

Influence of Western Television Programmes on Lifestyle of Youths in Nepal

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Abstract

This study examines influence of western television programs on lifestyle of youths in Nepal. Lifestyle is selected as the dependent variable. The independent variables are enjoyment, eating habits, smoking and alcohol consumption, informativeness and violent scenes. The primary source of data is used to assess the opinions of the respondents regarding Influence of western television programmes on lifestyle of youths in Nepal. The study is based on primary data with 121 respondents. To achieve the purpose of the study, 35 structured questionnaires were prepared. The correlation coefficients and regression models are estimated to test the significance and importance of different factors associated with Influencing factors of western television programmes on lifestyle of youths in Nepal.

The study showed that enjoyment has a positive impact on lifestyle of Nepalese youths. It indicates that higher the enjoyment, better will be the lifestyle of Nepalese youths. The result also reveals that eating habits has a positive impact on lifestyle of Nepalese youths. It indicates that better eating habits leads to better lifestyle of Nepalese youths. Similarly, informativeness has a positive impact on lifestyle of Nepalese youths. It indicates that higher the informativeness, better will be the lifestyle of Nepalese youths. Likewise, smoking and alcohol consumption has a negative impact on lifestyle of Nepalese youths. It indicates that higher smoking and alcohol consumption leads to poor lifestyle of Nepalese youths. Further, violent scenes have a negative impact on lifestyle of Nepalese youths. It indicates that violent scenes lead to demolish in lifestyle of Nepalese youths.

Keywords: lifestyle, enjoyment, eating habits, informativeness, smoking and alcohol consumption, violent scenes

1. Introduction

Television broadcasting can be one enormous factor in our environment that influences decisions and acts to inspire the youth. It is noteworthy that not all messages that the media project, though, are not at all positive (John *et al.*, 2017). Herman and Chomsky (2002) stated that television manufactures consent and consent grants the organ grinder the greatest power of all - the power to define reality. TV has been used as a propaganda tool in the history and so is today. Ekeanyanwu (2015) stated that influence of western media programs appears to be heavily consumed in developing countries, instead of countries producing their own programs for local consumption, countries are forced to view the world through the eyes of Western values, ideas and

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civilization. According to Joyce (2008), television has a captivating effect on viewers, such that, viewers, especially the youths would want to imitate their heroes on television by trying to do what such characters do on television screen. The influence of Television on teenagers, adolescents and youths are widespread. The influence is mainly on their dressing and their attires, that is, what they wear and what they use to adorn themselves (Saodah and Mohd, 2008). Television holds a very special place in the culture of a people. Television, like books are culturally special medium an important medium of cultural transmission (Baran, 2009). The study showed that television contributes to the socialization and the transmission of culture (Baran, 2009).

TV has a wide influence on its audience (Mohd Yusof, 2006). It affects, not only, the knowledge of the audience but also the attitudes such as the desire for products and brand preferences. Despite the overwhelming qualities (light, color, sound and motion) which empower television to command a major proportion of media consumption, the audience may reject its programmes if its content derails from their cultural traits (Liu and Fang, 2017). Sparks (2007) stated that the western programs are heavily exposed to the people are directly or indirectly subjected to a subtle process of indoctrination into foreign or western, particularly American ways of life to the extent that, they tend to abandon or jettison their traditional behavior and values.

Sonkusare (2013) defined that TV advertising is a very effective tools of communicating message to its target audience. Kaiser Family Foundation (Kaiser, 2010) revealed that youths spend more time with media than with any other activity. According to Mohideen and Saravanan (2016), TV uses the combination of sight, color, sound and motion to create an effect which makes its appeal through both the eye and the ear. TV has a wide influence on its audience (Mohd Yusof, 2006). It affects, not only, the knowledge of the audience but also the attitudes such as the desire for products and brand preferences. The study showed that TV, to some extent, is very influential on youth clothes shopping behavior especially for the adolescents and the young adult group (Peters, 1989). Owuamalam (2007) found that adolescents did not seem to select clothes like those worn by persons in TV. TV is the most credible source of information and is widely used (Ibelema and Powell, 2001). Ibelema and Powell (2001) further found that cable TV news is the most trustworthy of all news services among Alabama residents. TV is highly visual and seeing something on TV, like fashion, may have an impact on the audience. When local TV programme aired fashion close to home fashion design, there is more likely that the news proximate it and it is found to be realistic to them (Weitzer and Kubrin, 2004). In the context of this discourse,

