

The Role of Media in Promoting Road Safety in Bangladesh

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Declaration

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Preface

Bangladesh has made remarkable progress in transitioning into a smart and digitally advanced state since its independence in 1971. Developing a smart Bangladesh, grounded on four pillars of Smart Citizens, Smart Government, Smart Economy, and Smart Society, this transition can be considered a significant step towards realizing Bangabandhu's dream of Shonar Bangladesh.

However, the country will only be truly successful when it can ensure healthy lives and promote well-being for all ages. In this connection, the increasing number of road accidents and the resulting deaths and injuries are hindering the process of developing a smart Bangladesh. In such a situation, media, encompassing platforms such as social media, TV, radio, and newspapers, holds a pivotal role in raising traffic culture among citizens and promoting road safety.

The National Institute of Mass Communication (NIMC), as one of the leading training institutes in the country under the Ministry of Information, aims to prepare an effective, efficient, and skilled workforce for mass media and develop human resources for 21st-century media by providing knowledge and skill-based training.

The research titled 'The Role of Media in Promoting Road Safety,' funded by the National Institute of Mass Communication (NIMC), is thus an integral part of its vision and mission. I firmly believe that this research will help in developing a skilled team of journalists who will play a crucial role in disseminating valid information about road safety-related issues, raising awareness, and fostering traffic culture among citizens.

My sincere appreciation goes to Professor Dr. Farhana Zaman and her research team for their diligence. I also appreciate all the concerned NIMC members for their untiring endeavors to make this research a success.

Sufi Zakir Hossain
Director General
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Acronym

ARI	Accident Research Institute
BRTA	Bangladesh Road Transport Authority
CDC	Center for Disease Control
DG	Director-General
DU	Dhaka University
FB	Facebook
FGD	Focus Group Discussion
ICT	Information and Communication Technology
KII	Key Informant Interview
NGOs	Non-government organization
NIMC	National Institute of Mass Communication
PIB	Press Institute of Bangladesh
PID	Press Information Department
QS	Questionnaire survey
RTCs	Road Transport Crashes
RTDs	Road Traffic Deaths
RTA	Road Traffic Accident
RTI	Road Traffic Injury
SM	Social Media
TV	Television
WHO	World Health Organization

Abstract

Due to increasing number of road accidents in Bangladesh, people feel unsafe and insecure while using roads. However, responsibility to ensure road safety belongs to multiple stakeholders including drivers, road users, mass media, social media and concerned road transport authorities. This paper emphasizes the central role of media in promoting road safety and shaping public perception, suggesting that media coverage influences public behavior and attitudes towards road safety. The study aims to explore the role of different types of media in this context and proposes recommendations to inform policy development for improved road safety measures. To achieve its objectives, the study administered a survey to 320 road users in both Dhaka and Chattogram cities. Additionally, qualitative research methods were employed, including two Focused Group Discussions (FGDs) and In-depth Interviews (IDIs) with stakeholders such as drivers, traffic police (10), journalists (25), Key Informant Interviews (KIIs) with road safety experts (4), and content analysis of social media posts. The data underscores several significant issues contributing to road accidents in Dhaka and Chattogram cities, including unhealthy vehicle competition, reckless driving, pedestrian negligence, lane indiscipline, and drunk driving as micro issues and overpopulation, corruption, and lack of political will as macro issues.

The study highlights the critical role of media, especially Facebook, in promoting road safety, with around 73% of road users acknowledging its significance in conveying safety messages. However, there is indifference towards the role of newspapers in Chattogram, while television and newspapers prove effective for specific purposes in each city. Despite this, the media's dominant role in promoting road safety includes providing suggestions for traffic regulations, emphasizing the enforcement of traffic laws, and promoting a social movement for road safety, particularly through social media. Moreover, notable behavioral and attitudinal changes observed among road users of Dhaka city include not using phones while driving and crossing roads carefully, and wearing seat belts is improved in Chattogram highlighting the effectiveness of media campaigns in influencing road safety practices. Despite media efforts, real-time traffic updates, particularly through FM radio, are deemed ineffective. Concerns arise regarding media coverage's efficacy in promoting behavioral changes, with notable differences between Dhaka and Chattogram cities. The study identifies significant effectiveness of various media forms in promoting road safety, particularly in providing news, suggesting traffic regulations, enforcing laws, and fostering social movements. However, road users express moderate satisfaction with media's role, indicating room for improvement. Recommendations are comprehensive, spanning social media, newspapers, and television, emphasizing accurate representation, awareness programs, community engagement, investigative reporting, positive storytelling, and tailored content for different audiences. Strategies aim to address development in media programs on road safety through targeted initiatives and collaborative efforts across platforms.

Chapter One: Introduction

1.1 Background of the Study

Worldwide the number of people killed in road traffic crashes is estimated to be 1.3 million each year (WHO, 2022). Between 20 to 50 million people are also injured each year in such crashes. Road traffic crashes are **considered** to be leading cause of death for children and adults aged between 5-29 years. Approximately 93 percent of the world's casualties occur in low and middle-income countries though only 60 percent of the total vehicles belong to these countries (WHO, 2022). However, sustained declining trends in road fatalities in developed countries depends on the concerted efforts including effective coordination, community involvement, research on road safety initiatives, the promotion of good road safety practices and improved targeting of resources (Ahsan, 2012).

Road crashes causes considerable economic losses to a country. It is estimated that these crashes cost a country's 3 percent of gross domestic product. In addition to economic losses for the long-term treatment cost, these crashes cause non-economic losses to a family such as trauma, psychological stress, depression, anxiety etc. Usually young males are more likely to be killed in such incidents compared to young females. More than half of the deaths are among the vulnerable road users such as cyclists, pedestrian, and bikers or motorcyclists (WHO, 2022). Though road crashes are less likely to occur in high-income countries, people with poor socioeconomic background are more likely to experience road crashes. This indicates that people belonging to low economic background might have poor education, lack of knowledge and consciousness, and lack of experience about advanced road systems.

The risk factors that are associated with road crashes are over speeding, driving under the influence of alcohol and other psychoactive substances, nonuse of motorcycle helmets, seat-belts, and child restraints, distracted driving, unsafe road infrastructure, unsafe vehicles, inadequate law enforcement of traffic laws, and inadequate post-crash care (WHO, 2022). In some residential areas, the speed limit is intentionally set at a lower threshold to prioritize the safety of the residents. However, many drivers choose to exceed these limits, thus violating traffic laws. This behavior poses significant risks, particularly to children living in these areas. Children may sometimes hide behind parked cars or remain hidden from view due to their height, which substantially increases the potential for accidents.

Additionally, certain roads within these residential areas may be exceptionally narrow, and speed limits are set at a lower point well in advance to allow vehicles to safely navigate sharp turns or sudden obstacles. Unfortunately, some drivers fail to adjust their speed to these conditions. Consequently, when they unexpectedly encounter these narrow or sharp turns with limited visibility, they may lose control of their vehicles, leading to accidents. Studies also support the issues that half of the total accidents occur due to over speeding (Agarwal et al., 2020).

School crossing signs are prominently displayed in areas near schools, serving as a reminder for everyone to exercise caution and adhere to speed limits, especially during school hours. Lack of awareness regarding these signs can increase the risk of accidents. However, a counterargument suggests that school crossing signs, while important, are a relatively simple road modification and may not be the sole solution to preventing road accidents. Research indicates

that approximately 62% of accidents occur outside of school travel times. Nevertheless, it's important to emphasize that while school crossing signs may not be a complete solution, they are a vital part of comprehensive precautionary measures aimed at enhancing road safety in areas frequented by schoolchildren (Rothman et al., 2015).

Unfortunately, some motorcyclists may harbor the misconception that their vehicles can navigate faster than other vehicles. This misguided belief can lead them to disregard traffic laws, resulting in potentially hazardous situations. Besides, many road users use mobile phones or headphones while crossing roads. This occupies major portion of the brain while leaving a very smaller portion for driving or crossing the roads. This might cause severe fatal accidents or injuries (Wundersitz, 2019). Thus, it's essential for all drivers to prioritize safety and adhere to speed limits, especially in residential areas. This is crucial to protect the well-being of residents, particularly children, and to avoid accidents caused by excessive speed or reckless driving. Thereby awareness generation by promoting road safety issues are vital and media of any kind can play significant role in this regard.

1.2 Statement of the Problem

The increasing trend of road accidents and the resulting casualties in Bangladesh have become a critical concern. Various sets of data have been reported on this issue for the period between 2015 and 2022. According to a report published by Nirapad Sarak Chai (NISCHA - We Demand Safe Roads), in the past eight years, there were 32,195 road accidents that resulted in the deaths of 43,220 individuals and injuries to 54,381 more. Save the Road reported 130,509 road accidents during the same period, leading to 40,523 deaths and 182,308 injuries. Bangladesh Jatri Kalyan Samity recorded 44,171 road accidents, resulting in 61,656 fatalities and 112,753 injuries over the past seven years. Lastly, the Road Safety Foundation reported 21,628 road accidents that caused the deaths of 24,639 individuals, with 34,565 injuries (Sadi, 2023).

However, it is challenging to gauge the true extent of the problem due to the absence of comprehensive governmental data collection and the lack of accurate information on road accidents, which leaves a cloud of uncertainty surrounding casualty figures. Nevertheless, the harsh reality is that numerous people experience road accidents on a daily basis (Sadi, 2023). An analysis of accident types reveals that 'hit pedestrian' is the most prevalent type of accident, accounting for 45% of cases, followed by rear-end collisions (15%), head-on collisions (15%), and overturning incidents (9%). These types of accidents collectively make up nearly 84 percent of the total accidents (Ahasan, 2012).

Studies have identified several reasons responsible for these accidents, including unhealthy competition among vehicles in the Dhaka metropolis and reckless driving by drivers who violate traffic laws (Razzaque, 2022). Other contributory factors include a mix of traffic with varying vehicle characteristics and speeds, failure to adhere to mandatory traffic regulations, illegal and inconsiderate driving practices, conflicts between pedestrians and vehicles, and the failure to provide and maintain road signs and markings, as well as a lack of enforcement of traffic laws. In addition, the lack of education among road users, inadequate detailed design of junctions and road sections, failure to yield the right of way, absence of lane discipline, counterclockwise travel at roundabouts, failure to wear motorcycle helmets, and the failure to reduce speed when approaching an intersection are a few other causes highlighted by Ahasan (2012).

As mentioned earlier, road accidents result in substantial economic losses for both individual families and the nation as a whole. When a person is injured and can no longer work, they often become a burden to their family. This situation creates a significant financial and emotional strain on society (Razzaque, 2022). Podder et al. (2019) proposed several strategies for mitigating road accidents in Bangladesh. They supported the arguments made by Rahman (2017) that enhancing public awareness through evidence-informed strategies, prioritizing road safety in national policies, and enforcing road traffic legislation rigorously can enhance road safety and reduce the number of road traffic accident victims in Bangladesh (Rahman, 2017). Based on meta-analysis Phillips et al. (2011) showed positive associations between accident reduction and the use of personal communication or roadside media as part of a campaign delivery strategy. Again, Shiwakoti et al. (2020) showed a significant decrease in the proportion of jaywalkers after the installation of the poster. They showed that properly designed on-site road safety communication could change pedestrian behavior. Thus, effective communications about road safety, may it be media or safety campaign materials or community outreach efforts, can play an important role in ensuring the safe mobility for all road users. However, how the public will react to any kind of information depends on how the media reports on it. Thereby, the media plays a central role in developing public relations and informing the public about what happens in the world (Happer and Philo, 2013). Mass media campaigns are considered as public communication campaigns or public education campaigns (Delaney et al., 2004). Media coverage can contribute to constructing public belief and attitudes and may lead to necessary social change (Happer and Philo, 2013). Drawing on this background, it is vital to examine the role of media on road safety issues. The study is thereby committed to investigate the role of media in developing public opinion, belief and attitudes towards road accidents in Bangladesh. Besides, the study aims to explore the causes of road accidents and how media can influence the raising of traffic culture and awareness of people in Bangladesh.

1.3 Objectives of the Study

Based on the research questions, the study aims to explore the role of media in promoting road safety. More specifically, the study intends -

- a. to explore the causes of road accidents;
- b. to analyze the perception of road users towards road safety conditions and the functional roles of various media;
- c. to explore in what ways the media can influence the raising of traffic culture and awareness;
- d. to examine the behavioral and attitudinal change of public based on media contents;
- e. to measure the level of association between media campaigns and public awareness about road safety; and
- f. to find out way out strategies that should be played by the mass media to improve road safety.

1.4 Research Questions

Based on the literature gap, the few questions have been arisen:

- a. What are the causes of road accidents?
- b. What do road users perceive about the current condition of road safety?
- c. How various media contribute to generate awareness among the road users?

- d. How is media campaigns associated with increasing safety-conscious traffic culture?
- e. How do media contents bring behavioral change among public that lead to necessary social change?
- f. What would be the way-out strategies through mass media to ensure road safety?

1.5 Rationale of the Study

In Bangladesh, the incidence of road accidents is increasing day by day, posing a significant risk to road users due to mismanagement of the road and transport system. Furthermore, road users often lack awareness of road safety culture and traffic rules, leading to numerous accidents resulting in death or permanent injury. In the previous section, we highlighted the severity of this problem with approximate statistics. However, it's essential to acknowledge that statistics related to road crashes or accidents are not always accurate due to the absence of proper records and mismanagement of the database.

It is generally assumed that the availability of accurate statistics on road crashes or accidents, disseminated through the media, can contribute significantly to raising public awareness. The media plays a pivotal role in developing public relations, shaping opinions, and can employ fear appeals or emotional arousal when reporting on road accidents. This approach might help cultivate a traffic culture and heightened awareness among the public. However, it remains unclear which media channels are most effective in reducing road accidents. There is a noticeable lack of literature on this issue, with only a few studies focusing on media campaign outcomes, many of which are now considered outdated. Besides, existing studies lack statistical and analytical evidence concerning the effectiveness of various mass media programs in Bangladesh and primarily rely on meta-analysis.

Therefore, it is imperative to gauge public perception regarding the role of media and communication in promoting road safety. Additionally, there is a pressing need for research to understand how media can influence people's beliefs and attitudes about road safety issues and traffic culture. The current study is dedicated to shedding light on the various roles that the media plays in promoting road safety issues.

Chapter 2: Literature Review

Concepts, Contexts and Theories

2.1 Introduction

The literature review section comprises three segments: i) Concepts, ii) Contexts, and iii) Theoretical Perspectives. The concepts of 'mass communication and mass media' and 'road safety and road traffic accidents' are explored with various literature sources. Road safety crises are illuminated in both the global context and specifically within Bangladesh, drawing from diverse reports and literature. The roles of mass media in promoting road safety are explained within both global and Bangladeshi contexts, supported by national and international literature reviews. Additionally, the section delves into the examination of three significant theories: the Health Belief Model, Fear Appeal, and Epidemiological Theory of Risk, aiming to understand the causes of road traffic accidents and road safety crises.

2.2 Concepts

2.2.1 *Mass Communication and Mass Media*

Communication is a symbolic expression of exchange between sender and receiver, an art of expressing ideas and thoughts, and a science of transmitting information from one source to another (Yoder, Hugenberg, & Wallace, 1996). With this complexity, communication is not simply a process where senders produce meaning and deliver the constructed meaning that receivers adopt; rather, communication more rationally follows the two-way process of producing meaning and ideas in which two or more people can get an opportunity to construct new meaning and ideas (Van Ruler, 2018).

Mass communication is defined as the practice and product of providing leisure entertainment and information to an unknown audience utilizing corporately financed, industrially produced, state-regulated, high technology, privately consumed commodities in the modern print, screen, audio, and broadcast media (O'Sullivan, 1994). Mass communication means communicating on a large scale or with a mass of people through mass media for the masses. In other words, mass communication is the system of encoding, decoding, and sending messages to the masses, where sending and receiving are operated by telephone, telegrams, and computerized systems like email, as well as through daily newspapers, printed magazines, movies, and broadcasting information and programs by televisions (Lorimer, 2002). Mass communication through daily newspapers, radio, television, and film media refers to the dissemination of information, news, entertainment, and other content to a large and diverse audience using these traditional mediums.

Mass communication through newspapers involves the publication and distribution of printed materials containing news articles, feature stories, editorials, advertisements, and other content. Newspapers have historically been a primary source of information for many people and

continue to play a significant role in informing the public. Secondly, mass communication via radio involves broadcasting audio content, including news updates, music, talk shows, interviews, and advertisements, to listeners over the airwaves. Radio has been a popular medium for reaching mass audiences, particularly in regions where access to other forms of media may be limited. Most widely, mass communication through television involves the transmission of visual and audio content, including news programs, documentaries, dramas, sitcoms, advertisements, and more, to viewers through broadcast, cable, or satellite channels. With the role of those programs, television has become a powerful medium for conveying information and entertainment to a wide audience.

Besides, mass communication through film involves the production and distribution of motion pictures, which can include feature films, documentaries, short films, and animated movies. Films are often shown in cinemas but can also be distributed through television, streaming services, and other platforms, reaching audiences worldwide. Overall, mass communication through these mediums plays a crucial role in shaping public opinion, disseminating information, promoting cultural values, and entertaining audiences on a large scale. Different forms of mass communication extend the scale and scope of mass engagement. Lorimer (2002) proposed three forms of mass communication: Centralized mass communication, Decentralized mass communication, and Public mass communication.

‘Centralized mass communication’ means communication flows from a single source or a small number of sources to a large and relatively passive audience. This model often characterizes traditional mass media such as newspapers, radio, and early television, where a few entities control the production and dissemination of information to the masses. Centralized mass communication tends to be top-down, with content decisions made by a select group of individuals or organizations, and limited feedback or interaction from the audience. Secondly, ‘decentralized mass communication’ involves a more dispersed and diverse flow of information, with multiple sources producing and distributing content to various audiences. This model reflects the rise of new media technologies such as the Internet and social media, where individuals, organizations, and communities can create and share content with relatively low barriers to entry. Moreover, decentralized mass communication allows for greater diversity of voices and perspectives, as well as increased interactivity and participation from the audience.

Lastly, ‘public mass communication’ emphasizes the role of communication in serving the public interest and fostering democratic participation. In this form, communication channels are seen as public resources that should be accessible, inclusive, and accountable to all members of society. Public mass communication may involve government-funded media outlets, public broadcasting services, and policies aimed at promoting media diversity, freedom of expression, and civic engagement. The goal of public mass communication is to ensure that the media serve the needs and interests of the public as a whole, rather than solely serving the interests of commercial or political entities. These three forms of mass communication reflect different models of media organization, control, and purpose in mass society.

2.2.2 Road Safety and Road Traffic Accident

Road traffic safety refers to methods and measures for reducing the risk of a person using the road network being killed or seriously injured (Economic and Social Commission for Western Asia [ESCWA], 2020). Similarly, road safety means methods and measures aimed at reducing the likelihood or the risk of persons getting involved in a collision or an incident that may cause property damages, serious injuries and/or death (Law Insider, n.d.). Best-practice road safety strategies focus on the prevention of serious injury and death crashes despite human fallibility, which is contrasted with the old road safety paradigm of simply reducing crashes, assuming road user compliance with traffic regulations (ESCWA, 2020). That means road safety deals with the proper use of the users of a road, including pedestrians, cyclists, motorists, their passengers, and passengers of on-road public transport, mainly buses and trams.

Considering road traffic injuries as a major human health issue, WHO (2023) has produced a manual for pedestrian road safety. The manual highlights the determinants of road crashes and injuries, along with examining the association between sociodemographic factors and road injuries. It proposes a safe system approach that illustrates the critical elements contributing to ensuring road safety. According to this approach, innovation and research, licensing registration, road rules and enforcement, monitoring, management and coordination, and education and information are vital for ensuring road safety. Furthermore, the manual identifies the most highly affected group, explores the causes of their vulnerability, and investigates the underlying risk factors. In this context, 'road traffic accident' has become a core concerning issue.

Samson (2006) defines traffic accidents as any vehicle accidents occurring on a public highway, which means they originate on, terminate on, or involve a vehicle partially on the highway. These accidents encompass collisions between vehicles and animals, vehicles and pedestrians, or vehicles and fixed obstacles. WHO (2013) depicts that a road traffic injury occurs when at least one road vehicle in motion on a public or accessible private road is involved in a collision or incident, resulting in at least one injured or killed person, whether fatal or non-fatal. According to The Economic Commission for Europe (ECE), road traffic accidents are those that occur on a way or street open to traffic, resulting in one or more persons being killed or injured, and involving at least one moving vehicle. These accidents include collisions between vehicles, between vehicles and pedestrians, and between vehicles and animals or fixed obstacles (Gebru, 2017). Various factors are involved in road accidents.

Specifically, various factors related to roads contribute to accidents, such as over-speeding, rash driving, violation of rules, failure to understand signs, fatigue, and alcohol for drivers (Transport Department Government of Jharkhand, n.d.). For pedestrians, factors include carelessness, illiteracy, crossing at the wrong places, moving on the carriageway, and jaywalkers. Passengers contribute to accidents by projecting their bodies outside vehicles, talking to drivers, alighting and boarding vehicles from the wrong side, traveling on footboards, and catching a running bus. Issues related to vehicles include failure of brakes or steering, tire burst, insufficient headlights,

overloading, and projecting loads. Road conditions also play a significant role, with factors such as potholes, damaged roads, eroded roads, merging of rural roads with highways, diversions, and illegal speed breakers. Additionally, weather conditions like fog, snow, heavy rainfall, wind storms, and hail storms further exacerbate the risk of accidents.

2.3 Contexts

2.3.1 Road Safety Crisis: Global Context

One of the contemporary leading human security threats is road traffic accidents because they constitute a global socio-economic crisis. Currently, road traffic accidents have been ranked as the 9th leading cause of mortality, morbidity, and disease burden in terms of disability-adjusted life years (DALYs) lost globally (WHO, 2013). The Transport Department of the Government of Jharkhand (n.d.) in India identifies human errors as the main causes of accidents and crashes, including over speeding, drunken driving, distractions to drivers (such as adjusting mirrors while driving, stereo/radio in the vehicle, animals on the road, banners, and billboards), red light jumping, avoiding safety gear like seat belts and helmets, and non-adherence to lane driving and overtaking in a wrong manner.

Razzaghi et al. (2019) conducted a systematic review study spanning from 2008–2018, examining 169 published articles from the United States and African countries by searching databases such as PubMed, Science Direct, Scopus, Cochrane, Thomson Reuters, Web of Science, EMBASE, ProQuest, and Trip databases. According to the reviewed studies, human factors were identified as the most common risk factors associated with Road Traffic Deaths (RTDs). In the southeastern regions of Asia, the primary road-related risk factor for RTDs was reported to be the type of roads; additionally, national data from the Western Pacific region highlighted roadside departure to the right side and the presence of long roads as significant contributors to the incidence of RTDs (Razzaghi et al., 2019).

In Africa, the severity of road traffic accidents is higher than in the rest of the world due to high participation in traffic systems and poor transport conditions, such as failure to use seat belts, overcrowding, and hazardous vehicle environments. (Gebbru, 2017). Road users in Africa, including pedestrians, pedal cyclists, and public transport passengers, are the most vulnerable and affected groups by road accidents. Another study was conducted in the Kingdom of Saudi Arabia, where statistics showed that the year 2012 witnessed the highest number of crashes. The fatality rate found for the province was 25.6, and the mean accident-to-injury ratio was 8:4. These numbers were confirmed to be substantially higher compared to developed countries and neighboring Gulf states (Jamal et al., 2020). Logistic regression models were used in the study to predict crash severity.

Model estimation analysis revealed that crash severity was associated with some significant factors, including driver attributes (such as sleep, distraction, over speeding), crash characteristics (such as sudden deviation from the lane or collisions with other moving vehicles, road fences, pedestrians, or motorcyclists), and rainy weather conditions (Jamal et al., 2020). Finally, the study suggested some mitigation and prevention strategies to reduce road crashes,

emphasizing the importance of an advanced crash data recording system and crash database for taking suitable countermeasures. In Saudi Arabia, another survey study revealed that 67% of Road Traffic Accidents (RTAs) are attributed to human factors, with 29% stemming from road conditions and 4% from vehicle defects. Among the human factors identified, excessive speed and violation of traffic rules and regulations were highlighted as the primary causes of RTAs (Touahmia, 2018).

According to a study conducted by Shantajit, Kumar, and Zahiruddin (2018), the primary cause of road traffic accidents in India is attributed to driver fault, accounting for 77.1% of incidents. Other contributing factors include weather conditions, defective motor vehicles (such as excessive speed, poorly maintained vehicles, and a high number of vehicles), and poor road conditions. Driver fault is primarily linked to factors such as driver fatigue, sleepiness, younger age (15–29 years), inadequate use of helmets and safety belts, medical conditions, psychological factors (including risk-taking and impulsiveness), defective judgment, delayed decisions, aggressiveness, poor perceptions, family dysfunction, and distractions while driving.

