

# APPENDICES

Department of Home Science Extension and Communication

Faculty of Home Science

M.S.University

Baroda.

Dear Student,

I am a Ph.D. student in the Department of Extension and Communication, Faculty of Home Science, M. S. University, Baroda.

You all must be watching Television Advertisements every day. The Television Advertisements have become an essential feature of our life, whenever we switch on television for programs we have to watch advertisements during commercial breaks. You must be enjoying these advertisements.

I am interested in knowing what you are feeling regarding advertisements, which are coming on television. In this connection a research questionnaire has been prepared and you are chosen as a respondent to fill the questionnaire of my research study. You are requested to fill the same truthfully. I assure you that your information will be strictly used for research purpose only.

Thanking you,

Guide:  
Dr. Uma Joshi  
Dept. of Extension and Communication  
Faculty of Home Science,  
M.S.University, Baroda

Yours faithfully,  
  
(Ritu Bhatia)  
Investigator

**Background Information**

(1) Your sex:

Male-----Female-----

(2) Your school's name:

(3) Your class of study:

8<sup>th</sup> \_\_\_\_\_

9<sup>th</sup> \_\_\_\_\_

10<sup>th</sup> \_\_\_\_\_

11<sup>th</sup> \_\_\_\_\_

12<sup>th</sup> \_\_\_\_\_

(4) Parents' Educational Level (Please tick (✓) for both columns)

	Father	Mother
(i) Upto secondary level	-----	-----
(ii) Up to higher secondary level	-----	-----
(iii) Up to graduation (e.g. BA,B.Com, B.Sc., B.E , M.B.B.S)	-----	-----
(iv) Upto graduation with diploma/training (e.g. Diploma in Nursing, Physical Education, Computers. Teaching etc.)	-----	-----
(v) Up to Post Graduation (e.g. M.A, M.Com., M.Sc., M.D, M.S.,M.E.)	-----	-----
(vi) Any other – please specify (e.g. Ph.D., M.Phil., F.R.C.S., C.A.,I.C.W.A.)	-----	-----

**(5) Income of your family per month:**

- (I) Rs. 5001 – 6000 \_\_\_\_\_
- (II) Rs. 6001 – 7000 \_\_\_\_\_
- (III) Rs. 7001 – 8000 \_\_\_\_\_
- (IV) Rs. 8001 – 9000 \_\_\_\_\_
- (V) Rs. 9001 – 10000 \_\_\_\_\_
- (VI) Rs. 10001 – 15000 \_\_\_\_\_
- (VII) Rs. 15001 – 20000 \_\_\_\_\_
- (VIII) Rs. 20001 – 25000 \_\_\_\_\_
- (IX) Rs. 25001 – 30000 \_\_\_\_\_
- (X) Rs. 30001– and above. \_\_\_\_\_

**(6) Your mother's occupational status:**

- (i) Working lady
- (ii) Housewife

**(If working, then please mention her work/occupation.)**

**(7) For how many hours do you watch television on the following days:**

**(Tick mark (✓) for both columns)**

Time	Daily	Sundays/Holidays
Between 30 Min- 1 hour		
Between 1hr- 2 hrs.		
Between 2 hrs. - 3 hrs.		
More than 3 hrs.		

(8) How often do you watch the following television channels.

(Please tick (✓) mark for each channel.)

TV Channels	Most of the times	Sometimes	Rarely	Never
1. Doordarshan				
2. Metro				
3. Zee- TV				
4. Zee Cinema				
5. Star Plus				
6. Star News				
7. Star Movies				
8. Set Max				
9. MTV				
10. Channel V				
11. Music Asia				
12. ETC				
13. Sony				
14. AXN				
15. Cartoon Network				
16. Sport channels: ESPN, Star Sports				
17. BBC				
18. CNN				
19. Discovery				
20. Regional language channels (Gujarati, Marathi, Bengali, Telugu, Tamil, Punjabi etc.)				