many commentators opine that by the age of 18, an individual will have spent more time watching television than any other activity besides sleep (Miles and Anderson, 1999). Williams (1986) mentioned that there is an indication that although excessive television watching may impair school performance, limited amount of television watching may be beneficial. Buijzen and Valkenburg (2000) found that girls of higher age groups want clothing's as gifts with a strong function and products that facilitate social ties and giving an impression of the self (jewelry). The study found that commercial media consumption (television) is positively related to brand consciousness (Nelson and McLeod, 2005). Dominick (2005) found that it is not the amount of TV exposure that influence girls and young women's images of their future; rather it is the programs that they were exposed to.

Rubin *et al.* (1988) found that the effects of television viewing on perception of social reality were program specific. Viewers who watched more day-time serials tended to score lower in perceptions of altruism and trust in others. Chan and Chan (2004) found that children's television programs in Mainland China reflected more of its traditional Chinese values of high-power distance and emphasis on education. Speck and Elliott (1997) found that there is a positive impact of demographics on advertisement avoiding behavior or the impact of ads features on ads avoiding behavior, such as advertisement perceived value, their frequency, timing, length and content. The cultivation theory says that the frequent exposure to certain media contents leads audience to behave according to what they are exposed to (McQuail, 2005). Becker (2004) examined television, disordered eating, and young women in Fiji: Negotiating body image and identity during rapid social change. The study indicated that response to television appeared to be shaped by a desire for competitive social positioning during a period of rapid social transition. Chan and Cai (2009) examined the influence of television advertising on adolescents in China: An urban-rural comparison. The study showed that heavy television advertising viewers were also more materialistic than light television advertising viewers. When television-advertising viewing was controlled, urban respondents have a higher perceived affluence, while rural respondents had a higher level of materialism. Cole *et al.* (2010) indicated that the effectiveness of media-based interventions such as Rechov Sumsum/Shara'a Simsim (Television series) on countering negative stereotypes by building a peer-oriented context that introduces children to the everyday lives of people from different cultures.

Usaini and Ekeanyanwu (2010) examined perceived role of entertainment television in shaping social behavior of teenagers. The study

found that the frequency of teenagers' exposure to entertainment TV; the kinds of entertainment programs they watch; what they pay attention to in the programs they watch; and how the entertainment programs shape their world view concerning social behavior in their environment. Akintayo and Adebola (2010) investigated western entertainment television programs. The study revealed that youths devote their time to watching Western entertainment television programs because it suits their needs and interests but especially because they might not be able to do beyond what they know. Muzenda and Ethelia (2013) examined Global Youth Culture. The study found that their culture is exactly the same as that of most youths worldwide. The significance of this study showed how globalization has affected the lives of the youth in general and how they have diverted from the traditional culture to that of their own making.

Mustaffa and Salleh (2014) assessed that the mass media have influence on the ways people perceive the world. The study showed that with rapid process of cultural globalization, Malaysian prime-time television dramas portrayed more Western values and lifestyles. Amongst the Malays, especially the youngsters, there were evidences of the adoption of other Western values like individualism and consumerism. Garba and Wanapia (2015) revealed that the more exposure to Western television contents to identify Western television stars as models, also leads to improvement of local television movies in terms of quality and standard. The implication is the increase of Nigerian students' preference for local television product.