Since 1975, it's been noted that road traffic accident (RTA) rates have surged significantly in the developing world. A study conducted in Nigeria and Kenya delves into the intricate interplay of sociocultural and politico-economic factors that are driving this rapid increase in RTA rates in those nations. Consequently, Nigeria is experiencing a steep rise in both injuries and fatalities. Within the realm of three fundamental factors—human, vehicle, and physical and social environmental factors—five 'human' risk factors have emerged as dominant areas: use of alcohol, use of drugs, morbidity, use of occupant restraints (seat belts), and advanced age (Pratte, 1998).

Between 2016 and 2017, a study conducted by Agarwal, Kumar, and Singh (2020) in Western Uttar Pradesh of India examined etiological factors, categorizing them as human and environmental, with human factors identified as the primary contributors to road accidents. The study, involving 416 cases of Road Traffic Accidents reported to the casualty department of Muzaffarnagar Medical College, revealed that human error accounted for accidents in 78% of cases (Agarwal et al., 2020). Among these, drivers were at fault in 57.0% of cases, followed by pedestrians and passengers of vehicles, responsible for 18% and 3% of cases, respectively. Key human factors contributing to accidents included over speeding, rash driving, violation of traffic rules, carelessness, wrong crossing, playing on roads, alcohol intake, fatigue, or sleepiness. Additionally, faults in vehicles and poor weather each accounted for 8.0% and 7.8% of total cases, respectively. Bad road conditions were responsible for accidents in 4.0% of total cases (Agarwal et al., 2020).

A study analyzed the annual statistical report on road accidents from the Ministry of Interior's Yearly Statistical Report and the Annual Reports of the Directorate of Traffic spanning 1990 and 2000 in UAE, UK, and USA. The UK and USA recorded 0.72 and 1.51 RTA fatalities per hundred million vehicle kilometers, respectively, while the UAE reported a disproportionate 3.33 fatalities per hundred million vehicle kilometers (Bener & Crundall, 2005). Careless driving emerged as the most significant factor in RTAs, contributing to over 35% of all incidents, with excessive speed

being the second most common cause. Auto accident rates in the UAE and other Gulf countries with similar levels of vehicular ownership are notably higher. Additionally, the mean scores of lapses, errors, and violations were higher among the UAE population (Bener & Crundall, 2005).

2.3.2 Road Safety Crisis: Bangladesh Context

According to Banik et al. (2011), in 2017 alone, there were 3,349 road accidents in Bangladesh, resulting in 5,645 fatalities and 7,908 injuries. The rate of road accidents in Bangladesh is steadily increasing alongside population growth. Additionally, around the world, approximately 1.2 million people are killed and more than 50 million people are injured in road accidents each year due to urbanization and motorization (Islam & Dinar, 2021). According to the Accident Research Institute (ARI) of BUET, an average of 20 people die every day in Bangladesh (ARI Database, 2014).

According to a World Health Organization (WHO) report from 2015, road traffic injury (RTI) causes 1.3 million deaths annually worldwide, making it a leading cause of death, illness, and disability (Peden et al., 2014). The report highlights that RTI death rates are more than twice as high in low- and middle-income countries (LMICs) compared to high-income countries (HICs), with nearly 90% of all RTI deaths occurring in LMICs. In Bangladesh, as in other LMICs, RTIs are increasing due to rapid motorization and urbanization, making RTI a significant contributor to injury deaths (Staton et al., 2016).

Lira (2022) conducted a study on road safety issues in Bangladesh using an online-based structured questionnaire consisting of 16 items relevant to safety attitudes, awareness, and actions. A cross-sectional survey of 320 Bangladeshi citizens was randomly chosen. The results indicated that levels of pedestrian safety attitudes, awareness, and behavior were insufficient. Specifically, males, younger respondents, and those with lower levels of education reported engaging in riskier behaviors and holding more risky views regarding traffic safety. It was revealed that safer pedestrian actions were associated with positive attitudes toward traffic safety.

Ul Baset et al. (2017) conducted a household census in 51 unions of seven sub-districts located in the north and central parts of Bangladesh between June and November 2013, encompassing 1.2 million individuals. Trained data collectors utilized structured pre-tested questionnaires to gather information on fatal and nonfatal Road Traffic Injuries (RTI) through face-to-face interviews. The results revealed mortality and morbidity rates due to RTI of 6.8/100,000 population/year and 889/100,000 population/six months, respectively. Among demographic groups, RTI mortality and morbidity rates were notably higher among males compared to females, with deaths and morbidities highest among individuals aged 25–64 years. Vehicle passengers and pedestrians accounted for a higher proportion of morbidity, at 34% and 18%, respectively, while more than one-third of RTI mortality occurred among pedestrians. Additionally, twenty percent of all nonfatal RTIs were classified as severe injuries (Ul Baset et al., 2017).

Hossain & Faruque (2019) conducted a study assessing road traffic accidents in Bangladesh, analyzing data collected from 1971 to 2017. Despite a decreasing trend in the number of Road

Traffic Accidents (RTA) and deaths in recent years, there has been a significant increase in the ratio of deaths to the number of accidents. The study found that the Dhaka division had the highest percentage of RTAs (34%) and deaths compared to other regions. Furthermore, most RTAs and related deaths were caused by vehicles running over individuals and head-on collisions. Additionally, the severity of road accidents and the number of deaths tend to be higher during festive periods due to increased travel frequency compared to usual.

Islam and Dinar (2021) conducted a study in Bangladesh utilizing qualitative and semi-quantitative methods, analyzing secondary data spanning the last 50 years from various sources such as the Bangladesh Bureau of Statistics (BBS), Bangladesh Road Transport Authority (BRTA), Roads and Highways Bangladesh (RHD), and the Accident Research Institute (ARI). The aim was to identify the primary causes of road accidents and their spatial distribution. The findings revealed that excessive speed, reckless driving, and vehicle overloading accounted for approximately 90% of accidents. Specifically, about 47% of accidents occurred due to high speed on highways, while about 48% were attributed to careless driving, particularly in urban areas where drivers, often young with high energy, displayed a lackadaisical attitude towards road safety (Islam & Dinar, 2021). Moreover, the study highlighted that around 75% of drivers did not wear seat belts, and approximately 7% drove under the influence of alcohol, while only a few accidents were caused by poor road conditions or unfavorable weather.

Haque et al. (2019) conducted a study to identify factors contributing to road accidents on the Pabna-Sirajganj Highway. Geometric parameters at accident-prone locations were compared with standard parameters using a topographic survey. The study revealed three main causes of road accidents: a) Driver-related factors, including overspeeding (accounting for 81% of accidents), driver fatigue leading to loss of vehicle control, and careless overtaking b) Pedestrian-related factors, such as attempting to cross the road without checking surroundings, walking or standing on the road instead of using footpaths, misjudging the speed of approaching vehicles, and lacking traffic knowledge and c) Road geometry-related factors, including defective road curvature, insufficient sight distance, absence of road signs, markings, and guardrails, poor road surface conditions, and lack of road lighting (Haque et al., 2019).

Boni et al. (2016) conducted a study on the Dhaka-Comilla highway, one of Bangladesh's busiest highways, connecting the capital city, Dhaka, with Chattogram, the country's main port city. The study utilized photogrammetric and questionnaire surveys to investigate the causes of road accidents on this highway. According to drivers surveyed, overtaking was cited as the main reason for accidents by 33%, followed by 32% attributing accidents to unawareness and 26% to narrow roads; additionally, nearly half of the drivers (47%) blamed pedestrians as the primary responsible group for accidents, while 34% of pedestrians identified unawareness as the main cause (Boni et al., 2016). Moreover, 32% of respondents believed overtaking was the main cause, and 27% pointed to untrained drivers on the road. Field surveys revealed significant portions of the highway with poor road surfaces and narrow widths, along with prevalent phenomena of reckless driving, overspeeding, and overtaking tendencies.

Islam et al. (2018) conducted survey research aiming to identify the role of various socio-demographic and economic factors in knowledge and consciousness about Road Traffic Injury (RTI) in the Khulna division of Bangladesh. Data were collected from 200 respondents at Khulna Medical College Hospital, Satkhira Sadar Hospital, and various private clinics. Utilizing the Chi-square test and logistic regression model, the study revealed a significant association between education, occupation, motorcycle driving, consciousness about RTI, unskilled driving, vehicle fitness, traffic rule violations, faulty road conditions, and traffic management with knowledge about traffic rules in Khulna division, Bangladesh (Islam et al., 2018). Respondents cited unskilled driving, unfit vehicles, traffic rule violations, and faulty road management as key reasons behind RTIs.

2.3.3 Role of Mass Media in Promoting Road Safety: Global Context

Wundersitz and Hutchinson (2011) reviewed Australian and international mass media literature published during the last decade (2001-2009) to understand the elements of mass media campaigns and evaluate their effectiveness, along with general principles of effective mass media campaign design. More than half of the campaigns focused on enforcement-related consequences, particularly the risk of being caught and punishment for unsafe behaviors. Several of these campaigns adopted an informative approach, warning drivers of increased speed enforcement or the commencement of drug testing (Wundersitz & Hutchinson, 2011). However, few mass media campaigns underwent thorough scientific evaluation, with evaluations typically based on audience responses. Additionally, there exists a relationship between the money spent on media campaigns and their effectiveness in road safety.

Elliott (1993) reviewed papers evaluating the effects of mass media campaigns targeting key areas of road user behavior, such as drink-driving, pedestrian safety, and seat-belt use. The study estimated that, on average, mass media campaigns would result in a 7.5 percent reduction in the outcome measure of effect. However, when excluding measures related to awareness of the campaign or campaign message from the estimation, the average effect of a mass media campaign was estimated to be 6 percent. Additionally, the study established a weak inverse relationship between the base level of the measure of effect and the impact of the campaign.

Delaney et al. (2004) investigated the effectiveness of road safety public information campaigns conducted through mass media channels. The study examined various behavioral change theories to assess the scope of publicity for public health promotion. It discussed a successful public health campaign conducted in Australia, which served as a model for effective campaigns. Key elements identified as effective for mass media campaigns included the type of appeal used (rational/emotional/fear), supporting activities (such as enforcement or incentives), and the duration, intensity, timing, and exposure of media placement. The study reviewed several papers on the effectiveness of mass media campaigns on road safety issues and concluded that persuasive or emotional campaigns were more effective than rational or informational styles. Additionally, the use of theoretical models to guide campaign development and the enhancement of public relations through publicity were associated with more effective campaigns.

Based on meta-analysis, Phillips et al. (2011) demonstrated positive associations between accident reduction and the use of personal communication or roadside media as part of a campaign delivery strategy. Shiwakoti et al. (2020) similarly showcased a significant decrease in the proportion of jaywalkers after the installation of posters, indicating that properly designed on-site road safety communication could alter pedestrian behavior. Delhomme (1999) conducted a review of evaluations examining the impact of campaigns on crashes, focusing on themes related to driver behavior, safety devices within a vehicle, or the vehicle itself. The review estimated that, on average, a road safety mass media campaign would result in an 8.5 percent reduction in crashes during the campaign's operation. However, after the campaign's completion, the reduction in crashes is expected to increase on average to 14.8 percent.

Likewise, research consistently shows that any type of campaign, including mass media types, is more effective when it is focused on specific groups (Hoekstra & Wegman, 2011). Furthermore, there is some evidence that people with low education are less likely to be reached with information through mass media campaigns. This is not due to a lack of comprehension of the message; rather, people with a lower level of education seem less prone to even pay attention to the message conveyed by such campaigns. Without enforcement and/or education, a mass media campaign has virtually no effect in terms of reducing the number of road accidents, while adding either or both of those measures ensures a reduction of over ten percent (Hoekstra & Wegman, 2011). A road safety campaign encouraging older, more experienced drivers to share their experience and mentor younger drivers would have a significant effect.

2.3.4 Role of Mass Media in Promoting Road Safety in Bangladesh

Anwar et al. (2020), although not focused on road safety issues, examined public health concerns related to the coronavirus pandemic. The study highlighted the significant role of media in managing COVID-19 infodemics and emphasized the multi-dimensional role of media in healthcare issues. Media coverage during geographical lockdowns, extended quarantines, and financial and social hardships induced fear and psychological stress among the public. This stress led to an observed increase in domestic and elderly abuse. However, the media also played a positive role by exposing the fraudulent practices of unscientific curers and fake doctors, thereby preventing harm. Additionally, the media contributed to tracking and updating through live updates dashboard, allowing for timely interventions by the Center for Disease Control and Prevention (CDC) and the World Health Organization (WHO), and facilitating rapid and widespread dissemination of public health communications.

Jamal et al. (2019) considered Road Transport Crashes (RTCs) as one of the major public health issues and emphasized the importance of safety education programs and awareness campaigns in enhancing safety. The manual acknowledges the role of mass media in promoting road safety issues and contributing to ensuring road safety. The study recognized that awareness campaigns for road safety in the public should be initiated through seminars, TV, radio, traffic police, and pamphlet distribution. The literature discussed predominantly focuses on reviewing papers that evaluate the outcomes of media campaigns on road safety issues, often relying on meta-analysis.

However, only a limited number of studies have shed light on the role of media in raising awareness about road safety issues. There is a noticeable gap in research regarding how media can influence road safety culture. The current study is dedicated to conducting a perception-based investigation into the role of media in promoting road safety issues.

Das et al. (2020) conducted a study exploring the effectiveness of media campaigns through social media, which makes safety campaigns more convenient due to their greater accessibility compared to mass media. The study highlighted the importance of non-fear-based safety campaigns in changing public attitudes towards safety. Promotional YouTube videos were identified as a significant tool to promote traffic safety campaigns. Researchers consider safety campaigns using videos more effective because of their influential appeals and storytelling power. One issue requiring more attention in the UK context is to increase public awareness regarding lower speeds in small towns and the importance of wearing seatbelts. Meanwhile, the video campaign raises awareness about the importance of safety and encourages adherence to traffic laws on roads in Bangladesh.

BRAC (2007) conducted an assessment of TV viewers in the project area, revealing that those who watched the road safety animation film on television understood the road safety messages, retained them, and could articulate how they would use the road safely in the future. Publicity on the telecasting schedule of the films was suggested to attract more TV viewers and derive greater benefits from them. BRAC piloted the program in 2004 by producing the first episode of LHS ('Lal Holud aar Shobuj' short animation film), which was aired on private TV channels. Another four episodes were created in 2005 and were shown 16 times on BTV before 6 pm local news. These episodes focused on essential road safety measures, such as understanding that roads are not for playing, walking on the right side of the road, crossing roads safely, avoiding occupying roads for buying and selling goods, and identifying dangerous points on the roads not to use for crossing (BRAC, 2007). Additionally, it was emphasized that people in general should be made aware of traffic rules, and programs could be aired on TV and radio to orient them about these rules.

Parvez (2022) conducted a qualitative study using content analysis to explore how social media facilitated young students in organizing and spreading their agenda through a successful protest. The protest originated at Shaheed Romijuddin Cantonment College in Dhaka after the death of their classmates in 2018. Photos of the protest were shared on social media, quickly gaining traction. The study analyzed some of the most shared posts, including pictures, videos, and written content from platforms like Facebook and YouTube, to gauge social media's impact. During the road safety movement, these viral videos and pictures served to outrage, mobilize, motivate, and inspire students from various schools and colleges to join the cause (Parvez, 2022). As a result, students took to the streets, blocking roads and inspecting licenses of public, private, and VIP transports. They even distributed flowers to drivers with valid licenses while urging police to take action against those without fitness licenses for their vehicles. Consequently, social media has emerged as a crucial platform for media campaigns on road safety programs.

2.4 Theoretical Framework

The study aims to investigate the role of media in promoting road safety. To achieve this goal, it primarily seeks to explore the influence of media content and campaigns on behavioral changes, awareness, and consciousness regarding traffic culture. Among the theories that address behavioral change resulting from various factors, the Health Belief Model, Fear Appeals, and Epidemiological Theory of Risk are deemed most relevant for the current study.

2.4.1 Health Belief Model

The first theory is the Health Belief Model (HBM), developed by Becker (1974) and Rosenstock (1974), which serves as a widely utilized framework for guiding campaign design and implementation (Lapinski & Witte, 1998). According to this model, preventive health behavior is influenced by five factors: perceived susceptibility to a health threat, perceived severity of a health threat, perceived costs or barriers to performing the recommended response, perceived benefits of performing the recommended response, and cues to action.

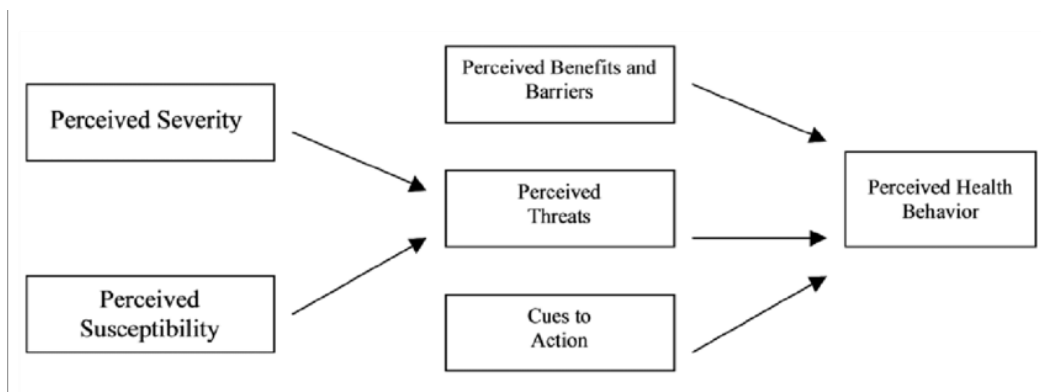


Figure 2.1: Health Belief Model and Perceived Health Behavior Based on Becker (1974) and Rosenstock (1974)

The current study is dedicated to investigating the role of media in various aspects outlined by the Health Belief Model (HBM). According to this model, recommended behavior is more likely to occur if individuals perceive themselves as susceptible to a particular health problem, view it as serious, consider the benefits of action to be effective and manageable, and are prompted to act (Delaney, 2004: 8). Media content frequently highlights potential threats arising from a lack of awareness. If the media effectively communicates news about these threats and conveys their severity, it has the potential to facilitate essential behavioral changes among the public. Furthermore, media plays a crucial role in disseminating the advantages of adhering to traffic rules and can offer strategies for compliance.

2.4.2. Fear Appeals

Fear appeals, as described by Lapinski and Witte (1998), are persuasive messages aimed at inducing fear in an audience to prompt them to adopt a recommended response. Typically, these

appeals consist of two components. The first part emphasizes conveying the severity of the threat and its likelihood of occurrence. The second part of the message usually offers guidance on how individuals can prevent or minimize the threat, often aiming to enhance perceived self-efficacy regarding the recommended response (Nelson & Moffit, 1988). Consequently, fear appeals can aid individuals in perceiving potential threats or risks, comprehending their severity, and providing them with the knowledge and confidence to undertake the suggested actions. In this context, the media can play a vital role by keeping records of dangerous road accidents or crashes and disseminating this information to create fear appeals. By highlighting such incidents, the media can instill a sense of fear or concern among road users, encouraging them to adhere to traffic rules, and ultimately contribute to the development of a safety-conscious traffic culture.

2.4.3 Epidemiological Theory of Risk

Epidemiology is the study and analysis of the distribution, patterns, and determinants of health conditions. It expands its concerns to encompass the full range of human diseases and disorders, considering complex assemblies of psychological, social, cultural, demographic, and genetic factors in identifying etiologic relationships and improving health security (Pratte, 1998). Epidemiological analysis focuses on understanding factors within geographic, administrative, and/or demographic boundaries. Road safety is directly linked to health security, making epidemiological analysis fundamental in theorizing social safety and security. As a behavioral science, epidemiology studies the role of individuals, groups, communities, and administrations as causal factors in risk generation and reproduction within society.

Epidemiologists investigate three types of risk: absolute risk, relative risk, and attributable risk. Absolute risk refers to the magnitude of risk within a specific group of people with particular exposure. Relative risk, meanwhile, is the ratio of disease risk among exposed individuals (e.g., road traffic injuries) to those non-exposed (e.g., road traffic non-injured), elucidating the relationship between exposure and disease. Multiple factors can influence relative risk in human behavior. Attributable risk provides insight into how much disease could be prevented by eliminating a specific exposure. Therefore, understanding relative risk and attributable risk is crucial for grasping causation and the potential for prevention from an epidemiological perspective (Gordis, 1996; Pratte, 1998).

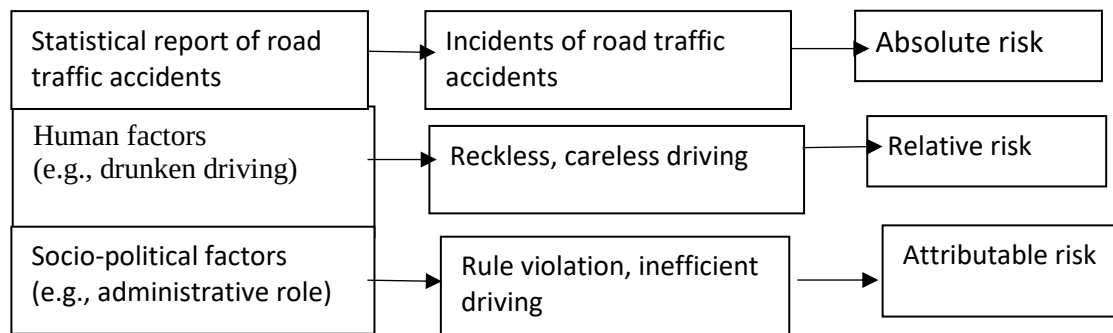


Figure 2.2: Risk Factors of Road Traffic Accidents Associated with ‘Epidemiological Model of Risk’ Adapted to Gordis’s (1996) Theory

Epidemiologists, utilizing expert opinions, identify risk factors for road traffic accidents across different countries and regions, assessing the quality of these risks objectively rather than relying on subjective perceptions from the experiences of the injured. These objective risk assessments, based on expert input, are crucial for understanding the factors contributing to road accidents. Epidemiologists categorize these risk factors into three main groups: human, vehicle, and physical-social environmental factors (Baker et al., 1984). Human factors, such as alcohol and drug use, morbidity, lack of occupant restraints (such as seat belts), and advanced age, are associated with behaviors that may lead to careless or reckless driving, excessive speed, inattention, confusion, poor judgment, and non-compliance with traffic regulations (Pratte, 1998). Understanding and addressing these human factors is essential for developing effective strategies to prevent road traffic accidents.

Furthermore, socio-economic and political processes play significant roles in exacerbating the risks of road traffic accidents. The administrative system, directly influenced by the state's political framework, dictates traffic regulations, leading to variations in enforcement quality. This system oversees driving licenses, monitors traffic rule violations, and regulates vehicle standards. Different political and administrative systems contribute to varying degrees of relative and attributable risks associated with road traffic accidents. The effectiveness of preventive policies and their implementation standards serve as indicators for predicting attributable risks, ultimately influencing road safety and human health security.

2.5 Research Gap

The evidence indicates a scarcity of studies addressing the role of media in promoting road safety. While international literature offers some insights into the role of mass media in this regard, there is a notable lack of literature supporting the role of mass media in promoting road safety specifically in Bangladesh. Furthermore, existing studies lack statistical and analytical evidence concerning the effectiveness of various mass media programs in Bangladesh. Consequently, the research objectives include examining behavioral and attitudinal changes among the public in response to media content and exploring the association between media campaigns and public awareness of road safety.

Chapter Three: Methodology

3. Introduction

While the previous sections offer the theoretical and conceptual framework of the research, this section delves into the methods and techniques employed in the study. It encompasses the planning process, questionnaire design, sample selection, data collection, analysis techniques, and ethical considerations. This section outlines the study methods, target population, sampling techniques, data collection tools, data analysis methods, and ethical justifications.

3.1 Research Approach

The research is based on a mixed-method design, which involves collecting, analyzing, and "mixing" both quantitative and qualitative data at various stages of the research process within a single study to gain a more comprehensive understanding of a research problem (Creswell, 2002). Given that the study incorporates both quantitative and qualitative data, it necessitated a thorough understanding of field experience and subjective interpretation, combining primary data on the role of mass media in relation to road safety in Bangladesh.

3.2 Study Methods

Considering the objectives of the study, a mixed-method design was employed. For instance, to gauge the perception of road users regarding the media's role in promoting road safety, a field survey served as the quantitative research method. Additionally, to delve into how media influences awareness and contributes to changing attitudes and behavior, both quantitative and qualitative research methods were incorporated. The survey aided in understanding road users' perceptions of road accidents and the perceived role of mass media in promoting road safety. Qualitative data was gathered through interviews with various stakeholders such as drivers and traffic police to understand the causes of different types of road accidents and the potential roles of mass media in mitigating them. Key Informant Interviews were conducted with journalists and media experts to explore the roles of television, newspapers, social media, and other media sources. Additionally, four Focus Group Discussions were held with members of organizations such as the 'Chattogram Press Club', '*Proshika*' NGO, 'Safe Road Movement', and '*Jatri Kallan Samity*'. Furthermore, content analysis was conducted by analyzing content related to road safety issues on social media platforms.

