1. Survey sampling methodology

As outlined in the table below, BBC Media Action carried out four national surveys.

Table 1: Quantitative surveys conducted (2014-2016)

Study	Data Collection	Sample Size	Criteria
Baseline survey	Jan to Feb 2014	N=3,500	Nationally representative, adults 15+
Tracker survey	June 2014	N=2,600	Nationally representative, adults 15+
Tracker survey	June 2015	N=1,170	Nationally representative, adults 15+
Resilience endline survey	March to April 2016	N=3,471 (nationally representative) N=651 (booster)	Nationally representative, adults 15+; purposive booster sample

For each of these surveys, the sample was stratified across the major geographical divisions of the country (by province/region/state). Within these geographical divisions a probability proportional to size multistage cluster sample was employed. At all stages, the selection of clusters was random and self-weighting. The sampling frame for these surveys was constructed using the 2011 Bangladesh Census. Within enumeration areas, predefined random starting points were used to begin household selection. Random walk was applied with a fixed household interval. Within households, a Kish grid was used to select respondents.

Data collection was carried out using face-to-face interviews and recorded using either paper and pen, or computer-assisted personal interviewing (CAPI).

After data collection, the samples were compared to the latest census data and, where necessary to correct for any imbalances in region/state, gender, age and location (urban vs rural), nested weights applied. This survey included an additional 651 respondents who were purposively sampled because they had watched *Amrai Pari*. These participants were included in the analysis to ensure there was a sufficient number of respondents who were exposed to the programme to analyse its impact.

2. Regression Analysis

This technical appendix summarises the results of analysis BBC Media Action carried out on the Resilience endline dataset (2016).

BBC Media Action carried out regression analysis to examine the relationship between exposure to *Amrai Pari* (Together We Can Do It) on the resilient behaviours. Our dependent variables, the resilience scores that emerged from the confirmatory factor analysis, are continuous, warranting the use of linear (OLS) regression for each of the models used in the report.

Variables

The primary independent variables used for the regression analyses were regular exposure (at least every other episode) to *Amrai Pari*, and those who were exposed to the *Working Together* PSA (at least one time within the last twelve months). Those without access to media in the last twelve months were set as missing and excluded from the analysis.

We included several confounders to improve the robustness of our model. These control variables were selected because they were hypothesised to be key factors in influencing the outcome variable, and were chosen based on past research and the specific country context.

Significance testing

Before carrying out regression analysis, BBC Media Action conducted statistical tests in order to measure the strength and the direction of bivariate relationships, as well as to test their significance. More precisely, BBC Media Action analysed:

- The relationship between the main independent variable (exposure) and the construct variables defined as outcomes (political knowledge, discussion and participation)

- The relationships among outcome variables

- The relationship between exposure and all the socio-demographic variables potentially associated with it (referred to as "confounders")

- The relationship between the outcome variables and confounders

BBC Media Action conducted different types of significance tests according to the nature of the variables considered. T-tests and Mann-Whitney U-tests were used to compare the differences between means, Pearson's R and Spearman's Rho tests were used to ascertain correlation, and Chi-squared tests were conducted to measure associations. All significance tests were conducted with significance at the $p = 0.05$ level.

The ordinary least squares (OLS) model: this allows researchers to work with a continuous dependent variable, derived through confirmatory factor analysis, and independent variables that have either continuous or categorical values. The regression coefficient for the independent variable provides key information indicating the estimated change in the dependent variable associated with a one unit increase in the independent variable. The model seeks to summarise this association by fitting a straight line to predict the value of the dependent variable based on the observed values of the independent variables.

BBC Media Action's data satisfied the principle assumptions required for justifying the use of OLS: the relationships between the dependent and independent variables were linear and additive, and the error terms were normally distributed, constant, and were not correlated. With these assumptions met, a confidence interval for the regression line was calculated for each estimate and BBC Media Action was able to test whether the hypothesis of a zero slope – that is of no relationship between the two key variables of interest – existed in the true population.

Prior to analysis, BBC Media Action adopted the conventional standard of rejecting the null hypothesis at the 0.05 level. Given this, BBC Media Action expects that any estimated effects that are significantly associated with exposure to the programme of interest fall within the range reported in the confidence intervals 95% of the time.

