



Impact of Islamabad Traffic Police FM Radio in Adoption of Road Safety Measures among Drivers

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Abstract: Islamabad Traffic Police FM 92.4 radio station is specifically designed to create road safety awareness along with entertainment for drivers of Islamabad, the capital of Pakistan. This study is survey-based research and a short study of ITP radio traffic awareness content and popular shows. The sample size was 300 drivers of Islamabad. With the help of the purposive sampling technique, the data was collected through a structured questionnaire. The number of male drivers were more than the number of female drivers. Results show that 95.7% of respondents knew about ITP FM radio while 71.0 % agreed that ITP FM radio is their only source of information regarding traffic rules and regulations. 64.0 % of drivers tune ITP FM radio while driving to get traffic information. Car drivers were 58.7 %, and the majority of the respondents were people who had above 9 years and up to 4 hours daily driving experience.

Key Words: Traffic Awareness, Drivers, Road Safety ITP FM Radio, Islamabad

Introduction:

Radio is an old and most powerful medium of communication. This sound medium can target a large audience because of its vast reach. Radio is the best means of electronic mass media for increasing awareness about road safety measures among drivers all over the world (Lewis, 1989). This study focuses on the effectiveness and adoption, by the listeners, of all types of messages Produced by ITP FM radio 92.4. This includes public service messages (PSM), road safety Promos, ITP news

(Live traffic updates), road safety seminars/walks, ITP family Gala and all the shows of ITP FM radio 92.4 containing road safety measures or traffic awareness messages for road users.

In present times, radio with new technology has changed the lifestyle of the masses globally (Tahir, 2016). A modern broadcasting style, i.e. FM broadcasting system is very popular among audiences (Chaudhary, 2019). FM radio station 92.4 of Islamabad

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traffic police (ITP) is located in the F-8 sector of Islamabad. It has a transmitter of 1 kilowatt. ITP FM 92.4 can be heard in Islamabad, Rawalpindi, Rawat, Gujar Khan, Texila, Hasanabdal and surrounding areas. It became the 6th non-commercial FM radio channel on 9th July 2009. ITP FM radio 92.4 transmits informative road safety awareness content for the drivers. Information is about traffic rules in normal routine, in any emergency, political protest, bad weather, or even about roads under construction in the city or during rush hour. The FM 92.4 radio service is not only creating awareness among the young generation but is also helping to eliminate traffic crimes in the city. It provides maximum traffic guidelines through its different programs (ITP FM | Islamabad Traffic Police, 2020).

The ITP FM 92.4 radio shows are very popular. The main contents of these shows consist of road safety. The entertainment (music) percentage is 70 %, and spoken word (content) is 30 % of the whole programming. Old and new Urdu, Punjabi, Saraiki, Sindhi, Balochi, Pashto, Potohari and English music is played in most of the programmes. Road safety seminars and walks arranged by Islamabad Traffic Police are the other modes of creating traffic safety awareness in the federal capital. Speech or Debate competition, as well as Quiz and singing competition between students, are arranged at different levels with traffic awareness messages. ITP family gala is arranged at F-9 Park Islamabad on a regular basis. It is a joint collaboration of ITP and District police. Family galas include more than 100 stalls, e.g. traffic awareness stall shopping stalls, display stalls, food festival, puppet show, magic show etc. In Pakistan, the traffic

situation is now getting better because of such efforts. Islamabad traffic police and government are making combined efforts for creating better traffic conditions in the federal capital (ITP FM | Islamabad Traffic Police, 2020).

Objectives of the Study

1. To determine what role ITP radio FM 92.4 plays in creating traffic awareness in society.
2. To determine the driver's adoption of road safety measures through ITP FM radio.

Literature Review

Several studies have been conducted locally and globally regarding road safety measures and about creating traffic awareness among drivers. [Bano \(2012\)](#) conducted a study entitled "Role of Islamabad Traffic Police (ITP) 92.4 FM radio station in creating awareness about traffic rules". The nature of the research was quantitative, and the researcher used a survey method by using convenient nonprobability sampling. The sample was 120 respondents. The research tool was a questionnaire to measure knowledge, attitude and behaviour. The study showed that there is no statistically important contribution by the FM unit, but more attitude change is observed among those who mostly listen to ITP FM 92.4 channel.

