

SCHEDULE

IMPACT OF TELEVISION ADVERTISEMENTS ON CHILDREN:

A COMPARATIVE ANALYSIS OF URBAN AND RURAL SILCHAR, ASSAM

Dear Respondent,

I am Ph.D. scholar; I am working on the 'Impact of Television advertisements on children'. Therefore on this basis, I require the related data. I assure you that your answers are only for the purpose of our study and your/your child's identity will be always kept undisclosed.

Thanking you for participation.

DEMOGRAPHIC DETAILS OF THE RESPONDENTS

SEX	<input type="checkbox"/>	MALE	<input type="checkbox"/>	FEMALE
AGE	<input type="checkbox"/>	2-4 YEARS		
	<input type="checkbox"/>	5-7 YEARS		
	<input type="checkbox"/>	8-11 YEARS		
FAMILY INCOME	<input type="checkbox"/>	LESS THAN Rs. 5,000 PER MONTH		
	<input type="checkbox"/>	Rs 5,001 – Rs 10,000 PER MONTH		
	<input type="checkbox"/>	Rs 10,001 - Rs 25,000 PER MONTH		
	<input type="checkbox"/>	MORE THAN Rs 25,000 PER MONTH		
PARENTAL EDUCATION	<input type="checkbox"/>	POST GRADUATE		
	<input type="checkbox"/>	GRADUATE		
	<input type="checkbox"/>	INTERMEDIARY EDUCATION		
	<input type="checkbox"/>	ELEMENTARY EDUCATION		
RESIDENTIAL BACKGROUND	<input type="checkbox"/>	URBAN	<input type="checkbox"/>	RURAL

Q1.	The child watches television- (a) Less than 30 minutes a day (b) One hour a day (c) 2-3 hours a day (d) More than 3 hours a day (e) Throughout the day during holidays (f) If others, specify _____
Q2	The child watches TV with- (a) With parents (b) With friends (c) Alone (d) With neighbour (e) With siblings (f) If others, specify _____

Q3.	Channels that the child prefer to watch- (a) Entertainment channels (b) Cartoon channels (c) Music channels (d) News channels (e) Sports channel (g) If others, specify_____
Q4.	Advertisements are something that- (a) Exaggerate the fact for promotion of the product (b) Always true what is shown (c) They are TV programmes (d) They are not reliable (e) That are not meant for children (h) If others, specify_____
Q5.	The child watches ads (frequency of watching)- (a) Every moment they sit in front of the TV set (b) Only have a glance during changing the channels (c) Search channels for watching ads (d) Wait restlessly for the favourite programme to start (e) Change channels when ads are featured (i) If others, specify_____
Q6.	The child watches ads because (reason of watching)- (a) They bear the cartoon characters (b) To know about that product (c) The presence of the child in the ads attract them (d) Glamorous models are featured in the ad (e) Music of the ad attracts the child (f) If others, specify_____
Q7.	The behaviour of the child while watching the ads - (a) Feel the lack of the advertised product in their life (b) Desire to have the product (c) Find the product least essential (d) Do not want to buy the product (e) Compare themselves with the character featured in the advertisement (f) If others, specify_____
Q8.	The frequency of their demands of the advertised product- (a) Want to buy every time they see the ads (b) During occasions only (c) Whenever they go out for shopping with parents (d) Very rarely demand for advertised products (e) Buy non-advertised products (f) If others, specify_____
Q9.	The advertised products that the child want to have the most- (a) Toys (b) Garments (c) Fast food (d) Gadgets (e) Fashion accessories and cosmetic products (f) If others, specify_____
Q10	The child buys a product- (a) Saw the advertisement of that product (b) They are conscious regarding the brand (c) Their friend has the product