3.3 Study Area

As road accidents occur at a higher rate in large cities (Cabrera-Arnau et al., 2020), the current study aims to collect data from road users in Dhaka city. Being the capital city of Bangladesh, Dhaka accounts for one in every five crashes in the country (Uddin et al., 2020). From 2015 to 2020, a total of 1746 accidents occurred in this overcrowded city, with 89.75% of victims being pedestrians (Jianxin et al., 2021). Hence, it is crucial to raise traffic awareness among road users

in Dhaka city, as well as in Chattogram city, another major city in Bangladesh. Data collection took place in various areas of Dhaka city, including Old Dhaka, *Sadarghat Kotwali*, *Jagannath University campus*, *Dholaikhal truck stand*, *Mohakhali Bus stand*, *Gulistan BRTC counter*, *Tatibazar*, *Shahbag*, and *Sayedabad*. Similarly, data were collected from several areas of Chattogram city, such as *Newmarket*, *Potenga*, *Nimtoly truck stand*, *Alangkar mor*, *Soltgola mor traffic box*, *Proshika of Chattogram*, and *ADC port CMP*.

3.4 Study Population and Sampling

The final report of the Census and Household Census 2022 revealed that Dhaka division has a population of 4 crores 56 lakh 43 thousand 915 people, accounting for 26.88 percent of the total population (“Census report released”, 2023). According to the Population and Housing Census 2022, Dhaka city is home to 11.1 million people, while Chattogram city has a population of 3.2 million (BBS, 2022). Due to the substantial population size, it is necessary to follow the standardized formula of ‘small sample techniques,’ as formulated by Krejcie and Morgan (1970). This formula indicates a required sample size of 384 for a total population of 10,00000 and above.

In line with this formula, the study aimed to purposefully collect data from 384 urban dwellers, both males and females, who frequently use roads as pedestrians or passengers. Given that the research employs a mixed-method approach, the sample size for the survey was reduced to 320 urban pedestrians and passengers, with 160 respondents selected from Dhaka city and another 160 from Chattogram city. The survey followed a purposive sampling technique, ensuring that respondents would be pedestrians or passengers in an urban setting.

$$s = \frac{X^2}{d^2(N-1) + X^2P(1-P)}$$

s = required sample size.

X = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841).

N = the population size.

P = the population proportion (assumed to be .50 since this would provide the maximum sample size).

d = the degree of accuracy expressed as a proportion (.05).

(Krejcie and Morgan ,1970)

Source: Krejcie and Morgan, 1970

Besides the survey, we conducted in-depth interviews with 24 drivers, 14 police sergeants and with 25 journalists. Additionally, two media experts and one representative of BRTA were selected as Key Informants for interviews. Two Focus Group Discussions (FGDs) were also conducted with members of the press club, Proshika, providing qualitative data. Furthermore, content analysis was performed on two social media sites. FGDs and IDI (with drivers) utilized purposive sampling and IDI (with journalists, and traffic police) utilized snowball sampling techniques. Besides, five KIIs were set up using judgmental sampling to select individuals

knowledgeable about the causes of road accidents and the potential role of mass media programs.

3.5 Data Collection Methods and Tools

The survey method was chosen as the primary approach for data collection, requiring the use of a structured questionnaire. This questionnaire was divided into several sections: i) Part A: Socio-demographic information ii) Part B: Evaluation of respondents' knowledge regarding the role of media in promoting road safety iii) Part C: Opinions on various types of media campaigns and their multifaceted roles iv) Part D: Assessment of behavioral and attitudinal changes in the public based on media content. To gauge people's perceptions or attitudes toward the role of media, a 5-point Likert scale was utilized. Initially written in English, the questionnaire was then translated into Bengali to facilitate communication with the data collection team. The survey focused on respondents who were road users and voluntarily chose to participate. Face-to-face data collection methods were followed.

In addition to sampling for the survey, 25 journalists were selected for interviews, with 15 journalists representing TV channels and newspapers in Dhaka city and the remaining 10 representing those in Chattogram. Furthermore, an exclusive Focus Group Discussion (FGD) was conducted at the Chattogram Press Club, where journalists provided valuable insights into road safety and offered suggestions for the development of media programs. NIMC officials attended the events as the views-exchange meetings took place under NIMC's research project 'The Role of Media in Promoting Road Safety in Bangladesh'. The two separate views-exchange meetings were held in order to carry out data of the research project properly. President of Chattogram Press Club Salahuddin Md. Reza, General Secretary Debdulal Bhowmik and other leaders of the journalist community in Chattogram and Deputy Director of NIMC Mohammed Abu Sadique, Research Officer Md. Fahim Siddique, Research Assistant Sharif Mominul Islam and Assistant Librarian of NIMC Kazi Omar Khaiyam were present in the meetings. Researchers also obtained qualitative data from another FGD, where members of 'Proshika,' a prominent NGO, participated and provided information and suggestions regarding the causes of road accidents, while exploring the essential role and activities of the media. For collecting detailed information about road accidents and their causes, qualitative data were gathered from 13 drivers in Dhaka city and 11 drivers in Chattogram.

In addition, information about the causes of road accidents was collected from 5 police sergeants in Dhaka city and 9 police sergeants in Chattogram. The collection of interview data was conducted following an interview protocol, which included obtaining consent from the interviewee on the research issue, identifying a convenient time and place for the interview, and making reflective notes about emerging codes, themes, and observations (Creswell, 2011). For content analysis, the study conducted a search to identify influential online or Facebook pages. Two Facebook pages, namely 'Nirapod Shorok Chai' and 'Bangladesh Road Transport Authority (BRTA),' were selected. These pages cover information and news about road accidents, the severity of road insecurity, and public reactions to this news and information.

3.6 Data Analysis Techniques

Data reduction, data display, data transformation (from quantity to quality), data correlation (between quantitative and qualitative data), data consolidation (combining both quantitative and qualitative data to create new findings), data comparison, and data integration (integrating both qualitative and quantitative data into a coherent whole) are a few steps of data analysis (Onwuegbuzie & Teddlie, 2003). Statistical software SPSS 21 has been used to complete these steps. Descriptive statistics, such as frequency and percentage, were appropriately used to analyze demographic data and socio-cultural aspects.

Cross-tabulation of data was employed, and the Chi-square (χ^2) test was utilized to examine differences between different cities in socio-demographic data, road usage behavior, perceptions about road safety, causes of road accidents, types of media and their role, and the role of media in promoting road safety. Regression analysis, as an advanced form of statistical analysis, was utilized to determine significant or insignificant associations between media programs on road safety and perceived ratings about the role of media in promoting road safety. Thematic analysis was conducted on topics such as: a. The role of media in promoting road safety; and b. Strategies employed by media to generate awareness among road users. Analysis involved examining the types of content uploaded in social media and the emotional reactions of people who commented, representing numerical data and qualitative interpretation.

3.7 Ethical issues

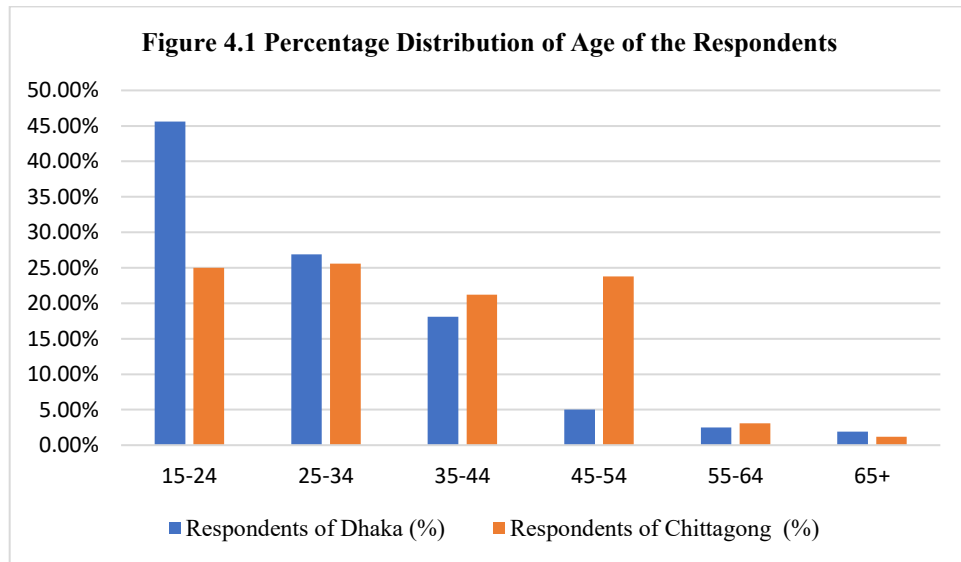
In both the survey and interviews, respondents were selected only after obtaining direct and voluntary consent through face-to-face interaction. Privacy was assured, acknowledging the sensitivity of the information provided and considering the environmental settings. During the interview sessions, participants were provided with suitable time settings and environments, ensuring that their confidentiality was fully protected and respected.

Chapter Four

Quantitative Data Presentation and Analysis

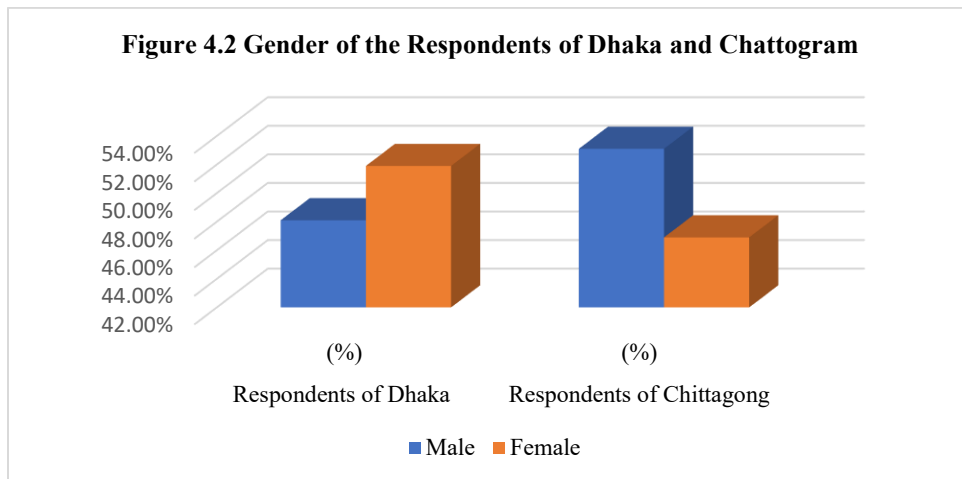
4.1 Part I: Socio-demographic Information

This section provides socio-demographic data on the respondents, including age, gender, educational status, and occupational status. Table 4.1 illustrates that in Dhaka city, approximately 46% of respondents fall within the 15-24 age group, followed by 27% in the 25-34 age group. In contrast, respondents in Chattogram city are evenly distributed across different age cohorts. On average, 24% of respondents belong to each of the following age groups: 15-24, 25-34, 35-44, and 45-54. There is a negligible number of respondents in the 65+ age group (see Figure 4.1).



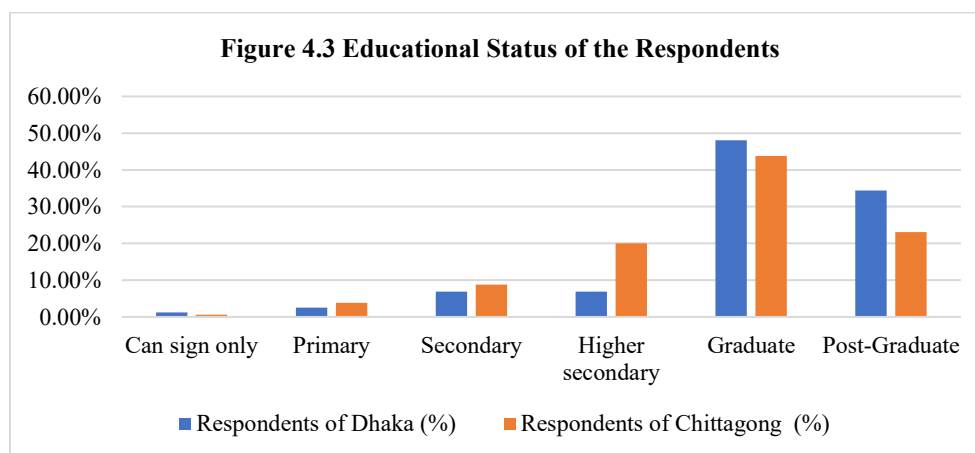
Source: Field survey, 2024

According to Table 4.1, in Dhaka city, 48% of respondents are male, while 51% are female. In contrast, in Chattogram, 53% of respondents are male, and 47% are female (see Figure 4.2).



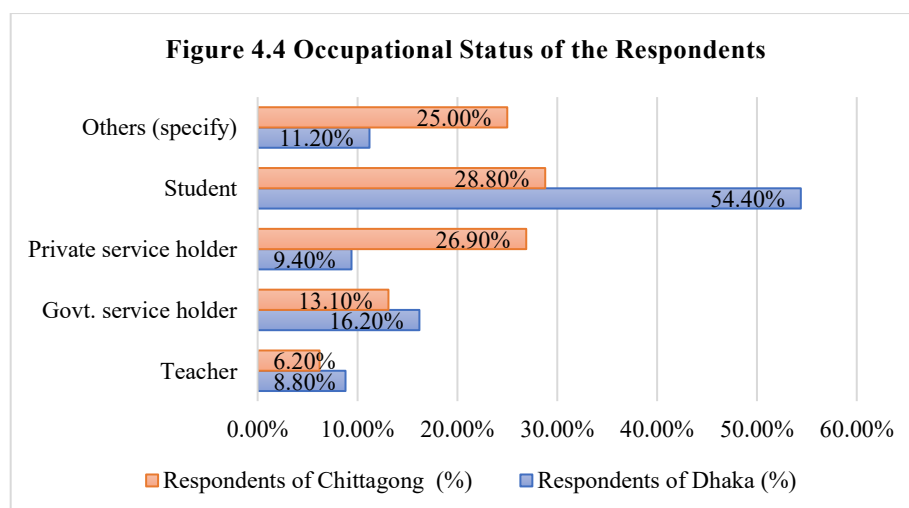
Source: Field survey, 2024

Table 4.1 also indicates that in Dhaka city, 48% of respondents are graduates, and 34% are post-graduates. In Chattogram, 44% of respondents are graduates, and 23% are post-graduates. The proportion of graduate and post-graduate respondents is higher in Dhaka city compared to Chattogram. Conversely, respondents with a higher secondary level education are more prevalent in Chattogram city compared to Dhaka. Additionally, a negligible number of respondents are found to have only basic literacy skills (see Figure 4.3).



Source: Field survey, 2024

Furthermore, Table 4.1 illustrates that in Dhaka city, the majority of respondents (54%) are students, whereas in Chattogram, respondents are almost evenly distributed among categories such as private service holders (27%) and students (29%). The number of respondents who are teachers are higher in Dhaka (9%) city compared to Chattogram (6%). The remaining respondents belong to categories such as government service holders, and others (see Figure 4.4).



Source: Field survey, 2024

Table 4.1 Socio-demographic Information of the Respondents

Socio-demographic variables		Dhaka		Chattogram		Chi-square (P value)
		Frequency	Percentage (%)	Frequency	Percentage (%)	
Age	15-24	73	45.6%	40	25.0%	29.958 .000
	25-34	43	26.9%	41	25.6%	
	35-44	29	18.1%	34	21.2%	
	45-54	8	5.0%	38	23.8%	
	55-64	4	2.5%	5	3.1%	
	65+	3	1.9%	2	1.2%	
	Total	160	100%	160	100%	
Sex	Male	77	48.1%	85	53.1%	.800 .434
	Female	83	51.9%	75	46.9%	
	Total	160	100%	160	100%	
Educational status	Can sign only	2	1.2%	1	0.6%	15.204 .010
	Primary	4	2.5%	6	3.8%	
	Secondary	11	6.9%	14	8.8%	
	Higher secondary	11	6.9%	32	20.0%	
	Graduate	77	48.1%	70	43.8%	
	Post-Graduate	55	34.4%	37	23.1%	
	Total	160	100%	160	100%	
Occupational status	Teacher	14	8.8%	10	6.2%	35.700 .000
	Govt. service holder	26	16.2%	21	13.1%	
	Private service holder	15	9.4%	43	26.9%	
	Student	87	54.4%	46	28.8%	
	Others (specify)	18	11.2%	40	25.0%	
	Total	160	100%	160	100%	

Source: Survey, 2024

4.2 Part II: Perception of Road Users towards Road Safety, Nature of Accidents and Reasons

Table 4.2 presents data on the types of respondents and their nature of using roads in both Dhaka and Chattogram cities. The table shows that, on average, 76% of respondents are regular road users in both Dhaka and Chattogram cities. In Dhaka city, 15% of respondents are occasional road users, compared to 21% of respondents in Chattogram city. Thus, Chattogram has a higher proportion of occasional road users compared to Dhaka. A negligible number of respondents in both cities rarely uses roads. The Chi-Square analysis indicates a significant difference in the type of road users between two cities ($X^2=13.0$, $p=.005 <.05$).

Table 4.2 Nature of Road users

Nature of Road Users		Dhaka		Chattogram		Chi-square (P value)
		Frequency	Percentage (%)	Frequency	Percentage (%)	
What type of road user you are?	Regular	123	76.9%	120	75.0%	13.058 .005
	Occasional	24	15.0%	33	20.6%	
	Rarely	3	1.9%	7	4.4%	
	Others (specify	10	6.2%	0	0.0%	
	Total	160	100%	160	100%	
You mostly use road in your city as a	Pedestrian	81	50.6%	43	26.9%	26.496 .000
	Passenger	68	42.5%	102	63.8%	
	Cyclist	5	3.1%	2	1.2%	
	Biker/Motorcyclist	4	2.5%	13	8.1%	
	Others (specify	2	1.2%	0	0.0%	
	Total	160	100%	160	100%	

Source: Filed survey, 2024

Table 4.2 also illustrates data on the nature of using roads by the respondents. It is found that the number of pedestrians is higher in Dhaka city (50%) compared to Chattogram city (27%). However, a large proportion of respondents (43% in Dhaka and 64% in Chattogram) use roads as passengers, with the number of road users as passengers being higher in Chattogram city compared to Dhaka. The remaining respondents use roads as bikers or motorcyclists, although the number of bikers is higher in Chattogram compared to Dhaka city. The Chi-Square analysis indicates a significant difference in the nature of road usage between the road users of two cities ($X^2=26.0$, $p=.000<.05$).

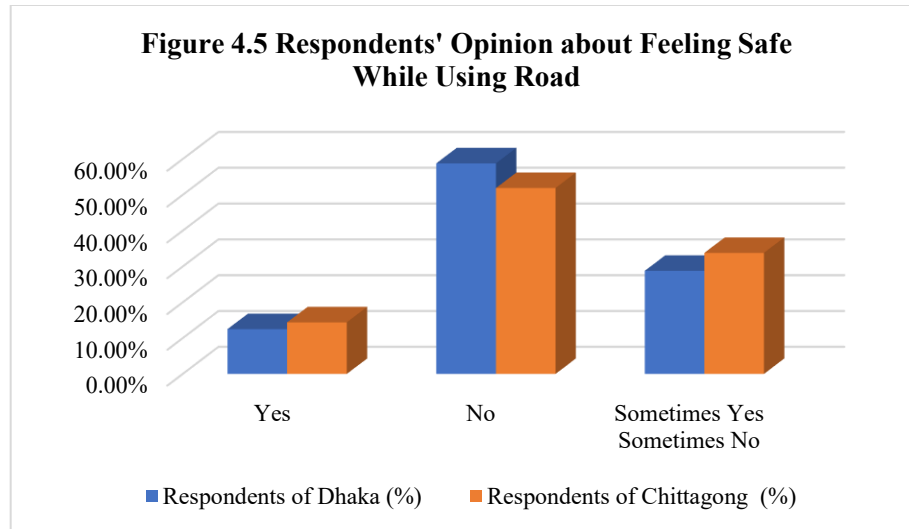
Table 4.3 shows data on respondents' opinion about road safety. Respondents were asked questions on their feeling of safety while using roads and reasons of not feeling safe.

Table 4.3 Respondents' Opinion about Road Safety

Perception about road safety		Dhaka		Chattogram		Chi-square (P value)
		Frequency	Percentage (%)	Frequency	Percentage (%)	
Do you feel safe when you use road?	Yes	20	12.5%	23	14.4%	1.533 .465
	No	94	58.8%	83	51.9%	
	Sometimes Yes Sometimes No	46	28.8%	54	33.8%	
	Total	160	100%	160	100%	
If no, why don't you feel safe in the road?	Traffic congestion	126	78.8%	106	68.8%	6.270 .012
	Inadequate infrastructure	96	60.0%	114	74.0%	4.488 .034
	Overpopulation	105	65.6%	90	58.4%	2.954 .086
	Non-compliance with traffic rules	106	66.2%	77	50.0%	10.734 .001
	Lack of pedestrian facilities	117	73.1%	62	40.3%	38.353 .000
	Lack of public transport	71	44.4%	46	29.9%	8.421 .004
	Poor traffic regulations	119	74.4%	58	37.7%	47.044 .000
	Poor road maintenance	92	57.5%	52	33.8%	20.202 .000
	Others Total	41	25.6%	11	7.1%	20.666 ^a .000

Source: Filed survey, 2024

Table 4.3 indicates that over 50% of respondents in Dhaka and Chattogram cities feel unsafe while using roads. A considerable portion of respondents in both cities (29% in Dhaka and 39% in Chattogram) expressed confusion, feeling safe at times and unsafe at other times. Notably, road users in Dhaka report feeling more unsafe compared to those in Chattogram (see Figure 4.5).



Source: Field survey, 2024

Respondents cited various reasons for their feelings of unsafety. Approximately 79% of road users in Dhaka identified traffic congestion as a primary concern, while lack of traffic regulations and pedestrian facilities were mentioned by 74% and 73% of road users in Dhaka, respectively. Chi-Square analysis revealed significant associations between road users' feelings of unsafety and factors such as non-compliance with traffic rules ($X^2 = 10.7$, $p = .001 < .05$), lack of pedestrian facilities ($X^2 = 38.4$, $p = .000 < .05$), inadequate public transport ($X^2 = 8.4$, $p = .004 < .05$), poor traffic regulations ($X^2 = 47.0$, $p = .000 < .05$), and poor road maintenance ($X^2 = 20.6$, $p = .000 < .05$).

Table 4.4 illustrates that the most prominent causes of road accidents include unhealthy competition among vehicles and reckless driving or speeding, as reported by more than 80% of road users in Dhaka city and over 90% in Chattogram city. Additionally, careless pedestrian crossing, lack of enforcement of traffic laws, drunk driving, and absence of lane discipline are cited as a few other major contributors to accidents by 90%, 82%, 81%, and 80% of road users in Dhaka city, respectively. However, these are not considered as major causes to the road users of Chattogram. Less than 50% of road users in Chattogram city mentioned them, with 47% citing careless pedestrian crossing, 43% mentioning lack of enforcement of traffic laws, and 46% each citing drunk driving and absence of lane discipline. On average 68% road users of Dhaka city find inadequate road design, underage driving and driving without license are a few more causes of road accidents while only on average 39% road users of Chattogram find them responsible for road accidents.

Table 4.4 Road Users' Opinion about the Causes of Road Accidents

Causes		Dhaka		Chattogram		Chi-square (P value)
		Frequency	Percentage (%)	Frequency	Percentage (%)	
Which causes are mostly responsible for accidents?	Unhealthy competition among vehicles	132	83.0%	150	93.8%	9.675 .002
	Reckless driving by drivers/Speeding	137	86.2%	148	92.5%	3.882 .049
	Failure to mandatory traffic regulations	121	76.1%	67	41.9%	37.602 .000
	Failure to maintain road signs and markings	105	66.0%	54	33.8%	28.788 .000
	Lack of enforcement of traffic laws	131	82.4%	68	42.5%	52.746 .000
	Absence of lane discipline	127	79.9%	74	46.2%	37.580 .000
	Failure to wear motorcycle helmets	97	61.0%	64	40.0%	13.613 .000
	Careless passing road by pedestrians	143	89.9%	75	46.9%	69.350 .000
	Drunk driving	128	80.5%	73	45.6%	40.470 .000
	Inadequate road design	109	68.6%	57	35.6%	33.848 .000
	Underage driving	108	67.9%	60	37.5%	28.872 .000
	Driving without license	107	67.3%	70	43.8%	16.858 .000
	Others (Please specify)	41	25.8%	24	15.0%	5.579 .018

Source: Field survey, 2024

Thus, a significant variation has been observed in the opinions of road users of two cities regarding the causes of road accident. The Chi-Square analysis indicates a significant difference in opinion about the causes of road accidents between road users of the two cities such as failure to mandatory traffic regulations ($X^2 = 38$, $p = .000 < .05$), failure to maintain road signs and markings ($X^2 = 29$, $p = .000 < .05$), lack of enforcement of traffic laws ($X^2 = 53$, $p = .000 < .05$), absence of lane discipline ($X^2 = 38$, $p = .000 < .05$), failure to wear motorcycle helmets ($X^2 = 14$, $p = .000 < .05$), careless passing road by pedestrians ($X^2 = 69$, $p = .000 < .05$), drunk driving ($X^2 = 40$, $p = .000 < .05$), inadequate road design ($X^2 = 34$, $p = .000 < .05$), underage driving ($X^2 = 29$, $p = .000 < .05$), and driving without license ($X^2 = 17$, $p = .000 < .05$).

