

# Assessing Tribal Audience Engagement with Youtube Akashvani 100.2 FM: Content Analysis of Engagement Metrics and Viewership Patterns

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## **Abstract**

Akashvani Adilabad 100.2, is one of the local stations of Prasar Bharati, making it the third such Local Language Radio Station in India. This channel caters to the needs and requirements of the local Adilabad people in a way that is easy to understand and mostly focuses on their development and news updates. The channel has a presence on YouTube and other social media. This paper mainly focuses on analyzing YouTube channels due to their ease of access and awareness. The channel was created on 7<sup>th</sup> April 2013 and has more than 10,000+ videos with over 48 Lakh views, showing its great importance in educating with special reference to educating the tribal population. The study aims to analyze the content and viewership patterns of the station's YouTube channel over one year, comparing the top five most-watched videos with the five least-watched videos. It was found that language and content relatability play a crucial role in attracting viewership for the YouTube channel.

**Keywords:** Akashvani, YouTube, Viewership, Language, Relatability.

## **INTRODUCTION:**

Established in 1936, Akashvani caters to the local population by disseminating information, educational content, and entertainment to diverse populations across the country. The channel Akashvani 100.2 FM is a community radio station operated by All India Radio (AIR) in the Adilabad district of Telangana, India. This channel caters to the local population through this FM channel broadcasting a diverse range of programs in Telugu and other regional languages. The station focuses on delivering content that is relevant to the local community, including news updates, cultural programs, educational segments, and agricultural information. With its frequency of 100.2 MHz, Akashvani Adilabad FM reaches a wide audience in the district and surrounding areas, serving as a vital source of information and entertainment for both rural and urban listeners. The station plays a crucial role in preserving local traditions, promoting government initiatives, and fostering community engagement through interactive programs and listener participation. Adilabad district of Telangana is dominated by tribal population and this FM Channel also has videos in the local tribal language.

The channel has over 10,000 videos spanning over 12 Years of content, with the highest views being recorded at 2.55 Lakhs for a single video. The channel Akashvani Adilabad boasts a variety of topics that are educational in terms of History, Agriculture, Farming techniques, and Songs in addition to schemes and initiatives applicable to tribals.

The paper analyses the content of the channel over one year, comparing the top five most-watched videos

with the five least-watched videos.

### **Review of Literature:**

Community radio has emerged as a strong tool to boost the development process in an underserved area, it is a radio tool operated and managed by the community that it is meant to serve. It provides a platform for voices to be heard and engage in discussion with a special focus on the marginalized section of society (**Gumucio-Dagron, 2001**). Community radio plays a significant role in education, social awareness, and empowerment in rural areas with limited access to resources, while still enlightening the society about health, agriculture, governance, and welfare schemes (**Girard, 2003**) further improving pluralism and diversity.

Community radio has been widely acknowledged as an effective medium for promoting education and awareness among marginalized communities. In tribal regions of Odisha, where access to formal education is often constrained, community radio stations serve as vital sources of learning for both children and adults. By airing school lessons, health-related information, and vocational training programs, stations like DHIMSA FM help bridge the educational divide and empower individuals to enhance their livelihoods (Sahu & Kumar, 2024).

The paper on Akashvani 100.2 FM Adilabad's YouTube channel tends to analyze and assess the viewing patterns of the 5 most viewed and 5 least viewed videos for 1 year. Adilabad is a relatively backward and under-served area in the region of Telangana with the bulk of the population being tribal and confined to villages and hamlets, radio channels such as Akashvani 100.2 FM Adilabad need to strengthen its roots and provide valuable guidance to such a vulnerable population and help provide a defined pathway towards development. To understand which type of content, resonates most with the tribal audience and which fails to generate interest may be assessed through this study.

### **Method:**

The study uses content analysis to analyse the viewership pattern of YouTube videos and find a correlation between content and viewership. The Top 5 viewed videos were taken as sample 1 and compared with the 5 least viewed videos over 1 year beginning from February 2024 to February 2025.

### **Methodology:**

#### **Research Design**

This study employs a **quantitative content analysis** approach to examine the performance of video content on the Akashvani Adilabad platform. Content analysis is a widely recognized research method for systematically analysing media content to identify patterns and trends in audience engagement (Krippendorff, 2018). The study aims to investigate the factors influencing video popularity by comparing the 5 most and 5 least viewed videos over a defined period of 1 year.

