THE ROLE OF FAMILY PLANNING COMMUNICATIONS – AN AGENT OF REINFORCEMENT OR CHANGE –*

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INTRODUCTION

When most national family planning programs were beginning in the early 1960s, they all had to deal with the question: Should family planning communications be designed for information or for persuasion if limited resources require a choice? The consensus then was that the informational design was a quicker way to increase the actual use of contraception because the media could reach those who were predisposed to use (Freedman, 1967; Bogue, 1962). Since then, more than a decade has passed and family planning programs have made substantial progress in diffusing family planning information. The levels of KAP (knowledge, attitude, and practice) of family planning have been increased in most countries with national family planning programs. Nevertheless, the so called KAP-gap (high levels of knowledge and favorable attitudes but much lower levels of practice) has been observed in many countries – India, Pakistan, Korea, etc. (Rogers, 1973). Closing the KAP-gap is hence a major communication task facing most family planning programs today. A first step towards solving the problem of the KAP-gap may be to examine whether family planning communications still serve mainly to reinforce rather than persuade.

Conceptually, various reference frames have been tried. The incidence of contraceptive use brought about by official family planning programs can often provide a more immediate measure of success of the family planning program than does changes in fertility. In the long run, the use of contraceptives as well as other factors affecting exposure to intercourse, conception and gestation is classified as an intermediate variable by Davis and Blake (1956). Any biological, social, psychological, or cultural factors that affect fertility must do so through intermediate variables. Various models to relate these factors to fertility have been proposed by Freedman (1956), Hill, Stycos, and Back (1959), Mishler and Westoff (1955), and Rogers (1973, p. 273). These models are basically similar to a more simplified model proposed by Smith (1969) to study political attitude and behavior. Smith's model contains five factors: (1) distal social antecedents, (2) social environment as the context for the development of personality and acquistion of attitudes,

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(3) personality processes and dispositions, (4) the situation as the immediate antecedent of action, and (5) political behaviors.

Many social demographic variables have been found to affect women's KAP levels. For example, residence, education, age, and previous fertility have been associated with women's KAP of family planning in Malaysia (Palmore, 1967) and Taiwan (Freedman and Takeshita, 1969). In general, women from urban areas who were better educated and younger, and with fewer children, had higher KAP levels. Duration of marriage, husband's employment status, and other social demographic variables have also been found to have an effect in increasing the use of contraceptives in Taiwan (Freedman and Takeshita, 1969, p. 295). Women with longer marriages whose husbands were in professional occupations had more experience in contraceptive use. Moreover, the effects of variables were somewhat interrelated (Palmore, 1967).

In terms of a more favorable social climate, it has also been observed that both mass media and interpersonal communications are able to create awareness and knowledge of contraceptives (Simons, 1969; Palmore, 1968; Lin and Duff, 1971; and Lan, 1968). Both types of communication seem to encourage even more interpersonal communication, and to energize the second step in the two-step flow through change-agent aids or opinion leaders. Finally, ". . . . this increased discussion, along with other influences, would increase also the number of people perceiving that others approved of family planning and were practice it. . . ." (Freedman and Takeshita, 1969, p. 228) Balakrishnan and Matthai found that a mass media campaign in Calcutta increased contraceptive adoption by 8% through heightened interpersonal communication (Blakrishnan and Matthai, 1966, p. 25).

For this study, demographic and social climate factors are taken as major independent varaiables affecting women's KAP levels in family planning. Figure 1 shows the relationships among different factors in Smith's model, with the exception of "the situation as the immediate antecedent of action." It is assumed that the independent variables together can reflect one's immediate situation leading to action. So, the focus here is on the relative merits of the two types of independent variables. If family planning communications have a decisive influence on women's knowledge, attitude, and behavior in family planning, then family planning communications is considered to be a change agent. However, if family planning behavior is decisively affected by women's social demographic variables or factors other than family planning communications, then we may say family planning communication serves only as reinforcement.

In brief, the goal of this paper is to examine the role of family planning communications either as a reinforcement agent or as a change agent. Relationships among the selected variables will also be discussed. Hopefully, this discussion will suggest ways to help close the KAP-gap.

