active users, the second one involved 16 people from Mahuda Basti in Baghmara Block of Dhanbad district and the third one was done with 32 people from Gunjardih village of Nawadih Block of Bokaro district. These people formed a mix of active and dropped out users of JMR. The interviews and FGDs were done to ascertain the kind of formats people like to listen on JMR and factors affecting user engagement.

Section 3: Results

3.1 Statistics

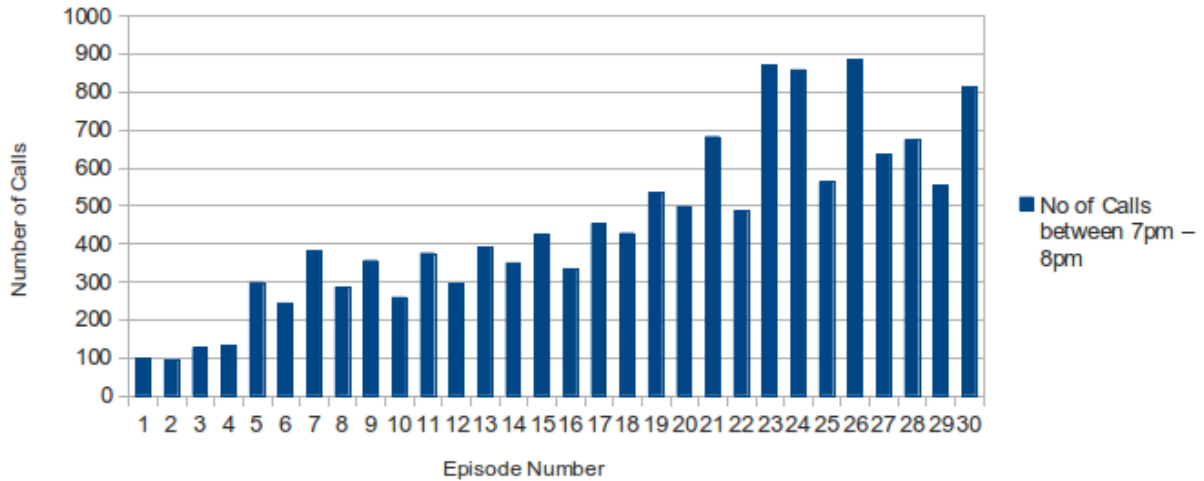
Overall Calls and Callers stats: Graph 1 shows the number of calls received on JMR on the days GGSS episodes were broadcast for all the 30 episodes. While this graph shows that a large number of people listened to JMR on these days, they do not necessarily mean that they

listened to the GGSS episodes on these days. We still present this graph as this is the only statistical information available about the listenership of episode numbers 1 to 20.



Graph 1: Number of calls received on JMR on the days GGSS episodes were broadcast.

Calls between 7pm and 8pm: We also collected statistics of number of calls that listened to JMR between 7pm and 8pm on the days GGSS episodes were aired. During this time GGSS episodes were the first item the stations heard when they called in to JMR. These statistics are show in Graph 2. Please note that number of calls received between 7pm and 8pm is strongly correlated with the number of calls received throughout the day on JMR (Pearson correlation = 0.94). This implies that variation in listenership across episodes in Graph 2 should not be attributed to listener’s preferences for specific episodes.



Graph 2: Number of calls received on JMR between 7pm and 8pm during the days GGSS was aired on JMR

Intra-call statistics for episodes 21-30: As mentioned in section 2.2, advanced logging capabilities were built in JMR, which allowed us to collect intra-call statistics from episode number 21. We were then able to track number of times GGSS episodes were heard and number of people who heard them. These are shown in Graph 3 by lines colored blue and orange respectively.

