Survey of College Students

The survey of college students aimed to provide further information on health information seeking and possible behavioural change among college students in Chakaria and Mirzapur. In the assumed absence of clustering effects, the target sample size for each site was 420 and the survey was designed to select approximately equal numbers of men and women in each study site. It was undertaken in August 2015 and in practice provided data on 421 students attending Chakaria Degree College, the largest government institution, and the private Chakaria Abashik Mohila College, which is an important residential women’s college. In Mirzapur, 436 students were interviewed in two government institutions, Mirzapur Degree College and Mirzapur Government Saadat College, chosen as being the most prominent colleges, with high student numbers. All the colleges offer education from Higher Secondary School Certificate up to Masters-level degrees, and are easily accessible by road. Trained enumerators spent time at the colleges, recruiting survey respondents using a combination of non-probability sampling approaches based on convenience and snowballing.