	<ul style="list-style-type: none"> (d) Luxurious in nature (e) For the sake of happiness (f) If others, specify_____
Q11	<p>Often the child demand for some products that he/she watches on TV then-</p> <ul style="list-style-type: none"> (a) The child tries to convince the parents to accept their decision (b) Parents simply fulfill their demands (c) Parents motivate the child not to buy that product (d) Parents completely restrict them from buying that product (e) The child do not listen to them (f) If others, specify_____
Q12.	<p>When parents do not want to give the advertised product to children, they act-</p> <ul style="list-style-type: none"> (a) Being very strict (b) Apply logic to justify their decision (c) Giving an excuse of having financial problem (d) Help in understanding the function of ads (e) Are unable to motivate children (f) If others, specify_____
Q13.	<p>The food that the child prefers to eat always-</p> <ul style="list-style-type: none"> (a) Homemade food (b) Fast food (c) Anything that parents provide (d) Advertised health drinks (e) Advertised beverages (f) If others, specify_____
Q14.	<p>The child wants to buy an advertised product -</p> <ul style="list-style-type: none"> (a) Advertised products are more reliable (b) The products are better in quality (c) The way the product is advertised attracts the child (d) Fulfill their desire (e) The product provides an appropriate solution to the existing problem (f) If others, specify_____
Q 15.	<p>The child do not buy a product-</p> <ul style="list-style-type: none"> (a) If it is not advertised on TV (b) The advertisement is not attractive (c) The model/character featured in the ad is not impressive (d) It is not available in their locality (e) Due to financial problem (f) If others, specify_____
Q16.	<p>Sometime parents refuse to give the advertised product-</p> <ul style="list-style-type: none"> (a) The child show revolting attitude towards parents (b) They become disappointed (c) The child listens whatever their parents say (d) Have a feeling that parents do not understand their needs (e) They ask someone else of the family to meet their demand (f) If others, specify_____
Q17.	<p>When children see the advertised product of their choice in the hand of their friends-</p> <ul style="list-style-type: none"> (a) They become jealous (b) Become sad as they cannot afford to buy it (c) Become adamant as the child wants to have the product at any cost (d) Buy it with my pocket money

	<p>(e) Do not react</p> <p>(f) If others, specify_____</p>
Q18.	<p>The child discuss the content of the advertisements with -</p> <p>(a) Parents</p> <p>(b) Friends</p> <p>(c) Siblings</p> <p>(d) Neighbours</p> <p>(e) No one</p> <p>(f) If others, specify_____</p>
Q19.	<p>The person who help the child to understand the underlying meaning of ads-</p> <p>(a) Parents</p> <p>(b) Friends</p> <p>(c) Siblings</p> <p>(d) Neighbours</p> <p>(e) No one</p> <p>(f) If others, specify_____</p>
Q20.	<p>Satisfaction the buying of an advertised product offers -</p> <p>(a) Possessiveness</p> <p>(b) Mental satisfaction and happiness</p> <p>(c) Status consciousness</p> <p>(d) Competitive possessiveness</p> <p>(e) Utility satisfaction</p> <p>(f) If others, specify_____</p>
Q21.	<p>Children find ads as a</p> <p>(a) Entertain them</p> <p>(b) Make them more aware</p> <p>(c) Try to implement healthy habits in them</p> <p>(d) Have an adverse effects on them</p> <p>(e) Generate a sense of responsibility</p> <p>(f) If others, specify_____</p>
Q22.	<p>Besides watching TV, the other activities the child is engaged-</p> <p>(a) Devoting maximum time in studies</p> <p>(b) Spending time with family and friends</p> <p>(c) Engaged in extra-curricular activities</p> <p>(d) Playing indoor or outdoor games</p> <p>(e) Playing computer games</p> <p>(f) If others, specify_____</p>
Q23.	<p>The ads on conservation of resources</p> <p>(a) Make children aware</p> <p>(b) Help them to implement such messages in our own life</p> <p>(c) They do not always understand such ads</p> <p>(d) They not interested in them</p> <p>(e) do not implement it</p> <p>(f) If others, specify_____</p>
Q24.	<p>The ads directed towards the protection of environment -</p> <p>(a) Make them aware</p> <p>(b) Generate a sense of responsibility</p> <p>(c) Difficult to understand such ads</p> <p>(d) The child is not interested in them</p> <p>(e) do not implement it</p> <p>(f) If others, specify_____</p>

Q25.	<p>The ads on respecting the nation-</p> <ul style="list-style-type: none"> (a) Make children aware (b) Generate a sense of responsibility in them (c) They do not understand such ads (d) The child is not interested in them (e) do not implement it (f) If others, specify_____
Q26.	<p>The ads on health any hygiene-</p> <ul style="list-style-type: none"> (a) Make children aware regarding health and hygiene (b) Implement healthy habits in children (c) Children do not always understand such ads (d) The child is not interested in them (e) do not implement it (f) If others, please mention_____
Q27.	<p>The ads on education-</p> <ul style="list-style-type: none"> (a) Do not understand the advertisement (b) Least interesting (c) Make them aware (d) Do not implement the message (e) Feel that children must go to school (f) If others, please mention_____
Q 28.	<p>The ads on blood donation –</p> <ul style="list-style-type: none"> (g) Do not understand the advertisement (h) Least interested in such ads (i) Started feeling that people should donate blood and save life (j) The child wants to donate blood in future (k) Will inspire parents to donate blood. (l) If others, please mention_____