Regression 1 - Risk Perception by Regular Exposure to Amrai Pari

N= 3,459

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval	
	B	Std. Error	Beta			Lower Bound	Upper Bound
Regular Reach of Amrai Pari	.046	.034	.022	1.34	.179	-.021	.112
Urban	.038	.032	.033	1.22	.222	-.023	.100
Aged 25-34	.008	.021	.008	0.39	.693	-.034	.050
Aged 35-44	-.014	.024	-.011	-0.57	.567	-.062	.034
Aged 45 plus	-.035	.025	-.030	-1.44	.150	-.083	.013
Male	.080	.017	.082	4.82	.000	.047	.113
Attended but did not complete primary education	-.045	.029	-.031	-1.54	.124	-.102	.012
Completed primary education	-.028	.027	-.022	-1.03	.303	-.081	.025
Completed secondary education	-.045	.026	-.042	-1.76	.079	-.095	.005
Completed college or university education	-.009	.029	-.008	-0.31	.754	-.067	.048
Low income	.220	.018	.218	12.03	.000	.184	.256
Rajshahi and Rangpur	-.022	.021	-.019	-1.06	.291	-.063	.019
Khulna and Barisal	.030	.024	.023	1.25	.211	-.017	.076
Dhaka and Chittagong Urban	-.162	.039	-.121	-4.20	.000	-.238	-.086
(Constant)	-.146	.032	--	-4.59	.000	-.209	-.084

The reference categories for the model are unexposed to PSA, Rural, Aged 15-24, Female, No Schooling, High income, Sylhet division, and Dhaka-Chittagong rural. The model had an adjusted R square of 0.063. The Durbin-Watson value was 1.209. The F statistic was 17.745 (significance < 0.001).

Regression 2 - Collective Efficacy by Regular Exposure to Amrai Pari

N= 3,459

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval	
	B	Std. Error	Beta			Lower Bound	Upper Bound
Regular reach of Amrai Pari	-.022	.037	-.010	-.592	.554	-.094	.051
Urban	-.010	.034	-.009	-.305	.760	-.078	.057
Aged 25-34	.024	.023	.021	1.033	.302	-.022	.070
Aged 35-44	.005	.027	.004	.201	.840	-.047	.057
Aged 45 plus	.023	.027	.019	.876	.381	-.029	.076
Male	-.010	.018	-.010	-.572	.567	-.046	.025
Attended but did not complete primary education	.043	.032	.028	1.364	.173	-.019	.106
Completed primary education	.040	.030	.030	1.343	.179	-.018	.097
Completed secondary education	.040	.028	.035	1.423	.155	-.015	.094
Completed college or university education	.080	.032	.063	2.497	.013	.017	.143
Low income	.030	.020	.028	1.509	.131	-.009	.069
Rajshahi and Rangpur	-.008	.023	-.007	-.368	.713	-.053	.037
Khulna and Barisal	-.030	.026	-.022	-1.154	.249	-.080	.021
Dhaka and Chittagong Urban	-.062	.042	-.044	-1.473	.141	-.144	.021
(Constant)	-.061	.035	--	-1.768	.077	-.129	.007

The reference categories for the model are unexposed to PSA, Rural, Aged 15-24, Female, No Schooling, High income, Sylhet division, and Dhaka-Chittagong rural. The model had an adjusted R square of 0.001. The Durbin-Watson value was 1.051. The F statistic was 1.247 (significance < 0.233).

Regression 3 - Self Efficacy by Regular Exposure to Amari Pari							
N= 3,459							
	Unstandardized Coefficients		Standardized Coefficients			95% Confidence Interval	
Variables	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
Regular reach of Amrai Pari	.043	.020	.036	2.156	.031	.004	.082
Urban	.047	.018	.070	2.526	.012	.010	.083
Aged 25-34	.006	.013	.010	.472	.637	-.019	.030
Aged 35-44	-.009	.014	-.013	-.628	.530	-.037	.019
Aged 45 plus	.002	.014	.003	.146	.884	-.026	.030
Male	.016	.010	.029	1.673	.094	-.003	.035
Attended but did not complete primary education	-.019	.017	-.023	-1.126	.260	-.053	.014
Completed primary education	-.024	.016	-.033	-1.497	.134	-.055	.007
Completed secondary education	-.021	.015	-.034	-1.415	.157	-.051	.008
Completed college or university education	-.013	.017	-.019	-.747	.455	-.047	.021
Low income	.044	.011	.076	4.103	.000	.023	.065
Rajshahi and Rangpur	-.100	.012	-.151	-8.125	.000	-.124	-.076
Khulna and Barisal	-.084	.014	-.113	-6.085	.000	-.112	-.057
Dhaka and Chittagong Urban	-.094	.023	-.122	-4.165	.000	-.138	-.050
(Constant)	.016	.019		.883	.377	-.020	.053

The reference categories for the model are unexposed to PSA, Rural, Aged 15-24, Female, No Schooling, High income, Sylhet division, and Dhaka-Chittagong rural. The model had an adjusted R square of 0.028. The Durbin-Watson value was 1.073. The F statistic was 8.082 (significance < 0.001).