4.3 Part III: Perception of Road Users towards the Role of Media in Promoting Road Safety

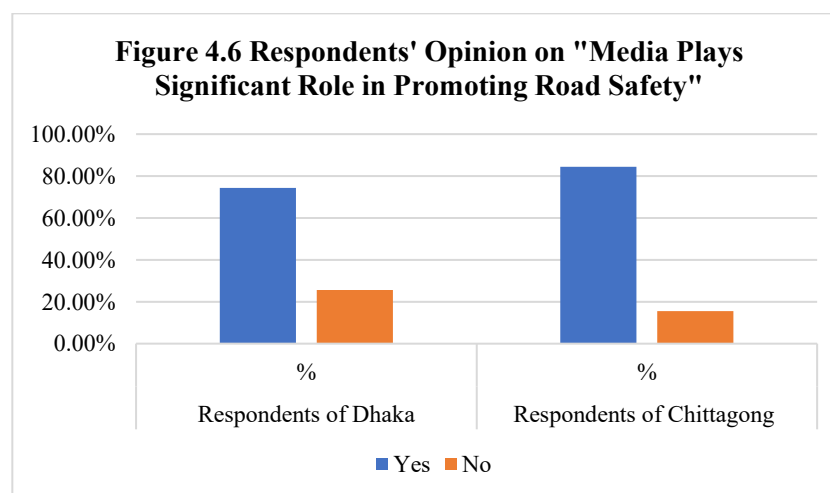
This section presents data on road users' opinions regarding the role of media in promoting road safety. Respondents also expressed their views on what the role of media should be in promoting road safety and how it should be carried out.

Table 4.5 Respondents Opinion about the Role of Media in Promoting Road Safety

Questions and relevant options		Dhaka		Chattogram		Chi-square (P value)
		Frequency	Percentage (%)	Frequency	Percentage (%)	
Do you believe that media plays a significant role in promoting road safety?	Yes	119	74.4%	135	84.4%	4.887 .027
	No	41	25.6%	25	15.6%	
	Total	160	100%	160	100%	
How often do you come across road safety-related news/content in the media [e.g., news reports, TV, social media]?	Daily	45	28.1%	89	55.6%	46.271 .000
	Weekly	36	22.5%	06	3.8%	
	Monthly	10	6.2%	01	0.6%	
	Rarely	66	41.2%	64	40.0%	
	Never	03	1.9%	00	0.0%	
	Total	160	100%	160	100%	

Source: Field survey, 2024

In Table 4.5, it is evident that 74% of road users in Dhaka city and 84% of road users in Chattogram city acknowledged the significant role of media in promoting road safety. Conversely, only a negligible portion of road users denied the influence of media in this regard (see Figure 4.6).



Source: Field survey, 2023

Regarding the frequency of encountering road safety-related news, over 40% of road users in both cities stated that they rarely come across such news. Interestingly, approximately 56% of road users in Chattogram city encounter road safety news daily, in contrast to only 28% of

respondents in Dhaka city. The chi-square analysis also reveals a significant difference in the extent of encountering road safety-related news among road users in both cities ($\chi^2 = 46.2$, $p = .000 < .05$). However, a negligible number of respondents mentioned that they never receive any road safety-related news.

Table 4.6 presents the frequency and percentage distribution of responses regarding the types of media considered most influential in conveying road safety messages among road users in Dhaka and Chattogram cities. In Dhaka, 56% of respondents found television to be the most influential medium, whereas in Chattogram, this percentage was lower at 40.0%. The chi-square value ($\chi^2 = 9.157$, $p = .010 < .05$) indicates a significant difference in the perception of television's influence between the two cities. While 41% of respondents in Dhaka considered newspapers influential, this percentage slightly increased to 45.6% in Chattogram. However, the chi-square value 1.911 with a p-value of .385 suggests that this difference is not statistically significant. Both cities showed an equal percentage of respondents (73%) considering Facebook as influential in conveying road safety messages.

Table 4.6 Respondents' Opinion about the Types of Media and their Role

Questions	Types of Media	Dhaka		Chattogram		Chi-square (P value)
		Frequency	Percentage (%)	Frequency	Percentage (%)	
Which types of media do you find most influential in conveying road safety messages?	Television	89	55.6%	64	40.0%	9.157 .010
	Newspapers	65	40.6%	73	45.6%	1.911 .385
	Facebook	116	72.5%	116	72.5%	.000 1.000
	YouTube	59	36.9%	31	19.4%	12.120 .000
	Billboards	47	29.4%	18	11.2%	16.237 .000
	Radio	30	18.8%	10	6.2%	11.429 .001
	Others	9	5.6%	3	1.9%	3.117 .077

Source: Field survey, 2024

The chi-square value ($\chi^2 = .000$, $p = 1.000 > .05$) indicates no significant difference between the cities regarding Facebook's perceived influence. In Dhaka, around 37% of respondents considered YouTube influential, compared to only 19% in Chattogram. The chi-square value ($\chi^2 = 12.12$, $p = .000 < .05$) indicates a significant difference in perception between the two cities regarding YouTube's influence. In Dhaka, 29% of respondents found billboards influential, while in Chattogram, only 11% did so. The chi-square value ($\chi^2 = 16.23$, $p = .000 < .05$) indicates a significant difference in perception between the two cities regarding the influence of billboards. While 19% of respondents in Dhaka considered radio influential, only 6% did so in Chattogram. The chi-square value ($\chi^2 = 11.43$, $p = .001 < .05$) indicates a significant difference in perception between the two cities regarding radio's influence. In sum, the analysis reveals significant

differences in the perception of media influence on road safety messages between Dhaka and Chattogram for television, YouTube, billboards, and radio, while no significant differences were observed for newspapers, Facebook, and other media types.

Table 4.7 Respondents' Opinion about the Role of Social Media in Promoting Road Safety

Questions	Role of Social Media	Dhaka		Chattogram		Chi-square (P value)
		Frequency	Percentage (%)	Frequency	Percentage (%)	
What role do social media play in promoting road safety?	Dissemination of information	115	76.2%	123	76.9%	1.049 ^a .306
	Awareness campaigns	61	40.4%	59	36.9%	.053 .817
	Raising public movement	71	47.0%	44	27.5%	9.895 .002
	Real-time updates	55	36.4%	28	17.5%	11.859 .001
	Sharing experience	59	39.1%	33	20.6%	10.313 .001
	Others	10	6.6%	12	7.5%	.195 .659

Source: Field survey, 2024

Table 4.7 presents an analysis of the role of social media in promoting road safety among road users in Dhaka and Chattogram cities, along with chi-square values and p-values for each role. A significant percentage of respondents in both cities (76% in Dhaka and 77% in Chattogram) agreed that social media plays a crucial role in disseminating road safety information. Approximately 40.4% of respondents in Dhaka and 36.9% in Chattogram believed that social media contributes to awareness campaigns for road safety. Significantly more respondents in Dhaka (47.0%) than in Chattogram (27.5%) perceived social media as playing a role in raising public movement for road safety. The chi-square value ($\chi^2 = 9.89$, $p=.002<.05$) suggests a significant difference in perception between the road users of two cities regarding this role. A higher percentage of respondents in Dhaka (36.4%) compared to Chattogram (only 17.5%) acknowledged social media's role in providing real-time updates on road safety. Thereby, the chi-square value ($\chi^2 = 11.86$, $p = .001<.05$) indicates a significant difference in perception between the two cities regarding this role.

More respondents in Dhaka (39.1%) than in Chattogram (20.6%) believed that social media facilitates the sharing of experiences related to road safety. The chi-square value ($\chi^2 = 10.31$, $p=.001<.05$) also suggests a significant difference in perception between the two cities regarding this role.

The analysis highlights significant differences in the perception of social media's role in raising public movement, providing real-time updates, and facilitating the sharing of experiences related to road safety between Dhaka and Chattogram cities. Conversely, no significant differences were observed for the dissemination of information, awareness campaigns, and other roles of social media.

4.8 Respondents' Opinion about the Role of Television in Promoting Road Safety

Question	Role of Television	Dhaka		Chattogram		Chi-square (P value)
		Frequency	Percentage (%)	Frequency	Percentage (%)	
What role does TV play in promoting road safety?	News coverage	78	48.8%	102	65.0%	8.696 .013
	Policy advocacy	37	23.1%	56	35.7%	6.652 .036
	Real-time traffic reports	53	33.1%	22	14.0%	17.502 .000
	Road safety awareness program	73	45.6%	47	31.2%	8.407 .015
	Interviews and talk shows	84	52.5%	41	26.1%	25.771 .000
	Others	3	1.9%	3	1.9%	.000 1.000

Source: Field survey, 2024

The Table 4.8 presents an analysis of the role of television (TV) in promoting road safety among road users in Dhaka and Chattogram cities, along with chi-square values and p-values for each role. While 48.8% of respondents in Dhaka considered news coverage on TV important for promoting road safety, a higher percentage (65.0%) of respondents in Chattogram shared this view. The chi-square value ($\chi^2 = 8.69$, $p = .013 < .05$) indicates a significant difference in perception between the two cities regarding the role of news coverage in promoting road safety.

A smaller percentage of respondents in Dhaka (23.1%) compared to Chattogram (35.7%) perceived policy advocacy through TV as important for promoting road safety. The chi-square value ($\chi^2 = 6.65$, $p = .036 < .05$) suggests a significant difference in perception between the two cities regarding this role. More respondents in Dhaka (33.1%) than in Chattogram (14.0%) acknowledged the importance of real-time traffic reports on TV for promoting road safety. The chi-square value ($\chi^2 = 17.50$, $p = .000 < .05$) indicates a significant difference in perception between the two cities regarding this role.

A higher percentage of respondents in Dhaka (45.6%) compared to Chattogram (31.2%) recognized the significance of road safety awareness programs on TV. The chi-square value ($\chi^2 = 8.40$, $p = .015 < .05$) suggests a significant difference in perception between the two cities regarding this role. A considerably higher percentage of respondents in Dhaka (52.5%) than in Chattogram (26.1%) perceived interviews and talk shows on TV as important for promoting road safety. The chi-square value ($\chi^2 = 25.77$, $p = .000 < .05$) indicates a significant difference in perception between the two cities regarding this role. The analysis reveals significant differences in the perception of TV's role in promoting road safety between Dhaka and Chattogram cities for news coverage, policy advocacy, real-time traffic reports, road safety awareness programs, and interviews/talk shows.

Table 4.9 Respondents' Opinion about the Role of FM radio in Promoting Road Safety

Questions	Types of Media	Dhaka		Chattogram		Chi-square (P value)
		Frequency	Percentage (%)	Frequency	Percentage (%)	
What role does FM radio play in promoting road safety?	Dissemination of Information	89	57.8%	113	72.0%	7.733 .005
	Awareness Campaigns	42	27.3%	35	22.3%	.838 .360
	Real-time updates	45	29.2%	33	21.0%	2.065 .151
	Sharing experience	46	29.9%	30	19.1%	4.418 .036
	Others	26	16.9%	8	5.1%	10.662 .001

Source: Field survey, 2024

The Table 4.9 presents an analysis of the role of FM radio in promoting road safety among road users in Dhaka and Chattogram cities, along with chi-square values and p-values for each role. A majority of respondents in both Dhaka (58%) and Chattogram (72%) believed that FM radio plays a significant role in disseminating road safety information. The chi-square value ($\chi^2 = 7.73$, $p = .005 < .05$) indicates a significant difference in perception between the two cities regarding the dissemination of information through FM radio.

Only 27% of respondents in Dhaka and 22% in Chattogram perceived FM radio as contributing to awareness campaigns for road safety. The chi-square value ($\chi^2 = .83$, $p = .360 > .05$) suggests that this difference is not statistically significant. A slightly higher percentage of respondents in Dhaka (29%) than in Chattogram (21.0%) acknowledged FM radio's role in providing real-time updates on road safety. More respondents in Dhaka (30%) compared to Chattogram (19%) believed that FM radio facilitates the sharing of experiences related to road safety. The chi-square value ($\chi^2 = 4.42$, $p = .036 < .05$) suggests a significant difference in perception between the two cities regarding this role. The analysis highlights significant differences in the perception of FM radio's role in disseminating information and sharing experiences related to road safety between Dhaka and Chattogram cities. However, no significant differences were observed for awareness campaigns, real-time updates, and other roles of FM radio.

Table 4.10 presents an analysis of the role of newspapers in promoting road safety among road users in Dhaka and Chattogram cities, along with chi-square values and p-values for each role.

Table 4.10 Respondents' Opinion about the Role of Newspaper in Promoting Road Safety

Questions	Role of Newspaper	Dhaka		Chattogram		Chi-square (P value)
		Frequency	Percentage (%)	Frequency	Percentage (%)	
What role does newspaper play in promoting road safety?	Reporting on accidents	130	81.2%	125	78.1%	.483 .487
	Publishing statistics on road accidents	95	59.4%	78	48.8%	4.890 .487
	Editorials addressing road safety	92	57.5%	49	30.6%	23.560 .000
	Letter to the editor	61	38.1%	40	25.0%	6.380 .012
	Promotion of Traffic Rules	53	33.1%	37	23.1%	4.82 .090
	Others	15	9.4%	17	10.6%	.153 .695

Source: Field survey, 2024

A high percentage of respondents in both Dhaka (81%) and Chattogram (78%) acknowledged the role of newspapers in reporting on accidents for promoting road safety. Thereby, the chi-square value of .483 with a p-value of .487 suggests no significant difference in perception between the two cities regarding this role. About 59% of respondents in Dhaka and 49% in Chattogram believed that newspapers publish statistics on road accidents to promote road safety. As a closer number of road users of both cities mentioned this, the chi-square value of 4.890 with a p-value of .487 indicates no significant difference in perception between the two cities regarding this role. A significantly higher percentage of respondents in Dhaka (58%) compared to Chattogram (31%) recognized the role of newspapers in publishing editorials addressing road safety. The chi-square value ($\chi^2 = 23.56$, $p=.000 <.05$) indicates a significant difference in perception between the two cities regarding this role.

More respondents in Dhaka (38%) than in Chattogram (25%) perceived newspapers' role in publishing letters to the editor addressing road safety. The chi-square value ($\chi^2 = 6.38$, $p=.012 <.05$) suggests a significant difference in perception between the two cities regarding this role. Although a higher percentage of respondents in Dhaka (33%) than in Chattogram (23%) believed that newspapers promote traffic rules to promote road safety, the chi-square value ($\chi^2 = 4.82$, $p=.090 >.05$) indicates that this difference is not statistically significant.

The analysis reveals significant differences in the perception of newspapers' role in publishing editorials and letters to the editor addressing road safety between Dhaka and Chattogram cities. However, no significant differences were observed for reporting on accidents, publishing statistics on road accidents, promoting traffic rules, and other roles of newspapers. Table 4.10 provides an analysis of responses regarding encountering misleading or inaccurate road safety information in the media and actively seeking out road safety information in the media among

road users in Dhaka and Chattogram cities, along with chi-square values and p-values for each question:

Table 4.11 Respondents' Opinion on Misinformation in Media about Road Accidents

Questions	Options	Dhaka		Chattogram		Chi-Square (P value)
		Frequency	Perception	Frequency	Percentage	
Have you ever encountered misleading or inaccurate road safety information in the media?	Yes	84	52.5%	91	56.9%	.683 .711
	No	19	11.9%	16	10.0%	
	Not sure	57	35.6%	53	33.1%	
	Total	160	100%	160	100%	
Do you actively seek out road safety information in the media?	Yes	43	26.9%	92	57.5%	32.515 .000
	No	27	16.9%	10	6.2%	
	Not sure	90	56.2%	58	36.2%	
	Total	160	100%	160	100%	

Source: Field survey, 2024

Above 50% respondents of both cities reported encountering misleading or inaccurate road safety information in the media. The chi-square value ($\chi^2 = .683$, $p = .711 > .05$) also indicates that there is no significant difference in perception between the two cities regarding encountering misleading or inaccurate information. Regarding 'actively seeking out road safety related information' a significantly higher percentage of respondents in Chattogram (58%) than in Dhaka (27%) actively seek out road safety information in the media. The chi-square value ($\chi^2 = 32.52$, $p = .000 < .05$) also affirms the variation and indicates a significant difference in perception between the respondents of two cities. While there is no significant difference between Dhaka and Chattogram cities regarding encountering misleading or inaccurate road safety information in the media, there is a significant difference in perception regarding actively seeking out road safety information, with a higher proportion of respondents in Chattogram doing so compared to Dhaka.

Part IV: Perception Ratings about the Role of Media in Promoting Road Safety

Table 4.12 shows data on the perception ratings of the respondents' opinion regarding the statements related to role of media. Regarding the statement "Media sufficiently provide news about accidents and their causes" only 50% respondents of Dhaka city agreed with the statement compared to only 35% respondents of Chattogram. A higher number of respondents of Chattogram city (19%) strongly disagreed with the statement compared to only 3% respondents of Dhaka city. The chi-square value ($\chi^2 = 25.30$, $p = .000 < .05$) also affirms the variation and indicates a significant difference in perception between the respondents of two cities. However, almost a similar number of respondents (26% of Dhaka and 29% of Chattogram) remained confused in this regard.

Regarding the statement "Media raise voices against reckless driving properly", an equal number of respondents of both cities (31%) agreed and also a similar number of respondents of both cities (9%) strongly disagreed. However, respondents of two cities differ in their opinion with the option "neither disagree nor agree". While 26% respondents of Chattogram cities remain confused, only half of that number (13%) in Dhaka city were found confused. The chi-square value ($\chi^2 = 10.80$, $p = .029 < .05$) also indicates a significant difference in perception between the respondents of two cities.

A similar number of respondents of both cities (44% of Dhaka city and 45% of Chattogram city) agreed with the statement "Media provides necessary suggestions for traffic regulations". Again, a similar number of respondents of both cities (18% of Dhaka city and 15% of Chattogram city) disagreed with the statement. Surprisingly respondents didn't differ in the option "neither disagree nor agree". However, the chi-square value ($\chi^2 = 18.48$, $p = .001 < .05$) indicates a significant difference in perception between the respondents of two cities regarding the option "strongly agree" and "strongly disagree".

"Media often highlights the significance of maintaining road signs and markings" - In response to this statement, a similar number of respondents of both cities (5%) strongly disagreed. Another similar number of respondents (35% in Dhaka city and 33% in Chattogram city) disagreed with the statement. Surprisingly an equal number of respondents (6%) of both cities strongly agreed with the statement. Thereby the Chi-Square values shows no significant difference in their opinion regarding the statement.

Table 4.12 Perception Ratings about the Role of Media in Promoting Road Safety

Questions	Options	Dhaka		Chattogram		Chi Square P-Value
		Frequency	Percentage (%)	Frequency	Percentage (%)	
1. Media sufficiently provide news about accidents and their causes	Strongly disagree	4	2.5%	30	19.0%	25.301 .000
	Disagree	24	15.0%	21	13.3%	
	Neither disagree nor agree	41	25.6%	44	27.8%	
	Agree	80	50.0%	56	35.4%	
	Strongly agree	11	6.9%	09	4.5%	
	Total	160	100%	160	100%	
2. Media raise voices against reckless driving properly	Strongly disagree	15	9.4%	15	9.4%	10.795 .029
	Disagree	72	45.0%	51	31.9%	
	Neither disagree nor agree	21	13.1%	42	26.2%	
	Agree	49	30.6%	50	31.2%	
	Strongly agree	03	1.9%	02	1.2%	
	Total	160	100%	160	100%	
3. Media provides necessary suggestions for traffic regulations	Strongly disagree	08	5.0%	19	11.9%	18.479 .001
	Disagree	28	17.5%	24	15.1%	
	Neither disagree nor agree	37	23.1%	43	27.0%	
	Agree	71	44.4%	72	45.3%	
	Strongly agree	16	10.0%	01	0.6%	
	Total	160	100%	160	100%	
4. Media often highlights the significance of maintaining road signs and markings	Strongly disagree	08	5.0%	08	5.0%	4.042 .400
	Disagree	56	35.0%	52	32.9%	
	Neither disagree nor agree	43	26.9%	31	19.6%	
	Agree	43	26.9%	57	36.1%	
	Strongly agree	10	6.2%	10	6.2%	
	Total	160	100%	160	100%	
5. Media frequently emphasizes the need to ensure the enforcement	Strongly disagree	09	5.6%	11	7.2%	13.877 .008
	Disagree	47	29.4%	23	15.0%	
	Neither disagree nor agree	29	18.1%	44	28.8%	
	Agree	67	41.9%	60	39.2%	

t of traffic laws	Strongly agree	08	5.0%	15	9.8%	
	Total	160	100%	160	100%	
6. Media frequently notices authority to take action against individuals who do not wear motorcycle helmets	Strongly disagree	09	5.6%	05	3.3%	10.400 .034
	Disagree	48	30.0%	26	17.0%	
	Neither disagree nor agree	46	28.8%	60	39.2%	
	Agree	38	23.8%	46	30.1%	
	Strongly agree	19	11.9%	16	10.5%	
	Total	160	100%	160	100%	
7. Media provides sufficient information for pedestrians about safely crossing roads	Strongly disagree	07	4.4%	18	11.4%	9.076 .059
	Disagree	29	18.1%	28	17.7%	
	Neither disagree nor agree	59	36.9%	54	34.2%	
	Agree	53	33.1%	54	34.2%	
	Strongly agree	12	7.5%	2.5%	2.5%	
	Total	160	100%	160	100%	
8. TV news coverage of accidents puts pressure on the authorities to take strict initiatives against road accidents	Strongly disagree	21	13.1%	18	11.3%	4.450 .348
	Disagree	38	23.8%	49	30.8%	
	Neither disagree nor agree	38	23.8%	43	27.0%	
	Agree	47	29.4%	40	25.2%	
	Strongly agree	16	10.0%	09	5.7%	
	Total	160	100%	160	100%	
9. Viral news about road accidents on social media promotes a social movement for road safety	Strongly disagree	11	14%	16	11.5%	37.950 .000
	Disagree	08	5.0%	40	25.0%	
	Neither disagree nor agree	30	18.8%	28	17.5%	
	Agree	60	37.5%	50	31.2%	
	Strongly agree	51	31.9%	26	16.2%	
	Total	160	100%	160	100%	

Source: Field survey, 2024

Media frequently emphasizes the need to ensure the enforcement of traffic laws- In response to this statement almost a similar number of respondents (42% of Dhaka city and 39% of Chattogram city) agreed. However, respondents differ in their opinion related to “disagree” as 29% respondents of Dhaka city disagreed with the statement compared to only 15% respondents

of Chattogram city. The chi-square value ($\chi^2 = 13.87$, $p=.008<.05$) also indicates a significant difference in perception between the respondents of two cities.

On average 11.5% respondents of both cities agreed with the statement “Media frequently notices authority to take action against individuals who do not wear motorcycle helmets.”. On the other hand, a higher number of respondents of Dhaka city (30%) disagreed with the statement compared to only 17% respondents of Chattogram city. Again, a higher number of respondents of Chattogram city (39%) remained confused about the statement compared to only 29% respondents of Dhaka city. The chi-square value ($\chi^2 = 10.40$, $p=.034<.05$) also indicates a significant difference in perception between the respondents of two cities.

Regarding the statement “Media provides sufficient information for pedestrians about safely crossing roads”- almost an equal number of respondents of both cities (33% of Dhaka city and 34% of Chattogram city) agreed and on average 17.5% respondents of both cities disagreed. However, perception varied in other options as 8% respondents of Dhaka city compared to only 3% respondents of Chattogram city strongly agreed with the statement. Again, only 4% respondents of Dhaka city strongly disagreed with the statement as compared to 11% respondents of Chattogram city. The chi-square value ($\chi^2 = 9.07$, $p=.059<.05$) also indicates a significant difference in perception between the respondents of two cities.

A similar number of respondents (29% of Dhaka city and 25% of Chattogram city) agreed with the statement “TV news coverage of accidents puts pressure on the authorities to take strict initiatives against road accidents”. Another closer number of respondents (24% of Dhaka city and 31% of Chattogram city) disagreed with the statement. Thereby, the chi-square value indicates no significant difference in perception between the respondents of two cities.

