

APPENDIX – IV

EXPOSURE TO MASS MEDIA (ELECTRONIC AND PRINT MEDIA)

Background Information

PART – 1

1. Respondent's No. _____
2. Year of Study (Please tick mark) S.Y. / T. Y.
3. Mother's Education (Please tick mark)
 - (i) Upto Primary Level _____
 - (ii) Upto Senior Secondary Level _____
 - (iii) Upto Higher Secondary Level _____
 - (iv) Upto Graduation _____
 - (v) Upto Graduation with Diploma / Training _____
 - (vi) Upto Post-graduation _____
 - (vii) Any other (Specify) _____

PART – II

Given below are the statements regarding the exposure to television and print media. Please indicate your exposure to the same by putting a tick mark (✓) against the most appropriate column.

1. Do you watch television ? Yes / No
2. For how many hours approximately do you watch television on the following days ? (Tick mark for both columns)

Time	Any Working Day	Sundays / Holidays
Between 30 min – 1 Hr.		
Between 1 Hr – 2 Hrs.		
Between 2 Hrs. – 3 Hrs.		
More than 3 Hrs.		

3. How often do you watch the following on television ? Please tick mark (✓) for each programme

	Programmes	Frequently (More than four times a week)	Occasionally (Less than twice a week)	Rarely (Fortnightly)	Never
1	Films and film related programmes				
2	Serials				
3	Advertisements				
4	Documentaries				
5	News and news related				
6	Sports events				
7	Sponsored fun games or competitions				
8	Any other				

4. Do you read news papers ? Yes / No

5. How much time do you spend in reading newspapers on the following days ? (Tick mark for both the columns)

Time	Any Working Day	Sundays / Holidays
Between 10 min – 30 min		
Between 30 min – 1 Hr.		
Between 1 Hr – 2 Hrs.		
Between 2 Hrs. – 3 Hrs.		
More than 3 Hrs.		

6. How often do you read the following items in the newspapers ?
(Please tick mark (✓) for each programme)

	Items	Frequently (More than four times a week)	Occasionally (Less than twice a week)	Rarely (Fortnightly)	Never
1	Head lines only				
2	Main news				
3	Regional news				
4	World news				
5	Sports news				
6	Advertisements				
7	Sales / Notices / comic strips / obituaries				
8	Editorials				
9	Other articles (Specify)				

4. Do you read magazines ? Yes / No

5. How much time do you spend in reading newspapers on the
following days ? (Tick mark for both the columns)

Time	Any Working Day	Sundays / Holidays
Between 10 min – 30 min		
Between 30 min – 1 Hr.		
Between 1 Hr – 2 Hrs.		
Between 2 Hrs. – 3 Hrs.		
More than 3 Hrs.		

9. How often do you read the following items in the magazines ?
(Please tick mark (✓) for each programme)

	Items	Frequently (More than four times a week)	Occasionally (Less than twice a week)	Rarely (Fortnightly)	Never
1	Short stories				
2	Interviews				
3	Women related issues				
4	Political features				
5	Letters to Editor				
6	Advertisement				
7	Jokes / comic strips / forecasts				
8	Any other (Specify)				