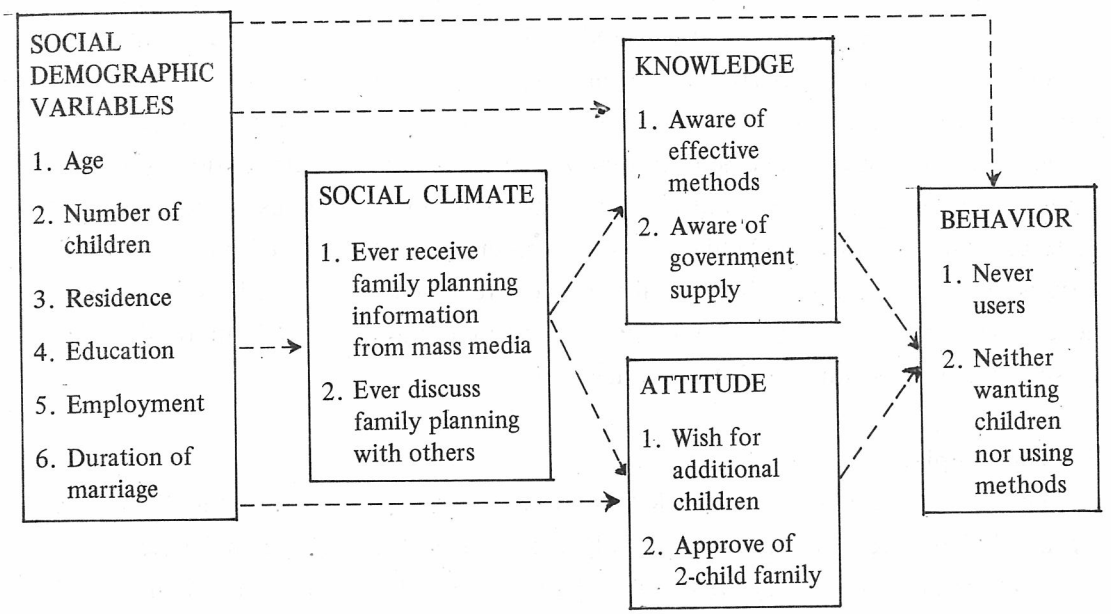

Figure 1. Diagram of the factors affecting fertility

THE METHOD AND SAMPLE

A. The measurements:

In this study, there are two major types of independent variables. The first type is social demographic variables, including age, number of children, residence, education, employment status, and duration of marriage. The second type of major independent variables includes two social climate variables. One is "ever receive family planning information from mass media." Here mass media refers to every possible media source including television, newspapers, radio, magazines, posters, leaflets, pamphlets, advertisements on match boxes, calendars, shopping bags, and slide shows in theaters. This variable is dichotomized: those women who ever received family planning informaton from one or more of the above media are classified into "yes" group, and the rest belong to the "no" group. The other social climate variable is "ever discuss family planning with others." Here, "others" include husbands, mothers or mothers-in-law, fathers or fathers-in-law, other family members, female neighbors, friends, colleagues, classmates, family planning workers, doctors, and nurses. Again, the variable is dichotomized. Women who have ever discussed family planning with one or more of the above "others" are categorized into the "yes" group. Otherwise, they belong to the "no" group.

Here KAP levels in family planning are taken as dependent variables. Two variables

are selected to reflect each KAP level of the sampled women. For knowledge, one of the variables is "aware of effective methods." Women who knew at least one out of six methods – loop, pill, condom, Ota ring, tubaligation, and vasectomy – were classified into the "yes" group. The other variable is "aware of government supply." A positive answer for this variable means a married woman knew that health stations supply one of three methods – loop, pill, and condom. For attitudinal variables, "wish for additional children" and "appove of 2-child family," women are dichotomized into "yes" and "no" groups. Similarly, the two behavioral variables are also dichotomized. "Never users" have never used any contraceptive. Women who want children nor use methods are distinguished from those who don't fit this description.

B. The sample:

This paper is a reanalysis of a KAP type of survey conducted in the Taiwan Area in April 1972 by the Committee on Family Planning of Taiwan, Provincial Health Department. Originally, the survey was designed to evaluate the 1971 Family Planning Month. During that month an all-out effort in communications, including both mass media and interpersonal communications, was implemented to promote family planning. The survey had three goals: to measure the outcome of the month, to find the relationship between exposure to family planning slogans or messages and women's KAP, and to get an accurate picture of communication behavior of women between the ages of 18 and 34.

A total of 2,013 women aged between 18 and 34 were selected by multi-stage probability sampling to represent married and single women, and 93% of the sample or 1880 cases were interviewed during April-May 1972. Only married women are included in this study because contraceptive use experience and family size are used as important independent or dependent variables.