Regression 4 - Knowledge by Regular Exposure to Amrai Pari							
N= 3,459							
	Unstandardized Coefficients		Standardized Coefficients			95% Confidence Interval	
Variables	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
Regular reach of Amrai Pari	.312	.233	.023	1.338	.181	-.145	.770
Urban	.046	.217	.006	.214	.830	-.379	.472
Aged 25-34	-.021	.147	-.003	-.140	.888	-.310	.268
Aged 35-44	.021	.168	.002	.123	.902	-.308	.350
Aged 45 plus	.178	.169	.022	1.053	.293	-.153	.509
Male	.703	.114	.107	6.151	.000	.479	.927
Attended but did not complete primary education	-.382	.201	-.039	-1.895	.058	-.777	.013
Completed primary education	.211	.186	.025	1.131	.258	-.155	.576
Completed secondary education	.424	.176	.058	2.409	.016	.079	.770
Completed college or university education	.775	.202	.096	3.839	.000	.379	1.172
Low income	.253	.126	.037	2.008	.045	.006	.499
Rajshahi and Rangpur	-.619	.145	-.080	-4.272	.000	-.903	-.335
Khulna and Barisal	-.579	.163	-.066	-3.547	.000	-.899	-.259

	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
Dhaka and Chittagong Urban	-.268	.266	-.030	-1.011	.312	-.789	.252
(Constant)	7.696	.219		35.088	.000	7.266	8.126

The reference categories for the model are unexposed to PSA, Rural, Aged 15-24, Female, No Schooling, High income, Sylhet division, and Dhaka-Chittagong rural. The model had an adjusted R square of 0.028. The Durbin-Watson value was .861. The F statistic was 8.019 (significance < 0.001).

Regression 5 - Discussion by Regular Exposure to Amrai Pari

N= 3,451

Variables	Unstandardized Coefficients		Standardized Coefficients			95% Confidence Interval	
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
Regular reach of Amrai Pari	.062	.086	.012	.717	.474	-.107	.231
Urban	.085	.080	.030	1.057	.290	-.072	.242
Aged 25-34	.142	.054	.053	2.616	.009	.036	.249
Aged 35-44	.190	.062	.062	3.057	.002	.068	.311
Aged 45 plus	.141	.062	.048	2.252	.024	.018	.263
Male	.072	.042	.029	1.697	.090	-.011	.155
Attended but did not complete primary education	-.045	.075	-.012	-.598	.550	-.191	.102
Completed primary education	-.022	.069	-.007	-.321	.748	-.157	.113
Completed secondary education	.037	.065	.014	.563	.574	-.091	.165
Completed college or university education	.116	.075	.039	1.549	.121	-.031	.262
Low income	.079	.046	.031	1.705	.088	-.012	.170
Rajshahi and Rangpur	-.452	.054	-.157	-8.437	.000	-.557	-.347
Khulna and Barisal	.041	.060	.013	.688	.491	-.077	.160
Dhaka and Chittagong Urban	-.402	.098	-.120	-4.096	.000	-.595	-.210
(Constant)	2.898	.081		35.750	.000	2.739	3.057

The reference categories for the model are unexposed to PSA, Rural, Aged 15-24, Female, No Schooling, High income, Sylhet division, and Dhaka-Chittagong rural. The model had an adjusted R square of 0.030. The Durbin-Watson value was 1.256. The F statistic was 8.658 (significance < 0.001).

Regression 6 - Need Government Support by Regular Exposure to Amrai Pari

N= 3,457

Variables	Unstandardized Coefficients		Standardized Coefficients			95% Confidence Interval	
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
Regular reach of Amrai Pari	-.319	.054	-.099	-5.867	.000	-.425	-.212
Urban	-.080	.050	-.044	-1.577	.115	-.179	.019
Aged 25-34	.015	.034	.009	.440	.660	-.052	.082
Aged 35-44	.018	.039	.010	.471	.638	-.058	.095
Aged 45 plus	-.006	.039	-.003	-.162	.871	-.083	.071
Male	-.039	.027	-.026	-1.481	.139	-.092	.013
Attended but did not complete primary education	.022	.047	.010	.474	.635	-.070	.114
Completed primary education	-.050	.043	-.025	-1.153	.249	-.135	.035
Completed secondary education	-.009	.041	-.006	-.229	.819	-.090	.071
Completed college or university education	-.046	.047	-.025	-.981	.327	-.138	.046
Low income	.031	.029	.020	1.061	.289	-.026	.089
Rajshahi and Rangpur	-.186	.034	-.103	-5.506	.000	-.252	-.120

Khulna and Barisal	.061	.038	.030	1.616	.106	-.013	.136
Dhaka and Chittagong Urban	-.027	.062	-.013	-.443	.658	-.149	.094
(Constant)	4.458	.051		87.269	0.000	4.358	4.559

The reference categories for the model are unexposed to PSA, Rural, Aged 15-24, Female, No Schooling, High income, Sylhet division, and Dhaka-Chittagong rural. The model had an adjusted R square of 0.024. The Durbin-Watson value was 1.465. The F statistic was 7.111 (significance < 0.001).