According to a report of "International organization for migration" published on 31 August 2010, titled "Haiti-IOM Launches Major Hurricane Season Awareness Campaign by Radio and SMS". The aim was to guide the Haitians about how they can protect themselves during hurricane season. A daily

radio show is also launched by IOM, focusing mainly on reducing the disaster risk during the hurricane period. On 12 January 2010, about 1.5 million Haitians became homeless due to the earthquake. A special programme will also be broadcast on the network between 5 to 6 pm. The purpose of the campaign was to keep the Haitian well informed during any uncertain situation in the country.

[Ambak et al. \(2007\)](#) conducted a study about “compliance of safety belt usage among car drivers in the district of BatuPahat, Johar”. In this study use of seat belts was observed among car drivers in Malaysia because it holds the driver in any car crash situation, and this is the only way to reduce road accidents. The main objective of this study was to check the level of safety belt usage among drivers and passengers and to identify the group who violated seat belt law. The survey method was applied for three months. The research tool was a questionnaire with 218 respondents (who were interviewed) and data was analyzed by using chi-square method. The results of study showed that the use of seat belts was more among educated drivers and they also had a positive attitude towards not to violate seat belt laws.

[Shabir, Hayat, & Hamad, \(2014\)](#) investigated in their article the factors that would be helpful in the implementation of traffic rules and how we can stop the road traffic accidents in Pakistan. The data was collected from masses, professional drivers, police officers and officials from all provinces. Random sampling is applied on selected strata. The research tool was a questionnaire. The findings showed that the traffic rule violation can be controlled through education road safety programs and law enforcement.

[Batoool \(2012\)](#) describes in her study entitled “Attitude towards road safety and aberrant behaviour of drivers in Pakistan” the cause of road traffic accidents in Pakistan. In fact, personal attitude is the true picture of driving behaviour. Three studies were conducted. The first study was quantitative in nature to explore the road safety issues in Pakistan; by using the results of the first study, a second study was conducted to develop an attitudinal questionnaire. In the third study, real-world driving behaviour was observed using the wiener Fahrprobe technique. It was concluded that in Pakistan, driver’s behaviour is influenced by socio-demographic characteristics and driving environment. The student and elite class female have a negative impact on driving behaviour.

[Houldin et al. \(2012\)](#) found that traffic signs are the essential need of drivers while travelling. It is an important source of communication on Highways, with lots of information, e.g. speed limits signs, parking and directions, restricted zone, pedestrian zone, Height and weight restriction signs etc. The first stage was quantitative involving in-depth interviews, while the second stage consists of a household survey of 800 members. Finally, 36 signs were selected. Computer presentation of these signs was used in this survey. Interviews were conducted with new, experienced, foreign and HGV drivers and motorcyclists. The finding showed that road signs improve road safety.

[Abbasi et al. \(2014\)](#) conducted a comparative study in twin cities (Rawalpindi & Islamabad) to evaluate the systems of new and old traffic police and to check whether the old traffic system is better or new. A random sampling method was applied on 266 different

drivers by using a questionnaire. It was noted that new traffic police dealing is good than OTP. They have a good attitude towards the public. They approach very frequently to accident spots. It was recommended that establishing a mature and honest traffic police system is in the best interest of society.

[Ahmed \(2008\)](#) investigated the impact of the mass awareness campaign of motorway police regarding public safety. The basic aim was to control the death and disabilities rate caused by traffic accidents. Mass media and interpersonal communication and persuasion are the basic elements to create traffic awareness for public safety. The researcher explored the five basic problems in the study area namely, lack of traffic awareness and law enforcement, poor legislation and engineering and lack of coordination. In Pakistan, due to efforts of National Highways and motorways police the level of traffic awareness has increased.

[Shaikh et al \(2017\)](#) studied effectiveness of media awareness campaigns on the proportion of vehicle that give space to ambulances on road. Mass media campaigns are considered as very successful campaigns. An observation was carried out in three different timings in Karachi. The campaign slogan was “Give way to the ambulance, it may be carrying someone close to you” data obtained, and 245 observations were analyzed. One vehicle did not give way to ambulance, two reasons were found, minibus stoppage and VIP movement. It was concluded that we can make a successful campaign by using mass media.