C. The method:

In this study multiple classification analysis has been used because of two of its features. First, it can simultaneously consider up to 12 independent variables without subdividing the sample too many times. Second, it can indicate the effects of each independent variable as well as the cummulative effects of all independent variables considered at the same time. This feature will serve to check the effects of types of variables and the relationship among the variables.

Two rounds of analysis were carried out. The first round of analysis checked the effects of types of variables. All relevant types of variables were first considered simultaneously. Then, types of variables were reduced one by one beginning with the most

adjacent type of variables to the dependent variables as shown in Figure 1. The second round of analysis contained three steps designed to check the effects of individual variables. First, the effects of the two types of major independent variables on women's knowledge levels in family planning were examined. Second, the knowledge variables were also turned into independent variables, and the effects of the three types of independent variables were checked. Third, the influences of four types of variables – social demographic, social climate, knowledge, and attitude – on family planning behavior were studied.

THE RESULTS

A. The effects of types of variables:

Table 1 shows the distribution of adjusted multiple correlation coeffieients between stepwise types of variables and related indivudual variables as shown in Figure 1. All through the table, $R^2 -$ ADJ increased when another type of variable was integrated. Take the variable "never users," for example. Twenty-six percent of its variation was explained by social demographic variables. When the two social climate variables were added, their variance explanation power was increased to 26.4%. When social deomographic, climate, and knowledge variables were considered simultaneously, they explained 27.4% of variance. Furthermore, when attitudinal variables were included, their explanation power was as high as 37.2%. The phenomenon of increasing explanation power when another type of variable is integrated reflects the existence of mediating relationships between types of variables.

Effects of each type of variable can also be derived from Table 1.* Table 2 shows the effects of each type of variable on related variables. It offers support for the argument that family planning communications play a role of reinforcement. Among the four types of variables, social demographic and attitudinal variables were the critical ones. On the other hand, social climate and knowledge variables had only negligible effects on various stages of family planning adoptions. As hypothesized previously, the phenomena above were evidence that family planning communications functioned as a reinforcement agent.

The effects of social demographic variables, in fact, penetrate various stages of family

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* Type effect can be derived by the following method:

Type effect = $(R^2 - ADJ)_i - (R^2 - ADJ)_{i-1}$

Here i = 4, 3, 2, 1

or in terms of types of variables

i = social demographic + social climate + knowledge + attitude, social demographic + social climate + knowledge, social demographic + social climate, social demographic

Table 1. The distribution of R^2-ADJ between stepwise four types of independent variables and related variables

Dependent variables	Independent variables (types of variables)			
	SD	SD+SC	SD+SC+K	SD+SC+K+A*
Type 2: social climate				
1. Receive FP information from mass media	0.025	–	–	–
2. Discuss with others in family planning	0.079	–	–	–
Type 3: knowledge				
1. Aware of effective methods	0.031	0.051	–	–
2. Aware of government supply	0.062	0.103	–	–
Type 4: attitude				
1. Wish for additoinal children	0.481	0.483	0.485	–
2. Approve of 2-child family	0.033	0.047	0.046	–
Type 5: practice				
1. Neither wanting children nor using methods	0.053	0.054	0.053	0.135
2. Never users	0.259	0.264	0.274	0.372

* SD= Social Demographic Variables
SC= Social Climate Variables
K= Knowledge Variables
A= Attitudinal Variables

Table 2. The distribution of variance explained by social demographic, social climate, knowledge and attitudinal variables for related individual variables

Dependent variables	Independent variables (types of variables) SD	SC	K*	A	Total
Type 2: social climate					
1. Receive FP information from mass media	0.025	–	–	–	0.025
2. Discuss with others in family planning	0.079	–	-	–	0.079
Type 3: knowledge					
1. Aware of effective methods	0.031	0.020	–	–	0.051
2. Aware of government supply	0.062	0.041	–	–	0.103
Type 4: attitude					
1. Wish for additoinal children	0.481	0.002	0.002	–	0.485
2. Approve of 2-child family	0.033	0.014	–0.001	–	0.046
Type 5: practice					
1. Neither wanting children nor using methods	0.053	0.001	–0.001	0.082	0.135
2. Never users	0.259	0.005	0.010	0.098	0.372