Regression 7 - Support by the Government by Regular Exposure to Amrai Pari							
N= 3,458							
	Unstandardized Coefficients		Standardized Coefficients			95% Confidence Interval	
Variables	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
Regular reach of Amrai Pari	.861	.170	.085	5.053	.000	.527	1.195
Urban	.479	.158	.085	3.025	.003	.169	.789
Aged 25-34	-.014	.108	-.003	-.126	.899	-.225	.197
Aged 35-44	.054	.123	.009	.444	.657	-.186	.295
Aged 45 plus	.258	.123	.045	2.096	.036	.017	.500
Male	-.164	.083	-.034	-1.965	.049	-.328	.000
Attended but did not complete primary education	.105	.147	.015	.715	.474	-.183	.394
Completed primary education	.056	.136	.009	.412	.680	-.211	.323
Completed secondary education	.249	.129	.047	1.933	.053	-.004	.501
Completed college or university education	.515	.148	.087	3.491	.000	.226	.804
Low income	.647	.092	.130	7.045	.000	.467	.828
Rajshahi and Rangpur	-.240	.106	-.042	-2.268	.023	-.447	-.032
Khulna and Barisal	.228	.119	.036	1.917	.055	-.005	.462
Dhaka and Chittagong Urban	-.600	.194	-.091	-3.093	.002	-.980	-.220
(Constant)	6.373	.160	--	39.786	.000	6.059	6.687

The reference categories for the model are unexposed to PSA, Rural, Aged 15-24, Female, No Schooling, High income, Sylhet division, and Dhaka-Chittagong rural. The model had an adjusted R square of 0.025. The Durbin-Watson value was 1.238. The F statistic was 7.334 (significance < 0.001).

Regression 8 - Behaviour Uptake by Regular Exposure to Amrai Pari							
N= 3,459							
	Unstandardized Coefficients		Standardized Coefficients			95% Confidence Interval	
Variables	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
Regular reach of Amrai Pari	.890	.250	.060	3.562	.000	.400	1.380
Urban	.781	.232	.094	3.366	.001	.326	1.236
Aged 25-34	.326	.158	.042	2.065	.039	.017	.635
Aged 35-44	.248	.180	.028	1.382	.167	-.104	.601
Aged 45 plus	-.129	.181	-.015	-.714	.476	-.483	.225
Male	.032	.122	.005	.264	.792	-.208	.272
Attended but did not complete primary education	.116	.216	.011	.537	.592	-.307	.539
Completed primary education	.626	.200	.068	3.138	.002	.235	1.017
Completed secondary education	.360	.189	.046	1.909	.056	-.010	.730
Completed college or university education	.917	.216	.106	4.240	.000	.493	1.341

Low income	-.264	.135	-.036	-1.961	.050	-.528	.000
Rajshahi and Rangpur	-.008	.155	-.001	-.051	.960	-.312	.296
Khulna and Barisal	-.387	.175	-.041	-2.215	.027	-.729	-.044
Dhaka and Chittagong Urban	-.881	.284	-.091	-3.100	.002	-1.439	-.324
(Constant)	7.662	.235		32.628	.000	7.202	8.123

The reference categories for the model are unexposed to PSA, Rural, Aged 15-24, Female, No Schooling, High income, Sylhet division, and Dhaka-Chittagong rural. The model had an adjusted R square of 0.021. The Durbin-Watson value was .861. The F statistic was 6.417 (significance < 0.001).

Regression 1 - Risk Perception by Exposure to PSA							
N= 3,459							
	Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
Variables	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
Reach of resilience PSA	.091	.022	.071	4.20	.000	.048	.133
Urban	.041	.031	.036	1.30	.192	-.021	.103
Aged 25-34	.010	.021	.009	.45	.653	-.032	.052
Aged 35-44	-.011	.024	-.009	-.47	.637	-.059	.036
Aged 45 plus	-.033	.024	-.028	-1.34	.178	-.081	.015
Male	.079	.017	.081	4.75	.000	.046	.111
Attended but did not complete primary education	-.044	.029	-.030	-1.51	.131	-.101	.013
Completed primary education	-.031	.027	-.024	-1.13	.257	-.084	.022
Completed secondary education	-.050	.026	-.046	-1.96	.050	-.100	.000
Completed college or university education	-.018	.029	-.015	-.63	.529	-.076	.039
Low income	.226	.018	.224	12.35	.000	.190	.262
Rajshahi and Rangpur	-.024	.021	-.021	-1.15	.250	-.065	.017
Khulna and Barisal	.023	.024	.018	.98	.329	-.023	.070
Dhaka and Chittagong Urban	-.166	.039	-.124	-4.32	.000	-.242	-.091
(Constant)	-.159	.032	--	-4.96	.000	-.221	-.096

The reference categories for the model are unexposed to PSA, Rural, Aged 15-24, Female, No Schooling, High income, Sylhet division, and Dhaka-Chittagong rural. The model had an adjusted R square of 0.068. The Durbin-Watson value was 1.219. The F statistic was 18.958 (significance < 0.001).