Odochie *et al.* (2021) assessed Western television programs and the cultural values of Nigeria youths. The study showed more exposure to Western television content(s) tends to identify Western television stars as models and the improvement of local television movies in quality and standard will increase Nigerian students' preference for local television product. Erena and Gutema (2021) assessed impact of Satellite Television Programs on Ethiopian Culture. The results revealed that fulfillment of affective needs was one of the most widely declared motivations for teenage satellite TV program consumers. This study also found that there is an association between TV viewing habits, socioeconomic background, gender and attitude of teenage students towards various elements of culture imbibed from Kana TV movies and its impact. Shah (2016) examined the influence of TV commercials on the lifestyle of youngsters. The study showed that TV commercials have impact on the lifestyle of youngsters and there is relationship between TV commercials and lifestyle choices of youngsters. The study also highlighted the role of TV commercials in promoting materialistic values among youngsters. Riaz and

Arif (2019) assessed influence of Foreign TV Programs on Fashion, Lifestyle and Language of Youth. This study found that there is a strong relationship between exposure to foreign TV programs and influence on cultural attitudes of youth.

Cho and Cheon (2004) found that advertising avoidance consists of cognitive, affective and behavioral components. The cognitive component entails intentionally ignoring the ad, while the affective component suggests response in the form of negative feelings towards an ad. Kittler and Sucher (2008) found that food habits are discrete and practiced privately, and change occurs slowly. Consumption of new food items is affected by the availability of native ingredients, convenience and cost; therefore, an immediate change is likely to occur. Halloham (2011) found that media as cultural institution in modern society that operates to shape what people know and how they know it, thus defining human experience itself.

In the context of Nepal, Neupane (2019) indicated that respondents like preferred TV advertisements have been found more popular as compared to Radio, Print and other media. However, the effectiveness of the TV advertising depends upon many things but mostly it dependent upon the popularity and coverage of the channel it is being transmitted through. Rimal *et al.* (2015) media as educator, media as disruptor: conceptualizing the role of social context in media effects. The study indicated that the media served to provide information other than what was circulating in the community. Adhikari (2016) showed that advertisement is a necessity and has to be taken into consideration as it plays a major role in the success of any brand. Aruna *et al.* (2008) indicated television advertisements have significant impact on youth including product choices and overall perceptions of gender roles. The tendency for pre-adolescent and adolescent females to compare their bodies to women represented in the media increases with age. Increased exposure to television, magazines and movies put youth at a higher risk of adopting unhealthy lifestyle habits. Bisht (2013) revealed that TV advertising impact on buying behavior of teenagers related to different residential backgrounds (rural and urban) and gender groups (male and female). The media play important role on students, this means that much of what youths learn about the world are things they got from exposure to the media.

The above discussion reveals that the empirical evidence varies greatly across the studies concerning influence of western television program on lifestyle of youths. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one

view or the other this study has been conducted.

The main purpose of the study is to examine influence of western television program on lifestyle of youths in Nepal. Specifically, it examines the impact of lifestyle of youths, enjoyment, eating habit, smoking and alcohol consumption, informativeness and violent scenes on lifestyle of youths in Nepal.

The remainder of this study is organized as follows. Section two describes the sample, data and methodology. Section three presents the empirical results and the final section draws the conclusion.

2. Methodological aspects

The study is based on the primary data. The data were gathered from 121 respondents through questionnaire. The respondents' views were collected on enjoyment, eating habits, informativeness, smoking and alcohol consumption and violent scenes and lifestyle of youths. The study used descriptive and casual comparative research design.

The model

The model estimated in this study assumes that the lifestyle of Nepalese youths depends on enjoyment, eating habits, informativeness, smoking and alcohol consumption and violent scenes. Therefore the model takes the following form:

$$LS = \beta_0 + \beta_1 E + \beta_2 FE + \beta_3 U + \beta_4 SA + \beta_5 VS + e$$

Where,

LS = Lifestyle

EN= Enjoyment

E= Eating habits

IN= Informativeness

SA= Smoking and alcohol consumption

VS= Violent scenes

Lifestyle of youths was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "Smoking scenes in T.V program is one of the factors that influence youths to smoke.", "Alcohol consumption scenes in TV programs motivates youth to drink alcohol." And so on. The reliability of the items was measured by computing Cronbach's alpha ($\alpha=0.772$).