In response to the statement “Viral news about road accidents on social media promotes a social movement for road safety”, respondents of both cities strongly differ in their opinion. Around 32% respondents of Dhaka city strongly agreed with the statement while only a half of that number i. e. 16% respondents of Chattogram city said so. Again, a significant difference is observed with the option “disagree”. While only 5% respondents of Dhaka city disagreed with the statement, a much higher number of respondents (25%) of Chattogram city disagreed. The chi-square value ($\chi^2 = 37.95$, $p=.000<.05$) also indicates a significant difference in perception between the respondents of two cities.

Table 4.13 Perception Ratings about the Role of Media in Promoting Road Safety

Independent variables	Depended variables	β	R ²	F	t	P value
Whether media plays role or not in promoting road safety	Media sufficiently provide news about accidents and their causes	.183	.034	10.969	3.312	.001
	Media raise voices against reckless driving properly	.002	.000	.001	.035	.972
	Media provides necessary suggestions for traffic regulations	.142	.020	6.488	2.547	.011
	Media often highlights the significance of maintaining road signs and markings	.037	.001	.430	.656	.513
	Media frequently emphasizes the need to ensure the enforcement of traffic laws	-.171	.029	9.359	-3.059	.002
	Media frequently notices authority to take action against individuals who do not wear motorcycle helmets	.008	.000	.019	.136	.892
	Media provides sufficient information for pedestrians about safely crossing roads	.049	.002	.754	.868	.386
	TV news coverage of accidents puts pressure on the authorities to take strict initiatives against road accidents	.045	.002	.655	.809	.419
	Viral news about road accidents on social media promotes a social movement for road safety	.112	.013	4.039	2.010	.045

Source; Field Survey, 2024

Note: R² has expressed in percentage of variance accounted for. *p ≤ .05; **p ≤ .01; *** p ≤ .001.; β= Standardized co-efficient t= score of t-test

The regression analysis reveals significant findings regarding the relationship between perception of media role and media effects in promoting road safety. Specifically, it shows that the perception of whether media plays a role in promoting road safety significantly and positively influences the perception that media sufficiently provide news about accidents ($\beta = 0.183$, $t = 3.312$, $p = 0.001$). However, there is a significant relationship between the perception of media playing a role and media providing necessary suggestions for traffic regulations ($\beta = 0.142$, $t = 2.547$, $p = .011$). Conversely, the perception of media playing a role has a significant and negative relationship with media's role in ensuring the enforcement of traffic laws ($\beta = -.171$, $t = 3.059$, $p = 0.04$). Similarly, the perception that media plays a role is positively and significantly associated with the belief that viral news about road accidents on social media promotes a social movement for road safety ($\beta = 0.112$, $t = 2.010$, $p = 0.04$).

Table 4.14 Perception ratings about the Role of Media in Promoting Road Safety

Independent variables	Depended variables	β	R ²	F	t	P value
City Variation (Between Dhaka and Chattogram)	Media sufficiently provide news about accidents and their causes	-.233	.054	18.066	-4.250	.000
	Media raise voices against reckless driving properly	.060	.004	1.157	1.076	.283
	Media provides necessary suggestions for traffic regulations	-.139	.019	6.242	-2.498	.013
	Media often highlights the significance of maintaining road signs and markings	.054	.003	.917	.958	.339
	Media frequently emphasizes the need to ensure the enforcement of traffic laws	.085	.007	2.268	1.506	.133
	Media frequently notices authority to take action against individuals who do not wear motorcycle helmets	.101	.010	3.198	1.788	.075
	Media provides sufficient information for pedestrians about safely crossing roads	-.111	.012	3.971	-1.993	.047
	TV news coverage of accidents puts pressure on the authorities to take strict initiatives against road accidents	-.071	.005	1.590	-1.261	.208
	Viral news about road accidents on social media promotes a social movement for road safety	-.241	.058	19.639	-4.432	.000

Source; Field Survey, 2024

Note: R² has expressed in percentage of variance accounted for. *p ≤ .05; **p ≤ .01; *** p ≤ .001.; β = Standardized co-efficient t= score of t-test

These results indicate that perceptions of media's role in promoting road safety, providing suggestions for traffic regulations, and the impact of viral news on social media are statistically significant predictors of media effects on road safety promotion. However, data shows negative association between the role of media and emphasis on the need to ensure the enforcement of traffic laws ($\beta = -.171$, $t = -3.059$, $p = .002$). This is due to the fact that media often overemphasize and prioritize entertainment related topics over road safety issues. Other variables such as the provision of news about accidents and their causes, highlighting the significance of maintaining road signs and markings, and TV news coverage putting pressure on authorities were not found to be significant predictors.

Perception ratings about the role of media in promoting road safety highlight significant findings, particularly concerning city variation and media effects. Media's effectiveness in raising voices against reckless driving is not significantly influenced by city variation ($\beta = .060$, $t = 1.076$, $p = 0.283$). However, media suggestions regarding traffic regulations are not significantly impacted by city variation. Conversely, the provision of information on maintaining road signs and markings is not significantly influenced by city variation ($\beta = .054$, $t = .958$, $p = .339$). Interestingly, media's

role in ensuring the enforcement of traffic laws shows consistent influence in both Dhaka and Chattogram.

Moreover, media's attention to individuals not wearing motorcycle helmets is found positively significant ($\beta = 0.101$, $t = 1.788$, $p = 0.075$) and media providing sufficient information for pedestrians about safely crossing roads is found statistically insignificant (and $\beta = -.11$, $t = -1.99$, $p = .047$ respectively). However, TV news coverage exerting pressure on authorities to take strict initiatives against road accidents do not significantly vary in terms of cities ($\beta = -.071$, $t = -1.261$, $p = 0.208$). Furthermore, the influence of viral news on social media in promoting a social movement for road safety significantly varies with city variation.

These results suggest that city variation between Dhaka and Chattogram, along with perceptions of media sufficiently providing news about accidents and promoting a social movement for road safety through viral news on social media, are significant predictors of media's role in promoting road safety. Variables such as providing necessary suggestions for traffic regulations and sufficient information for pedestrians about safely crossing roads also showed significance, while others did not reach statistical significance.

4.5 Part V: Media Coverage and Changes in Behavior and Attitude

The majority of respondents from both Dhaka and Chattogram perceive media coverage as effective in raising traffic culture, with a significantly higher proportion in Chattogram (38.8%) compared to Dhaka (14.4%). Table 4.15 shows that a significantly higher proportion of respondents from Chattogram (56.6%) reported wearing seatbelts compared to Dhaka (32.5%). More respondents from Dhaka (43.8%) reported not using a phone while driving compared to Chattogram (28.9%).

A significantly higher proportion of respondents from Dhaka (80.6%) reported crossing roads carefully compared to Chattogram (51.3%). There was no significant difference between Dhaka (36.2%) and Chattogram (30.3%) in terms of limiting speed. There was no significant difference between Dhaka (33.8%) and Chattogram (32.9%) regarding decreased tolerance for traffic rule violators. A significantly higher proportion of respondents from Dhaka (45.0%) reported a commitment to improving safety compared to Chattogram (24.3%). More respondents from Chattogram (49.4%) reported experiencing fear and shock compared to Dhaka (37.5%).

There was no significant difference between Dhaka (21.2%) and Chattogram (19.9%) regarding sadness and empathy. There was no significant difference between Dhaka (16.2%) and Chattogram (14.7%) regarding guilt and regret. More respondents from Dhaka (12.5%) reported experiencing other emotions compared to Chattogram (3.8%). In sum, the data suggest variations in perceptions and experiences related to media coverage and its impact on road safety issues between the two cities, with some differences being statistically significant.

Table 4.15: Media Coverage on Road Safety Issues and Changes in Behavior and Attitude

Media coverage and impacts	Options	Dhaka		Chattogram		Chi Square P-Value
		Frequency	Percentage (%)	Frequency	Percentage (%)	
Media coverage is effective in raising traffic culture	Highly effective	23	14.4%	62	38.8%	61.455 .000
	Somewhat effective	77	48.1%	64	40.0%	
	Not very effective	59	36.9%	15	9.4%	
	Not effective at all	01	0.6%	19	11.9%	
	Total	160	100%	160	100%	
Pattern of behavioral and attitudinal changes as a result of media campaigns	1)wearing a seatbelt when necessary	52	32.5%	86	56.6%	14.728 .000
	2)not using a phone while driving	70	43.8%	44	28.9%	11.773 .003
	3) Crossing road carefully	129	80.6%	78	51.3%	35.583 .000
	4) limiting speed	58	36.2%	46	30.3%	2.051 .152
	5) Decrease tolerance who violate traffic rules	54	33.8%	50	32.9%	.160 .689
	6)Commitment to improving safety	72	45.0%	37	24.3%	16.740 .000
	7) Others	10	6.2%	01	0.7%	7.626 .006
Emotional impacts that media produce on road safety issues	1) Fear and shock	60	37.5%	77	49.4%	4.516 .105
	2) Sadness & empathy	34	21.2%	31	19.9%	1.201 .548
	3) Guilt & regret	26	16.2%	23	14.7%	.217 .548
	4) Others	20	12.5%	06	3.8%	8.205 .004

Source: Field survey, 2024

Chapter 5

Qualitative Data Presentation and Analysis

In-depth Interview with Drivers: Drivers' Responses about Road Accident and Road Safety

5. 1 Introduction

This section represents data on driver's opinion about road accident and road safety. The tables attached in this section highlight various causes of road accidents and the possible role of various types of media.

Table 5.1.1 Demographic information of driver-respondents

Demographic information		Dhaka	Chattogram
Age	1) 15-24	1	
	2) 25-34	3	4
	3) 35-44	6	1
	4) 45-54	2	5
	5) 55-64	1	1
	6) 65+		
	Total	13	11
Educational status	1) Can sign only	3	0
	2) Primary	5	5
	3) Secondary	3	4
	4) Higher secondary	2	2
	5) Graduate	0	0
	Total	13	11

Source: Field data, 2024

Demographic information reveals some differences between Dhaka and Chattogram. In terms of age distribution, Dhaka has a higher concentration of respondents in the age range of 35-44, while Chattogram has a more even distribution across different age groups, with a higher representation in the age range of 25-34. Regarding educational status, Dhaka has a larger proportion of respondents with primary education, while Chattogram has a more balanced distribution across different educational levels. These demographic differences may influence the perspectives and experiences of respondents regarding road safety and accidents in their respective cities.

5.1.1 Types of Road Accidents

The data provided by Table 5.1.2 presents responses from drivers in Dhaka and Chattogram regarding the types of road accidents they have encountered while driving. Here's an explanation of the data with a comparison between the two cities:

Among the 13 respondents from Dhaka, 10 reported encountering pedestrian accidents while driving. And among the 11 respondents from Chattogram, 11 reported encountering pedestrian accidents. Both cities had a high incidence of pedestrian accidents reported by drivers, with Chattogram drivers slightly more likely to have encountered them. 3 out of 13 respondents from

Dhaka reported encountering cyclist accidents while driving. Only 1 out of 11 respondents from Chattogram reported encountering cyclist accidents. Dhaka drivers reported a higher incidence of cyclist accidents compared to Chattogram drivers. 6 out of 13 respondents from Dhaka reported encountering lane change accidents. 10 out of 11 respondents from Chattogram reported encountering lane change accidents. Chattogram drivers reported a significantly higher incidence of lane change accidents compared to Dhaka drivers.

10 out of 13 respondents from Dhaka reported encountering motorcycle accidents. All 11 respondents from Chattogram reported encountering motorcycle accidents. Both cities had a high incidence of motorcycle accidents reported by drivers, with all respondents from Chattogram reporting such encounters. 9 out of 13 respondents from Dhaka reported encountering vehicle crashes. All 11 respondents from Chattogram reported encountering vehicle crashes. Both cities had a high incidence of vehicle crashes reported by drivers, with all respondents from Chattogram reporting such encounters.

Overall, the data highlights several key points such as pedestrian accidents are a significant concern for drivers in both Dhaka and Chattogram. Cyclist accidents are more commonly reported by drivers in Dhaka compared to Chattogram. Lane change accidents are more frequently reported by drivers in Chattogram. Both cities have a high incidence of motorcycle accidents and vehicle crashes reported by drivers, with Chattogram generally reporting slightly higher frequencies across all categories.

5.1.2 Causes of Road Accidents

The data provided by Table 5.1.2 presents responses from drivers in Dhaka and Chattogram regarding the causes mostly responsible for road accidents. Here's an explanation of the data with a comparison between the two cities:

11 out of 13 respondents from Dhaka identified unhealthy competition among vehicles as a major cause of accidents. 10 out of 11 respondents from Chattogram similarly identified this as a significant factor. Both cities identified unhealthy competition among vehicles as one of the leading causes of accidents, with slightly more respondents from Dhaka highlighting this factor.

All 13 respondents from Dhaka identified reckless driving by drivers and speeding as major causes of accidents. 10 out of 11 respondents from Chattogram also identified this as a significant factor. Both cities overwhelmingly cited reckless driving and speeding as leading causes of accidents, with all respondents from Dhaka and a majority from Chattogram emphasizing this issue.

10 out of 13 respondents from Dhaka identified restless driving as a major cause of accidents. 11 out of 11 respondents from Chattogram similarly identified this as a significant factor. Both cities highlighted restless driving as a significant factor contributing to accidents, with similar proportions of respondents from each city identifying this issue. 4 out of 13 respondents from Dhaka identified failure to traffic regulations as a cause of accidents. 8 out of 11 respondents

from Chattogram also identified this as a significant factor. More respondents from Chattogram identified failure to traffic regulations as a cause of accidents compared to Dhaka.

Table 5.1.2 Drivers' Responses on Types, Causes and Impacts of Road Accidents in Dhaka and Chattogram

Questions	Variables	Dhaka (Among 13 respondents) N= number	Chattogram (Among 11 respondents) N= number
What types of road accidents have you encountered while driving? (Multiple response)	Pedestrian accidents	10	11
	Cyclist accidents	3	1
	Lane change accidents	6	10
	Motorcycle accidents	10	11
	Vehicle crash	9	11
	Total	38	44
Which causes are mostly responsible for accidents? (Multiple response)	1.Unhealthy competition among vehicles	11	10
	2.Reckless driving by drivers/Speeding	13	10
	3.Restless driving	10	11
	4.Failure to traffic regulations	4	8
	5.Failure to maintain road signs and markings	7	9
	6. Lack of enforcement of traffic laws	6	9
	7. Absence of lane discipline	10	10
	8. Failure to wear motorcycle helmets	6	9
	9. Careless passing road by pedestrians	8	11
	10. Drunk driving	11	4
	11. Inadequate road design	3	8
	12. Underaged driving	7	4
	13. Driving without license	6	2
	Total	102	105
What are the major impacts of road accidents based on your witness or information?	Physical injury	13	11
	Emotional trauma	9	9
	Loss of life	11	11
	Financial burden	12	11
	Reduced quality of life	10	11
	Impact on family relations	12	11
	Loss of productivity	6	7
	Long-term disability	11	9
	Total	84	80

Source: Field data, 2024

Note: It's a multiple response table

7 out of 13 respondents from Dhaka identified failure to maintain road signs and markings as a cause of accidents. 9 out of 11 respondents from Chattogram similarly identified this as a significant factor. Both cities highlighted the importance of maintaining road signs and markings, with slightly more respondents from Chattogram emphasizing this issue. The data highlights several key points such as both cities identified similar causes of road accidents, including

unhealthy competition among vehicles, reckless driving by drivers, and speeding. There were some differences in emphasis, such as more respondents from Chattogram highlighting failure to traffic regulations and failure to maintain road signs and markings as significant factors. Overall, the data underscores the importance of addressing various contributing factors to reduce the incidence of road accidents in both Dhaka and Chattogram.

5.1.3 Major Impacts of Road Accidents

The data provided by the Table 5.1.2 explored above presents responses from drivers in Dhaka and Chattogram regarding the major impacts of road accidents based on their witness or information. Here's an explanation of the data with a comparison between the two cities. All 13 respondents from Dhaka identified physical injury as a major impact of road accidents. All 11 respondents from Chattogram similarly identified this as a significant impact. Both cities unanimously cited physical injury as the most significant impact of road accidents.

9 out of 13 respondents from Dhaka identified emotional trauma as a major impact of road accidents. 9 out of 11 respondents from Chattogram similarly identified this as a significant impact. Similar proportions of respondents from both cities highlighted emotional trauma as a significant impact of road accidents. 11 out of 13 respondents from Dhaka identified loss of life as a major impact of road accidents. All 11 respondents from Chattogram similarly identified this as a significant impact. Both cities unanimously cited loss of life as a significant impact of road accidents.

12 out of 13 respondents from Dhaka identified financial burden as a major impact of road accidents. 11 out of 11 respondents from Chattogram similarly identified this as a significant impact. Both cities overwhelmingly cited financial burden as a significant impact of road accidents, with slightly more respondents from Dhaka emphasizing this issue. 10 out of 13 respondents from Dhaka identified reduced quality of life as a major impact of road accidents. 11 out of 11 respondents from Chattogram similarly identified this as a significant impact. Similar proportions of respondents from both cities highlighted reduced quality of life as a significant impact of road accidents.

12 out of 13 respondents from Dhaka identified the impact on family relations as a major impact of road accidents. 11 out of 11 respondents from Chattogram similarly identified this as a significant impact. Both cities unanimously cited the impact on family relations as a significant impact of road accidents. 6 out of 13 respondents from Dhaka identified loss of productivity as a major impact of road accidents. 7 out of 11 respondents from Chattogram similarly identified this as a significant impact. Both cities highlighted loss of productivity as a significant impact of road accidents, with slightly more respondents from Chattogram emphasizing this issue.

11 out of 13 respondents from Dhaka identified long-term disability as a major impact of road accidents. 9 out of 11 respondents from Chattogram similarly identified this as a significant impact. Both cities highlighted long-term disability as a significant impact of road accidents, with slightly more respondents from Dhaka emphasizing this issue. Both cities identified similar major impacts of road accidents, including physical injury, emotional trauma, loss of life, financial

burden, reduced quality of life, impact on family relations, loss of productivity, and long-term disability. There were slight variations in emphasis, such as slightly more respondents from Dhaka highlighting financial burden and long-term disability as significant impacts. The data highlights the profound and multifaceted impacts of road accidents on individuals, families, and society in both Dhaka and Chattogram.

5.1.4 Experience of Enjoying Media Programs on Road Safety Issues

Drivers of Dhaka sometimes enjoy social media programs on road safety issues, as it is not possible to see billboards about road safety. Conversely, drivers of Chattogram watch media very infrequently. They acknowledge learning about road safety rules from TV and YouTube but mention low attention levels during TV programs due to distractions like product advertisements. Unlike Dhaka drivers, they use social media platforms like Facebook and YouTube occasionally, primarily during traffic jams. While they recognize the importance of awareness programs, they emphasize the need for social media to focus on providing accurate information. Additionally, they express awareness of the "Road safety movement" through media channels and mention obtaining information about accidents and their causes through platforms like YouTube.

5.1.5 Proposed Initiatives for Road Safety Referring to the Causes of Road Accidents

In Dhaka city

1. Imbalance in speed is a significant cause of crashes and accidents, and drivers often take wrong routes at high speeds. Also, the presence of huge vehicles contributes to traffic jams. So, steps should be taken to ensure discipline in vehicle maintenance and public transport operations.
2. Recklessness among young drivers and issues like overtaking, phone usage, and driving under unfavorable conditions need to be addressed. Drug addiction among drivers is a prevalent issue leading to crashes. Traffic rules need to be strictly maintained, and measures like dope tests for drug addiction identification should be implemented.
3. Focus on mental fitness of drivers during driving is necessary. Attention should be paid to the welfare of accident victims who often lose their income source. Training programs for drivers should be provided by the government to enhance their skills and awareness.
4. Corruption among traffic police, including bribery, needs to be addressed through stricter controls and punishment.
5. Suggestions include banning private vehicles and enforcing vehicle maintenance and accountability.
6. Stricter regulations should be in place to prevent the selection of license-less and inefficient drivers by vehicle owners. Regular vehicle checks before driving and avoiding driving while sick are essential safety measures.
7. Improvements in the traffic control system and the installation of foot overbridges near bus stops are suggested.

In Chattogram city

1. The maintenance of traffic rules is emphasized, along with concerns about police harassment without valid reasons.

2. Rest facilities for drivers are inadequate, and measures to address this issue are necessary. Also, pedestrian safety, particularly regarding the use of earphones and mobile phones while crossing roads, should be controlled.
3. Limited parking space leads to vehicles being parked on the road, highlighting the need for better infrastructure. Suggestions include separating lanes according to vehicle speed and increasing investigations in high-risk areas.
4. Corruption among the police force, including bribery for road parking, needs to be tackled effectively. Addressing corruption among journalists and controlling mobile phone usage among lorry drivers are additional concerns raised.
5. Extortion, corruption, and illegal settlements on footpaths are highlighted as significant issues impacting road safety.
6. Enforcement of valid police investigations and control over the misuse of high beams by police vehicles is recommended.
7. Restrictions on early-aged driving and improving the quality and skill-based criteria for obtaining driving licenses are proposed. Measures to control the use of laser lights and prevent sudden signals from police are suggested.

Overall, while drivers from both Dhaka and Chattogram emphasize the importance of maintaining traffic rules and addressing corruption, they also highlight specific challenges and solutions relevant to their respective cities.

5.1.6 Media Role for Driving Awareness

In Dhaka city

1. Responsible traffic maintenance offices should receive training, and awareness-enhancing videos on social media could be beneficial.
2. Difficulty in viewing billboards while driving suggests the need for increased awareness through social media and billboards.
3. Limited time for watching TV among drivers necessitates the establishment of a dedicated TV channel for road safety.
4. Distribution of leaflets on road safety awareness is suggested.
5. There's a perception that the media, including journalists, lack integrity and do not prioritize awareness programs on traffic control and road safety. So, mass media programs should be integrative and effective.

In Chattogram city

1. Emphasizing the necessity of regular programs on road safety.
2. Advocating for increased media coverage on administrative corruption to address road safety issues effectively.
3. Suggesting an increase in awareness programs on road safety through TV and YouTube platforms.
4. Calling for heightened media coverage on traffic rules and road safety to elevate public awareness.

In summary, while both Dhaka and Chattogram drivers recognize the importance of media in driving awareness, there are differences in their specific suggestions and perceptions regarding media's role and effectiveness in addressing road safety concerns.

In-depth Interview with Traffic Police: Responses of Polices about Road Accident and Road Safety

5.2 Introduction

This section represents data on the responses of polices about road accident and road safety. The tables attached to this section identified the risky zones of road accidents in both Dhaka and Chattogram city.

5.2.1 Road Accident Zone

In Dhaka city, the police identified EPZ Junction, Sadarghat, Gulistan, 300 Feet, Highway, Gabtali, and Mawa Road as the most accident-prone areas. Conversely, in Chattogram city, the police highlighted EPZ Junction, New Bridge, Chattogram Express Way, and the Comilla Zone as the areas with the highest incidence of accidents. Comparatively, both cities face challenges with road safety in key areas such as EPZ Junction, indicating the need for targeted interventions and enforcement measures to mitigate accidents and improve safety conditions. Responses of Polices about the Causes of road accidents

5.2.2 Causes of Road Accidents

Table 5.2.1 Causes of Road Accidents by the Polices of Dhaka and Chattogram

Major causes of road accidents in Dhaka city	Major causes of road accidents in Chattogram city
1. Reckless speed of motor cycle	1. Lack of foot over bridge in highway
2. Picking up huge passengers	2. Lack of service lanes in highway and lack of digital traffic system
3. Not giving sides to reach fast	3. Road design without field survey
4. Engaging young adults in driving	4. Engaging young adults in driving
5. More use of laguna or autorickshaw	5. Lack of safety in train-crossing zone
6. Driving at reckless speed	6. Driving at reckless speed, and in highway, three-wheeler & local buses cause clash with big buses
7. Overtaking	7. Overtaking and lack of dividers
8. Overloading of goods in trucks	8. Overloading of goods in trucks
9. Drivers don't take rest	9. Drivers don't take rest
10. Road route signs and route marking drivers do not understand	10. Unaware about traffic law & uneducated drivers
11. Limited parking arrangements	11. Illegal parking & misuse of power
12. There are not enough sidewalks	12. No use of footover bridge
13. Recursive turning	13. Road cutting and avoiding repair
14. Inexperienced driving	14. Population density & Careless pedestrians
15. Longtime driving from 4 am to 10 pm	15. Longtime driving & Driving with drug
16. Having all kinds of vehicles on one road	16. Vehicles without machine & unfit vehicles
17. Careless pedestrians	17. No integration between driver, owners and traffic police
18. Lack of driver training	18. Lack of driver training & fitness license provided without inspection
19. Corruption of BRTA	19. Corrupted license process & lack of integration between BRTA and traffic police
20. Driving competitively	20. Lory driving by helper
21. Disobey traffic laws	21. Disobey traffic laws & driving license takes longtime
22. The sidewalk is empty	22. Occupied roads and footpaths

Source: Field data 2024

The Table 5.2.1 presents the major causes of road accidents as identified by the police authorities in Dhaka and Chattogram cities. Here's an analysis of the data with a comparison between the two cities. In summary, both Dhaka and Chattogram police authorities identified various factors contributing to road accidents. While some causes are common to both cities, such as reckless driving, lack of rest for drivers, and overloading of vehicles, there are also city-specific factors highlighted, reflecting the unique challenges faced in each location. Additionally, there are some causes mentioned in one city but not the other, indicating variations in priorities or issues of concern between Dhaka and Chattogram.

