

SOCIAL STRUCTURE AND PATTERNS OF MASS MEDIA USE IN GOLAGHAT:

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INTERVIEW SCHEDULE

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Schedule

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No:

GENERAL INFORMATION

1. Name of the respondent :.....

2. Address of the respondent:.....
.....

3. E-mail

4. Tel. No

5. Mobile No.

6. Age : 1. 11-15, 2. 16-20, 3. 21-25, 4. 26-30, 5. 31-35,
 6. 36-40, 7. 41-45, 8. 46-50, 9. Above 50.

7. Mother Toungue: 1. Assamese, 2. Bengali, 3. Hindi, 4. Other

8. Religion: 1. Hindu, 2. Islam, 3. Jainism, 4. Other

9. Sex: 1. Male 2. Female

10. Caste Title:

11. Caste Category: 1. SC, 2. ST, 3. OBC, 4. General

12. Marital Status of the Respondent: 1. Married 2. Unmarried
13. If any other languages known: 1. English, 2. Hindi, 3. Assamese,
4. Bengali
14. Educational Qualification of Respondent: 1. High School, 2. Higher Secondary,
3. Graduate, 4. Post Graduate,
5. Technical, 6. Professional
15. Educational Qualification of Your Father: 1. Up to High School, 2. Higher Secondary,
3. Graduate, 4. Post Graduate,
5. Technical, 6. Professional
16. Educational Qualification of Your Mother: 1. Up to High School, 2. Higher Secondary,
3. Graduate, 4. Post Graduate,
5. Technical, 6. Professional
17. What is the occupation of:
i) Respondent:.....
ii) Father/Husband:.....
iii) Mother/Wife 1. Housewife 2.(Specify)
18. Native Place of Respondent:State.....
1. Golaghat, 2. Jorhat, 3. Bokakhat,
4. Dhansri, 5. Dergaon, 6. Other(Specify)
19. Length of residence in Golaghat Town: 1. Since birth, 2. For last 1-5 years,
3. For last 6-10 years, 4. For last 11-15 years
5. for last 16-20 years, 6. For last 21-25 years
7. For last 26-30 years, 8. More than 30 years
20. Household consumption pattern:
- Which one of items do you have?
1. Air conditioner, 2. Car, 3. Computer, 4. Washing machine,
5. Water Purifier(aqua guard) cooler, 6. Internet
Connection, 7. Geeser, 8. Refrigerator, 9. VCD
player/VCR/VCP, 10. Electric presser cooker
11. Invertor, 12. Electric oven, 13. Scooter/Motorcycle,
14. Colour TV, 15. Digital camera, 16. Mixture/Juicer/
Grinder, 17. Dinning Table, 18. Cooking gas, 19. Dinner set,
20. Bath tab/Wash basin

21.Camera, 22.Moped, 23.Dressing table, 24.Television (Black & White), 25.Telephone, 26.Tap recorder, 27.Carpet, 28.Air cooler, 29.Sofa set,30. TV & Dish Connection.

31.Radio, 32.Emergency light, 33.Water filter, 34.Shower, 35.Sewing machine, 36.Binocular, 37.Steel almirah, 38.Good night/All out, 39.Show case 40.PressureCooker

41.Wall clock, 42.Iron pressure, 43.Bicycle, 44.Torch, 45.Kerosene Stove, 46.Water filter, 47.Tabala/Harmonium, 48.Electric heater, 49.Calculator, 50.Electric fan

II EXPOSURE TO MASS MEDIA

21. Do you read News Paper ? 1.Yes, 2.No
- 22.Do you subscribe any News Paper ? 1.Yes, 2.No
- 23.What News Paper (s) do you read?

1.The Hindu, 2.The Telegraph, 3.The Times of India, 4.The Economic Times, 5.The Assam Tribune, 6.The Sentinel, 7.Employment News, 8.Pratidin (Assamese), 9.Amar Asom, 10.khabar, 11.The Dainik Janambhumi, 12.The Dainik Asom, 13.The Dainik Agradoot, 14.The Janasadharan, 15.The Dainik Batori, 16.Sadin (weekly), 17. Agradoot (Bi-weekly), 18.The Dhansiri (weekly), 19.Aajkal, 20. Other (specify).