[Takada \(2013\)](#) carried out a survey on vehicle horn use and its effects on drivers and pedestrians. In Japan according to road traffic

law you can use vehicle horn in an emergency or in suggested locations. Here drivers use unnecessary horns, they honked cyclists and pedestrians. A survey study was conducted. There were 140 drivers among the respondents. It was observed that drivers honked to get others attraction. Pedestrians also gave negative remarks about frequently use of horns. 40% non-drivers showed anger about horn volume and sound. It was suggested that driver should use horn according to traffic rule.

Theoretical Framework

The study sought the help of two theories i.e. Uses and Gratification theory and Persuasion theory, being the most relevant to the study.

Uses and Gratification Theory

Uses and gratification theory was introduced by Blumler and Katz in 1974, containing the assumption that media users are considered as goal oriented. Audience is aware of their needs and gratification for the selection of media ([Katz, Blumler, &Gurevitch, 1973](#)). The present research study relates to the gratification of ITP FM 92.4 radio listeners who use or select (tune) FM 92.4 radio channels for acquiring traffic-based information along with entertainment purposes. The uses and gratification persuade drivers (audience) to listen to radio programs of their own choice (specifically traffic awareness-based programs).

Katz said the purpose of the research was to answer the question, “What do media do to people”. Katz suggested another question, “What do people do with the media”. In 1940, the researchers began to evaluate patterns of

uses and gratification theory in radio listeners. According to [Lasswell \(1948\)](#), media serves the functions of entertainment, surveillance, correlation, the transmission of culture between individuals and society. Katz (1959) was the first who introduced uses and gratification in an article when he came to know that people use mass media for their benefit. This concept came in the late fifties and early sixties. Katz, with his two fellows, Jay Blumer and Michael Gurevitch, worked continuously to flourish this concept ([Katz, Blumler, & Gurevitch, 1973](#)).

Individual Needs and Media Uses

The literature of uses and gratification has provided a classification of audience needs and gratifications. [McQuail, Blumler and Brown \(1972\)](#) suggested the following categories.

Surveillance

(watchdog function, seeking of information about happening in this complex World)
Searching about events

- a. Search for information
- b. To know current happening in the world
- c. To have good information
- d. The greater the information you have, the braver you are.

Diversion

- e. Escape from daily routine and problems.
- f. Emotional release.

Personal Identity or Individual Psychology

- g. Self-understanding
- h. Reality exploration

Personal Relationship

- i. Utility of social information in conversation.
- j. Substitute of the media for companionship.

Persuasion Theory

Persuasion deals with the messages that change the attitude or behaviour of the receivers or persuasion is the information that is provided to influence the receiver attitude or behaviour ([Hovland, 1957](#)). Persuasion is a process in which messages are used without duress, to influence people's attitude ([Severin & Tankard, 1997](#)). It is due to persuasion, when someone has listened to some information, news, program, or entertainment (music) through radio channels, we tune the relevant radio station and persuasive message from mass media will influence the attitude of the receiver (drivers).

Fear Appeal in Persuasion

Fear appeal is referred to as a technique in mass communication to develop some fear among the audience (drivers). It is a persuasive message used to arouse feelings of fear to create behaviour or attitude change through threat of harm ([Hovland, 1957](#)).

Research Questions

RQ 1: What is level of exposure of ITP FM 92.4 Radio station among the drivers in Islamabad? To what extent Whether and to what extent drivers of Islamabad get exposure to the ITP FM 92.4 radio channel?

RQ 2: Whether and to what extent ITP FM 92.4 is playing its role in creating

awareness among drivers regarding traffic rules?

The hypothesis of the Study

H1: Higher the listening of ITP FM radio programs among drivers, the higher will be the level of their road safety awareness.

Methodology

The research method used in this study was quantitative, involving a survey from drivers of Islamabad city. The collected data has been processed and analyzed by the SPSS. The population of this research consisted of drivers of Islamabad city, including residents of suburbs with age groups starting from 21 to above 60 years and different demographic characteristics. The sample size consisted of 300 drivers. A purposive sampling technique was used in this study. It is considered an

economical and fast sampling technique. A self-administered questionnaire was used as an instrument for data collection.