Regression 2 - Collective Efficacy by Exposure to PSA							
N= 3,459							
	Unstandardized Coefficients		Standardized Coefficients			95% Confidence Interval	
Variables	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
Reach of resilience PSA	-.043	.024	-.032	-1.82	.070	-.089	.003
Urban	-.012	.034	-.010	-.34	.733	-.079	.056
Aged 25-34	.024	.023	.021	1.01	.312	-.022	.069
Aged 35-44	.004	.027	.003	.16	.875	-.048	.056
Aged 45 plus	.022	.027	.018	.84	.404	-.030	.075
Male	-.010	.018	-.009	-.54	.590	-.045	.026
Attended but did not complete primary education	.043	.032	.028	1.35	.177	-.019	.105
Completed primary education	.041	.029	.031	1.39	.165	-.017	.099
Completed secondary education	.042	.028	.037	1.51	.132	-.013	.097
Completed college or university education	.084	.032	.067	2.63	.009	.021	.147
Low income	.027	.020	.025	1.36	.174	-.012	.066
Rajshahi and Rangpur	-.008	.023	-.006	-.33	.742	-.052	.037
Khulna and Barisal	-.027	.026	-.019	-1.03	.302	-.077	.024
Dhaka and Chittagong Urban	-.060	.042	-.042	-1.43	.154	-.142	.022
(Constant)	-.056	.035	--	-1.60	.111	-.124	.013

The reference categories for the model are unexposed to PSA, Rural, Aged 15-24, Female, No Schooling, High income, Sylhet division, and Dhaka-Chittagong rural. The model had an adjusted R square of 0.002. The Durbin-Watson value was 1.056. The F statistic was 1.459 (significance < 0.118).

Regression 3 - Self Efficacy by Exposure to PSA							
N= 3,459							
	Unstandardized Coefficients		Standardized Coefficients			95% Confidence Interval	
Variables	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
Reach of resilience PSA	.028	.013	.038	2.229	.026	.003	.053
Urban	.047	.018	.072	2.571	.010	.011	.084
Aged 25-34	.006	.013	.009	.455	.649	-.019	.030
Aged 35-44	-.009	.014	-.012	-.599	.549	-.037	.019
Aged 45 plus	.002	.014	.004	.174	.862	-.026	.031
Male	.016	.010	.028	1.604	.109	-.003	.035
Attended but did not complete primary education	-.018	.017	-.022	-1.080	.280	-.052	.015
Completed primary education	-.024	.016	-.033	-1.530	.126	-.055	.007
Completed secondary education	-.023	.015	-.036	-1.502	.133	-.052	.007
Completed college or university education	-.014	.017	-.020	-.807	.420	-.048	.020
Low income	.046	.011	.078	4.242	.000	.025	.067
Rajshahi and Rangpur	-.101	.012	-.153	-8.209	.000	-.125	-.077
Khulna and Barisal	-.087	.014	-.116	-6.277	.000	-.114	-.060
Dhaka and Chittagong Urban	-.095	.023	-.124	-4.203	.000	-.139	-.051
(Constant)	.015	.019	--	.778	.436	-.022	.051

The reference categories for the model are unexposed to PSA, Rural, Aged 15-24, Female, No Schooling, High income, Sylhet division, and Dhaka-Chittagong rural. The model had an adjusted R square of 0.028. The Durbin-Watson value was 1.078. The F statistic was 8.105 (significance < 0.001).

Regression 4 - Knowledge by Exposure to PSA							
N= 3,459							
	Unstandardized Coefficients		Standardized Coefficients			95% Confidence Interval	
Variables	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
Reach of resilience PSA	.538	.149	.062	3.619	.000	.246	.829
Urban	.062	.217	.008	.285	.775	-.363	.486
Aged 25-34	-.015	.147	-.002	-.100	.921	-.303	.274
Aged 35-44	.035	.168	.004	.207	.836	-.294	.363
Aged 45 plus	.191	.169	.024	1.135	.257	-.139	.522
Male	.695	.114	.105	6.093	.000	.471	.919
Attended but did not complete primary education	-.375	.201	-.038	-1.866	.062	-.769	.019
Completed primary education	.195	.186	.023	1.047	.295	-.170	.560
Completed secondary education	.394	.176	.054	2.239	.025	.049	.739
Completed college or university education	.723	.202	.089	3.578	.000	.327	1.119
Low income	.289	.126	.042	2.290	.022	.042	.536
Rajshahi and Rangpur	-.631	.145	-.081	-4.363	.000	-.914	-.347
Khulna and Barisal	-.619	.163	-.070	-3.796	.000	-.938	-.299
Dhaka and Chittagong Urban	-.292	.265	-.032	-1.102	.270	-.812	.228