* SD= Social Demographic Variables SC= Social Climate Variables
K= Knowledge Variables A= Attitudinal Variables

planning adoption. In regard to behavior, the four types of variables in total explain 37% of variance for those who never used contraceptions, but social demographic variables alone explain 26% (see Table 2). For those who neither wanted children nor used contraceptions, the explanation power for the four types of variables in total and the social demographic variable alone were 14% versus 5%. Similar results were observed in the stage of attitude. The four types together and the social demographic variable alone each explained 48% of the variance for those who wished for additoinal children, and 5% versus 3% for those who approved of a 2-child family. Although the total explanation power of social demographic and social climate variables for awareness of effective methods or government supply were relatively small (5% and 10% respectively), social demographic variables still took a bigger share (3% and 6% respectively).

The effects of attitudinal variables on contraceptive use were substantial too. The explanation power for four types of variables in total and type of attitudinal variables alone were 37% versus 10% for never users and 14% versus 8% for women who neither wanted children nor used methods. Nevertheless, part of the explanation power of attitudianl variables can be traced back to social demographic variables. As indicated in Table 2, 48% of the variance of "wish for additional children" was predictable by social demographic variables. And as mentioned before, the explanation power toward approving the 2-child family was mainly the contribution of social demographic variables too.

B. The effects of individual variables:

An effort was made to examine the effects of individual variables on various stages of family planning adoption. The data still support the argument that family planning communications played a reinforcement role. The function of family planning communications is critical in one's acquiring family planning knowledge. However, one's attitude and practice in family planning is decisively affected by social demographic variables and/or one's desire for additional children. Moreover, the relationships between variables were as depicted in Figure 1.

Table 3 shows the percentages of women who were aware of effective methods by social demographic variables and social climate variables. It indicates that awareness was extraodinarily high (97%). Therefore, only slight variation was observed among subgroups of variables considered. As a consequence, the eight independent variables in total explain only 5% of any variance. However, in terms of Eta^2 (Nie, et. al., 1975) about 95% of the explanation power came from the two social climate variables – "ever receive family planning information from mass media" and "ever discuss family planning with others." Together they explained 4.9% of the variance in the awareness of effective methods. Moreover, as shown in Table 2, the net explanation power of the two variables and social

Table 3. Percentage of women who were aware of "effective methods" by social structural variables and social climate variables

Characteristics of wife	# cases	% Unadjusted	Adjusted	Eta²
Age 20–	49	94	96	
20–24	353	97	97	0.005NS
25–29	411	97	96	
30–34	404	99	98	
# children 0	59	95	95	
1	209	95	96	
2	277	98	98	0.008NS
3	305	98	98	
4	202	99	98	
5+	165	96	96	
Residence				
rural	776	96	97	
urban	348	99	98	0.010**
half each	93	100	98	
Education				
no formal	329	94	94	
primary	691	98	98	
junior Hi	102	100	99	0.019**
senior Hi +	97	100	100	
Employed				
yes	622	98	98	0.003NS
no	595	96	96	
Duration of marriage				
0-4 yrs	479	96	96	
5-9 yrs	442	98	97	0.004NS
10+yrs	296	99	99	
Discuss with others				
yes	663	100	98	0.027**
no	554	94	96	
Mass media exposure				
yes	603	100	99	0.022**
no	614	95	96	
All married women	1217	97	97	R^2–ADJ= 0.051

NS P>.05
* P<.05
** P<.01

demographic variables as a whole were 2.0% and 3.1% respectively. Therefore, the relationships between the three types of variables can be stated as follows: the social climate variables alone explained 2.0% of variance of the awareness of effective methods. Moreover, it mediated 2.9% of explanation power from social demographic variables. Or the socio-demographic variables formed another type of social climate. And social demographic variables explained 0.2% of the variance independently. The relationships were as depicted in Figure 1.

Among the social demographic variables, residence and education also had significant effects on the awareness of effective methods. This indicates that relatively more effort must be made to increase awareness about effective methods among women with less education and women in rural areas.

Table 4 shows the percentages of women who were aware of the accessibility of contraception provided by the government. In this regard, education is the most influential factor in terms of gross effect (Eta^2). The two social climate factors rank second and third, and accounted for quite a large share of the total explanation power (75%). They together explained 7.8% of the variance. As shown in Table 2, the explanation power for these two variables and social demographic as a whole were 4.1% and 6.2% respectively. Again a similar pattern of interrelationships between the three types of variables was observed. Namely, social climate variables alone explained 4.1% of variance of the awareness. Furthermore, they mediated 3.7% of explanation power from social demographic variables. And social demographic variables directly explained 2.5% of variance of the awareness.