24. Time spent on news paper reading in a day: 1. Don't read, 2. Less than 1 hour, 3. 1-2 hours, 4. 3 hours & above.

- 25.Which part of the News Paper do you read most? 1. Editorial, 2.Cinema, 3. Sports, 4.Matrimonoal, 5. Politics, 6.Advertisement, 7.Zodiac sign, 8.Other (specify)

26. Do you read Magazine: 1.Yes 2. No

27. Do you subscribe Magazine? 1.Yes 2. No

28. Which magazine do you read?

1. India Today (Eng/Hindi)	<input type="checkbox"/>	2.Out Look (Eng/Hindi)	<input type="checkbox"/>
3. The Week	<input type="checkbox"/>	4.Front Line	<input type="checkbox"/>
5. Savvy	<input type="checkbox"/>	6.Society	<input type="checkbox"/>
7. Filmfare	<input type="checkbox"/>	8.Femina	<input type="checkbox"/>
9. People	<input type="checkbox"/>	10.Good House Keeping	<input type="checkbox"/>
11.Health Nutrition	<input type="checkbox"/>	12.the eclectic	<input type="checkbox"/>
13.News Week	<input type="checkbox"/>	14.Over drive	<input type="checkbox"/>
15.Car India	<input type="checkbox"/>	16.Crime detective	<input type="checkbox"/>
17.Prevention	<input type="checkbox"/>	18.Sakhi (Hindi)	<input type="checkbox"/>
19.Banita (Hindi)	<input type="checkbox"/>	20.Sunday	<input type="checkbox"/>
21.Business World	<input type="checkbox"/>	22.Sports World	<input type="checkbox"/>
23.Women's Era	<input type="checkbox"/>	24.Competition Success Review	<input type="checkbox"/>
25.Competition Refresher	<input type="checkbox"/>	26.Yojana	<input type="checkbox"/>
27.North East Sun	<input type="checkbox"/>	28.Health	<input type="checkbox"/>
29.Indian Management	<input type="checkbox"/>	30.Business Today	<input type="checkbox"/>
31.Readers' Digest	<input type="checkbox"/>	32.Wisdom	<input type="checkbox"/>
33.Career	<input type="checkbox"/>	34.Science Refresher	<input type="checkbox"/>
35.Gariashi (Assamese)	<input type="checkbox"/>	36.Prantik (Assamese)	<input type="checkbox"/>
37.Satsori (Assamese)	<input type="checkbox"/>	38.Guwahati (Assamese)	<input type="checkbox"/>
39.Swasthya (Assamese)	<input type="checkbox"/>	40.Trishnatur (Assamese)	<input type="checkbox"/>
41.Rahashya (Assamese)	<input type="checkbox"/>	42.Maya (Assamese)	<input type="checkbox"/>
	<input type="checkbox"/>		<input type="checkbox"/>

43.Sakhi (Assamese)

44.Nandini (Assamese)

45.Desh (Bangla)

46.Sananda (Bangla)

47.Anandlok (Bangla)

48.Nabakollal

49.Cosmopolitan

50.Others (Specify)

29. Time spent on reading Magazine in a week:

1. Don't read,
2. Less than 1 hour,
3. 1-2 hours,
4. 3 hours and above

30. Which part of Magazine do you read mostly:

1. Literature,
2. Art & Culture,
3. Politics,
4. Economy,
5. Health,
6. Environment,
7. Others.

31. Do you go to Cinema Hall ?

1. Yes
2. No

32. Do you watch Movies on VCD / DVD ?

1. Yes
2. No

33. If yes where do you Watch ?

1. Home
2. Relative's Home
3. Neighbor's Home
4. Any other

34. Do you purchase or hire VCD/DVD Cassette for viewing Movie ?

1. Purchase
2. Hire

III Questions related to Television:

35. Do you have television?

1. Yes
2. No.

36. How many days do you watch television in a week?

1. Don't watch,
2. daily/regularly,
3. 5-6 days,
4. 3-4 days,
5. 1-2 days,
6. rarely/occasionally.

37. Do you have cable dish television:

1. Yes
2. No.

38. How many hours do you spent daily on watching television?

1. 1-2 hours,
2. 3-4 hours,
3. More than 4 hours.

39. Where do you watch television?

1. at home,
2. At neighbor's/relatives/friend's house,
3. At shops.

40. What type of programmes do you watch on television? :.....

1. News, 2. Music, 3. Sports, 4. Documentary, 5. Debat on Current affairs, 6. Children Programme 7. Dance programmes, 8. Debates on current affairs, 9. Business/marketing, 10. Children's programme, 11. Mythological Programme, 12. Fashion, 13. Feature films, 14. Serials, 15. Others