Enjoyment was measured using a 5-point Likert scale where the

respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Western TV programs are a form of entertainment”, “In general, I like watching western TV programs” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.760$).

Eating habits was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Western television content enhances the risk for the development of an eating disorder or changes in food habit”, “The more people spend time on television, they are more likely to eat unhealthy foods” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.781$).

Informativeness was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Western television give me up-to-date information.”, “Western television inform me about products bought by consumers whose lifestyle is like mine.” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.712$).

Smoking and Alcohol consumption was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I feel that youths who watch western T.V programmes showing characters smoking may likely to take up habit.”, “Youths who watch characters smoking in Programs may see as a sign of stardom” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.768$).

Violent scenes was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Exposure to violence on television program may increase the risk of violent behavior of viewers.”, “I feel that watching violent scenes contributes to nightmare and fear of being harmed.” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.748$).

The following section describes the independent variables used in this study along with the hypothesis formulation.

Enjoyment

It cannot be denied that mass media has big role or contribution to all

aspects of modern society's life. It is not surprising if it is mentioned that mass media has become a medium that helps people spread messages (Sumartono, 2016). According to Simamora (2016), in a media system, certain different types are found based on different media technologies: print, television, radio, music recording, internet, telecommunication and so on. The electronic media character combines sound and moving images, while print media conveys information through pictures and writing, and the last, character is internet media which is the collaboration of writing, sound, and moving images in one media. YouTube is a product of the development of mass communication technology which is the most popular among the public. An information processing model cannot, however, easily explain the non-significant correlations between program entertainment and enjoyment on the one hand and the program ratings on the others (Norris and Colman, 1993). The data do not provide statistical corroboration of the hypothesis that program-induced enjoyment and entertainment influence attitudes toward lifestyle, attitudes toward programs (Norris and Colman, 1992). Defleur (1991) observes that, people hum the latest tunes, make the latest hairstyles of popular artistes, and try to dress like them. These media output is an integrated and important part of popular cultures. Based on it, this study develops the following hypothesis: H₁. There is a positive relationship between enjoyment and lifestyle of youths.

Eating habits

Becker (2004) argued that exposure to some media content enhances the risk for the development of an eating disorder or changes in food habit. Moreover, population studies demonstrate that transnational migration, modernization, and urbanization are associated with elevated risk of disordered eating among girls and young women (Anderson Fye and Becker, 2004). Despite advances in treatment, up to 50% of individuals with eating disorders do not recover fully (Keel and Mitchell, 1997). One means by which exposure to idealized images of beauty has an impact on body image is through stimulating social comparison (Festinger, 1954). Indeed, numerous observational and experimental studies have demonstrated an association between reported media exposure and changes in body image (Field *et al.*, 1999). Based on it, this study develops the following hypothesis:

H₂. There is a positive relationship between eating habits and lifestyle of youths.

Informativeness

Informativeness can be interpreted as the ability of advertising to deliver information to customers in order to satisfy their needs (Hoffman,

1996). Viewers are increasingly accessing television and video content through the Internet on computers, mobile phones, tablets, and other devices (Chorianopoulos and Lekakos, 2008). Blanco *et al.* (2010) revealed that the entertainment and informational aspects perceived by consumers in mobile advertising have positive impact on consumers buying behavior. The study found that the majority of respondents regard the internet as an information source rather than as an environment source (Shavitt, 1999). According to Gao and Koufaris (2006), informativeness can be defined as the fulfillment consumers want and is a chance for marketers to expand to present alternative products and services by distributing the bulk of the information through advertising. As information is a cornerstone of advertising, marketers have created bounteous advertising messages in order to provide sufficient, useful, and interesting information of products and services (Gordon and DeLima-Timer, 1997). Based on it, this study develops the following hypothesis:

H₃: There is a positive relationship between informativeness and lifestyle of youths.