Characteristics of the Sample

The sampling frame included the listeners of the ITP FM 92.4 radio channel, who are the residents of Islamabad city as well as some adjacent areas like Gujar Khan, Rawat, Hassanabdal, Taxila, and Rawalpindi etc. The sample consisted of male and female married and unmarried drivers, mostly having their driving license. They are car, bike, van, bus, truck, coaster, Suzuki, and taxi/cab drivers belonging to different occupational groups.

Analysis of Demographic Characteristics of Drivers

The demographic characteristics of the respondents describe the definite picture of the drivers, as shown in Table 1

Table 1. Distribution of drivers by Demographic Characteristics

Demographic variables	Frequency	Percentage
Gender		
Male	257	85.7
Female	43	14.3
Age		
21-30	84	28.0
31-40	109	36.3
41-50	89	29.7
51-60	10	3.3
Above 60 years	08	2.7
Occupation		
Government employs	38	12.7
Private employs	46	15.3
Businessman	27	9.0
Engineers	23	7.7

Demographic variables	Frequency	Percentage
Doctors	9	3.0
Bankers	11	3.7
Educationist	27	9.0
Media persons	28	9.3
Taxi / Cab drivers	30	10.0
Public service drivers	37	12.3
Heavy vehicle drivers	24	8.0

Driving Routine of the Respondents

Table No. 2 shows that 58.7% of the respondents drive cars; secondly, 10.7% of people drive bikes or motorcycles. The analysis of data explains 6.7% were bus/coaster drivers, 8.0% were truck drivers, 6.0% were school/college van drivers and 10.0% respondents were driving taxi/cabs. The drivers with driving experience within the range 1-3 years were 11.0%. The drivers above 3 and up to 6 years' experience were 16.0%, and above 6 and up to 9 years' experience drivers were

22.0%. The drivers who had above 9 years' experience were 51.0%.

The respondents who drive their automobile daily up to 2 hours were 23.0%. The drivers who drive above 2 and up to 4 hours daily were 32.7%. Above 4 and up to 6 hours drivers were 12.0%. Respondents who drive daily more than 6 hours were 32.3%. The results further show that mostly drivers had their driving license. 92.0% drivers had their driving license while 8.0% respondent had no driving license

Table 2. Driving Routine of the Respondents

Variables	Frequency	Percentage
Type of automobile		
Car	176	58.7
Bus/coaster	20	6.7
Truck	24	8.0
School/college van	18	6.0
Bike	32	10.7
Taxi/cab	30	10.0
Driving experience		
1-3 years	33	11.0
Above 3, up to 6 years	48	16.0
Above 6, up to 9 years	66	22.0
Above 9 years	153	51.0
Daily drive time		
Up to 2 hours	69	23.0

Variables	Frequency	Percentage
Above 2, up to 4 hours	98	32.7
Above 4, up to 6 hours	36	12.0
Above 6 hours	97	32.3
Driving license		
Yes	276	92.0
No	24	8.0

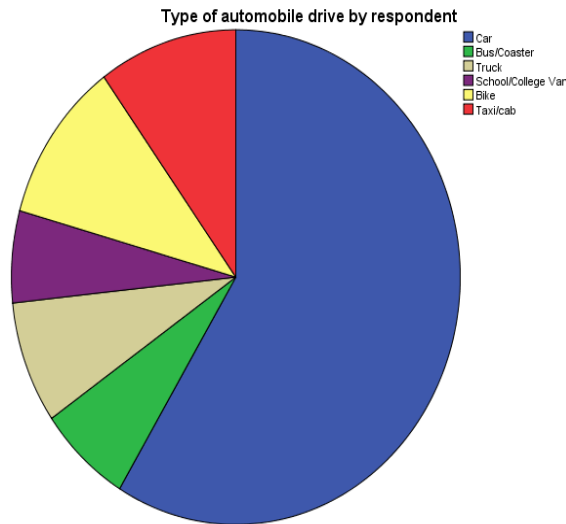


Figure 1: Pie Chart, Type of Automobile Driven by the Respondent

Exposure to ITP FM-Radio Popular Shows

Table No. 3 depicts the exposure to ITP FM-radio popular shows in regards to the demography of the drivers. The data was gathered on a five-point Likert scale: Strongly disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly agree = 5. After data entry in SPSS, the variables related to ITP FM radio popular shows were re-coded. The values of strongly agree and agree were re-coded as “High exposure”, and (1-3) values were re-coded as “Low exposure”. Results showed that male drivers are getting more exposure to ITP FM-

radio popular shows than female drivers. Male (63.8%) and female (86.0%) high exposure was observed in the morning show (Salaam Pakistan). Similarly, the low exposure values are male (36.2%) and female (14.0%) respectively.