(Constant)	7.626	.220		34.687	.000	7.195	8.057

The reference categories for the model are unexposed to PSA, Rural, Aged 15-24, Female, No Schooling, High income, Sylhet division, and Dhaka-Chittagong rural. The model had an adjusted R square of 0.031. The Durbin-Watson value was .863. The F statistic was 8.853 (significance < 0.001).

Regression 5 - Discussion by Exposure to PSA

N= 3,451

Variables	Unstandardized Coefficients		Standardized Coefficients			95% Confidence Interval	
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
Reach of resilience PSA	.126	.055	.039	2.29	.022	.018	.234
Urban	.088	.080	.031	1.10	.270	-.069	.245
Aged 25-34	.144	.054	.054	2.65	.008	.037	.251
Aged 35-44	.193	.062	.063	3.11	.002	.072	.315
Aged 45 plus	.144	.062	.049	2.31	.021	.022	.266
Male	.070	.042	.029	1.66	.098	-.013	.153
Attended but did not complete primary education	-.043	.074	-.012	-0.58	.562	-.189	.103
Completed primary education	-.026	.069	-.008	-0.38	.707	-.161	.109
Completed secondary education	.030	.065	.011	0.45	.649	-.098	.158
Completed college or university education	.103	.075	.034	1.38	.169	-.044	.250
Low income	.088	.047	.035	1.88	.060	-.004	.179
Rajshahi and Rangpur	-.455	.054	-.158	-8.50	.000	-.560	-.350
Khulna and Barisal	.032	.060	.010	0.54	.592	-.086	.150
Dhaka and Chittagong Urban	-.408	.098	-.122	-4.16	.000	-.600	-.216
(Constant)	2.881	.081		35.42	.000	2.721	3.040

The reference categories for the model are unexposed to PSA, Rural, Aged 15-24, Female, No Schooling, High income, Sylhet division, and Dhaka-Chittagong rural. The model had an adjusted R square of 0.031. The Durbin-Watson value was 1.257. The F statistic was 9.009 (significance < 0.001).

Regression 6 - Need Government Support by Exposure to PSA

N= 3,457

Variables	Unstandardized Coefficients		Standardized Coefficients			95% Confidence Interval	
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
Reach of resilience PSA	-.157	.035	-.078	-4.532	.000	-.226	-.089
Urban	-.084	.051	-.047	-1.666	.096	-.184	.015
Aged 25-34	.018	.034	.011	.522	.601	-.049	.085
Aged 35-44	.017	.039	.009	.438	.662	-.060	.094
Aged 45 plus	-.008	.039	-.004	-.194	.846	-.085	.070
Male	-.035	.027	-.023	-1.307	.191	-.087	.017
Attended but did not complete primary education	.016	.047	.007	.348	.728	-.076	.108
Completed primary education	-.048	.044	-.024	-1.105	.269	-.133	.037
Completed secondary education	-.003	.041	-.002	-.065	.948	-.083	.078
Completed college or university education	-.045	.047	-.024	-.960	.337	-.138	.047
Low income	.023	.029	.014	.769	.442	-.035	.080
Rajshahi and Rangpur	-.179	.034	-.099	-5.292	.000	-.245	-.113
Khulna and Barisal	.079	.038	.038	2.062	.039	.004	.153

Dhaka and Chittagong Urban	-.024	.062	-.011	-.380	.704	-.145	.098
(Constant)	4.464	.051		86.847	0.000	4.363	4.564

The reference categories for the model are unexposed to PSA, Rural, Aged 15-24, Female, No Schooling, High income, Sylhet division, and Dhaka-Chittagong rural. The model had an adjusted R square of 0.020. The Durbin-Watson value was 1.461. The F statistic was 6.101 (significance < 0.001).