**(9) What kind of advertisements you are interested in watching on TV**

**(Please tick (✓) in each one).**

Type	Statements	Response		
		Most interested	Somewhat interested	Least interested
1	Food products (e.g. maggi, soups, biscuits, cheese, butter, etc.)			
2	Soft drinks (e.g. Pepsi, Coca cola, Thumps up)			
3	Clothing/garments (e.g. Jeans, Shirtings, Sutings, Sarees etc.)			
4	Automobiles (e.g. cars, bikes.)			
5	Household products (e.g. Mixers, Refrigerators, Vacuum cleaners, Washing machines etc.)			
6	Electronic products (e.g. TV, audio systems, computers, VCR, etc.)			
7	Cosmetics (e.g. creams, lotions, beauty soaps, perfumes and other beauty care products etc)			
8	Personal accessories (e.g. sun-glasses, watches, jewelry, footwear etc.)			
9	Social advertisements (e.g. prevention from AIDS, cancer, tree plantation, clean city. National integration etc.)			

**SECTION -1**

**Perception scale to measure the influence of television advertisements.**

**Directions:** -You all must be watching television advertisements. I am interested in knowing your perception as to how these advertisements are influencing you and your life style. Given below are the statements and you are requested to encircle (O) the answer you feel appropriate in each statement.

**In which:**

**GE represents > To Great Extent**

**SE represents > To Some Extent**

**LE represents > To Less Extent**

**\* Scoring Pattern**

Nature of statements	Statements	Response system		
	TV advertisements have:			
P	1. provided me knowledge about various products/services available in the market	GE	SE	LE
P	2. helped me to know the advantages of using various beauty soaps,creams,cosmetics available.	GE	SE	LE
P	3. helped me to become aware of various furnishings available to decorate my house	GE	SE	LE
N	4. helped me to know how people with rich life style live	GE	SE	LE
P	5. helped me to know about existing fashions among youths	GE	SE	LE
N	6. helped me to know what to buy to impress others, like renowned company's jeans, T-Shirts, sun-glasses, watches etc.	GE	SE	LE
P	7. helped me to understand what kind of dresses are suitable for different occasions.	GE	SE	LE

P	8. helped me to adopt new hair styles.	GE	SE	LE
P	9. provided me examples of ideal figures of male & female body.	GE	SE	LE
P	10. helped me to know about the major nutritional requirements of my body(e.g. protein, carbohydrates, iron, etc.)	GE	SE	LE
P	11. helped me to know that use of certain products like particular brands of hair oil, shampoos, toothpastes are helpful in prevention of hair loss, gray hair, tooth decay/loss etc.	GE	SE	LE
P	12.made me aware that some one may reject me if I have bad breath, dandruff, bad body odors.	GE	SE	LE
	By watching TV advertisements I have understood that:			
P	13. use of modern appliances make life easier(e.g. mixer grinder, washing machines, vacuum cleaners, air conditioners etc.)	GE	SE	LE
P	14. purchase of certain products can solve my personal problems (e.g. removal of Acne, removal of stains from clothes, simplification of work etc.)	GE	SE	LE
P	15. one should possess a vehicle to become independent.	GE	SE	LE
N	16. owing an automobile is a symbol of power.	GE	SE	LE
P	17. to become successful one should have a charming and competitive personality.	GE	SE	LE