As regards the age of the respondents, the drivers between 31-40 are more exposed to ITP FM radio morning shows (78.0%) than other shows. ChachaJani (70.6%), Police corner (57.8%) and RJ Bublul (54.1%). Master level students are having higher exposure to morning shows. Married respondents are having high exposure to ITP FM radio shows. 70.3% drivers of urban areas tune morning

shows, ChachaJani 64.2%, Police corner 57.2%, and RJ Bublushow (48.0%). Likewise, private employees and respondents who have

monthly income (21,000-40,000) have more exposure to ITP radio shows than other income categories.

EXPOSURE TO ITP RADIO POPULAR SHOWS								
Demography	Morning Show		Chacha Jani Show		Police Corner Show		RJ Bubl Show	
	Low	High	Low	High	Low	High	Low	High
Gender								
Male	93(36.2)	164(63.8)	105(40.9)	152(59.1)	125(48.6)	132(51.4)	147(57.2)	110(42.8)
Female	06(14.0)	37(86.0)	12(27.9)	31(72.1)	13(30.2)	30(69.8)	15(34.9)	28(65.1)
Age								
21-30	24(28.6)	60(71.4)	27(32.1)	57(67.9)	30(35.7)	54(64.3)	43(51.2)	41(48.8)
31-40	24(22.0)	85(78.0)	32(29.4)	77(70.6)	46(42.2)	63(57.8)	50(45.9)	59(54.1)
41-50	37(41.6)	52(58.4)	44(49.4)	45(50.6)	50(56.2)	39(43.8)	54(60.7)	35(39.3)
51-60	07(70.0)	03(30.0)	07(70.0)	03(30.0)	06(60.0)	04(40.0)	08(80.0)	02(20.0)
Above 60	07(87.5)	01(12.5)	07(87.5)	01(12.5)	06(75.0)	02(25.0)	07(87.5)	01(12.5)
Occupation								
Govt employs	12(31.6)	26(68.4)	14(36.8)	24(63.2)	16(42.1)	22(57.9)	21(55.3)	17(44.7)
Private employs	09(19.6)	37(80.4)	11(23.9)	35(76.1)	11(23.9)	35(76.1)	22(47.8)	24(52.2)
Businessman	13(48.1)	14(51.9)	14(51.9)	13(48.1)	18(66.7)	09(33.3)	17(63.0)	10(37.0)
Engineers	09(39.1)	14(60.9)	09(39.1)	14(60.9)	07(30.4)	16(69.6)	11(47.8)	12(52.2)
Doctors	04(44.4)	05(55.6)	03(33.3)	06(66.7)	04(44.4)	05(55.6)	04(44.4)	05(55.6)
Bankers	01(9.1)	10(90.9)	06(54.5)	05(45.5)	07(63.6)	04(36.4)	07(63.6)	04(36.4)
Educationist	09(33.3)	18(66.7)	07(25.9)	20(74.1)	10(37.0)	17(63.0)	11(40.7)	16(59.3)
Media person	01(3.6)	27(96.4)	05(17.9)	23(82.1)	05(17.9)	23(82.1)	06(21.4)	22(78.6)
Taxi/Cab drivers	07(23.3)	23(76.7)	10(33.3)	20(66.7)	12(40.0)	18(60.0)	15(50.0)	15(50.0)
Public Service Drivers	13(35.1)	24(64.9)	17(45.9)	20(54.1)	25(67.6)	12(32.4)	25(67.6)	12(32.4)
Heavy Vehicle Drivers	21(87.5)	03(12.5)	21(87.5)	03(12.5)	23(95.8)	01(4.2)	23(95.8)	01(4.2)

Exposure to ITP FM-Radio Traffic Awareness Content

The traffic awareness content includes Public service messages (PSM), ITP news updates after every half an hour and live reports which include live situational reports. The variable values show that male respondents have more exposure to ITP radio traffic awareness content than female respondents. The respondent's age group 31-40 have more exposure to traffic awareness content than other age groups.

