APPENDIX

I. REFERENCES AND BIBLIOGRAPHY

**Books**


**Journals**


Cho, H. & LaRose, R. (1999). Privacy issues in Internet surveys; *Social Science Computer Review*; 17; 421. http://ssc.sagepub.com/cgi/content/abstract/17/4/421


Malhotra, Y., & Galletta, D. F. Extending the technology acceptance model to account for social influence; theoretical bases and empirical validation. http://www.brint.org/technologyacceptance.pdf. (Other details not given in site)


Rao, A. S. Technology acceptance model for complex technologies in a period of rapid catching-up.

http://indianinnovatorsforum.org/technologyacceptancemodel.pdf. (other details not given in site)


*_**_*
II. QUESTIONNAIRES FOR THE MAIN STUDY

1. The simple, short questionnaire

PUBLIC OPINION ON NEWS MEDIA - A STUDY
Dear respondent,

I got your email address through a mutual contact.
My apologies for making use of your email address.
This survey is part of my doctoral studies in mass communication from Mysore University. I request you to fill in your opinion about our news media today.
In the code box given against each question, please enter the code/s or the answer/s that is closest to your opinion about news media. All you have to do is t as a google document, fill in the questionnaire, save the file once you have completed and mail it back to me. In the message box that appears as you mail it back to me, please enter any observation you want to make about using the google document.
Your cooperation would be deeply appreciated.

Thanks,
Sandhya Rajasekhar, PhD candidate,

Department of Communication,
University of Mysore, Mysore-6.
sandhyarajshekar@gmail.com

- Part A: In the box provided on the right, please enter the answer number of the option that best describes you.
A. Age

1. 18 -25 yrs  
2. 24 - 40 yrs
3. 40 - 55 yrs
4. 55 & above

enter answer no.
B. **Sex**
   1. Male
   2. Female

C. **Education**
   1. High School
   2. Undergraduate
   3. Post Graduate

D. **Occupation**
   1. Student
   2. Managerial
   3. Clerical
   4. Professional
   5. Self employed (business, consultancy etc)
   6. Any other, please specify

E. **Income (per month) not applicable for students**
   1. 10,000 - 20,000 Rs
   2. 20,000 - 30,000Rs
   3. 30,000 - 40,000Rs
   4. 40,000 & above

**Part B: In the box provided, enter yes or no**

1. Do you read newspapers?
2. Do you read magazines?
3. Do you listen to radio?
4. Do you watch TV news channels?
5. Do you visit online news sites?
Part C (Please answer only those questions that are applicable to you)

6 Which is your favourite newspaper?

7 Why? (multiple choice)
   (please enter yes in the box against the statement/s with which you agree. Ignore the statement/s that you do not agree with)
   It gives timely news
   It is factual
   It is objective and balanced
   It is bold and exposes corruption etc.
   It gives importance to different kinds of stories
   It supports the political party that I support
   It has good language
   It has attractively designed pages
   It has a sense of social responsibility
   It gives a lot of local and regional news
   It has plenty of entertaining and human interest stories
   Any other, please specify

8 Which is your favourite magazine?

9 Why? (multiple choice)
   (please enter yes in the box against the statement/s with which you agree. Ignore the statement/s that you do not agree with)
   It gives a complete and accurate analysis of important news
   It is factual
   It is objective and balanced
   It is bold and exposes corruption etc.
   It gives importance to different kinds of stories
   It supports the political party that I support
   It has good language
   It has attractively designed pages
   It has a sense of social responsibility
   It gives a lot of local and regional news
10 Which is your favourite radio station?