In-depth Interview with Journalists

5.3 Introduction

This section incorporates data from the journalists of both Dhaka and Chattogram city. Data have been organized under various themes including the role of TV/radio, the role social media, the role of newspaper, impact of misinformation published by the media, challenges of media in producing programs related to road safety and finally the causes of road accidents.

5.3.1. Role of Radio and Television on Road Safety Issues

Road accidents in Bangladesh are often caused by factors such as lack of seat belt usage and overcrowding on motorcycles. Most of the journalists of both Dhaka and Chattogram focused on the positive role of TV. However, one journalist of Chattogram said,

“Although people in developed nations like America often rely on radio for weather updates and news concerning traffic and safety, the role of radio in Bangladesh regarding these matters is not significant.”

As the role of radio is not that significant, they mostly talked about the role of television. According to them, television broadcasts numerous programs focusing on various aspects of road safety, including accident reports, causes, preventive measures, and systemic issues like corruption and infrastructure flaws. One representative from Dhaka mentioned the importance of detailed statistical analysis of incidents to be broadcasted on TV. However, they suggested a number of recommendations on the improvement of the role of TV regarding traffic and road safety related issues. These include broadcasting research-based knowledge, conducting awareness programs for both drivers and passengers, and organizing face-to-face interactions to address concerns directly. One journalist said

“Programs should be tailored highlighting the impact of accidents on families”.

This might create fear appeals among the drivers and passengers. Additionally, there’s a call for increased emphasis on compliance with traffic rules, punishments for violations, and tailored programs for different road types (highways and local roads) and demographics, including marginalized communities. Television can play a pivotal role in achieving these goals by expanding talk shows, producing documentaries, drama, miming and incorporating continuous news updates on road safety issues. One representative from a Bangla newspaper in Dhaka mentioned that talk shows should specifically cover information related to urban planning and road construction. Besides, expert opinion related to road safety issues should be broadcasted. The following Table shows the list of recommendations regarding the role of TV on Road safety issues.

Table 5.3.1 Ways to Improve the Role of TV in Road Safety Issues

Sl. No.	Ways to Improve the Role of TV in Road Safety Issues
1.	Broadcasting research-based knowledge on road safety.
2.	Conducting awareness programs for both drivers and passengers.
3.	Organizing face-to-face interactions to address concerns directly.
4.	Tailoring programs to highlight the impact of accidents on families, while being cautious of fear appeals.
5.	Emphasizing compliance with traffic rules and punishments for violations.
6.	Developing tailored programs for different road types (highways and local roads).
7.	Creating programs targeted at specific demographics, including marginalized communities.
8.	Expanding talk shows to discuss road safety issues, urban planning, and road construction.
9.	Producing documentaries to raise awareness about road safety.
10.	Incorporating continuous news updates on road safety issues into TV programming.
11.	Generating awareness through advertisement.
12.	Telecasting news focusing on new rules of BRTA.

Source: Field data, 2024

5.3.2 Role of Social Media in Promoting Road Safety with Suggestions

Almost all the journalists of both Dhaka and Chattogram firmly believe that in this age of social media, there are abundant opportunities to generate public awareness like never before. Rules regarding pedestrian use of sidewalks, zebra crossings, and footbridges can be disseminated effectively through visual content such as pictures. A representative of Bangla Tribune from Dhaka stated that-

“Community based pages can be developed where various road-accident related incidents can be shared for awareness generation.”

Various social, voluntary, and individual organizations can share awareness message videos on their respective pages from different locations. One representative of Channel24 from Chattogram made a negative comment regarding the role of social media. He stated that-

“Since social media lacks collective responsibility, its role is fragmented.”

However, most of the journalists of both Dhaka and Chattogram showed positive attitudes towards the role of social media in promoting road safety issues. One journalist of Chattogram from Dainik Juganotor made a very positive remarks about the role of social media. He stated that-

“Nowadays, people often learn about events through social media before any other medium, making it a primary source of information for many. Consequently, significant reliance has been placed on this platform. Its importance regarding safe roads cannot be understated.”

Another journalist stated-

“Social media is often the first to break news, with small pictures or videos easily accessible on anyone's mobile phone. Due to a manpower crisis in professional media, social media has become a convenient platform, reaching a large audience rapidly.”

The role of young content creators has been acknowledged by a journalist from Dhaka who stated that, younger generation has been actively creating numerous contents on social media, with this activity expanding steadily. Given that people are highly engaged on social media, it should be regarded as a fitting platform for promoting safe roads. Though one journalist of Dhaka said that the information shared in social media does not have the credibility, the rests have been very positive about the role of social media which have been summarized in the following Figure-

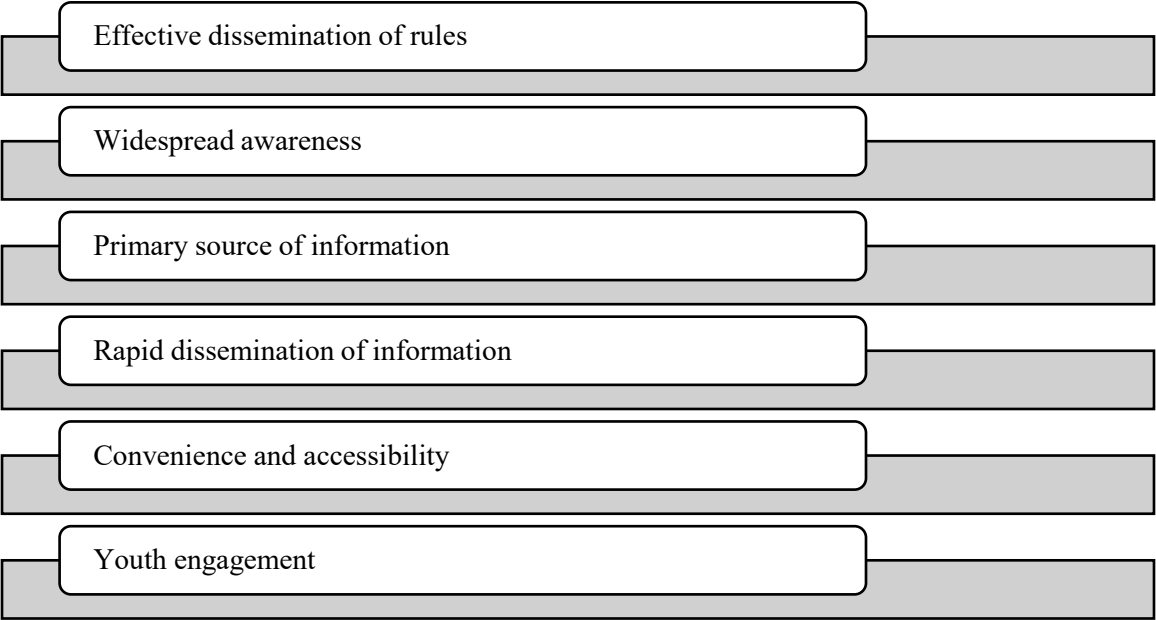


Figure 5. 3. 1 The Role of Social Media in Promoting Road Safety
Source: Field data, 2024

However, journalists of both Dhaka and Chattogram have suggested a few recommendations to improve the role of social media. According to them, proper utilization of social media is crucial for presenting public issues accurately. They also stated that social media platforms can be used to craft and promote awareness programs aimed at reducing accidents and saving lives. Short dramas can be posted in social media addressing regional issues, presented in respective regional languages which can raise awareness among drivers. This platform can teach road and traffic rules to children through creating effective content from an early age. However, authorities should issue warnings against promoting bike races or road accidents on social media. They also suggested that government or relevant ministries can utilize social media to publicize Safe Road programs. Popular representatives or celebrities engaging in promoting road safety can generate significant awareness nationwide.

Besides, individuals residing in different areas can highlight road issues in social media, contributing to policy-making efforts. People should draw attention away from viral issues and focus on matters of public importance. Ministry of Roads and other concerned authorities should publicize significant accidents on social media and can raise awareness among many people. Content prepared by the government or deemed of public importance can be promoted more

effectively on social media platforms. Finally, youth can contribute significantly by producing documentaries addressing road safety concerns, such as accidents during Eid, driver fatigue, speeding, failure to adhere to traffic laws, neglecting seat belt usage, and reckless crossing of roads.

Table 5.3. 2 Ways to Improve the Role of Social Media in Road Safety Issues

Sl. No.	Ways to Improve the Role of social media in Road Safety Issues
1.	Utilize social media for accurate presentation of public issues.
2.	Craft and promote awareness programs on social media to reduce accidents and save lives.
3.	Post short dramas on social media addressing regional issues in respective regional languages to raise awareness among drivers.
4.	Use social media to teach road and traffic rules to children through effective content from an early age.
5.	Issue warnings against promoting bike races or road accidents on social media.
6.	Government or relevant ministries can publicize Safe Road programs using social media platforms.
7.	Engage popular representatives or celebrities in promoting road safety to generate significant nationwide awareness.
8.	Encourage individuals residing in different areas to highlight road issues on social media to contribute to policy-making efforts.
9.	Redirect attention from viral issues to matters of public importance on social media.
10.	Publicize the root causes of significant accidents on social media to raise awareness among many people.
11.	Promote content prepared by the government or deemed of public importance more effectively on social media platforms.
12.	Encourage youth to produce documentaries addressing road safety concerns, such as accidents during Eid, driver fatigue, speeding, failure to adhere to traffic laws, neglecting seat belt usage, and reckless crossing of roads.
13.	Community based pages can be developed.
14.	Social movements should be formed to protest against road accidents.

Source: Field data, 2024

5.3.3 The Role of Newspaper in Promoting Road Safety

All the journalists of both Dhaka and Chattogram city agreed upon that newspapers play a crucial role in raising awareness for safe roads by reporting accidents and providing comprehensive coverage of road-related issues. They collect information on road accident statistics, encouraging people to become educated, aware, and law-abiding citizens. Newspapers also showcase road management practices from developed countries, offering insights into accident prevention. One journalist stated that –

“Organizations such as the Road Safety Foundation and the Accident Research Institute (ARI) of Bangladesh University of Engineering, along with newspapers, are dedicatedly

disseminating this information. Through these publications, readers can gain insights into the frequency of accidents and the resulting fatalities.”

One journalist of Dhaka stated that people can draw the attention of concerned authorities through writing a letter in the newspaper. Newspaper is the strongest medium in this sense.

5.3.4 Ways to Improve the Role of Newspaper

Journalists of both Dhaka and Chattogram have proposed several recommendations to enhance the role of newspapers in promoting road safety. They emphasize the need for thorough coverage of accidents, revealing the level of negligence involved to raise awareness among authorities and readers. A journalist of Jamuna Television from Chattogram suggested that

“newspapers should go beyond mere reporting the incidents”.

They should publish the investigation reports of probable accident causes, highlight victims' plight, expose law enforcement failures, and address the impunity of wrongdoers. As one journalist of Dainik Jugantor stated that- “If each accident can be reported thoroughly, revealing the level of negligence involved, I believe that both the concerned authorities and the readers will be stirred, leading to increased awareness.” Besides, disseminating positive information and stories can complement this coverage and positively influence road user behavior, as stated by one journalist from Dhaka. Newspapers can contribute to fostering adherence to rules among drivers, passengers, and pedestrians, thereby enhancing traffic management. They can address marginal and regional-level road safety issues to positively influence behavior and contribute to better traffic management. To enforce laws, newspapers can convene regular roundtable meetings involving researchers, stakeholders, and policymakers to identify weaknesses and propose solutions. They also have the opportunity to conduct programs featuring government officials to raise awareness and ensure punishment for lawbreakers.

Follow-up reporting on accidents is crucial to convey the consequences of road accidents and the importance of road safety to the public effectively. By addressing marginal and regional-level issues, newspapers can positively influence behavior and contribute to better traffic management through their broadcasts. Overall, these recommendations underscore the vital role newspapers can play in promoting road safety through comprehensive coverage, investigative journalism, positive information dissemination, advocacy, and follow-up reporting. The suggestions provided by the journalists of both Dhaka and Chattogram can be summarized in the following way:

Table 5.3. 3 Ways to Improve the Role of Newspaper in promoting Road Safety

1.	Thorough Reporting: Journalists suggest that newspapers should go beyond merely reporting accidents and cover them thoroughly, revealing the level of negligence involved to stir awareness among authorities and readers.
2.	Investigative Coverage: It's crucial for newspapers to investigate the causes of accidents, highlight the plight of victims, underscore the consequences of negligence, expose law enforcement failures, and address the impunity of wrongdoers. Disseminating positive information and stories alongside such coverage can yield desired benefits.
3.	Positive Information Dissemination: Newspapers should spread positive information and stories regarding road safety, as mass media has the potential to positively influence the behavior of drivers, passengers, pedestrians, and traffic management.
4.	Address Marginal and Regional-Level Issues: By addressing marginal and regional-level road safety issues, newspapers can positively influence the behavior of road users and contribute to better traffic management through their broadcasts.
5.	Advocacy and Awareness: Newspapers can convene regular roundtable meetings involving researchers, stakeholders, and policymakers to identify weaknesses and propose solutions for road safety. Additionally, conducting programs featuring government officials can help raise awareness about rules and ensure punishment for lawbreakers, advocating for exemplary punishment for drivers involved in accidents.
6.	Follow-Up Reporting: Newspapers should provide adequate follow-up or remedial action after reporting accidents, conveying powerful messages to the public about the consequences of road accidents and the importance of road safety.
7.	Publishing Positive Stories: By highlighting positive stories related to road safety, newspapers can contribute significantly to fostering a culture of safety among road users and improving traffic management.
8.	Letter Writing: People can write letter to draw the attention of concerned authorities to solve various problems of their areas related to road accidents.

Source: Field data, 2024

5.3. 5 Impact of Media Misinformation on Road Safety

Almost all the Journalists of both Dhaka and Chattogram have highlighted the negative impacts of media misinformation on road safety issues while also recognizing the importance of presenting real facts to strengthen media credibility and alert audiences to the dangers of unsafe roads. They identified competition among media outlets as a major reason behind the dissemination of misinformation. Each correspondent strives to be the first to deliver information, leading to inaccuracies in reporting, especially in major accidents where casualty numbers vary across sources. One female journalist from Dhaka stated that journalists often overestimate the cases out of emotion. This inconsistency can confuse as well as mislead readers, and undermine the credibility of newspapers. Additionally, misinformation can have serious consequences, such as unjustly implicating innocent individuals and allowing actual criminals to evade justice. However, two journalists from Dhaka expressed similar opinion about misinformation. According to them- "Misinformation cannot misguide audience as audience has

their own sentiments and they love to stick to their own sentiments.” The rest acknowledged the chaotic situation regarding misinformation published or broadcasted by the media.

5.3.6 Strategies for Reducing the Publication of Misinformation on Road Accidents in Newspapers

Journalists of both Dhaka and Chattogram city have proposed several ways to reduce the impact of misinformation on road safety issues. They emphasize the significance of accurately determining the causes of accidents, recognizing that attributing accidents solely to factors like driver fatigue or reckless driving without being eyewitnesses may overlook underlying reasons. To address this, installing CCTV cameras on highways is suggested as a means to verify the causes of accidents and ensure that real facts are revealed, thus facilitating appropriate action.

Additionally, journalists stress the importance of prioritizing objective and accurate reporting amidst competition in publishing news. They acknowledge the challenges in determining exact numbers of passengers in incidents like ferry or boat sinking or bus accidents in canals and recommend that reporters refrain from providing specific numbers in such cases to avoid spreading misinformation. These recommendations aim to enhance media credibility and promote accurate reporting on road safety issues. Thus, three major remedies that they mentioned are as follows:

Table 5.3.4 Ways to Reduce Reporting Inaccurate Information

1.	Installing CCTV cameras on highways to verify causes of accidents and ensure accurate reporting.
2.	Prioritizing objective and accurate reporting amidst competition in publishing news.
3.	Refraining from providing specific numbers in incidents where passenger counts are challenging to determine accurately.

Source: Field data, 2024

5.3.7 Challenges in Media Programs for Road Safety

Journalists of both Dhaka and Chattogram city have highlighted various challenges regarding producing media programs on road safety issues. These include, developing and promoting media programs for safe road management require adequate funding. Challenges include the lack of interest from concerned authorities, patronage, government encouragement, positive cooperation from organizations, and coordination among stakeholders. Quality Programs and Skilled Workers: Major hurdles involve creating quality programs and training skilled media workers. Challenges also include the lack of funding or sponsors, diminished interest in such programs, media houses' reluctance to invest in research and production, and a shortage of skilled producers.

There's a shortage of manpower in media, and collecting accurate information is challenging due to discrepancies among sources. Comprehensive research on cities and highways is lacking. Media often prioritize advertisements, leading to the omission or shortening of news items.

Negotiations with media outlets and contracts for public awareness advertisements can help address this issue. Incidents often go unnoticed until they occur. For instance, actor Elias Kanchan organized 'Nerapada Sadak Chai' following the death of his wife. Therefore, they highlight the need for continuous reporting on safe roads to raise awareness among the general public.

5.3.8 Causes of Road Accidents as Identified by the Journalists of Both Dhaka and Chattogram

Journalists of both Dhaka and Chattogram City have identified various causes of road accidents which have been listed below (see Figure 5.3.2):

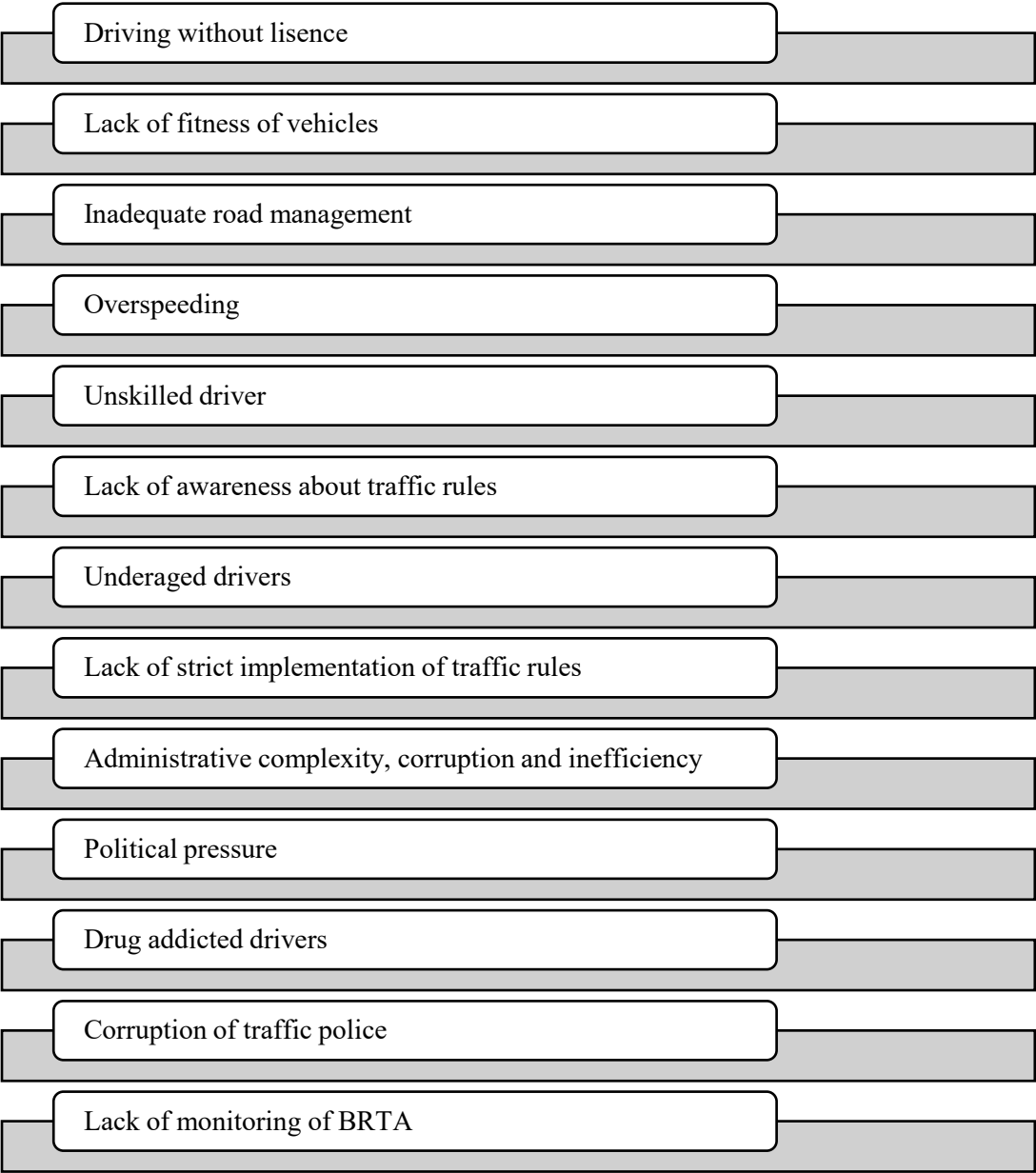


Figure 5.3.2 List of the Causes of Road Accidents
Source: Field data, 2024

Focus Group Discussions (FGDs)

5.4.1 Focus Group Discussion with Press Club

A separate FGD was taken from the journalists of the Chattogram press club in which Officials from NIMC, journalists, rights activists and the research team participated. Respondents emphasized the preventable nature of most road crash deaths and injuries in Bangladesh. They highlighted the limited information provided by media reports on crash causes and prevention, urging media to raise awareness. Two separate meetings were held under NIMC's research project, discussing the role of media in promoting road safety.

Discussions included training, fellowships, and improving professional skills. The causes of road crashes, role of drivers, authorities, and traffic laws were deliberated, stressing the need for science-based journalism to address road safety as a public health issue. The journalists of the Press Club gave opinions on organizing training, providing fellowships, giving awards to leading journalists, and arranging follow-up workshops for increasing professional skills on road safety (Bangladesh Post, 2024). The respondents said that engaging the media to disseminate information can help prevention activities, particularly when road crash is considered as public health issue.

Journalists in their opinion said that BRTA's lax licensing practices, influenced by corruption, urgently require control. Collaboration among government agencies is essential for addressing road safety. One of the respondents said,

“There's a need for consensus-building within the government to enhance media programs on road safety. Media collaboration with authorities can improve public awareness and ensure road security. Increased media coverage of accidents puts pressure on the government to act. However, there's government pressure to minimize coverage to reduce perceived risk”.

In terms of political role, respondents said that strong political commitment is needed to ensure road safety; also, transparency and accountability issues among drivers contribute to reckless behavior. They highlighted another problem is that, media programs should address the economic and psychological toll on affected families. Besides, digital support is lacking in traffic management, hindering administrative efficiency. Therefore, advanced technology and digital systems are necessary for effective road management. Another respondent addressed few urgent issues for road safety,

“Enhanced training programs for drivers, police, officials, and the public are urgently needed. The lack of special lanes for shipping vehicles in Chattogram exacerbates traffic issues. Even strong monitoring systems are needed to combat extortionists with security force connections.”

The respondents also claim that limited budget allocation for road safety hampers manpower utilization. Journalists face risks covering criminal activities and corruption, necessitating risk reduction measures for improved reporting quality. They proclaimed that yearly prizes for high-risk work can incentivize improved road security efforts; journalists require more freedom and

less editorial control for comprehensive reporting; and diversifying media content through drama, movies, and other programs can enhance public awareness on road safety.

5.4.2 Focus Group Discussion with Proshika Centre

Another FGD was conducted with members of the NGO Proshika, who highlighted various problems and causes behind the rising rate of road accidents. They also proposed several suggestions for enhancing road safety and improving media programs on the topic.

- It was noted that there is a lack of foot over bridges equipped with escalators for people with special needs, necessitating the construction of such facilities.
- The poor and corrupt licensing system is a major contributor to mismanagement in the road sector, calling for urgent reforms.
- Many inexperienced drivers only drive to escape poverty, highlighting the need for poverty reduction policies.
- Narrow roads and inadequate construction contribute to traffic congestion, while heavy workloads lead drivers to fatigue and increase the risk of accidents.
- Transportation corporations provide insufficient training for drivers, requiring more effective and efficient training programs.
- Lack of education among drivers hampers their ability to understand road signs, emphasizing the need for standardized educational qualifications and mandatory driving education.
- Powerful individuals often flout traffic rules, undermining discipline in the road sector. Traffic police face excessive workloads and must be provided with adequate rest and staffing to maintain road safety effectively.
- Respondents stressed the importance of prioritizing the development of road management systems and enforcing laws to deter rule-breaking behavior.
- They emphasized the crucial role of public awareness in maintaining road safety and suggested increasing media coverage, especially through TV, talk shows, and social media platforms.
- They highlighted the need for follow-up coverage on accidents and advocated for the creation of more programs for television and social media platforms.