Similarly, master's degree holder drivers have higher exposure to traffic awareness content than other educational levels. The married respondents living in urban areas are more exposed to traffic awareness content than rural areas. It was observed that private employees have more exposure than other professionals, including Taxi/Cab drivers, Public service drivers and Heavy vehicle drivers.

Table 4. Exposure to ITP Radio Traffic Awareness Content by Drivers' Demography

Exposure To ITP Radio Traffic Awareness Content						
Demography	Public Service Messages		ITP News Updates		Live Reports	
	Low	High	Low	High	Low	High
Gender						
Male	44(17.1)	213(82.9)	48(18.7)	209(81.3)	37(14.4)	220(85.6)

Exposure To ITP Radio Traffic Awareness Content						
Demography	Public Service Messages		ITP News Updates		Live Reports	
	Low	High	Low	High	Low	High
Female	03(7.0)	40(93.0)	02(4.7)	41(95.3)	01(2.3)	42(97.7)
Age						
21-30	13(15.5)	71(84.5)	12(14.3)	72(85.7)	13(15.5)	71(84.5)
31-40	12(11.0)	97(89.0)	12(11.0)	97(89.0)	07(6.4)	102(93.6)
41-50	18(20.2)	71(79.8)	21(23.6)	68(76.4)	14(15.7)	75(84.3)
51-60	04(40.0)	06(60.0)	05(50.0)	05(50.0)	04(40.4)	06(60.0)
Above 60	00(0.0)	08(100.0)	00(0.0)	08(100.0)	00(0.0)	08(100.0)
Occupation						
Govt. employs	05(13.2)	33(86.8)	07(18.4)	31(81.6)	01(2.6)	37(97.4)
Private employs	02(4.3)	44(95.7)	02(4.3)	44(95.7)	05(10.9)	41(89.1)
Businessman	04(14.8)	23(85.2)	03(11.1)	24(88.9)	01(3.7)	26(96.3)
Engineers	03(13.0)	20(87.0)	02(8.7)	21(91.3)	03(13.0)	20(87.0)
Doctors	01(11.1)	08(88.9)	00(0.0)	09(100.0)	00(0.0)	09(100.0)
Bankers	01(9.1)	10(90.9)	01(9.1)	10(90.9)	01(9.1)	10(90.0)
Educationist	01(3.7)	26(96.3)	02(7.4)	25(92.6)	00(0.0)	27(100.0)
Media person	04(14.3)	24(85.7)	03(10.7)	25(89.3)	01(3.6)	27(96.4)
Taxi/cab drivers	05(16.7)	25(83.3)	06(20.0)	24(80.0)	06(20.0)	24(80.0)
Public Service Drivers	10(27.0)	27(73.0)	10(27.0)	27(73.0)	08(21.6)	29(78.4)
Heavy Vehicle Drivers	11(45.8)	13(54.2)	14(58.3)	10(41.7)	12(50.0)	12(50.0)

Distribution of Drivers by their Level of Knowledge about Traffic Regulations

Table 5 shows a clear picture of the level of driver’s knowledge about traffic regulations. 70.3% of drivers agreed that vehicle screen should always be kept clean. 32.3% of respondents said that Hazard Lights are used in an emergency. 92.3% of drivers gave the correct answer that the speed limit near the school and mosque is 40 km. Only 36.7% of people recognized that shape of the warning sign is a triangle. 45.0% of respondents said both head and fog lights could be used in fog. The respondents who gave the correct answer,

i.e. to reduce speed, is the rule about passing animals on the road were 85.0%.

Most drivers gave wrong answers about colour of reverse light, which was 69.3%, while 30.7% of respondents gave the correct answer that the colour of reverse light is white. 89.0% of respondents said that zebra crossing is for pedestrians. Only 28.3% of respondents agreed that the right time to switch your vehicle lights on is 20 minutes before sunset, while 71.7% of drivers gave wrong answers. Lastly, 55% of respondents gave correct answer that emergency vehicle can cross red light and 45% gave wrong answers.

