

APPENDIX E

Interview with the Children

Picture Rating

To begin with children were shown the set of six pictures. They were asked to identify each scene. Then they had to select the activity they liked best one by one. The set of six pictures depicted children viewing television, playing in the garden, talking to parents, playing indoors, playing with friends, and children at school.

- * Which programs do you like to see on the television ?
- * Can you describe what you see in these programs/ advertisements?
- * What is the story about ?