	<b>18. an attractive appearance of a person means:</b>			
N	(a) Fair complexion	GE	SE	LE
P	(b) Clean teeth/fresh breath	GE	SE	LE
P	(c) Clean clothes.	GE	SE	LE
P	(d) Healthy hair (Dandruff free)	GE	SE	LE
P	(e) Good figure	GE	SE	LE
N	(f) Modern clothes.	GE	SE	LE
N	(g) New hair style	GE	SE	LE
P	19. consuming health drinks make me stronger (e.g Boost, Bournvita, Horlicks, Milo etc.)	GE	SE	LE
	After viewing TV advertisements:			
P	20. I have developed a liking for clothes, which are in fashion among modern youths (e.g. T-shirts, jeans, tight leggings, etc.)	GE	SE	LE
P	21. I have become conscious about my figure and looks.	GE	SE	LE
N	22.I have developed an overly interest in buying and owing things.	GE	SE	LE
N	23.I have developed an excessive liking for the food like (a) potato chips (b) noodles (c) ice-creams (d) cold drinks (e) chocolates.	GE	SE	LE
P	24. I have realized that excessive eating of these food items develop health problems in me like, (a) toothache, (b) stomach problems, (c) soar throat, (d) increase in weight.	GE	SE	LE
P	25. I have started eating things, which earlier, I did not like, e.g eggs, soups, milk, cheese etc.	GE	SE	LE
N	26. I have started using various cosmetics, creams, beauty soaps, talcum powder to look beautiful and charming.	GE	SE	LE

P	27. I have developed ability to select products for my personal use independently e.g. footwear, jeans, soaps cosmetics, toothpastes perfumes etc.	GE	SE	LE
P	28. I have developed ability to convince my parents about the usefulness of the product.	GE	SE	LE
	By watching advertisements I am motivated to:			
P	29. decorate my house as seen in the advertisements.	GE	SE	LE
N	30. use products when they first appear in the market.	GE	SE	LE
N	31. get more pocket money to buy new products.	GE	SE	LE
P	32. choose the right brand of a product.	GE	SE	LE
P	33. visit different stores to look for various brands/models of the product.	GE	SE	LE
N	34. force my parents to purchase the brand which I have selected.	GE	SE	LE
N	35. buy things just to show off.	GE	SE	LE
N	36. possess things only for me.	GE	SE	LE
N	37. look handsome ,beautiful and glamorous like models.	GE	SE	LE

	<b>I watch TV advertisements and:</b>			
<b>N</b>	<b>38. I enjoy violence/adventurous activities in TV advertisements.</b>	<b>GE</b>	<b>SE</b>	<b>LE</b>
<b>N</b>	<b>39. I feel like repeating the violent/ adventurous activities of models in my life (e.g. jumping from hill, beating anti-social persons to rescue some one, high speed car, bike, boat racing etc.)</b>	<b>GE</b>	<b>SE</b>	<b>LE</b>
	<b>TV advertisements have:</b>			
<b>P</b>	<b>40. helped me to understand that advertisements are for increasing the sale of products.</b>	<b>GE</b>	<b>SE</b>	<b>LE</b>
<b>P</b>	<b>41. helped me to understand that advertisements motivate people to purchase.</b>	<b>GE</b>	<b>SE</b>	<b>LE</b>
<b>P</b>	<b>42. helped me to know about the technological progress in the field of goods and services.</b>	<b>GE</b>	<b>SE</b>	<b>LE</b>
<b>P</b>	<b>43. helped me to know various career options available (e.g. to join Army, Navy, B.S.F, Marine Engineering etc.)</b>	<b>GE</b>	<b>SE</b>	<b>LE</b>
<b>P</b>	<b>44. helped me to understand that one should secure his life and property.(By purchasing insurance policies, bonds, medi- claims etc.)</b>	<b>GE</b>	<b>SE</b>	<b>LE</b>
<b>P</b>	<b>45. helped me to understand that one should do safe driving by wearing helmets, using safety belts in cars, using tires from renowned company.</b>	<b>GE</b>	<b>SE</b>	<b>LE</b>

P	46. helped me to understand that one should prevent oneself and home from germs, insects and diseases (by using toilet/floor cleaners, mosquito repellents, water purifiers etc.)	GE	SE	LE
P	47. helped me to increase the language vocabulary or word power.	GE	SE	LE
	By watching TV advertisement, I have developed ability:			
P	48. to compare different brands of a product(e.g. comparison of qualities, benefits of different brands of tea , soaps, TVs refrigerators, audio systems etc.)	GE	SE	LE
P	49. to identify the changes that take place in the products being advertised (e.g. earlier toothpastes were advertised with simple quality of cleanliness, now they are sugar free, oxyfresh, having quality of mint for extra freshness.)	GE	SE	LE
P	50. to recognize an advertisement of a product shown in a new manner (e.g. earlier advertisement of Onida TV was presented by a vampire, now it is presented by soldiers on country's border.)	GE	SE	LE
P	51. to identify the products beneficial to me.	GE	SE	LE
P	52. to identify the products harmful to me and my health(e.g. wines, cigarettes, pan masala etc.)	GE	SE	LE
P	53. to remember the qualities of products being advertised.	GE	SE	LE
P	54. to remember qualities of brand which I am using.	GE	SE	LE