Regression 7 - Support by the Government by Exposure to PSA							
N= 3,458							
	Unstandardized Coefficients		Standardized Coefficients			95% Confidence Interval	
Variables	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
Reach of resilience PSA	.279	.109	.044	2.563	.010	.066	.493
Urban	.488	.159	.086	3.071	.002	.176	.799
Aged 25-34	-.025	.108	-.005	-.228	.820	-.236	.187
Aged 35-44	.053	.123	.009	.431	.666	-.188	.294
Aged 45 plus	.257	.124	.044	2.079	.038	.015	.500
Male	-.175	.084	-.036	-2.093	.036	-.339	-.011
Attended but did not complete primary education	.121	.148	.017	.820	.412	-.168	.410
Completed primary education	.056	.137	.009	.411	.681	-.212	.324
Completed secondary education	.239	.129	.045	1.854	.064	-.014	.493
Completed college or university education	.533	.148	.090	3.592	.000	.242	.823
Low income	.660	.092	.133	7.133	.000	.478	.841
Rajshahi and Rangpur	-.256	.106	-.045	-2.418	.016	-.464	-.049
Khulna and Barisal	.191	.120	.030	1.596	.111	-.044	.425
Dhaka and Chittagong Urban	-.603	.195	-.091	-3.097	.002	-.984	-.221
(Constant)	6.384	.161		39.584	.000	6.068	6.700

The reference categories for the model are unexposed to PSA, Rural, Aged 15-24, Female, No Schooling, High income, Sylhet division, and Dhaka-Chittagong rural. The model had an adjusted R square of 0.020. The Durbin-Watson value was 1.238. The F statistic was 5.90 (significance < 0.001).

Regression 8 - Behaviour Uptake by Exposure to PSA							
N= 3,459							
	Unstandardized Coefficients		Standardized Coefficients			95% Confidence Interval	
Variables	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
Reach of resilience PSA	.734	.159	.079	4.613	.000	.422	1.046
Urban	.803	.232	.097	3.461	.001	.348	1.257
Aged 25-34	.325	.158	.042	2.061	.039	.016	.633
Aged 35-44	.262	.180	.030	1.458	.145	-.090	.614
Aged 45 plus	-.116	.181	-.014	-.642	.521	-.470	.238
Male	.017	.122	.002	.138	.890	-.223	.256
Attended but did not complete primary education	.133	.215	.013	.617	.538	-.289	.555
Completed primary education	.610	.199	.067	3.060	.002	.219	1.001
Completed secondary education	.323	.189	.042	1.714	.087	-.046	.693
Completed college or university education	.875	.216	.101	4.043	.000	.451	1.300
Low income	-.219	.135	-.030	-1.625	.104	-.484	.045

Rajshahi and Rangpur	-.031	.155	-.004	-.201	.841	-.335	.273
Khulna and Barisal	-.453	.175	-.048	-2.593	.010	-.795	-.110
Dhaka and Chittagong Urban	-.908	.284	-.094	-3.195	.001	-1.465	-.351
(Constant)	7.598	.235	--	32.265	.000	7.136	8.060

The reference categories for the model are unexposed to PSA, Rural, Aged 15-24, Female, No Schooling, High income, High income, Sylhet division, and Dhaka-Chittagong rural. The model had an adjusted R square of 0.024. The Durbin-Watson value was .861. The F statistic was 7.044 (significance < 0.001).

Full results of structural equation modelling (SEM) analysis

This technical appendix summarises the results of the SEM analysis. See the full technical appendix for more information on the methodology and results, available at: http://dataportal.bbcmediaaction.org/site/

Results from theoretical model

Figure 1 below gives the results from the first theoretical model, when modelled using the endline dataset. In all cases *** means significant at the 99.9% level, ** is significant at the 99% level and * is significant at the 95% level. No stars means outside the standard level of significance.