11 Why? (multiple choice)
(please enter yes in the box against the statement/s with which you agree. Ignore the statement/s that you do not agree with)
It gives timely news
It is factual
It is objective and balanced
It is bold and exposes corruption etc.
It covers a variety of issues
It supports the political party that I support
It has good language
The news readers and correspondents are good
It has a sense of social responsibility
It gives a lot of local and regional news
It has plenty of entertaining and human interest programmes
It gives a lot of live coverage of events
Any other, please specify

12 Which is your favourite TV news channel?

13 Why? (multiple choice)
(please enter yes in the box against the statement/s with which you agree. Ignore the statement/s that you do not agree with)
It gives timely news
It is factual
It is objective and balanced
It is bold and exposes corruption etc.
It covers a variety of issues
It supports the political party that I support
It has good language
It has a sense of social responsibility
It gives a lot of local and regional news
It has plenty of entertaining and human interest programmes
It does actual coverage (visuals) of places and events
It gives live coverage of important events
Any other, please specify

14 Which is your favourite online news site?

15 Why? (multiple choice)
(please enter yes in the box against the statement/s with which you agree. Ignore the statement/s that you do not agree with)
It gives timely news
It is factual
It is objective and balanced
It is bold and exposes corruption etc.
It gives importance to different kinds of stories
It supports the political party that I support
It has good language
It has attractively designed pages
It has a sense of social responsibility
It gives a lot of local and regional news
It has plenty of entertaining and human interest stories
It has a plenty of good pictures
Any other, please specify

Thank you
2. The complex, medium length questionnaire

**PUBLIC OPINION ON NEWS MEDIA - A STUDY-II**

Dear respondent,

I got your email address through a mutual contact. My apologies for making use of your email address. This survey is part of my doctoral studies in mass communication from University of Mysore. I request you to fill in your opinion about our news media today. Download the file on to your desktop, open it, and in the code box enter the code/s or the answer/s that is closest to your opinion about news media. All you have to do is save the file onto the desktop, fill in the questionnaire, save the file once you have completed and mail it back to sandhyarajshekar@gmail.com as an attachment. Your cooperation would be deeply appreciated.

Thanks,

Sandhya Rajasekhar,

PhD candidate, Department of Communication,

University of Mysore, Mysore-6.

sandhyarajshekar@gmail.com

**Part A: In the box provided on the right, please enter the answer number of the option that best describes you.**

**Age**

<table>
<thead>
<tr>
<th>A.</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>18-25 yrs</td>
</tr>
<tr>
<td>2</td>
<td>24-40 yrs</td>
</tr>
<tr>
<td>3</td>
<td>40-55 yrs</td>
</tr>
<tr>
<td>4</td>
<td>55 &amp; above</td>
</tr>
</tbody>
</table>

**Sex**

<table>
<thead>
<tr>
<th>B.</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Male</td>
</tr>
<tr>
<td>2</td>
<td>Female</td>
</tr>
</tbody>
</table>
C. **Education**

1. High School
2. Undergraduate
3. Post Graduate

D. **Occupation**

1. Student
2. Managerial
3. Clerical
4. Professional
5. Self employed (business, consultancy etc)
6. Any other, please specify

**Income (per month) not applicable for students**

E.

1. 10,000 - 20,000 Rs
2. 20,000 - 30,000Rs
3. 30,000 - 40,000Rs
4. 40,000 & above

**Part B: In the box provided, enter yes or no**

1. Do you read newspapers?
2. Do you read magazines?
3. Do you listen to radio?
4. Do you watch TV news channels?
5. Do you visit online news sites?

**Part C (Please answer only those questions that are applicable to you)**

6. Which is your favourite newspaper?
7 Could you describe your favourite newspaper in one word?

8 Read the following statements and rate your favourite newspaper on a scale of 1-5. 1: Strongly Agree 2: Agree 3: Undecided 4: Disagree 5: Strongly Disagree.

eg: if you strongly agree with a statement, enter 1 in the box.

- It gives timely news
- It is factual
- It is objective and balanced
- It is bold and exposes corruption etc.
- It gives importance to different kinds of stories
- It supports the political party that I support
- It has good language
- It has attractively designed pages
- It has a sense of social responsibility
- It gives a lot of local and regional news
- It has plenty of entertaining and human interest stories

Any other, please specify

9 Which is your favourite magazine?

10 Could you describe your favourite magazine in one word?

11 Read the following statements and rate your favourite newspaper on a scale of 1-5. 1: Strongly Agree 2: Agree 3: Undecided 4: Disagree 5: Strongly Disagree.

eg: if you strongly agree with a statement, enter 1 in the box.