Various advertisements are shown on TV for the benefit of society like prevention from AIDS, Wild Life Preservation, Immunization, Family Planning, Literacy, National Integration, buy Insurance Policies, etc, which you must be watching.

Given below are the statements related to the advertisements with such social causes. You are requested to encircle (O) the answer you feel appropriate.

	By watching advertisements with social causes I have understood that they:	Response		
P	55. provide social education to people.	GE	SE	LE
P	56 create awareness to eradicate the social evils from the society. (e.g. dowry deaths, child marriage, female foeticide, female infanticide, etc.)	GE	SE	LE
P	57. make people aware of disadvantages of large family, lack of education to girls, early marriage etc.	GE	SE	LE
P	58. make people aware about the hazards of smoking, taking drugs, unsafe driving, consuming alcohol etc.	GE	SE	LE
P	59. help people to realize their social responsibilities (e.g. advertisements for tree plantation, wild life preservation, clean city, blood donation etc.)	GE	SE	LE
P	60. encourage people to help the poor disabled and needy persons (e.g. advertisements of UNICEF, CRY, Spastic society of India motivate society to donate money, give sympathy, love and care to needy people.)	GE	SE	LE

	After viewing advertisements with social causes:			
P	61.I have become aware about the social evils existing in the society.	GE	SE	LE
P	62.I have become aware about the prevention of dreadful diseases (e.g. advertisements on prevention from AIDS, TB, Cancer, Chickenpox etc.)	GE	SE	LE
P	63. I have become aware about the harmful effects of using alcohol, cigarettes, pan masala etc.	GE	SE	LE
P	64. I have become conscious about cultivating good habits / practices to remain healthy. (e.g. advertisements to drink milk daily, use iodized salt, say no to drugs, avoid cigarettes etc.)	GE	SE	LE
P	65. I have realized that girls should be given equal education as boys.	GE	SE	LE
P	66. I have realized that women should be given freedom to develop their capabilities.	GE	SE	LE
P	67. I have realized that one should not give or take dowry.	GE	SE	LE
P	68. I have understood that female foeticide / infanticide is a crime.	GE	SE	LE
P	69. I have understood that motherland (our country India) is like mother and one should remain faithful to his/ her country.	GE	SE	LE
P	70. I have developed a feeling of pride for my country.	GE	SE	LE

	By watching TV advertisements I have understood that:			
N	71. fame, beauty, money and social status are essential in today's culture.	GE	SE	LE
N	72. material goods and facilities are necessary for a happy life.	GE	SE	LE
	73. Modernity in today's society means:			
N	a. less clothes	GE	SE	LE
N	b. free sex	GE	SE	LE
N	c. less respect for elder's authority	GE	SE	LE
N	d. independent living	GE	SE	LE
N	74. There should be freedom of relationship between boys and girls.	GE	SE	LE
P	75. Time and energy can be saved through modern appliances (e.g. washing machines, vacuum cleaners, mixer – grinders etc.)	GE	SE	LE
	By watching TV advertisements I have realized that:			
N	76. one should provide as many comforts as possible to the family.	GE	SE	LE
N	77. one should earn more to purchase all the products available in the market.	GE	SE	LE
P	78. achievement and success give prestige and respect in the society.	GE	SE	LE
P	79. individualism is important in person's life.	GE	SE	LE
	After viewing TV advertisements:			
N	80. I have developed liking for a nuclear family.	GE	SE	LE
N	81. I have developed a feeling that elder's interference in my purchasing decision is a burden.	GE	SE	LE