Table 5. Distribution of Drivers by Level of Knowledge about Traffic Regulations

Drivers Level of Knowledge on Traffic Regulations				
Statements		Correct Answers		Wrong Answers
What should always be kept clean on your vehicle	Screen	211(70.3)	Lights Windows Reflectors	89(29.7)
Hazard lights are used in	Emergency	97(32.3)	Fog Racing Parking Area	203(67.6)
The speed limit near school and mosque is	40 km	277(92.3)	70 km 50 km 60 km	23(7.7)
The shape of the warning sign is	Triangle	110(36.7)	Circle Rectangle None of these	190(63.3)
Which set of lights can be used in fog	Both head & fog lights	135(45.0)	Headlights Fog lights None of these	165(54.9)
What is the rule about passing animal on the road	Reduce speed	255(85.0)	Use horn Increase speed Start shouting	45(15)
Colour of the reverse light is	White	92(30.7)	Red Green No light	208(69.3)
Zebra crossing is for	Pedestrians	267(89.0)	Cycle Animals None of these	33(11)
When should you switch your vehicle lights on	20 minutes before sunset	85(28.3)	10 min after sunset At sunset In full darkness	215(71.7)
Can emergency vehicle cross red light	Yes	165(55.0)	No In emergency Don't know	135(45)

According to the research findings of the positive or negative attitude of drivers regarding traffic laws. Figure 2 shows that out of a total of 300 samples, 44 percent of drivers

were not able to identify some traffic rules, while 56 percent of drivers were able to identify some traffic rules. This indicates that most drivers were aware of traffic rules.

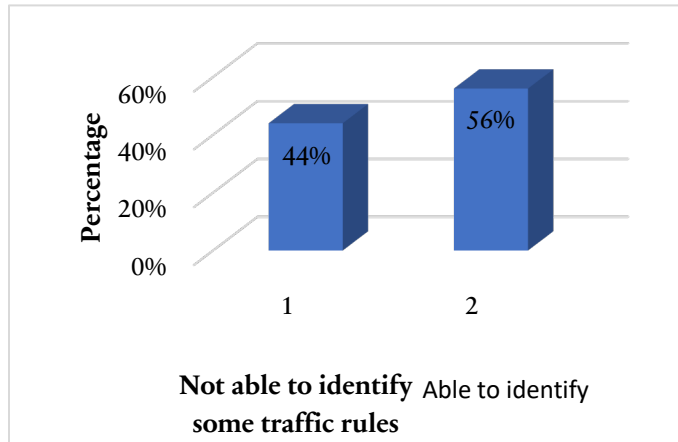


Figure 2: Distribution of Drivers by Identifying some Traffic Rules

Answering Research Questions

RQ 1: Whether to what extent drivers of Islamabad get exposure to ITP FM 92.4 radio channel?

ANS: As regards the exposure of drivers, 95.7% of respondents replied that ITP FM stands for Islamabad traffic police while 4.3% of drivers gave wrong answers. 71.0% prefer ITP FM as the respondents’ source about traffic rules.

5.0% replied newspaper, 3.7% respondents said TV channels and 20.3% drivers showed dependency on other sources for getting any information regarding traffic rules. As far as listening is concerned, 64.0% of drivers listen to ITP FM radio while driving, 25.3% through mobile, 7.0% at home/office and 3.7% on any other places.

Table 6. ITP FM stands for;

Statements	Frequency	Percent
Islamabad Traffic Police FM	287	95.7
Interactive Training Program FM	7	2.3
Information Technology Project FM	6	2.0
Total	300	100.0

Table 7. Respondent Source about Traffic Rules

Statements	Frequency	Percent
ITP FM 92.4	213	71.0
Newspaper	15	5.0
TV channels	11	3.7
Any other source	61	20.3

Statements	Frequency	Percent
Total	300	100.0

Table 8. Listening of ITP FM Radio by Respondent

Statements	Frequency	Percent
While driving	192	64.0
Through mobile	76	25.3
At home/Office	21	7.0
Any other place	11	3.7
Total	300	100.0

RQ 2: Whether to what extent ITP FM 92.4 is playing its role in creating awareness among drivers regarding traffic rules?