Smoking and alcohol consumption

The link between smoking in movies and adolescent smoking is robust and transcends different cultural context (Morgenstern *et al.*, 2011). Wilkinson *et al.* (2009) indicated that there is a positive impact of exposure to smoking imagery in the movies and cigarette consumption among youth. Potential underlying mechanisms for a direct link between alcohol portrayals and individual alcohol use are related to norm setting, habit formation and imitation. First, movies, soap operas and advertisements mostly portray substances in a positive way by using prototypes of the 'ideal' person in an appealing context (Everett *et al.*, 1998). Quigley and Collins (1999) strongly supported the assumption that when people are in the company of a drinker, the drinking pace of the other affects individual drinking rates. Based on it, this study develops the following hypothesis:

H₄: There is a positive relationship between smoking and alcohol consumption lifestyle of youths.

Violent scenes

Technology is the force of today's ever-evolving world, and television is at the heart of it. While experiencing its own evolution and advancement, TV has maintained a constant presence. Postman (1985) stated that television is our culture's principal mode of knowing about itself. Zhang *et al.* (2013) found there is a significant positive relationship between the violent movies and lifestyle of youths. According to Robbins (2010), the progression of the

technology of television parallels the course of a drug addiction in that the addict must keep upping the quantity or purity in order to get the desired effect. This concept is especially dangerous in children who are at a disadvantage given their lower levels of maturation and experience. Stanley (2002) argued that violent movies are harmful to youths and their education, and can also negatively affect their brain development, grades, mental and physical health as well as social behavior. Based on it, this study develops the following hypothesis:

H₅: There is a positive relationship between violent scenes and lifestyle of youths.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall’s Tau correlation coefficients along with means and standard deviations have been computed, and the results are presented in Table 1.

Table 1

Kendall’s Tau correlation coefficients matrix

This table presents Kendall’s Tau coefficients between dependent and independent variables. The correlation coefficients are based on 121 observations. The dependent variable is LS (Lifestyle). The independent variables are EN (Enjoyment), E (Eating habits), IN (Informativeness), SA (Smoking and alcohol habits) and VS (Violent scenes).

Variables	Mean	SD	LS	DC	EN	FE	US	SA	VS
LS	3.590	0.806	1						
DC	3.643	0.759	0.363**	1					
EN	3.641	0.714	0.403**	0.447**	1				
FE	3.558	0.702	0.408**	0.417**	0.440**	1			
US	3.605	0.745	0.391**	0.410**	0.506**	0.501**	1		
SA	3.540	0.817	0.590**	0.323**	0.500**	0.489**	0.491**	1	
VS	3.623	0.655	0.593**	0.433**	0.459**	0.425**	0.402**	0.583**	1

Note: The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent levels respectively.

The study reveals that enjoyment is positively correlated with lifestyle of Nepalese youths. It indicates that higher the enjoyment, better will be the lifestyle of Nepalese youths. The result also reveals that eating is positively correlated with lifestyle of Nepalese youths. It indicates that better eating habits leads to better lifestyle of Nepalese youths. Similarly, informativeness is positively correlated with lifestyle of Nepalese youths. It indicates that higher the informativeness, better will be the lifestyle of Nepalese youths.

Likewise, smoking and alcohol is positively correlated with lifestyle of Nepalese youths. It indicates that higher smoking and alcohol consumption leads to poor lifestyle of Nepalese youths. Further, violent scene is positively correlated with lifestyle of Nepalese youths. It indicates that violent scenes lead to demolish in lifestyle of Nepalese youths.

Regression analysis

Having indicated the Kendall’s Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it presents the regression results of enjoyment, eating habits, informativeness, smoking and alcohol consumption and violent scenes lifestyle of youths in Nepal.