N	82. I have developed a liking for eat, drink and merry culture i.e. western culture.	GE	SE	LE
N	83. I have understood that use of wines and cigarettes give:			
N	(a) independence	GE	SE	LE
N	(b) authority	GE	SE	LE
N	(c) status	GE	SE	LE
N	(d) feeling of being a modern individual	GE	SE	LE
P	84. I have developed pride for our Indian culture (e.g. advertisements show Indian culture through marriage ceremonies, customs after arrival of baby, family gatherings/ unions, love and respect for elders, devotion towards family etc.)	GE	SE	LE
	TV advertisements have:			
N	85. increased in me a thirst and hunger for aerated drinks and readymade foods ( e.g. Pepsi, Miranda, soups, maggi etc.)	GE	SE	LE
N	86. aroused desire in me for romance & sex.	GE	SE	LE
P	87. developed a feeling in me to give gifts to express my love.	GE	SE	LE
P	88. developed a wish in me to get gifts from my near and dear ones.	GE	SE	LE
N	89. aroused a desire in me to be a successful person in life by achieving a good career , car , mobile , beautiful/ handsome partner .	GE	SE	LE
P	90. made me realize that one should do something for secured future ( e.g. purchase insurance policies, buy bonds of IDBI, ICICI, UTI etc.)	GE	SE	LE

P	91. developed affection and tenderness for small babies ( e.g. by watching babies in baby products like diapers, Soaps, Cerelac, Farex etc	GE	SE	LE
N	92. developed a desire in me that I should use expensive products to gain prestige. (e.g. jewelry, compact disc player, motorbikes, video games, designer clothes etc.)	GE	SE	LE
P	93. developed in me a feeling of moral responsibility towards society ( e.g. help old persons, help poor and needy children , love animals, plant trees etc.)	GE	SE	LE

**\* Scoring pattern for positive and negative statements:**

Positive Statements	GE > 3	SE > 2	LE > 1
Negative statements	GE > 1	SE > 2	LE > 3

## SECTION – II

### Advertisement Viewing Behavior

All of you must be looking at advertisements on television. Each individual has a different way of looking at them for varied reasons. Given below are the statements, which describe different advertisement viewing behavior. Please tick (✓) the one, which describes your behavior most of the time.

	Score
1. When advertisements are shown on television-	
✱ you watch them with keen interest.	3
✱ you do other jobs simultaneously like taking down notes, having meals, gossiping etc.	2
✱ you go out of the room to finish small tasks like making your bed, cleaning your teeth, cleaning the study table.	1
2. When there is a new advertisement for a product,	
✱ you notice with interest but do not register it in your mind.	2
✱ You notice the advertisement and register it in your mind.	3
✱ You take no notice of it at all.	1
3. When any advertisement is repeated again and again on television	
✱ you completely ignore it.	1
✱ you just look at it as usual	2
✱ You start noticing the little details like the brand, the packaging the dress of the model etc.	3
4. When you want to buy a new product e.g. a vehicle/ cosmetic/shoes.	
✱ you seek more information from advertisements.	3
✱ You watch advertisements as usual.	2
✱ You doubt the information given in advertisements and ignore them	1

5. If your favorite star/model/sports person is shown in an advertisement,
- \* you watch it over and over again. 2
  - \* you watch that advertisement more than other advertisements. 2
  - \* you watch that advertisement as usual. 1
6. If you like a particular advertisement,
- \* you watch it again and again. 3
  - \* you use the jingles, music,, slogan in your daily life e.g. in friend circle or hum the tune or sing with the advertisement as usual. 2
  - \* you watch the advertisement as usual. 1
7. You look upon advertisement as
- \* a source of enjoyment. 2
  - \* a source of information and relaxation 3
  - \* more interesting than the serials/other program. 1
8. you are aware of new trends in fashions, looks, mannerisms or changing social trends -
- \* directly through advertisements on television. 3
  - \* from friends and other acquaintances who watch advertisements on television 2
  - \* none of the above sources 1
9. Discounts/gift vouchers/competitions -
- \* attract your attention to the details of the advertisements. 2
  - \* do not attract your attention to the details of the advertisements. 1