ANS: The data analysis shows that the ITP FM 92.4 radio channel is creating traffic awareness through its PSM, ITP news (updates after every 30 min), live situational reports, radio shows, ITP family gala, walks and seminars. The audience participation through live call/SMS/Facebook messages etc is the sources to enhance awareness regarding traffic rules among people. The higher awareness values are PSM (82.9%), ITP news (81.3%) and live reports (85.6%).

Age groups 31-40 have more awareness of traffic rules than other age groups. Master degree holders have more traffic awareness. The married drivers are more aware than unmarried. Similarly, the drivers of urban areas were more aware of traffic rules than

rural areas. The age group (31-40) of drivers shows that they know more about ITP edutainment.

About 51.3% of the respondents strongly agreed, and 31.3% agreed that ITP FM radio is the only source of creating awareness among drivers. 12.0 % of respondents neutral, 3.7% disagreed, and 1.7% strongly disagreed about the statement, i.e. source of traffic awareness.

Correlation Analysis

Table 8 is a cross tab of the ITP radio morning show “Salam Pakistan” with automobile check. The correlation values between the two variables are shown in the table. The significance value of Pearson’s correlation is .051^c that shows there is a weak correlation between the two variables. Therefore, more efforts are required to educate people through the ITP radio morning show.

Table 9. Cross Tab of ITP Radio Morning Show by Automobile Check

		I always check my automobile before driving				Total
		Strongly Disagree	Disagree	Neutral	Agree	
Influence of morning show	Strongly disagree	0	0	0	2	2
	Disagree	1	3	0	2	9

		I always check my automobile before driving					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
segments on	Neutral	2	15	6	29	36	88
learning traffic	Agree	3	16	9	41	36	105
rules	Strongly agree	4	8	2	35	47	96
Total		10	42	17	109	122	300
Symmetric Measures							
Correlation		Value	Asymptotic Standardized Error ^a	Approximate T ^b		Approximate Significance	
Interval by Interval	Pearson's R	.113	.058	1.955		.051 ^c	
Ordinal by Ordinal	Spearman Correlation	.111	.058	1.925		.055 ^c	
N of Valid Cases		300					

a. Not assuming the null hypothesis. b. Using the asymptotic standard error assuming the null hypothesis. c. Based on normal approximation.

So, Hypothesis 1, “Higher the listening of ITP FM radio programs among drivers, higher will be the level of their road safety awareness”, is not supported.

Findings

A total of 95.7% of respondents know about ITP FM radio, while 71.0 % agreed that only ITP FM radio is their source of information regarding traffic rules, and they mostly listen to it while driving. Percentage of married drivers, 31-40 age, doing mostly private jobs, having monthly income ranging 21,000 to 40,000 with Master level education, living in urban areas, having driving licenses were observed more than others.

Similarly, 64.0% of drivers tune ITP FM radio while driving to get traffic information. About 58.7% were car drivers, the drivers who had above 9 years and up to 4 hours daily driving experience were considered more.

Male drivers were more exposed to popular ITP FM radio shows. 31-40 age groups were more exposed to the morning show “salam Pakistan” than other shows. Male married master degree plus license holder private employees 31-40 age group living in urban areas are more exposed to ITP radio edutainment. As regards exposure to ITP FM radio traffic awareness content, married private employees with master degree holders between 31-41 age group living in urban areas are more exposed to ITP radio Public service messages, ITP news and live reports.

ITP FM radio is creating attitudinal change among drivers by its persuasive traffic awareness content (knowledge), which is affecting their behaviour to adopt road safety measures (Hovland, 1957). It was observed that there is a gradual contribution of ITP FM radio in creating road traffic awareness. It was concluded that traffic awareness content

produced and broadcast by ITP FM radio has an influence on driver's behaviour, but more awareness is required. Although drivers do not listen to ITP popular shows much, mostly they follow traffic rules. The study supports the

Uses and Gratification theory as the ITP FM has been found gratifying to the needs of the users, and furthermore, it is persuading the listeners to follow traffic regulation ([Katz, Blumler, & Gurevitch, 1973](#)).

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