### **Data Collection**

#### **Time Frame and Video Selection**

The study considers videos published between **February 2024 and February 2025**. Within this period, the **five most-viewed** videos and the **five least-viewed** videos are selected for analysis. The selection is based on data extracted from the official analytics of the platform hosting Akashvani Adilabad (e.g., YouTube). Previous studies have highlighted the significance of such analytics in understanding audience

behavior and content engagement (Napoli, 2019).

### Data Sources

The primary data source for this study is the platform's **analytics**, which provides key performance indicators, including:

- **Number of views**
- **Engagement metrics** (likes, comments, shares)
- **Upload intervals**

These metrics have been extensively used in prior research to evaluate the impact of digital media content on audience reach and engagement (Burgess & Green, 2018).

### Data Analysis:

A **comparative analysis** is conducted between the top five most-viewed and the five least-viewed videos. The analysis consists of the following components:

#### Content Analysis

- **Thematic Analysis:** Identifying recurring themes, topics, and formats that characterize high and low-performing videos (Braun & Clarke, 2006).
- **Presentation Style:** Examining differences in video structure, narration, and visual elements, which have been identified as key determinants of audience retention (Guo, Kim, & Rubin, 2014).
- **Language and Accessibility:** Evaluating the use of local dialects, clarity, and ease of comprehension for tribal communities, considering linguistic barriers that impact media reception (Schiappa, Gregg, & Hewes, 2005).

#### Audience Engagement Analysis

- **Interaction Rates:** Comparing the volume of likes, comments, and shares as indicators of active engagement (Papacharissi, 2002).

### Limitations of the study:

- The study relies on **platform-provided analytics**, which may not provide a comprehensive view of audience engagement beyond measurable metrics (Rieder, 2020).
- External factors, such as **algorithm changes and promotional strategies**, may influence video performance beyond content quality, necessitating careful interpretation of results (Caplan & Gillespie, 2020).
- Retention time and demography insights are not readily available for us to make a more in-depth analysis.

This methodology ensures a rigorous and structured approach to understanding audience engagement with Akashvani Adilabad's content, highlighting key elements that contribute to viewership trends in digital media.

### Analysis & Findings:

The following analysis are of the Top 5 videos between the period of February 2024 to February 2025 have been reviewed and taken for the study. These 5 videos together will be considered as the first set of samples that is analyzed for the study.

- The video titled "**మానాపూర్, ఖైర్ దాటా గ్రామాల్లో దండారి సంబురాలు**" ("Dandari celebrations in Mankapur and Khair Datwa villages", A special program composed with

**opinions. Presented by: Gattu Ravinder**), has garnered over 25900 views with 110 likes and 4 comments. The video represents Ichoda Mandal's Mankapur and Khair Datwa villages and highlights the cultural relevance of the tribals (Gonds). The video is in the Gondi language which may be one of the possibilities why the video has garnered a significant audience.

- The video titled, “ఇచ్చోడ మండలం దుబార్ పేట్ కు చెందిన చాహకటి తానుబాయి బృందం గోండి భాషలో చెప్పిన కథలు” (The group led by Chahakati Tanubai from Dubarpet village in Ichoda Mandal narrated stories in the Gondi language) is in Gondi language and focuses about morals and culture as one of the key corner stones in life. The speaker narrates stories using sparrow as reference to life of an individual to convey moral messages. The video is shown in regards to Ichoda Mandal and Dubarpet village, with the video having gained over 24400 views with 135 likes and 2 comments. This shows the relevance and relatability of such videos towards the tribal population i.e., use of native tribal language for story telling could have garnered the viewership.
- The video titled, “నార్నూర్ మండలం దానుగూడ గడ్ బోరికార్ పెందూర్ వారి పెర్సపేన్ ఉత్సవాలపై రేడియో నివేదిక”(A radio report on the Persapen Festival of the Borekar Pendors from Danuguda, Narnoor Mandal) focuses and highlights the importance of Persapen God in the lives of the Gond tribal population. Persa Pen is the supreme god who is responsible for the creation of the world and governing the universe. The video is in the Gondi language where the tribal population describes the importance, power, and mighty of their god. The video has garnered over 24000 views with 149 likes and 11 comments, showcasing active engagement of the tribal population when it comes to such videos. The most probable reason for the video to reach so many eyes is that the language is in the native tongue and is highly relatable to all Gondi people and their god Persapen is the deity for clans and also is part of their culture and traditions. The video is based out of Narnoor Mandal and Daanuguda village.
- The video titled, “ఇచ్చోడ మండలం దుబార్ పేట్ కు చెందిన చాహకటి తానుబాయి బృందం గోండి భాషలో చెప్పిన కథలు” ( Stories told in the Gondi language by the Chahakati Tanubai group from Dubarpet, Ichoda Mandal ), based out of Ichoda mandal and Dubarpet village. The video has over 17900 views with 86 likes, showing the growing tendency of the tribal populace to listen to such videos having a stage image film with voice-over. This video narrates Gondi's moral stories using a crow for reference to deliver the meaning of the story.
- The video titled, “ గుడిహత్నూర్ మండలం పూనగూడ గ్రామానికి చెందిన సోయం సుగుణబాయి గోండి భాషలో చెప్పిన కథలు”(Stories told in the Gondi language by Soyam Sugunabai from Poonaguda village, Gudihathnoor Mandal ), based in Gudihatnoor and Poornaguda village, the video has 16800 views with 85 likes and 3 comments. The video highlights the tribal culture keeping morals at the forefront with the morals clearly explained in Gondi language. The video narrates **Gondi moral stories using Birds for reference.**