**10. Advertisements on television -**

- \* make you think on technical lines like their content, theme story or characterization of models. 2**
- \* do not make you think on technical lines. 1**

**11. When females in the advertisements are shown in indecent manner you -**

- \* notice and get disturbed. 3**
- \* notice but do not get disturbed. 2**
- \* do not notice at all. 1**

**12. You can immediately identify if double meaning words are used in advertisements, e.g. in an advertisement for cars with female models the slogan says, "take a perfect body home" -**

- \* yes 2**
- \* no 1**

**13. You try to remember the advertisement shown on television if you feel they can be of use to you, e.g. advertisements offering gifts/discounts/ attractive schemes -**

- \* yes 2**
- \* no 1**

### SECTION- III

#### Social Maturity Scale

**Direction:** Everyday we face different situations and we react to them according to our views and experiences. Some statements related to social situations are given here. You are requested to read them attentively and tick mark (✓) the answer you feel appropriate. You have to select only one answer out of the three alternative responses in which -

GE > represents to Great Extent

SE > represents to Some what Extent

LE > represents to Less Extent.

\*Scoring pattern

Type of Statement	Statement	Response		
		GE	SE	LE
N	1. I get angry when I have to change my plans to adjust with others (e.g. if mother asks you to cancel plan to going out for a movie, and take grand mother to someone's place)	GE	SE	LE
P	2. I can adjust myself in any social setting (e.g. if your parents go out for few days, you will not mind living with some relatives.)	GE	SE	LE
P	3. I can change my habits to adjust with others (e.g. if your brother insists to switch off light then you will wake up in the morning to study.	GE	SE	LE
P	4. I can adjust myself with strangers in new place. (e.g. during journey on educational trip, on picnic.)	GE	SE	LE
N	5. I get angry when my friends/brothers-sisters fail to act according to my wishes. (e.g. you wish to go out for a movie and they prefer to watch that movie on TV)	GE	SE	LE
P	6. I feel that students should be aware about their rights and duties towards their family/society, school, friends etc.	GE	SE	LE

P	7. I feel that girls should be given opportunities for higher education.	GE	SE	LE
N	8. I feel that personal works are more important than social works (e.g. you prefer to study at home instead of going to school on ' clean school day')	GE	SE	LE
P	9. I am ready to donate my pocket money to help poor students, soldier's family, disabled children, old persons etc.	GE	SE	LE
P	10. I get pleasure in working with classmates belonging to other religions and castes.	GE	SE	LE
P	11. I feel that we can learn useful things, if our neighbors belong to other religions and castes	GE	SE	LE
N	12. I feel uncomfortable if a poor student sits next to me in class.	GE	SE	LE
N	13. I like only those persons whom I know well.	GE	SE	LE
N	14. I can tolerate classmates who have habits of lying, making fun of others, backbiting etc.	GE	SE	LE
N	15. I can tolerate people who have wrong habits (e.g. disturbing others, throwing wastes on streets, smoking, indiscipline, cruelty against animals, waste water etc	GE	SE	LE
P	16. I can debate with other persons on any topic such as politics, sports, movies, film stars, cricketers, social issues etc.	GE	SE	LE
P	17. I can speak truth in front of others without any hesitation (e.g. if your teacher ask why you have not completed your assignment or if teacher ask you who has written movie songs on black board you will speak truth.)	GE	SE	LE