One of the respondents said, "We need to prioritize the development of the road management system. People exploit the culture of rule and law-breaking, which should be controlled. To raise public awareness, strict enforcement of the law could be effective because people fear punishment for breaking the rules. Otherwise, we will not achieve positive results."

Content Analysis

5.5 Introduction

This section attempts to analyze two Facebook pages which are related to make people aware about road accidents and road safety issues. These two pages include “Nirapod Shorok Chai” and “Bangladesh Road Transport authority (BRTA)”.

5.5.1 Nirapod Shorok Chai

A Facebook page named “Nirapod Sharak Chai” has been created with the intention of informing people about various issues related to road accidents, deaths, and injuries. Additionally, the page shares information regarding traffic rules and regulations, the road crossing system, guidelines about metro rail use, and more. The researchers collected information on 16th March’ 2024. Thus, the data provided is accurate only up to March 16, 2024, and any developments or changes occurring after that date are not reflected in the analysis.

Table 5.5.1 Types of Information and Reaction to these Information

	Number of news	Sad	like	Love	Care	Angry	Total reactions	Total followers
Road accident	2	271 (71.1%)	109 (28.6%)	1 (.3%)			381 (100%)	
		(0.41%)	(0.17%)	(0.00%)			(.58%)	66000
Death and injury due to road accident	7	1058 (91.02%)	99 (8.5)	4 (.4%)		1 (0.08%)	1162 (100%)	
		(1.60%)	(.15%)	(.006%)		(.001%)	(1.8%)	66000
Awareness generation	5	15 (8.2%)	123 (66.8%)	44 (23.9%)	2 (1.10%)		184 (100%)	
		(.02%)	(.19%)	(.06%)	(.003%)		(.28%)	66000
Total	14	1344 (77.8%)	331 (19.2%)	49 (2.8%)	2 (.13%)	1 (.07%)	1727 (100%)	
		(2.03%)	(.50%)	(.07%)	(.003%)	(.001%)	(2.61%)	66000

Source: Facebook (Jan and Feb, 2024)

Note: a. The Table is based on information collected on March 16, 2024

b. The Percentage of the second row is based on total followers

The above table shows that during the months of January and February, a total of 14 incidents and related information were shared on the page. The majority of the shared information pertained to deaths and injuries caused by road accidents. Among the page's 66,000 followers, only 0.5% reacted to posts about road accidents. The total number of reactions amounted to 381, with 71% of followers giving sad reactions and 29% liking the posts.

Furthermore, a total of 7 news articles were posted on the page regarding deaths and injuries caused by road accidents. Out of the 66,000 followers, only around 2% reacted to these posts. The page made a total of 1162 posts, of which 91% received sad reactions, compared to only 0.001% of angry reactions. This indicates that people tend to express sadness rather than aggression towards the concerned authorities. The page also contains 5 news articles related to awareness generation. Out of 184 reactions, 66% of followers liked these posts, which represents only 0.2% of the total followers.

5.5.3 Bangladesh Road Transport Authority (BRTA)

The Bangladesh Road Transport Authority (BRTA) is a Facebook page that informs people about various rules and services provided by the BRTA. The following Table consolidates the information posted during the months of January and February.

Table 5.5.2 indicates that a total of 6 news posts were shared on the Facebook page, all of which were informative. It is evident from the table that people predominantly liked these posts. Out of 493 reactions, 97% were "Like" reactions to the post posted on January 6, 2024, regarding BRTA, DNP, and DRC checker apps. A few loved this post (2.4%), and a very insignificant number of followers gave a "care" reaction (0.41%). Among the 44 comments on this post, all were positive, with more queries about other apps. No negative comments were found. Similarly, for the post on January 9, out of 168 reactions, 99% of followers liked the post. Unfortunately, this represents only 0.09% of the total followers. Out of 8 comments, two asked for solutions to the problems they were facing, but no negative comments were found. A similar trend was observed in other posts. More than 90% of followers liked the posts on January 16, February 6, and February 28. However, for the post on February 18, 80% of followers liked it which is not less. Interestingly, on the post from January 16, which was about the services of BRTA, there was one "Ha Ha" reaction, and two followers made fun out of frustration, with one indicating corruption at BRTA and another commenting,

"It's been two years since I haven't received my driving license."

Table 5.5.2 Data of Bangladesh Road Transport Authority (BRTA) Facebook Page (Jan-Feb)

	6 posts	Sad	like	love	Care	Angry	Ha Ha	Wonder	Total Reactions	Total followers	Share
1. Informative (6 posts)	Post Jan 6		479	12	2				493	1,80,000	47
			97%	2.4%	0.41%				100%		
			0.27%	0.007%	0.001%						
	posts Jan 9		166	2					168		13
			98.8%	1.2%					100%		
			0.09%	0.001%							
	posts Jan 16		130	10			1		141		18
			92.2%	7.1%			0.71%				
			0.07%	0.006%			0%				
	Feb 6		296	6				1	303		16
			97.7%	1.9%				.33%			
			0.16%	.003%				0%			
	Feb 18		200	10			40		250		31
			80%	4%			16%				
			0.11%	0%			0.02%				
	Feb 28		2100	36			5		2141		123
			98%	1.7%			0.23%				
			1.17%	0.02%			0%				

Source: Facebook (Jan and Feb, 2024)

Note: a. The Table is based on information collected on March 16, 2024

b. The percentage of the first row is based on total reactions and the percentage of the second row is based on total followers.

Though 98% of the 303 followers liked the post from February 6, which was about how to get a driving license more easily, 9 comments showed aggression toward this post as many were yet to receive their license due to various complexities, and one tried to insult in the comment. One follower commented as follows:

"Sufferings of the general people and corruption of BRTA will never stop. Social movement is badly needed to ensure justice."

The post from February 18 was related to getting a driving license within a day. Though 80% of followers out of 250 reactions liked it, one follower expressed surprise by giving a "Wonder/Wow" reaction. However, many didn't believe this news; out of 23 comments, 13 expressed frustration. The post from February 28 was related to various services of BRTA that could save time. Though 98% out of 2141 reactions liked it, the comment section showed 10

frustrating comments followed by 12 queries and 9 problems. One follower commented as follows: "You cannot give a driving license. The slowest service ever in Bangladesh." However, these posts are highly vital as many people became aware of the services of BRTA. Many people get answers to the queries they make in the comment sections. But the frustrating part is that the reactions of the followers are too few compared to the total number of followers (see the chart below).

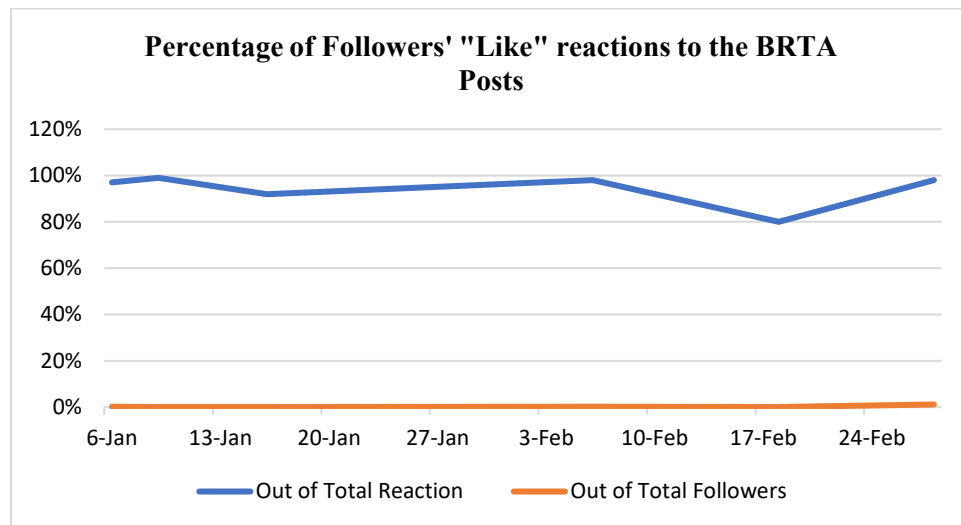


Figure 5.5.1 Percentage of Followers' "Like" Reactions to the BRTA Posts

Source: BRTA page on Facebook (Jan-Feb, 2024)

Key Informant Interviews

5.6 Introduction

This section presents data collected from some media expertise and from the representative of concerned authorities. Thematic analysis has been done under two major themes ‘causes of road accidents’ and ‘the role of media in promoting road safety’. Description of the Key Informant Interviewees are as follows:

Table 5.6.1 Profile of the Key Informant Interviewees

Name	Designation	Institution
Dr. Md. Asif Raihan	Associate Professor	Accident Research Institute, BUET
Professor Dr. Junaid Halim	Chairman Film and Television Department	Jagannath University
Dr. Asraful Alam	Chairman Department of Mass Communication and Journalism	Jagannath University
Md Jahirul Islam	Deputy Secretary Road Transport and Highways division	Ministry of Road Transport and Bridges
Md. Aftab Uddin Masud	Joint Secretary	Dhaka Sarak Poribahan Malik Samittee

5.6.1 Causes of Road Accident

Key informant interviews have identified several reasons for road accidents, which have various dimensions. Some causes are macro-level, while others are micro-level. These causes are related to various stakeholders, so they have been categorized accordingly. Most of the causes of road accidents are attributed to drivers. Key informants mainly highlighted unskilled drivers, driving without a license, excessive workload, lack of training and social education among drivers, drug addiction among drivers, and underage driving as major causes of road accidents.

Long driving hours without adequate rest is another major reason identified by almost all the key informants. Prof. Dr. Junaid Halim stated, "The profit motive of transport owners does not ensure adequate rest for drivers. As a result, drivers on long routes become fatigued and may feel sleepy while returning, leading to accidents."

There is also a significant burden on pedestrians who may not be aware of traffic rules and regulations. Prof. Dr. Junaid Halim mentioned, "People tend to violate rules due to a lack of awareness and a careless attitude towards their safety. They prioritize crossing the road however they can without considering the consequences."

Lack of awareness among both drivers and pedestrians has been highlighted by other interviewees as well. According to Prof. Halim, "Our school curriculum lacks topics related to road safety and accidents. Children learn road usage through common sense and observation without understanding road discipline." In addition, a joint secretary of *Dhaka Sarak Poribahan Malik Samittee* said "Road accidents are mainly caused by availability of mixed-speed traffic in highways, lack of training for drivers, recruitment of unskilled drivers, providing driving license to the unskilled drivers due to corruption." He also stated that the working hour of the drivers is not properly regulated and since they have to drive with heavy workload, a portion of drivers engage in taking drug that cause accidents. Furthermore, the lack of family and social education contributes to the ignorance of road users and drivers regarding traffic rules and policies. Additionally, conflicts between road users, such as passengers, drivers, and conductors, persist due to the absence of authority to regulate transportation fares, driven by the profit motive of transport owners.

Md Jahirul Islam pointed out that problems exist at both micro and macro levels. Overpopulation and flaws in the transportation and road management system are two macro-level issues highly responsible for road accidents. Prof. Junaid Halim also highlighted corrupt practices within the road transport authority, profit motives of road transport businesses, extortion by local political representatives, and the failure of the concerned ministry to develop friendly and efficient transportation policies and communication systems as root causes of accidents.

A faulty transportation system and policies at the macro level are further compounded by corruption within the relevant authorities. Factors such as road design, material selection, and the load-bearing capacity of roads all contribute to road accidents. Prof. Halim emphasized that merely constructing roads is not enough; people must also be educated on how to use them properly. Dr. Md. Asif Raihan, a faculty member of the Accident Research Institute at BUET, states that "road accidents in Bangladesh are mainly caused by system failures, which do not ensure skilled drivers, appropriate licenses for drivers, effective fitness checks, or proper investigations. The most important cause of road accidents is the lack of a harmonious relationship between vehicle fitness, driving management, and pedestrian regulations." He also notes that "the BRTA organization has a very small number of officials to investigate vehicle fitness and licensing procedures. Only 16 officials are involved in checking vehicle fitness, which is very insufficient, leading to a recursive increase in crashes. Another problem is that the BRTA lacks proper planning to develop the road and vehicle management system, as they adopt short-term procedures instead of long-term solutions."

Finally, lack of political will has been identified as another major reason by a key informant interviewee. Prof. Junaid mentioned a past protest by school students against a road accident, which resulted in nine demands that remain unfulfilled, highlighting the lack of political action.

5.6.2 Role of Media in Promoting Road Safety

Key informant interviewees unanimously agreed on the crucial role of media in promoting road safety. The chairman of the Mass Communication and Journalism department emphasized the need for tailored content catering to each stakeholder.

Prof. Junaid highlighted audiovisual content as the most effective means of raising awareness among both literate and illiterate individuals about traffic rules. He noted the abundance of documentaries addressing road accidents and their consequences, along with the portrayal of post-accident struggles in films. He suggested that the government could provide grants to produce more films featuring renowned actors and actresses, enhancing the effectiveness of traffic safety awareness campaigns.

Md Jahirul Islam mentioned the efforts of the Bangladesh Road Transport Authority (BRTA) in creating documentaries and jingles, which are broadcasted on BTV and occasionally shared on their Facebook page. Additionally, BRTA is working to make road transport policies more user-friendly, enabling drivers to renew their licenses within a day. The implementation of QR codes has further streamlined processes for both drivers and traffic police. Collaboration with NGOs like BRAC and Nirapad Shorok Chai is also underway to promote road safety. Besides, in each district, Nirapad Shorok Committee is collaborating with the Union Nirbahi Officer and contributing to outline of their activities in promoting road safety.

Prof. Junaid identified four basic roles that media can play: to inform, educate, persuade, and entertain. He emphasized that media, particularly through entertainment, is a potent tool for instilling discipline and awareness of traffic rules among the public. The summary of the findings of the KIIs has been shown in the following Figure.

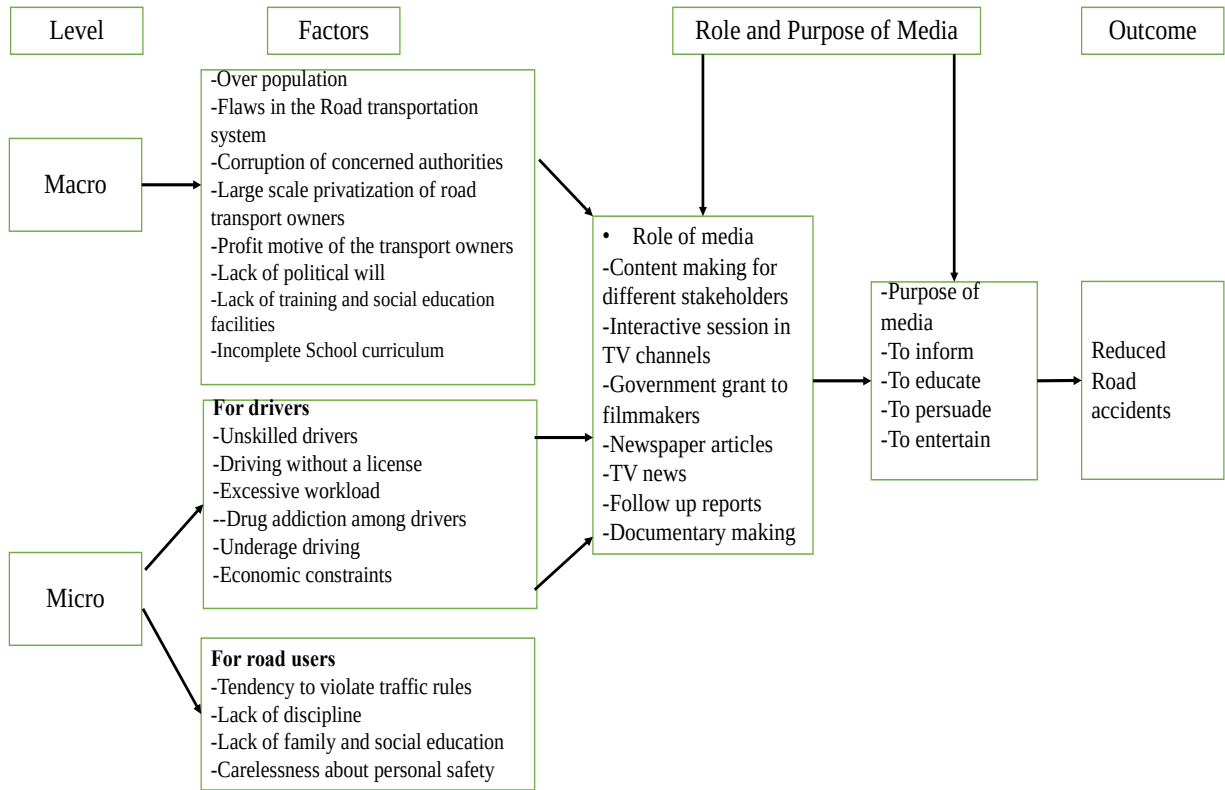


Figure 5.6.1 The summary of the Findings of the KIIls

Source: KIIls, 2024

Chapter 6: Discussions

6.1 Introduction

The objectives of the study are understanding the causes of road accidents, knowing the perceptions about road safety conditions and influential role of media on traffic awareness, addressing the behavioral and attitudinal changes through media campaigns, and figuring out the way-out strategies through mass media to ensure road safety. The results regarding those objectives are discussed here in which quantitative and qualitative data are aligned.

6.2 Causes of Road Insecurity and Unsafe Road Conditions

The survey study indicates that the majority of respondents in both Dhaka and Chattogram are young and higher educated. Most of the respondents belong to the age between 15 and 34, and the ratio of male and female is balanced in both cities. Since people of urban areas have to depend on transportation, regular road users are prevalent in both cities where occasional and rarely users are minimal. Among the road users, most of the urban people are pedestrian and passengers. A significant portion of respondents in both cities primarily use roads as passengers, with Chattogram exhibiting a higher prevalence. They have different experiences of road insecurity and unsafety with varied degrees because of different types of accidents. The data from drivers in Dhaka and Chattogram reveal that pedestrian accidents, vehicle crashes, and motorcycle accidents are common and prevalent across both cities, while the occurrence of other types of accidents may vary.

Road users in Dhaka express a greater sense of insecurity compared to those in Chattogram, with various factors contributing to this perception. Results reveal that more than a half of the road users feel unsafe in city roads and so, there is significant association between road users' feelings of unsafety and factors of traffic conditions such as non-compliance with traffic rules. In both cities, overpopulation, traffic congestions, and inadequate infrastructure were considered as dominant causes of road insecurity. Lack of pedestrian facilities, lack of public transport, poor traffic regulations, and poor road maintenance were found as prevalent causes of road unsafety for Dhaka city compared to the Chattogram which is significantly varied. The data from drivers in both Dhaka and Chattogram indicated that reckless driving by drivers and speeding, as well as unhealthy competition among vehicles, are reported as the most prevalent causes of road accidents.

In-depth interviews with traffic police in both cities identified common causes of road accidents, such as reckless driving, pedestrians' carelessness, driving under the influence of drugs, and restless driving. Interviews with journalists addressed several challenges related to road safety, including driving without a license, unfit vehicles, inadequate road management, over-speeding, lack of awareness about traffic rules, and corruption among traffic police. Polices addressed for both Dhaka and Chattogram that weak traffic rules, corruption among traffic police, poor traffic control system, and lack of corruption control are mostly responsible for road unsafety. Key informants mainly highlighted unskilled driving, driving without a license, excessive workload,

lack of training and social education among drivers, drug addiction among drivers, and underage driving, lack of discipline, and tendency to violate rules as the major micro causes of road accidents. They also addressed overpopulation, flaws in the transportation system, corruption of concerned authorities, privatizing of transportation with profit motive, and lack of political will as the macro causes of road insecurity. That means relative risks such as reckless driving, restless driving, drunken driving, pedestrians' carelessness and the attributable risks like poor traffic regulation, bribe taking, corrupt licensing system, and inadequate road management are prevalent (Gordis, 1996).

6.3 Road Accident Zones

A recent report published by Road Safety Foundation of Bangladesh identified at least 229 accident-prone areas on roads across the country of which 108 areas are extremely accident-prone while 121 areas are generally accident-prone (Road Safety Foundation, 2024). The most accident-prone areas include Dhamrai, Airport Road, Hanif Flyover, and Badda-Kuril Road in Dhaka; Singair in Manikganj; the Dhaka-Aricha National Highway; Kaliakoir in Gazipur; Mirershorai, Sitakunda, Potia, and Chandanaish in Chattogram; Ukhia in Cox's Bazar; Thanchi in Bandarban; Putia in Rajshahi; and Ullahpara in Sirajganj.

6.4 Influential Role of Media on Traffic Awareness

The survey research examines the influential power of mass media, comparing perceptions of media roles in road safety between Dhaka and Chattogram cities. In conveying road safety messages, media plays significant role in both cities. In both cities, Facebook has highest influential power followed by newspaper and television in disseminating messages on road safety among the road users. Since most of respondents are highly educated, they have more access to read newspaper and they can understand the perceived severity about the road safety messages released by Facebook and television. Furthermore, significant differences emerge in perceptions of media influence on road safety messages between the two cities, particularly for YouTube, billboards, and radio. It requires more improvement in billboards, YouTube, and FM radio

Most journalists in both cities express positive attitudes towards the role of social media in promoting road safety issues as a means to reduce risks. Significant differences emerge in the role of television for news coverage, policy advocacy, real-time traffic reports, and talk show programs between the two cities. Since those roles did not exceed fifty percent except the role of news coverage, the TV programs require more improvement. Moreover, television plays a significant role in broadcasting programs focusing on various aspects of road safety, including accident reports, causes, preventive measures, and systemic issues like corruption and infrastructure flaws. While perceptions vary for TV's effectiveness in promoting road safety initiatives, FM radio's role in emphasizing road safety programs is very limited in both cities.

Interestingly, a higher percentage of respondents in Dhaka acknowledge social media's role in providing real-time updates on road safety, compared to Chattogram. There is a divergence in opinions regarding social media's impact on promoting road safety movements, but a consensus

exists on media's effectiveness in informing pedestrians about safe road crossing practices. More significantly, social media platforms serve as primary sources of information, facilitating the rapid dissemination of rules, engaging youth conveniently, and promoting widespread awareness through awareness programs aimed at reducing accidents. Mostly social media plays strong role in both cities on dissemination of information about road safety, while awareness campaign is limited in both cities. It identifies significant differences in how social media is viewed for raising public movement, involving sharing experience, and providing real-time updates between the two cities.

Newspapers also show varied perceptions in addressing road safety issues, while there's a noticeable difference in actively seeking road safety information between respondents of the two cities. For Journalists, newspapers can also contribute significantly to raising awareness for safe roads through thorough reporting on accidents, investigative coverage, and follow-up reporting on accidents, while also publishing positive stories about the causes and effects of accidents and possible solutions. More importantly, the role of newspapers in reporting accidents and publishing statistical reports is highly influential among the readers of both cities.

However, the influential role of editorials addressing road safety, letter to editor, promoting traffic rules is very weak in both cities that must be addressed to improve. In addition, road users of both cities are highly affected by misleading information about road safety released from mass media. However, seeking road safety information by the road users is significantly differed by the cities. All over, television and newspapers are more concerned about the absolute risks (reporting on road accidents and relevant issues) than the relative and attributive risks (Gordis, 1996; Pratte, 1998) denoting that media programs must give more importance on the relative risks and attributive risks for awareness generations of the public.

6.4 Perceptions of Road Users about Road Safety Conditions

In many instances, the role of mass media in addressing road safety conditions varies significantly depending on the city. A higher proportion of road users in Dhaka city agree that the media sufficiently provide news about accidents and necessary suggestions for traffic regulations, which significantly differs from the perceptions of users in Chattogram. Conversely, a larger proportion of road users in Chattogram city agree that the media highlight signs and markings for road maintenance, significantly differing from Dhaka city's perception. Conversely, similar proportion of road users in both Dhaka and Chattogram agree that media frequently emphasizes the need to ensure the enforcement of traffic laws. Additionally, most road users in Chattogram express their opinion that the media emphasizes ensuring the enforcement of traffic laws, notices authorities taking action for road safety measures, and provides sufficient information for pedestrians about safely crossing roads, which significantly differs from the user's perception in Dhaka city.

The regression analysis examines perception ratings regarding the role of media in promoting road safety, revealing significant findings. It identifies positive relationships between the perception of media playing a role and various aspects of media influence on road safety.

Specifically, the perception that media plays a role significantly influences the belief that media sufficiently provide news about accidents, suggest traffic regulations, emphasize the need to enforce traffic laws, and promote social movements for road safety through viral news on social media. However, there are differences in perceptions between users in Dhaka and Chattogram cities. For instance, most users in Dhaka disagree with the view that media raise voices against reckless driving, while a higher proportion of road users in Dhaka agree that media provides information for pedestrians about safely crossing roads, significantly differing by city variation. Additionally, the perception of media's role positively affects the belief that viral news on social media promotes a social movement for road safety. These findings highlight the importance of understanding public perceptions in shaping media's impact on road safety promotion.