Table 2

Estimated regression results of enjoyment, eating habits, informativeness, smoking and alcohol consumption and violent scenes lifestyle of youths in Nepal

The results are based on 145 observations using linear regression model. The model, $LS = \beta_0 + \beta_1 EN + \beta_2 E + \beta_3 U + \beta_4 SA + \beta_5 VS + e$ where LS (Lifestyle) is dependent variable. The independent variables are EN (Enjoyment), E (Eating habits), IN (Informativeness), SA (Smoking and alcohol habits) and VS (Violent scenes).

Model	Intercept	Regression coefficients of						Adj. R_bar ²	SEE	F-value
		DC	EN	FE	US	SA	VS			
1	1.421 (4.729)**	0.596 (7.376)**						0.308	0.671	54.403
2	0.956 (3.240)**		0.723 (9.101)**					0.405	0.622	82.828
3	1.230 (3.947)**			0.663 (7.718)**				0.328	0.661	59.574
4	1.462 (4.779)**				0.590 (7.102)**			0.292	0.679	50.432
5	0.843 (4.144)**					0.776 (13.851)**		0.614	0.501	191.861
6	0.163 (0.612)						0.946 (13.087)**	0.587	0.518	171.278
7	0.646 (2.103)*	0.269 (2.827)**	0.540 (5.352)**					0.438	0.604	47.842
8	0.361 (1.142)	0.190 (1.968)*	0.424 (3.964)**	0.278 (2.735)**				0.468	0.588	36.139
9	0.339 (1.1061)	0.179 (1.802)	0.399 (3.410)**	0.262 (2.455)*	0.060 (0.544)			0.464	0.590	27.015
10	0.216 (0.839)	0.225 (2.806)**	0.098 (0.965)	0.044 (0.493)	0.042 (0.477)	0.620 (8.014)**		0.653	0.475	46.234
11	0.139 (0.042)	0.099 (1.222)	0.090 (0.945)	0.006 (0.066)	0.020 (0.236)	0.441 (5.218)**	0.423 (4.103)**	0.695	0.445	46.641

Notes:

- i. Figures in parenthesis are t-values
- ii. The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
- iii. Lifestyle is dependent variable.

The regression results the beta coefficients for enjoyment are positive with lifestyle of youths. It indicates that enjoyment has a positive impact on lifestyle of youths. This finding is consistent with the findings of Hill (2020).

In addition, the beta coefficients for eating habits are positive with lifestyle of youths. It indicates that eating habits has a positive impact on lifestyle of youths influenced by lifestyle of youths. This result is consistent with the findings of Becker (2004). Further, the beta coefficients for informativeness are positively related with lifestyle of youths. It indicates that usage has positive impact lifestyle of youths. This finding is consistent with the findings of Gao and Koufaris (2006). In addition, the beta coefficients for smoking and alcohol consumption are positive with lifestyle of youths. It indicates that smoking and alcohol consumption has a positive impact on lifestyle of youths. This finding is similar to the findings of Subedi et al. (2014). The beta coefficients for violent scenes are positively related with lifestyle of youths. It indicates that violet scene has positive impact on lifestyle of youths. This finding is consistent with the finding of Zhang *et al.* (2013).

4. Summary and conclusion

Television is the first centralized cultural influence to permeate both the initial and final years of life as well as the years between. Thus, Western Television Programmes is viewed and argued by several scholars as a measure to foster imperialism and tagged ‘a model of cultural imperialism. The influence of the Western Media programmes appears to be heavily consume in developing countries, instead of countries producing their own programmes for local consumption, countries are forced to view the world through the eyes of Western values, ideas and civilization

This study attempts to examine the influencing factors of western television programmes on lifestyle of youths in Nepal. The study is based on primary data with 121 respondents.

The study showed that the factors that influence the lifestyle of youths towards lifestyle, enjoyment, eating habits, usage, smoking and alcohol consumption and violent scenes upon western television programmes. The study also concludes that informativeness and enjoyment are the most influencing factors that explain the factors influencing lifestyle of youths in Nepal.

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