The above 5 videos have garnered over 15000 views within a short period and will be considered sample 1. The viewership may be due to the cultural significance, relatability, and language used in these videos. The 5 selected videos with high views that have been analyzed above, clearly have been outlined in a way to appeal to the tribal population with Gondi being the language of communication in these videos. It may be understood that the tribals also responded well because of the familiarity of

language and way of storytelling which is their natural style and established a sense of relatability to the content.

S.No	Parameter	Code	Views	Likes	Comments	Date of video release
1	"Dandari celebrations in Mankapur and Khair Datwa villages", A special program composed of opinions. Presented by: Gattu Ravinder	Culture	25973	110	4	Oct 30, 2024
2	Gondi moral stories using Sparrow for reference	Culture	24418	135	2	May 4, 2024
3	Persapen festival and rituals	Culture	24099	149	11	May 26, 2024
4	Gondi moral stories using Crow for reference	Culture	17956	86	0	May 9, 2024
5	Gondi moral stories using Birds for reference	Culture	16800	85	3	Oct 1, 2024

The Table above is a summary of the Top 5 viewed videos and the codes used for analysis based on views, likes and comments.

The following analysis are of the top 5 least viewed videos between the period of February 2024 to February 2025. These 5 videos together will be considered as the second set of samples that is analyzed for the study.

- The video titled, “ప్రస్తుతం సాగవుతున్న పంటల్లో పురుగు, తెగుళ్ల యాజమాన్యం” (Insect and pest management in current crops by M/o Agriculture), explains about the various techniques that can be implemented to prevent and manage insects and pests in agriculture. Even though Adilabad is relatively Agriculturally based and tribals dominant occupation too is agriculture, the video has only managed to garner around 25 views at the time of the analysis. The language used in the video is Telugu with a two-way communication strategy where the listeners could either call on the given phone number or use WhatsApp to ask any query and these questions would be answered by the special guest who has expertise in agriculture. This strategy usually is implemented to aim for effective interaction with the viewers and to make the session successful. This educative video focusing on agriculture inputs, could only garner 25 views and the probable reason that may have affected the outcome is language, where the speakers used a mix of Telugu and a little English that may have created a barrier for understanding.
- The video titled “పుస్తకంతో || 'సంగీత సౌరభాలు' పుస్తక ధారావాహిక పఠనం || అంశం: పండిత్ ఓంకార్ నాథ్ తాకూర్ 2వ ప్రసంగం” (With the book || 'Sangita Saurabhalu' book series reading || Topic: 2nd lecture of Pandit Omkar Nath Thakur), explains about songs and the influence that Pandit Omkar Nath has in field of music. The video even though explains about such a great musician has gained only 11 views, 1 like, and no comments. The video is very general in nature and used Telugu as a language to communicate with the audience.