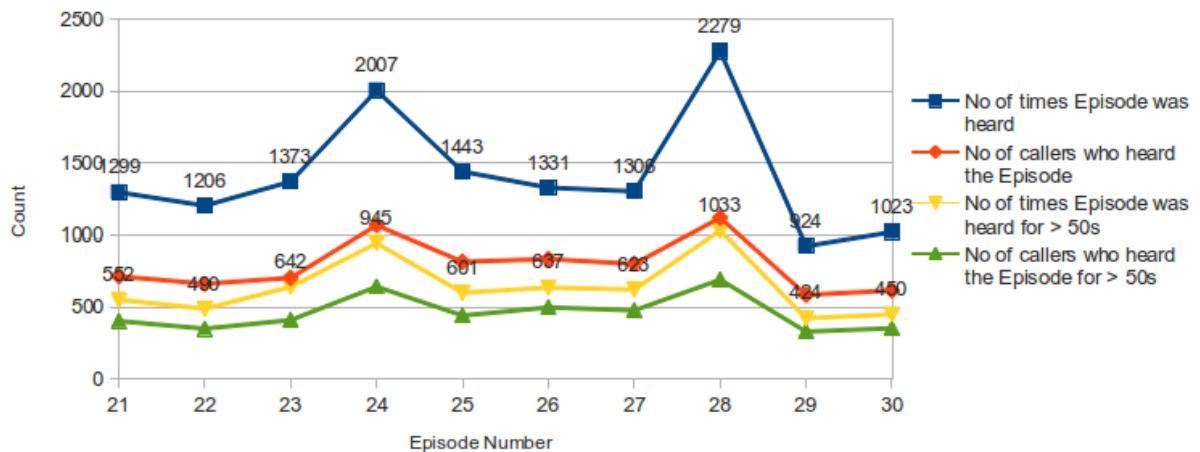


Figure 3: Number of times episode was heard and number of callers who heard them. Statistics for episode number 21 to 30.

Differentiating callers wanting to listen to GGSS and those not wanting to listen to it: The GGSS episodes 21-30 were heard for an average of 169 seconds. There was no significant variation across durations of the episodes. However, this average includes those who wanted to listen to GGSS as well as those who did not want to listen to GGSS and moved to the next item after hearing the episode for a few seconds. To identify those calls where callers wanted to listen to GGSS, we removed all the calls that were less than 50 seconds long and recalculated the number of times episodes were heard and number of callers who heard them. These statistics are shown in Graph 3 by lines colored yellow and green respectively. For these calls the average call duration across all calls and episodes was 358 seconds (6 minutes).

Episode preferences: The per episode listenership information allows us to revisit the question: can listenership information tell us whether an episode is preferred over others? We found that the listenership statistics of Ep 21-30 do not correlate closely with number of calls received on JMR during the periods they were on air. This means that variations in listenership of episodes, observed in Graph 3, are not due to overall variation in number of calls received on JMR, and thus are likely to be representative of episode preferences.

3.2 Qualitative results:

- The listeners of GGSS over JMR were children who used to listen using their parent's handsets. Parents claimed that their children made them listen to GGSS episodes.
- Some listeners appreciated the music in the episodes which is otherwise not present in the regular JMR items.
- The parents expressed their concern over the time of airing of GGSS episodes on JMR, as according to them the children took the phones instead of doing homework.
- The parents of children belonging to the age group of 5-10 years preferred Sunday evening slot from 6-7 pm for airing GGSS over JMR. We did not get to talk to the children to know their preferences.
- A lot of people reported that the GGSS episodes were too long as compared to the other content over JMR, so they found it monotonous. When asked for an acceptable duration they said that it should be a maximum of 10 minutes. This correlates well with average listening time of 6 minutes observed for listeners wanting to listen to GGSS.
- Some people expressed that they missed the ownership of content in the GGSS episodes as they were pre-recorded. They communicated that they would like to have community

content and more engaging techniques like soliciting answers to questions to make the episodes more interactive.

- Some people found it uncomfortable when GGSS played in between items that had serious issues being discussed within them. This impacted the seriousness of the issues according to them.
- Many people strongly recommended the need for a preamble before each episode to set the context for the episode.

Section 4: Recommendations

Several useful recommendations were received through interviews and discussions which can guide us on improving the deployment of GGSS on JMR. Our recent experiments on JMR, have shown that a “campaign” mode, where we air an episode on a specific topic, then solicit feedback, experiences, and related stories and then air these responses in the next episode works very well. Based on these experiences and suggestions received from listeners we recommend the following format of airing GGSS on JMR.

- A new episode is aired every Sunday. After the episode is aired, children and parents alike are explicitly requested to record feedback, stories, challenges, etc. Volunteers on the ground help seed these responses. These are combined into a single package and aired on the next Wednesday.
- Each episode has a top and tail. The top talks about the episode to be aired next, and the tail summarizes the episode and solicits feedback.
- Each “Responses Episode” also has a top and tail. The top connects the responses to the original episode and the tail lets the listeners know about the next episode.
- To isolate GGSS from the more serious content, a separate channel will be set up which will contain GGSS episodes. GGSS episodes will then appear for a short period on JMR and will always be available on the separate channel.
- Poetry drive and singing drive will be conducted where every participant is given a JMR and GGSS cobranded memento (like a postcard or a JMR child volunteer visiting card)
