



Understanding Communications Practice among Youth in Kathmandu

Published in October, 2020

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About the Survey

This study titled, “Understanding Communications Practice among Youth in Kathmandu’ was carried out by Nepal Institute of Research and Communications (NIRC). The main objective of conducting this study was to understand the communications practice of youth in their professional work. Specifically, we explored the trend and practice of using social media for professional purposes, knowledge and practice of developing resumes, writing emails and formal communications, event management, among others.

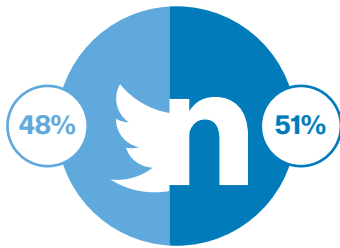
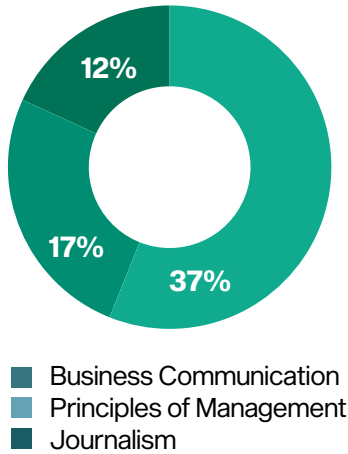
A total of 500 respondents from 15 colleges of Kathmandu currently pursuing their undergraduate degree participated in the survey. Selection of the colleges was done purposively after a brief desk research on the colleges offering undergraduate courses. The data collection for the survey was undertaken in December, 2019. Prior approval was taken from the college administration to undertake the survey. Interested youth voluntarily participated in the survey after a brief orientation by research team. The participants provided their responses in a questionnaire with multiple choice questions. All the responses were anonymous and therefore privacy and confidentiality of the respondents were maintained. The responses were then collected and analyzed by NIRC team. For the analysis, the responses were simply categorized based on the questions and analyzed using MS EXCEL.

The colleges we conducted the survey are listed below:

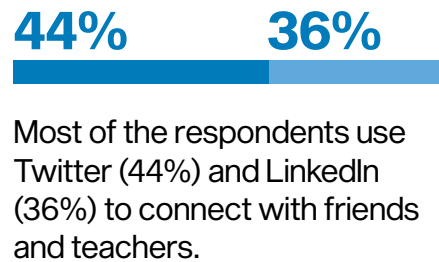
- Himalayan White House International College
 - Jaya Multiple Campus
 - Kantipur College of Management and Information Technology
 - Kathmandu College of Technology (KIT)
 - King’s College
 - Lumbini College
 - National College
 - Orchid International College
 - Prime College
 - Rajdhani Model College
 - St. Lawrence College
 - Texas International College
 - Trinity International College
 - Triton College
 - Xavier International College
-

Key Findings

Major findings from the study include:



About half of the respondents do not have a Twitter account (48%) and LinkedIn profile (51%).



67%

About 2/3rd of the respondents do not have experience of writing and publishing blogs. Those who write blogs, they publish in their Facebook page

3000

Only 7 of the respondents have a Facebook page with more than 3000 likes.

52% Do not have event organizing experience

86% Communications skills need to be improved

49% Have received some form of communications training

80% Communications topics need to be part of their academic course at undergraduate level