41. Kinds of film you prefer?

1. Romantic, 2. Adult film, 3. Commercial film, 4. Art film, 5. Action film, 6. Any one (specify).

42. The language of film you prefer?

1. English, 2. Hindi, 3. Assamese, 4. Bengali, 5. Others

43. Which channel do you watch most (rate according to your preference):

1. NETV	<input type="checkbox"/>	2. Ne-Hi-Fi	<input type="checkbox"/>
3. News Live	<input type="checkbox"/>	4. PRAG	<input type="checkbox"/>
5. DY 365	<input type="checkbox"/>	6. NDTV India	<input type="checkbox"/>
7. DD National	<input type="checkbox"/>	8. DD News	<input type="checkbox"/>
9. Aaj Tak	<input type="checkbox"/>	10. Zee tv	<input type="checkbox"/>
11. Fox History & Entertainment	<input type="checkbox"/>	12. Cartoon Network	<input type="checkbox"/>
13. Disney Channel	<input type="checkbox"/>	14. Hungama	<input type="checkbox"/>
15. Discovery	<input type="checkbox"/>	18. Asianet News	<input type="checkbox"/>
19. Akash Bangla	<input type="checkbox"/>	20. ETV	<input type="checkbox"/>
21. MTV	<input type="checkbox"/>	22. Active Learning	<input type="checkbox"/>
23. CNN	<input type="checkbox"/>	24. BBCWorld	<input type="checkbox"/>
25. Lok Sabha	<input type="checkbox"/>	26. STAR MOVIES	<input type="checkbox"/>
27. Zee cinema	<input type="checkbox"/>	28. BBC Entertainment	<input type="checkbox"/>

29. AXN	<input type="checkbox"/>	30. Fashion TV	<input type="checkbox"/>
31. Travel & Living	<input type="checkbox"/>	32. Max	<input type="checkbox"/>
33. STAR Gold	<input type="checkbox"/>	34. HBO	<input type="checkbox"/>
35. DD Sports	<input type="checkbox"/>	36. NDTV Imagine	<input type="checkbox"/>
37. Sahara ONE	<input type="checkbox"/>	38. Aastha	<input type="checkbox"/>
39. STAR World	<input type="checkbox"/>	40. NDTV India	<input type="checkbox"/>
41. Zee Business	<input type="checkbox"/>	42. ANIMAL PLANET	<input type="checkbox"/>
43. NDTV Profit	<input type="checkbox"/>	44. TIMES NOW	<input type="checkbox"/>
45. India TV	<input type="checkbox"/>	46. DD NE	<input type="checkbox"/>
47. CNN-IBN	<input type="checkbox"/>	48. CNBC Awaaz	<input type="checkbox"/>
49. Animax	<input type="checkbox"/>	50. Other	<input type="checkbox"/>

44. Does other member of your home watch television with you?

If yes, who are those? Please give their particulars.

Sl. No.	Name	Relation	Age	Education	Occupation
1.					
2.					
3.					
4.					

45. Name of your most favourite television channel and why?

1. Most amusing,
2. Most informative,
3. Others

46. Which of the following problems can be associated with Television services in Golaghat?

1. Shortage of signal 2. Power supply is interrupt full

47. How long have you been watching television?

1. Less than 6 month, 2. 6-12 months,
3. 1-3 years, 4. 4 years or more.

48. Who pays bill for access of television channels? 1. Self/Spouse 2. Parents

49. On average, how often do you watch television daily?

1. More than 9 times,
2. 5-8 times, 3. 1-4 times

50. How many hours per week do you watch television for NEWS?

1. 1-5 hours, 2. 6-10 hours,
3. 11-20 hours, 4. Over 20 hours

51. How many hours per week do you watch television for Music?

1. 1-5 hours, 2. 6-10 hours,
3. 11-20 hours, 4. Over 20 hours

52. How many hours per week do you watch television for Sports?

1. 1-5 hours, 2. 6-10 hours,
3. 11-20 hours, 4. Over 20 hours

53. How many hours per week do you watch television for Children Programme?

1. 1-5 hours, 2. 6-10 hours,
3. 11-20 hours, 4. Over 20 hours

54. How many hours per week do you watch television for Mythological Programme?

1. 1-5 hours, 2. 6-10 hours,
3. 11-20 hours, 4. Over 20 hours

55. How many hours per week do you watch television for Feature Flim?

1. 1-5 hours, 2. 6-10 hours,
3. 11-20 hours, 4. Over 20 hours

56. How many hours per week do you watch television for TV Serial?

1. 1-5 hours, 2. 6-10 hours,
3. 11-20 hours, 4. Over 20 hours

57. How many hours per week do you watch television for Dance Programme?

1. 1-5 hours, 2. 6-10 hours,
3. 11-20 hours, 4. Over 20 hours

58. How many hours per week do you watch television for Documentary?

- | | |
|-----------------|------------------|
| 1. 1-5 hours, | 2. 6-10 hours, |
| 3. 11-20 hours, | 4. Over 20 hours |

59. Any other information you would like to provide in connection
With television

Name of Investigator:

Date of Interview:

Time: Interview started:

Interview over at:

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