The social demographic variables considered here all had significant effects on awareness of the accessibility of government supply – with the exception of "number of children." One explanation is that a post-partum mailing program that offered free loop insertions to post-partum women within three months after delivery (Cernada, 1970) was quite successful. So "number of children" is no longer a significant factor on the accessibility of contraceptions through government supply.

The relatively more important role of social demographic variables on one's attitude toward having additional children is indicated by Table 5 which shows the percentages of women who wished for additional children. As indicated by Eta^2, duration of marriage, number of children, and age were the variables that had more influence on one's desire to have additional children. Their explanation powers were as high as 27.5% to 38.8%. Their sum of explanation power was well over 100.0%, which reflects: (1) the high interrelationships between the three variables, and (2) the direct effect of social demographic variables on the "desire for additional children," and (3) the effect mediated by other types of variables.

Table 4. Percentage of women who were aware of "government supply" by social structural variables and social climate variables

Characteristics of wife	# cases	% Unadjusted	Adjusted	Eta²
Age 20–	49	71	67	
20–24	353	79	74	0.008*
25–29	411	73	72	
30–34	404	69	75	
# children 0	59	73	69	
1	209	79	75	
2	277	75	69	0.006NS
3	305	71	73	
4	202	70	75	
5+	165	70	77	
Residence				
rural	776	69	73	
urban	348	82	75	0.016**
half each	93	75	71	
Education				
no formal	329	58	63	
primary	691	77	76	0.053**
junior Hi +	102	87	82	
senior Hi	97	87	83	
Employed				
yes	622	98	98	0.013**
no	595	68	68	
Duration of marriage				
0-4 yrs	479	79	79	
5-9 yrs	442	73	72	0.017**
10+yrs	296	64	65	
Discuss with others				
yes	663	81	79	0.041**
no	554	64	67	
Mass media exposure				
yes	603	82	79	0.037**
no	614	65	68	R^2 –ADJ=
All married women	1217	73	73	0.103

NS P > .05
* P < .05
** P < .01

Table 5. Percentage of women who wish for additional children by social structural variables, social climate variables, and knowledge variables

Characteristics of wife	# cases	% Unadjusted	% Adjusted	Eta²
Age 20–	49	90	50	
20–24	353	78	51	
25–29	411	41	46	0.275**
30–34	404	16	39	
# children 0	59	98	78	
1	209	94	74	
2	277	57	49	
3	305	22	29	0.387**
4	202	7	25	
5+	165	36	46	
Residence				
rural	776	46	47	
urban	348	47	42	0.002NS
half each	93	38	42	
Education				
no formal	329	33	47	
primary	691	50	46	
junior Hi	102	45	40	0.022**
senior Hi +	97	50	37	
Employed				
yes	622	47	44	
no	595	44	46	0.001NS
Duration of marriage				
0-4 yrs	479	83	65	
5-9 yrs	442	28	39	0.398**
10+yrs	296	9	24	
Discuss with others				
yes	663	39	43	
no	554	53	49	0.019**
Mass media exposure				
yes	603	44	46	
no	614	47	45	0.001NS
Aware of effective methods				
yes	1183	44	45	
no	34	74	57	0.009**
Aware of government supply				
yes	325	38	41	0.008**
no	892	48	47	R^2–ADJ=
All married women	1217	45	45	0.485

NS $P > .05$ * $P < .05$ ** $P < .01$

On the other hand, the social climate variables and knowledge variables had either minor or insignificant effects on the desire for additional children. Furthermore, the interrelationships between types of variables were similar to what is depicted in Figure 1. Table 5 indicated that the sums of Eta^2 for social climate and knowledge variables were 2.0% and 1.7% respectively. However, as shown in Table 2, they each explained only 0.2% of variance. This indicates that social climate variables mediated part of the effects of social demographic variables and that knowledge variables mediated part of the effects of either social demographic or social climate variables.

Women's verbal attitude toward the idea of a "2-child family" is shown in Table 6. Relatively speaking, it varies less and thus is less explicable by the selected variables. The ten variables in total explained only 4.6% of the variance. However, social demographic variables were more influential than social climate and knowledge variables. Education alone explained 3.0% of variance. The sum of Eta^2 for the six social demographic variables was 7.2%, and 3.3% out of 7.2% were able to join social climate and knowledge variables to influence women's attitude toward small family (see Table 2). The rest of the explanation power reflects either the interrelationships within social demographic variables, their direct effects on women's attitudes in this regard, or effects mediated by other variables.