- The video titled, “తెలంగాణ సినిమాల పరిస్థితి భవితవ్యం సినీ రచనల అనుభవం || పెద్దింటి అశోక్ కుమార్”, (Telangana Cinema Situation, Future, Experience in Film Writing || **Peddinti Ashok Kumar**), is a sit-down interview cum podcast that majorly focused on the current scenario of Telugu Cinematography. The video has 20 views and is among the least watched videos even though it is based on the entertainment industry. The relative theme of the video is stable or still imagery with the voice of the interview being played at the background. The language used in for the interview is Telugu.
- The video titled, “వేరుశనగ సాగులో పాటించవలసిన నూతన సాంకేతిక పద్ధతులు” (**Modern technological methods to be adopted in peanut cultivation**) an initiative by the Ministry of Agriculture, explains about the new technologies available for peanut cultivation by the Associate Dean, Sridhar Chouhan. The video is largely based in Telugu language with a question and answer-based format, and also listeners could connect with the speaker via WhatsApp to address any doubts or queries. The speaker talks about the need and the appropriate time of the year for peanut cultivation and the new technologies that can be implemented to get the best output. The video has 11 views, 1 like and no comments. The video included content where few listeners connected via WhatsApp to clarify their doubts on cultivation process, the issues related to the process and the market possibilities. The speaker provided clarification and explained in that regard and talks about the issues faced for growing such crops in Adilabad. Despite agriculture being the dominant occupation for the tribals of Adilabad district, this video could not reach the viewership which targeted farmers. This poor viewership could be accounted to the language used in the video that may have not appealed the audience.
- The video titled, “సైబర్ భద్రత పై ఎన్ సి.సి. క్యాడెట్ లకు అవగాహన”, (Cyber security awareness by N.C.C. Cadet), was a program undertaken by the Cyber Security Bureau for the NCC cadets. The video explains the need for maintaining cyber security and being on alert. This training video for cadets was aired to alert the audience about cyber security in this age of digital era. The video explained concepts and practices like Phishing scams, the importance of passwords, etc educating the audience about the cybercrimes. The video has a significant relevance and importance in today’s growing technological world. However, it only gained 31 views.

S. No	Parameter	Code	Views	Likes	Comments	Date of release
1	Insect and pest management in current crops by M/o Agriculture	Agriculture	25	0	0	Feb 13, 2025
2	With the book    'Sangita Saurabhalu' book series reading    Topic: 2nd lecture of Pandit Omkar Nath Thakur	Music-Infotainment	10	0	0	Feb 9, 2025
3	Telangana Cinema Situation, Future, Experience in Film Writing    Peddinti Ashok Kumar	Cinema-Infotainment	20	1	0	Feb 12, 2025
4	New technologies to be adopted in peanut cultivation by M/o Agriculture	Agriculture	14	3	1	Jan 15, 2025

5	Cyber security awareness	Technology	31	5	0	Dec 2, 2024
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The Table above is a summary of the Top 5 least viewed videos and the codes used for analysis based on views, likes and comments.

### Interpretation:

The data analysis between the 2 samples shows that:

- The tribal population listening to the Akashvani Adilabad YouTube Channel have a strong online presence and mostly prefer to listen and watch videos in their mother tongue rather than regional language like Telugu. It may be observed that the feeling of oneness and relatability is more when the video is consumed in their mother tongue such as Gondi as they are able to relate to the content deeply.
- The content consumption is poor despite the relevance of the topic in today's era. Despite the videos included topics on cultivation techniques, digital technology and crimes, musical significance, the videos have not been corresponded well with the Tribal population. This we can establish from the comparison made between videos that are in gondi language and in Telugu language. This analysis shows that, language plays a crucial role to gain the
- attention of the tribals of Adilabad district. Tribal population show more enthusiasm and likeness to content from their own culture, be it the bhajans or songs or historical figures and this can be established so as other videos with this concept gained higher viewership.
- While examining the viewing patterns for interview-based videos, it is observed that multiple other videos with similar thumbnail layouts have received similar reception and recognition as the sample video this study analyzed. It can be understood that videos where there is no relatability despite the value and informative factor it has, videos may not be received well by the tribal population. It can be said that, to reach tribal population, content should have strong relatability factor that will catch the tribals attention.

### Conclusion:

Tribals are educationally backward, have their own style of communication, unique dialect and mother tongue, primitive and unique culture and traditions have strong affiliation their language and culture. This study findings reveal that language can be a barrier for the tribals to seek information and to develop. To get the tribal audience attention and to use media for their development, media content if created in their mother tongue using visuals to appeal them, can be successful. Tribals may seem to choose their traditional cultural values over to what is considered today's more attractive fields or avenues. Hence, media practitioners, policy makers and civil society when working for tribal development, should consider these challenges and accordingly create content in their language to get their attention and accordingly educate them in ways that there is tribal development.

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