P	18. If my friends behave in an unsocial manner I will try to correct their behavior. (e.g. if they make fun of teachers, tease disabled and old persons, speak lies, disturb other people etc.)	GE	SE	LE
P	19. I am able to convince my friends about my opinions.	GE	SE	LE
P	20. I help my classmates, friends if I can. (e.g. helping them during lab experiments, giving them notes before exams, to complete assignments etc.)	GE	SE	LE
P	21. I can work easily in a group to get the work done. (e.g. in group assignment given by teacher, on picnic trips, on sports day, school fun fare day.)	GE	SE	LE
P	22. If needed I can give help to a classmate, who usually fights with me.	GE	SE	LE
P	23. I can help needy persons on street even when others do not help them. (e.g. helping an injured person, old and blind to cross road, giving lift to an old lady etc.)	GE	SE	LE
P	24. I take help from my classmates when I become confused. (e.g. asking for help to write an experiment, solving a sum, to clarify some thing etc.)	GE	SE	LE
N	25. I trust the honesty of others even the persons whom I do not know.	GE	SE	LE
P	26. I rely on others if situation demands (e.g you have missed classes for a week due to illness and you have to take down notes of all subjects from your classmate's notebook).	GE	SE	LE
N	27. I find it difficult to concentrate if I have to study for a long time.	GE	SE	LE

N	28. I loose my patience and confidence in difficult situation. (e.g. teacher declares exam dates and your revision of courses is not completed or you become sick a night before exam.)	GE	SE	LE
P	29. I can finish work confidently, which is given by my mother or teacher.	GE	SE	LE
N	30. I feel awkward if anyone watches me at the time of working. (e.g. while solving examination paper or during practical exam , teacher come and stands near you or you are giving answer of a question and whole class watches you.	GE	SE	LE
P	31. I can take my own decisions even if there are so many people.(e.g. your friends are planning to go out to watch movie and you decide not to go with them as you want to study.)	GE	SE	LE

**\* Scoring Pattern for Positive and Negative Statements**

Positive Statements	GE > 3	SE > 2	LE > 1
Negative statements	GE > 1	SE > 2	LE > 3

## SECTION- IV

### Perception Scale regarding the Images of Women in TV Advertisements

**DIRECTION:** You must be coming across different images of women projected by television advertisements. Given below are the statements regarding the images of women in television advertisements. You are requested to encircle (○) the number, which represents the response appropriate to you:

1= Strongly Agree

2= Somewhat Agree

3= Do not Agree

\*Scoring Pattern

Nature of Statement	Statements	Response		
	<b>TV Advertisements:</b>			
N	1. use beautiful, young female models to promote sale of products.	1	2	3
P	2. show women, as Indian women should be	1	2	3
N	3. suggest that women's place is in the home.	1	2	3
N	4 illustrate that women's first duty is towards husband and children.	1	2	3
N	5. show that women's behavior requires male approval.	1	2	3
N	6. hold women responsible for providing household requirements like stain free sparkling clothes, cleanliness etc.	1	2	3
N	7. show women triumphing over germs, insects, and dirt in their house.	1	2	3
N	8. show women accompanied by their male partners.	1	2	3
N	9. show women in traditional female occupations like doctor, nurse, teacher, secretary etc.	1	2	3

N	10. show women in need of others to solve their problems.	1	2	3
N	11. show women promoting only non-technical products (e.g. garments, soaps, creams, detergents etc.)	1	2	3
P	12. depict women as career oriented individuals	1	2	3
P	13. show women in dual roles-housewives and professionals.	1	2	3
P	14. show women as intelligent human beings.	1	2	3
P	15. show women as independent individuals.	1	2	3
P	16. show that women are making important purchase decisions.	1	2	3
P	17. project women as relaxing and sociable.	1	2	3
N	18. use female models for promotion of products of male use like blades, cigarettes, wines, shaving creams, etc.	1	2	3
N	19. show women as sex symbol	1	2	3
N	20. show women in decorative role for promotion of products.	1	2	3
N	21. compare women's shapely figure with that of the products up for display.	1	2	3
N	22. project women as funny and dumb.	1	2	3
N	23. use women in inferior roles and men in superior roles.	1	2	3

**\*Scoring pattern for Positive and Negative statements.**

Statements	Strongly agree	Somewhat agree	Do not agree
Positive	3	2	1
Negative	1	2	3