For social climate and knowledge variables, sums of Eta^2 were 2.6% and 1.0% respectively (see Table 6). However, ther net effects, as shown in Table 2, were 1.4% and -0.1% respectively. The differences reflect that social climate and knowledge variables were able to mediate the explanation power from social demographic and/or social climate variables.

Women neither wanting additional children nor using methods were considered as a "problem group" (Palmore, et. al., 1977). They explicitly displayed their discrepant statuses of having favorable attitudes toward limiting their births but being inactive in their behavior. The most fundamental reason for the discrepancy was the desire for additional children at time of interviewing (see Table 7). This explained 11.5% of the variance, which is much higher than that of the other variables. Moreover, majority of this explanation power, 8.2% (see Table 2), was from itself. Or 3.3% of explanation power was derived from other variables.

Five out of the six social demographic variables have significant effects on the "problem group", with the exception of employment status. Their sum of Eta^2 was 14.0%. However, only 5.3% were joined by other types of variables (see Table 1) in effect. The rest of the explanation power reflects interrelationships within social demographic variables, direct effect, and effect mediated by other variables.

On the other hand, among the social climate and knowledge variables and attitude toward small family, only the variable "ever receive family planning information from mass media" had a minor effect on this discrepant status.

Table 6. Percentage of women who approve of "2-kids family" by social structural, climate, and knowledge variables

Characteristics of wife	# cases	Unadjusted %	Adjusted	Eta²
Age 20⁻	49	53	50	
20–24	353	58	54	0.004NS
25–29	411	52	51	
30–34	404	51	56	
# children 0	59	61	61	
1	209	61	62	
2	277	57	56	0.019**
3	305	55	55	
4	202	42	42	
5+	165	47	48	
Residence				
rural	776	49	52	
urban	348	60	54	0.011**
half each	93	62	59	
Education				
no formal	329	42	47	
primary	691	55	54	0.030**
junior Hi	102	61	56	
senior Hi +	97	75	70	
Employed				
yes	622	55	54	0.001NS
no	595	52	52	
Duration of marriage				
0-4 yrs	479	58	53	
5-9 yrs	442	52	54	0.007*
10+ yrs	296	48	53	
Discuss with others				
yes	663	60	59	0.022**
no	554	45	47	
Mass media exposure				
yes	603	57	54	0.004*
no	614	50	53	
Aware of effective methods				
yes	892	56	54	0.007**
no	325	46	52	
Aware of government supply				
yes	1183	54	54	0.003NS
no	34	38	50	R^2 –ADJ=
All married women	1217	53	53	0.046

NS P > .05 * P < .05 ** P < .01

Table 7. Percentage of women who neither want children nor use metnods by social structural, social climate, knowledge, and attitude variables

Characteristics of wife	# cases	% Unadjusted	% Adjusted	Eta²
Age 20⁻	48	4	13	
20–24	341	8	15	0.022**
25–29	387	14	14	
30–34	392	19	12	
# children 0	59	2	16	
1	204	2	14	
2	263	11	14	0.047**
3	290	17	10	
4	193	22	13	
5+	159	21	20	
Residence				
rural	744	16	15	
urban	338	8	10	0.011**
half each	86	17	17	
Education				
no formal	312	20	17	
primary	669	13	13	0.019**
junior Hi	95	10	12	
senior Hi +	92	2	6	
Employed				
yes	592	15	15	0.002NS
no	576	12	12	
Duration of marriage				
0-4 yrs	463	5	15	
5-9 yrs	419	18	14	0.039**
10+ yrs	286	21	10	
Discuss with others				
yes	638	13	13	0.000NS
no	530	14	14	
Mass media exposure				
yes	589	12	12	0.004*
no	579	16	16	
Aware of effective methods	1138	14	13	0.000NS
yes	30	17	23	
no				
Aware of government supply	311	15	11	0.001NS
no	857	13	14	
yes				
Wish for additional children	550	1	–1	0.115**
yes	618	25	27	
no				
Approve of 2-child family				
yes	638	14	14	0.001NS
no	530	13	13	
All married women	1168	14	14	R^2–ADJ=0.135

NS P > .05 * P < .05 ** P < .01

Another type of problem group is those married women who have never used contraceptives. The percentage of this group was relatively high (55%). As shown in Table 8, it was affected by every single variable considered. In total, the variables explained 37.2% of the variance. The effect of "wish for additional children" led all of the independent variables (33.1%). In fact, together with attitude toward small family it explained 9.8% of variance (see Table 2). Or their effects were largely derived from social demographic variables.