Figure 1: Model results from theoretical model
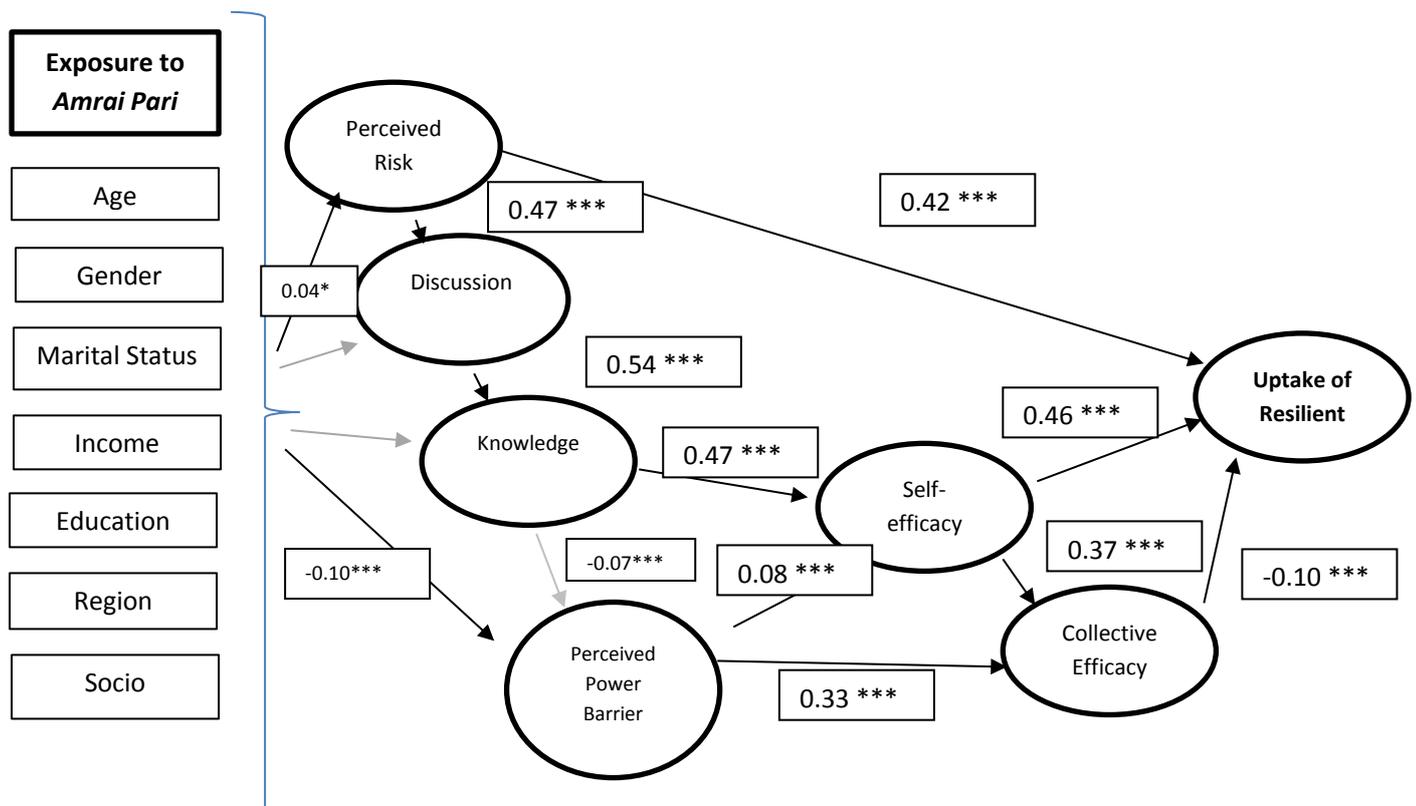
The coefficients presented on the diagram relate to regular exposure to *Amrai Pari* when compared to non-exposure. Therefore, the value of 0.04 from the control variables on the left hand side of the diagram to perceived risk means that perceived risk among those who were exposed to *Amrai Pari* was 0.04 of a standard deviation higher than those who were not exposed. On the other hand, perceived power barriers were lower by 0.1 of a standard deviation among those regularly exposed to the programme.

The results presented in figure 1 are conducted on the random plus booster sample. The values between the ovals represent the standardised relationships between the latent variables when controlling for all of the elements on the left hand side of the diagram. So the 0.47 between perceived risk and discussion means that those who had a one standard deviation higher levels of perceived risk were likely to report around a half of a standard deviation (0.47) higher level of discussion.

The components that are 'greyed out' were non-significant mediator variables and pathways between exposure to *Amrai Pari* and uptake of resilient behaviour. Put another way, these components played no role in shaping resilient behaviour of the individual due to exposure to *Amrai Pari*.

There does not appear to be a direct effect of exposure to *Amrai Pari* on the ultimate dependent variable (resilient behaviour). There is however emerging signs of significance of an indirect effect, though these effects are small. These effects were found by multiplying the coefficients along the pathways represented by single-headed arrows. The rationale for the pathways was informed by existing literature, BBC Media Action's Climate Asia study, and baseline research. Hence, the results are valid only in as much as the rationale is valid.

The results show that:
- The total effect of *Amrai Pari* on resilient behaviour = 0.06**
  - This means that exposure to *Amrai Pari* was associated with increased resilient behaviour by 0.06 of a standard deviation
- The direct effect of *Amrai Pari* on resilient behaviour = 0.02 (not significant)
  - This means that *Amrai Pari* had a slight direct effect on resilient behaviour, but insignificant

Indirect effects, in order of size:
- Via perceived risk = 0.02*
- Via perceived power barrier and then self-efficacy = 0.004*
- Via perceived power barrier and then collective-efficacy = 0.003**
- Via perceived risk, discussion, knowledge, and self-efficacy = 0.002* [1]
- All other pathways not significant

Overall, therefore, exposure to *Amrai Pari* was associated with a small increase in resilient behaviour but this was found to operate through the associated increases in the mediating variables in the model. The most relevant of these was through increases in perceived risk and to a lesser extent through decreasing perceived power barriers which in turn increased efficacy and ultimately resilient behaviour.

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[1] Due to the combination of small effect size, low significance, and multiple variables in this path, this result was inferred to be spurious rather than meaningful and therefore not included in the body of the report.