6.5 Behavioral and Attitudinal Change through Media Campaigns and Contents

The impact of media coverage about road safety on behavioral and attitudinal change is perceived differently between Dhaka and Chattogram. A larger proportion of road users in Chattogram agree that media coverage is effective in raising traffic awareness compared with the users in Dhaka city though the ratio is significantly differed by city variation. A significant difference was observed in the pattern of behavioral and attitudinal changes as outcome of media campaigns between the two cities. Results indicate that a higher percentage of respondents in Dhaka city reported positive changes, such as crossing roads carefully, commitment to improving safety, and not using phones while driving, compared to Chattogram. Conversely, Chattogram respondents showed lower percentages across these behaviors, while they improved in wearing seatbelts and crossing roads carefully—highlighting a significant disparity in the effectiveness of media campaigns between the two cities. However, both cities faced challenges in improving in limiting speed and taking initiatives against traffic rule violations. Respondents of both cities expressed more feelings of fear and shock regarding the effects of media coverage on road safety, while a fewer respondents expressed sadness, regret and empathy. In the content analysis of two Facebook pages, it was observed that the former elicited expressions of sadness rather than aggression towards authorities in response to road accident news. Conversely, minimal engagement was noted on the 'BRTA' page, with few followers reacting to news about road accidents. However, reactions on both pages reflected a range of emotions, including sadness, despair, frustration, aggression, and a sense of helplessness, indicating a perceived lack of solutions to address the issue. That means social media contents address lower fear appeals while accelerating sense of frustration and helplessness with low self-efficacy (Lapinski & Witte, 1998). Despite similarities in attention to certain aspects like motorcycle helmet use and pedestrian safety information between Dhaka and Chattogram, these patterns do not always reach statistical significance. Overall, these results emphasize the significance of city-specific dynamics and distinct media effects, such as viral content, in predicting media's role in road safety promotion.

Table 6.1 Summary of Survey Findings about Causes of Accidents, Media Role, Behavioral Changes Including Recommendations

Major issues	Prevalent causes of road insecurity		Suggested recommendations	Concerned authority
	Dhaka city	Chattogram city		
Prevalent causes of road insecurity	Overpopulation, traffic congestions, inadequate infrastructure, poor traffic regulation, lack of pedestrian facilities	Overpopulation, traffic congestions, inadequate infrastructure,	Overpopulation and traffic congestions must be controlled, infrastructural development, strong traffic regulation, and pedestrian facilities must be ensured	State policy/ Government/ Police Department/Roads and Highways
Influential role of media	Facebook is mostly dominant followed by TV and newspaper	Facebook is dominant followed by newspaper and TV	Need to increase utilizing billboards, YouTube, FM radio for campaigning road safety	Organizing training/ workshop/FGDs by NIMC for the improvement of the role of different media.
Prevalent role of social media	Dissemination of information, raising public movement	Dissemination of information	Need to update social media for awareness campaign, real-time updates, and sharing experience	NIMC/Information ministry for strengthening ICT
Prevalent role of TV	News coverage, TV talks shows	News coverage	Need to improve TV programs for policy advocacy, real-time traffic reports, and road safety awareness program	NIMC/ TV channels authorities/ Information ministry/ BRTA
Prevalent role of newspapers	Reporting on Accidents, publishing statistics on road accidents, editorials on road safety	Reporting on Accidents, publishing statistics on road accidents	Need to increase letter to the editor and promotion of traffic rules for both, Chattogram readers need to read more editorial analysis	NIMC/Journalists/ Editors and Owners of newspapers
Misleading information on road accidents	Encountering high misleading information	Encountering high misleading information	Need to provide correct information with proper investigation	NIMC/ Information Ministry and ICT/ Police department/ Journalists
Dominant media role about road safety	Media provides suggestions for traffic regulations, emphasizes	Media emphasizes ensuring enforcement of traffic laws, social	Media need to raise voices against reckless driving, highlight road signs & marking,	NIMC/ All types of Media organizations

	ensuring enforcement of traffic laws, TV news puts pressure on the authorities to take strict initiatives, social media promotes a social movement for road safety	media promotes a social movement for road safety	increase notices to take action about wearing motorcycle helmets, provide sufficient information for pedestrians about safely crossing roads, TV news need to give more pressure on the authorities to take strict initiatives against road accidents.	
Behavioral and attitudinal changes	Not using a phone while driving, crossing road carefully	wearing a seatbelt,	Need to increase media programs emphasizing limiting speed, decreasing tolerance about traffic rule violations, & adopting commitment to improving safety.	NIMC/ All media organizations/ Police department (traffic police)/

Source: Summary findings drawn from the results of quantitative data as presented in the previous chapter of data collection, developed by authors

6.4 Way out Strategies of Mass Media to Improve Road Safety

In terms of highlighting the major causes of road accidents and the perceived role of mass media in behavioral and attitudinal changes, qualitative studies such as in-depth interviews (IDI), key informant interviews (KII), and focus group discussions (FGD) primarily suggested strategies for mass media to improve road safety. In Dhaka city, police suggested training for traffic maintenance officers and the use of awareness-enhancing videos on social media to promote road safety. They also highlighted the need for increased awareness through billboards and advocate for a dedicated TV channel for road safety due to limited TV viewing time among drivers. Additionally, they propose the distribution of leaflets on road safety awareness and emphasize the importance of integrative and effective mass media programs. Conversely, in Chattogram city, police emphasized the necessity of regular road safety programs and increased media coverage on administrative corruption to effectively address road safety issues. They also call for more awareness programs on road safety through TV and YouTube platforms and advocate for heightened media coverage on traffic rules and road safety to elevate public awareness.

While both cities recognize the importance of media in driving awareness, there are differences in their specific suggestions and perceptions regarding the media's role and effectiveness in addressing road safety concerns. Drivers in both Dhaka and Chattogram cities propose various initiatives to improve road safety. These include enforcing stricter regulations on speeding and vehicle maintenance, addressing issues such as reckless driving and drug addiction among drivers, and tackling corruption within the traffic police force.

Table 6.2: Summary of Causes and Recommendations Derived from Qualitative Data

Interviewees	Prevalent causes of road insecurity		Major recommendations	Concerned Authority
	Dhaka city	Chattogram city		
Drivers	Reckless driving, speedy driving, drunken driving, desperate competition	Reckless driving, desperate competition, Traffic rule violation, careless road passing	Enforcing stricter regulations on speeding with digital controlling system, traffic rules need to be strictly maintained, utilizing social media and billboards, enforcement of valid police investigations, corruptions need to be tackled	BRTA/Police department/ Anti-corruption Commission / Department of Narcotics Control
Polices	Reckless speed, restless driving, overtaking, overloading goods, competitive driving, corruption	reckless & restless driving, drunken & competitive driving, corruption & misuse of power, unaware of traffic law, unsafe train-crossing zone	Need to increase media coverage on corruption, awareness programs on road safety through TV and YouTube, increase training for traffic maintenance, distribution of leaflets on road safety awareness	NIMC/Traffic Police Department/ Media organizations/ Anti-corruption Commission
Journalists	Over-speeding, lack of awareness about traffic rules, and corruption among traffic police.	over-speeding, lack of awareness about traffic rules, and corruption among traffic police.	Need to broadcast research-based knowledge, adopt strong political commitment for road safety, broadcast statistical analysis of incidents, upload short drama in social media, increase media coverage on traffic rules and management updates, enhance TV talk shows, update follow-up reporting on accidents in newspapers	NIMC/ Researchers/
Key Informants	Micro causes: unskilled driving, driving without license, excessive workload Macro causes: overpopulation, flaws in the transportation system, corruption and lack of political will.		need to increase interactive sessions on TV channels, create documentaries on road safety, publish newspaper articles on road safety, broadcast TV news updates on road insecurity	NIMC

Source: Summary findings drawn from the results of qualitative data as presented in the previous chapter of data collection, developed by authors

Additionally, suggestions are made to enhance infrastructure, improve pedestrian safety, and implement measures to control illegal activities on roads and footpaths. Drivers in both Dhaka and Chattogram cities emphasize the crucial role of media in driving awareness for road safety.

Proposed initiatives include utilizing social media and billboards to increase awareness, establishing a dedicated TV channel for road safety due to limited TV viewing time among drivers, and advocating for comprehensive media programs addressing traffic control and road safety issues. Additionally, there is a call for heightened media coverage on administrative corruption and traffic rules to enhance public awareness and promote safer road practices.

Journalists recommended several strategies to enhance the role of TV in addressing traffic and road safety concerns, including broadcasting research-based knowledge and conducting awareness programs for drivers and passengers. However, they cautioned against disseminating false information, recognizing its potential to unjustly implicate innocent individuals or aid criminals. Collaboration among government agencies and strong political commitment were highlighted by journalists as essential for effective road safety initiatives, alongside addressing transparency and accountability issues among drivers to curb reckless behavior.

Furthermore, journalists emphasized the importance of media programs addressing the broader impact of road accidents on families, including the economic and psychological toll. They also advocated for the adoption of advanced technology and digital systems for more efficient road management. Enhanced training programs targeting drivers, police, officials, and the public were deemed necessary to improve overall road safety. Proshika members echoed the need for improved training programs to enhance drivers' education and skills, while emphasizing the crucial role of public awareness campaigns. They recommended increasing media coverage, particularly through television, talk shows, and social media platforms, to effectively raise awareness about road safety issues. Key informants proposed several recommendations, including the need to increase interactive sessions on TV channels, publish newspaper articles about road safety issues, broadcast TV news updates on road insecurity, provide follow-up reports about road management, create documentaries on road safety, produce content for different stakeholders, and update educational curricula to include knowledge about road safety awareness.

Chapter 7: Conclusion and Recommendations

7.1 Conclusion

The survey study reveals that both Dhaka and Chattogram have a predominantly young, educated demographic with minimal gender disparity, although Chattogram shows a higher proportion of occasional road users. Despite this, both cities have a significant number of road users primarily functioning as passengers. Dhaka road users exhibit a heightened sense of insecurity compared to Chattogram, influenced by various factors including traffic congestion and lack of regulations. Interviews with traffic police and journalists in both cities highlight common causes of accidents and city-specific challenges, while discussions at the Press Club and Proshika emphasize concerns about licensing practices, training programs, and corruption. Both cities emphasize the importance of traffic rule enforcement, corruption control, and address specific challenges tailored to their local contexts.

The research explores the influential power of mass media in road safety, comparing perceptions between Dhaka and Chattogram. Both Dhaka and Chattogram cities face prevalent causes of road insecurity such as overpopulation, traffic congestion, and inadequate infrastructure. Additionally, poor traffic regulation and lack of pedestrian facilities contribute to the challenges of road safety in both cities. Addressing these issues is crucial for improving road safety and reducing accidents in urban areas. In both Dhaka and Chattogram cities, prevalent causes of road insecurity identified by drivers include reckless driving, speedy driving, and desperate competition. Police officials highlight factors such as reckless speed, restless driving, and corruption, while journalists emphasize over-speeding and lack of awareness about traffic rules. Key informants mention micro causes like unskilled driving and macro causes such as overpopulation and flaws in the transportation system, contributing to road insecurity in both cities. Addressing these multifaceted issues is essential for improving road safety and reducing accidents.

In both Dhaka and Chattogram cities, social media platforms, particularly Facebook, play a dominant role in disseminating information about road safety, while TV and newspapers also contribute significantly. However, newspapers in both cities are mainly focused on reporting accidents and publishing statistics rather than providing in-depth editorials on road safety. Both cities face challenges with encountering high levels of misleading information about road accidents across various media platforms. Despite this, the media's dominant role in promoting road safety includes providing suggestions for traffic regulations, emphasizing the enforcement of traffic laws, and promoting a social movement for road safety, particularly through social media. Moreover, notable behavioral and attitudinal changes observed among road users of Dhaka city include not using phones while driving and crossing roads carefully, and wearing seat belts is improved in Chattogram highlighting the effectiveness of media campaigns in influencing road safety practices. While other important factors such as limiting speed, decreasing tolerance about traffic rule violations and adopting commitment to improving safety were not improved in those cities. Various strategies have been proposed to improve road safety, including increased billboard awareness and the introduction of a dedicated TV channel in Dhaka due to limited viewing time among drivers. Similarly, Chattogram emphasizes regular safety programs and increased media coverage on corruption. Both cities advocate for heightened media coverage on

traffic rules and safety, with an emphasis on accurate reporting and collaboration among agencies. Additionally, advanced technology adoption and enhanced training programs are considered crucial, highlighting the nuanced approaches to addressing road safety concerns.

7.2 Specific Recommendations

- Ensure discipline in vehicle maintenance and public transport operations, alongside improvements in the traffic control system and installation of foot over bridges near bus stops.
- Pay attention to the mental fitness of drivers and the welfare of accident victims, providing training programs to enhance skills and awareness.
- Enforce stricter regulations to prevent the selection of license-less drivers, address issues like extortion, corruption, and illegal settlements on footpaths, and tackle corruption among the police force and journalists.
- Training for drivers is essential before providing license to the drivers.
- Training should be provided to the drivers at the risky zone areas. Driving test in those areas should be taken at particular interval and dope test of the drivers must be conducted at certain interval.
- Driver recruitment should be based on proper training, and training institution for the drivers and helpers should be increased. License should be provided through rigorous driving test.
- Separate lanes are maintained for diverse speed traffics and speed limits are strictly enforced for specific lanes and U-turns in the developed nations. Following this system, separate lane should be maintained for mixed-speed traffics or low-speed traffic and unfit vehicles should be banned in highways.
- Billboards should be properly maintained to display lane and route instructions like developed countries. Billboard with adequate guidelines regarding the safety measures should be installed well in advance beside the accident-zone areas.
- Road markings are designed to provide clear guidance to drivers, including directions for right and left turns in the developed countries. These markings are typically painted on the road surface and may include arrows indicating the direction of travel for each lane. This system of road marking particularly in the intersections should be improved.
- Vehicle safety standards are stringent in industrially developed countries with manufacturers required to meet federal safety regulations. We must maintain the vehicle safety standards while importing vehicles and regulations of traffic.
- Vehicle inspections should be strictly maintained, and old and faulty vehicles should be identified at regular intervals.
- Drivers' excessive workload should be minimized by increasing driver recruitment. Drivers' specific rights and responsibilities should be clearly defined and strictly enforced by law. Inadequate law and monitoring system for driving license should be revised for improving procedure of driving license.
- The maximum number of hours a driver can work per day should be strictly regulated, adhering to the current Motor Vehicle Act, which stipulates that a driver cannot drive for more than five consecutive hours and can drive for a maximum of eight hours a day with intermittent rest.

- Broadcast research-based knowledge on road safety to educate viewers about best practices and preventive measures of road accident.
- Training should be organized for the media reporters who are particularly assigned to report on road accident issues to enhance the dissemination of road safety news through media.
- Need to increase awareness programs by different media targeting both drivers and passengers to promote road safety awareness and responsible behavior.
- Increase awareness efforts through social media and billboards, distribute leaflets on road safety awareness, and establish a dedicated TV channel for road safety.
- Expand their content to include diverse programming formats such as talk shows, documentaries, and continuous news updates focused on road safety issues.
- Emphasize the necessity of regular road safety programs and media coverage on administrative corruption.
- Utilize social media to craft and promote awareness programs aimed at reducing accidents and saving lives, encourage community participation, and advocate for exemplary punishment for lawbreakers.
- Provide thorough and investigative coverage of road accidents in newspapers, highlighting negligence, victim plight, and law enforcement failures.
- Infrastructural and system development of BRTA through recruitment of adequate number of efficient officials is essential.
- Disseminate positive stories and information about road safety to counteract negative perceptions and promote a culture of safety among road users.
- Address specific concerns to BRTA such as corruption among traffic police, inadequate rest facilities for drivers, and limited parking space to improve overall road safety.
- Installing CCTV cameras on highways to accurately identify accident causes and improve reporting mechanisms.
- Automated enforcement measures such as traffic cameras should be available like other developed countries.
- Collaborate among government agencies, media outlets, and community organizations to implement effective road safety initiatives and sustain long-term improvements in road safety awareness and behavior.
- Tables 6.1 and 6.2 have underscored the pivotal role of NIMC in promoting road safety. NIMC could organize interactive sessions with relevant authorities across all forms of media to enhance their content and effectiveness. Additionally, NIMC should conduct workshops, training sessions, and round table discussions regularly to evaluate the performance of different media outlets, allocate resources, and monitor follow-up information. They can also support research projects aimed at understanding the media's role in addressing various social issues, including promoting road safety.
- Frequently broadcast awareness program on road safety contents like PSA, Documentary, TVC, articles, feature etc. through print, electronic and social media.
- NIMC should organize awareness program and workshop for reporters of the media on road safety issues in every district.

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Appendix 1

Questionnaire for Quantitative Study (Survey)

The Role of Media in Promoting Road Safety in Bangladesh

The questionnaire is part of a survey on “the Role of Media in Promoting Road Safety in Bangladesh” funded by the National Institute of Mass Communication and Journalism (NIMCJ). Respondents' information will be treated confidentially and their anonymity is guaranteed.

Part A: Socio-demographic Information

1. Name of the respondent:

2. Age:	1) 15-24 2) 25-34 3) 35-44 4) 45-54 5) 55-64 6) 65+	5. Occupational status	1)Teacher 2)Govt. service holder 3)Private service holder 4)Student 5)Others (specify)
3.Sex:	1) Male 2) Female 3)Others (Please specify)	6. City	1)Dhaka 2)Chattogram
4. Educational status	1) Can sign only 2) Primary 3) Secondary 4) Higher secondary 5) Graduate 6) Post-Graduate		

Part B: Perception of Road Users towards Road Safety, Nature of Accidents and Reasons (Objective 1: To know the perception of road users towards road safety, nature of accidents and causes.)

7.	What type of road user you are?	1) Regular 2) Occasional	3) Rarely 4) Others (specify)
8.	You mostly use road in your city as a	1)Pedestrian 2) Passenger 3) Cyclist	4) Biker/Motorcyclist 5) Others (specify)
9.	Do you feel safe when you use road?	1) Yes 2) No	
10.	If no, why don't you feel safe in the road? (Multiple answers)	1) Traffic congestion 5) Lack of pedestrian facilities 2) Inadequate 6) Lack of public transport infrastructure 7) Poor traffic regulations 3) Overpopulation 8) Poor road maintenance 4) Non-compliance with 9) Others (Please specify) traffic rules	

11. Which causes are mostly responsible for accidents?	Responses
1) Unhealthy competition among vehicles	
2) Reckless driving by drivers/Speeding	
3) Failure to mandatory traffic regulations	
4) Failure to maintain road signs and markings	
5) Lack of enforcement of traffic laws	
6) Absence of lane discipline	
7) Failure to wear motorcycle helmets	
8) Careless passing road by pedestrians	
9) Drunk driving	
10) Inadequate road design	
11) Underaged driving	
12) Driving without license	
13)Others (Please specify)	

Part C: Knowledge of Road Users about the Role of Media in Promoting Road Safety

(Objective 2: To evaluate knowledge and the perception of road users towards the functional role of various types of media in promoting road safety)

Knowledge of Road Users about the Role of Media in Promoting Road Safety			
12.	Do you believe that media plays a significant role in promoting road safety?	1)Yes 2)No	
13.	How often do you come across road safety-related news/content in the media [e.g., news reports, TV, social media]?	1)Daily 2) Weekly 3)Monthly 4)Rarely 5) Never	
14.	Which types of media do you find most influential in conveying road safety messages? (Multiple response question)	1)Television 2)Newspapers 3)Facebook 4)Youtube 5)Billboards 6)Radio 7)Others (specify.....	
15.	What role does social media play in promoting road safety?	1)Dissemination of information 2)Awareness campaigns 3)Raising public movement 4)Real-time updates 5)Sharing experience 6)Others (specify.....	

16.	What role does TV play in promoting road safety?	1)News coverage 2)Policy advocacy 3)Real-time traffic reports	4)Road safety awareness program 5)Interviews and talk shows 6)Others (specify.....)			
17.	What role does FM radio play in promoting road safety?	1)Dissemination of information 2)Awareness campaigns	3)Real-time updates 4)Sharing experience 5)Others (specify.....)			
18.	What role does newspaper play in promoting road safety?	1)Reporting on accidents 2)Publishing statistics on road accidents 3)Editorials addressing road safety	4)Letter to the editor 5)Promotion of Traffic rules 6)Others (specify).....			
19.	Have you ever encountered misleading or inaccurate road safety information in the media?	1)Yes 2)No	3)Not sure			
20.	Do you actively seek out road safety information in the media?	1)Yes on regular 2)No	3) Sometimes			
21. Perception ratings about the Role of Media in Promoting Road Safety		Strongly disagree 1	Disagree 2	Neither disagree nor agree 3	Agree 4	Strongly agree 5
1.Media sufficiently provide news about accidents and their causes.						
2. Media raise voices against reckless driving properly.						
3. Media provides necessary suggestions for traffic regulations.						
4. Media often highlights the significance of maintaining road signs and markings.						
5. Media frequently emphasizes the need to ensure the enforcement of traffic laws.						
6. Media frequently notices authority to take action against individuals who do not wear motorcycle helmets.						
7. Media provides sufficient information for pedestrians about safely crossing roads						
8. TV news coverage of accidents puts pressure on the authorities to take strict initiatives against road accidents.						
9. Viral news about road accidents on social media promotes a social movement for road safety.						

Part D: The behavioral and attitudinal change of public based on media contents

(Objective 3: To examine the behavioral and attitudinal change of public based on media contents)

Behavioral and attitudinal change through media role			
22.	Do you believe that media coverage is effective in raising traffic culture?	1)Highly effective 2)Somewhat effective	3)Not very effective 4)Not effective at all
23.	What changes you have brought into your behavior and attitude as a result of media campaigns?	1)wearing a seatbelt when necessary 2)not using a phone while driving 3) Crossing road carefully	4) limiting speed 5) Decrease tolerance who violate traffic rules 6)Commitment to improving safety 7) Others(specify).....
24.	What emotional impacts does media produce on road safety issues?	1)Fear and shock 2)Sadness & empathy 3)Guilt & regret	4)Inspiration & gratitude 5)Others (specify)

Appendix 2
Questionnaire for Qualitative Study (IDI, FGDS, KIIs)

	In-depth Interviews from Journalists
1	What role does TV play in promoting road safety? What are the suggestions on how TV can create and promote programs focusing on road safety?
2	What role does social media play in promoting road safety? What are the suggestions on how social media can create and promote programs focusing on road safety?
3.	What role do newspapers play in promoting road safety? What are the suggestions on how newspapers can improve effective writing focusing on road safety?
4.	What are the impacts of misleading or inaccurate news coverage about road safety information on the audience?
5.	Do you believe that the media should also cover positive examples of road safety, such as stories of individuals or communities making positive changes?
6.	How can the media promote behavioral change among drivers, passengers, pedestrians, and traffic system regulators?
7.	What are the challenges of creating and disseminating media programs on effective road safety issues?

	Questionnaire for In-depth Interview from Drivers
1	What types of road accidents have you encountered while driving? (Pedestrian accidents/ Cyclist accidents/ Lane change accidents/ Motorcycle accidents/ Vehicle crash/ others)
2	What are the main reasons for frequent road accidents based on your experience or information? (Competition/ reckless driving/ violating traffic regulations/ avoiding road signs & marking/ lack of traffic regulations/ absence of lane discipline/ not wearing motorcycle helmets/ careless road passing/ drunk driving/ others)
3	What are the major impacts of road accidents based on your witness or information? (Physical injury/ Emotional trauma/ Loss of life/ Financial burden/ Reduced quality of life/ Impact on family relations/ Loss of productivity / Long-term disability/ Others)
4	Do you have experience of enjoying media programs on road safety issues? (Nature of programs and impact)
5	Which initiatives should be taken by govt/ traffic/ drivers/ for reducing road accidents and improving road safety?
6	How can billboards/ posters improve your driving awareness for road safety?

	Check List for FGD with Road Safety Organizations
1	Major reasons for frequent road accidents based on information
2	Impacts of road accidents based on information
3	Weakness of media in generating road safety awareness
4	Ways to improve the role of TV/ Newspaper/ social media programs for road safety awareness
5	The role of media in promoting behavioral change among drivers, passengers, pedestrians, and traffic system regulators
6	The challenges of creating and disseminating media programs on effective road safety issues

	Key Informant Interview from Media Experts
1.	What are the main reasons for frequent road accidents based on your experience or information?
2.	How to reduce road accidents in Bangladesh?
3.	What role do media play in promoting road safety? How media can improve initiatives in promoting road safety issues?

Content Analysis from Social Media

Contents from Facebook groups on road safety issues will be analyzed. Two groups have been selected.

1. Bangladesh Road Transport Authority (BRTA) (বিআরটিএ) 176K followers

<https://www.facebook.com/brta.bd?mibextid=PzaGJu>

2. নিরাপদ সড়ক আন্দোলন – নিসআ; 67K followers

<https://www.facebook.com/RoadSafetyMovement.2018>

Appendix 3

Selected Photos During Data Collection