Individually, the social demographic variables ranked second in terms of Eta^2 (see Table 8). Their sum of Eta^2 was as high as 51.2%. As shown in Table 1, 25.9% out of 51.2% were able to join soical climate, knowledge, and attitudinal variables in effect. The rest of the explanation power reflects either interrelationships within social demographic variables or direct effects on this characteristics, and effects mediated from other variables.

The social climate variables, knowledge variables, and attitude toward small family were the least influential ones, in comparison with the above two types of variables. The sum of Eta^2 for social climate variables were 2.7% and 2.4% respectively (see Table 8). In fact, their explanation powers were 0.5% and 1.0% respectively (see Table 2), or they derived some of influence from other variables.

SUMMARY AND DISCUSSION

In this study, the data indicate that family planning communications so far still plays a role of reinforcement. It functioned very well in diffusing family planning knowledge and accessibility. However, its influence fades away when it comes to forming favorable attitudes toward family planning and practicing family planning methods. On the other hand, both the desire for additional children and the social demographic variables were the most decisive in influencing one's use of contraceptions. These results suggest that two types of research deserve more attention in the future.

One type of research is the study of communication strategy. Questions such as these must be asked: How persuàsive are current family planning messages or slogans? How can the persuasive power of family planning slogans and messages be imporved? How can the effectiveness of such slogans and messages be measured? Answers could be very useful in closing the KAP-gap.

Another type of research is to increase our understanding of the desire for children. Why do some prefer a small family, while others don't? Why are some verbally in favor of a small family, yet want additional children? Answers to these questions may lead to a great leap in increasing the acceptance of contraceptives.

Table 8. Percentage of women who were never users by social structural, social climate, knowledge, and attitude variables

Characteristics of wife	# cases	% Unadjusted	% Adjusted	Eta^2
Age 20−	48	92	60	
20–24	341	76	55	0.134*
25–29	387	52	55	
30–34	392	35	54	
#children 0	59	97	71	
1	204	83	56	
2	263	61	55	0.164*
3	290	38	50	
4	193	31	53	
5+	159	54	61	
Residence				
rural	744	58	57	0.008*
urban	338	49	51	
half each	86	52	58	
Education				
no formal	312	53	60	
primary	669	60	57	0.017*
junior Hi	95	44	44	
senior Hi +	92	40	38	
Employed				
yes	592	58	57	0.004*
no	576	52	53	
Duration of marriage				
0-4 yrs	463	81	62	
5-9 yrs	419	45	55	0.185**
10+ yrs	286	29	45	
Discuss with others				
yes	638	47	53	0.030*
no	530	64	58	
Mass media exposure				
yes	589	51	54	0.007**
no	579	59	56	
Aware of government supply				
no	314	50	50	0.003*
yes	859	57	57	
Aware of effective methods				
yes	1138	54	55	0.021**
no	30	100	76	
Wish for additional children				
yes	550	85	78	0.331**
no	618	28	35	
Approve of 2-child family				
yes	638	51	53	0.009**
no	530	60	57	
All married women	1168	55	55	$(R^2-ADJ)=0.372$

NS $P > 0.5$ * $P < 0.05$ ** $P < .01$

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家庭計畫傳播之角色——改變元或加强元*

陳 肇 男**

本文旨在探討家庭計畫傳播之主要功能爲何？我們想要知道家庭計畫傳播已擔負起改變已婚婦女對家庭計畫的態度或行爲？或者是家庭計畫的傳播的功能祇限於支持或加强已婚婦女對家庭計畫原有之態度或行爲。

本文取材自台灣省衞生處家庭計畫研究所在一九七二年所做的調查。該調查訪視1,880位18歲至34歲的年青婦女。而本文僅分析1,217 位已婚婦女之資料。

本文採用多元分類法（Multiple Classification Analysis）。分析五大類變數——社會及人口變數、社會氣氛變數、家庭計畫知識變數、家庭計畫態度變數、及家庭計畫行爲變數。分析結果顯示，家庭計畫傳播，到目前爲止，祇扮演加强元的角色。

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