- It gives a complete and accurate analysis of important news
- It is factual
- It is objective and balanced
- It is bold and exposes corruption etc.
- It gives importance to different kinds of stories
- It supports the political party that I support
It has good language
It has attractively designed pages
It has a sense of social responsibility
It gives a lot of local and regional news
It has plenty of entertaining and human interest stories
Any other, please specify

12 Which is your favourite radio station?

13 Could you describe your favourite radio station in one word?

14 Read the following statements and rate your favourite newspaper on a scale of
1-5. 1:Strongly Agree 2:Agree 3:Undecided 4:Disagree 5: Strongly Disagree.

eg: if you strongly agree with a statement, enter 1 in the box.

It gives timely news
It is factual
It is objective and balanced
It is bold and exposes corruption etc.
It covers a variety of issues
It supports the political party that I support
It has good language
The news readers and correspondents are good
It has a sense of social responsibility
It gives a lot of local and regional news
It has plenty of entertaining and human interest programmes
It gives a lot of live coverage of events
Any other, please specify

15 Which is your favourite TV news channel?

16 Could you describe your favourite radio station in one word?
17 Read the following statements and rate your favourite newspaper on a scale of
1-5. 1: Strongly Agree 2: Agree 3: Undecided 4: Disagree 5: Strongly Disagree.

eg: if you strongly agree with a statement, enter 1 in the box.

It gives timely news
It is factual
It is objective and balanced
It is bold and exposes corruption etc.
It covers a variety of issues
It supports the political party that I support
It has good language
It has a sense of social responsibility
It gives a lot of local and regional news
It has plenty of entertaining and human interest programmes
It does actual coverage (visuals) of places and events
It gives live coverage of important events
Any other, please specify

18 Which is your favourite online news site?

19 Could you describe your favourite radio station in one word?

20 Read the following statements and rate your favourite newspaper on a scale of
1-5. 1: Strongly Agree 2: Agree 3: Undecided 4: Disagree 5: Strongly Disagree.

eg: if you strongly agree with a statement, enter 1 in the box.

It gives timely news
It is factual
It is objective and balanced
It is bold and exposes corruption etc.
It gives importance to different kinds of stories
It supports the political party that I support
It has good language
It has attractively designed pages
It has a sense of social responsibility
It gives a lot of local and regional news
It has plenty of entertaining and human interest stories
It has a plenty of good pictures
Any other, please specify

21 Finally, what is the one thing that you expect from today's media?

***Thank You***
3. **The simple, lengthy questionnaire**

PUBLIC OPINION ON NEWS MEDIA - A STUDY-III

Dear respondent,

I got your email address through a mutual contact.

My apologies for making use of your email address.

This survey is part of my doctoral studies in mass communication University of Mysore. I request you to fill in your opinion about our news media today. In the answer box given against each question, please enter the code/s or the answer/s that is closest to your opinion about news media.

**All you have to do is save the file onto the desktop, fill in the questionnaire, save the file once you have completed and mail it back to sandhyarajshekar@gmail.com as an attachment.**

Your cooperation would be deeply appreciated.

Thanks,

Sandhya Rajasekhar,

PhD candidate

Department of Communication, University of Mysore, Mysore-6.

sandhyarajshekar@gmail.com

**Part A:** In the box provided on the right, please enter the answer number of the option that you fall within.

**A. Age**

1. 18 - 25 yrs
2. 24 - 40 yrs
3. 40 - 55 yrs
4. 55 & above

**B. Sex**

1. Male
2. Female

**C. Education**

1. High School
2. Undergraduate
3. Post Graduate

**D. Occupation**

1. Student
2. Managerial
3. Clerical
4. Professional
5. Self employed (business, consultancy etc)
6. Any other, pl specify
**E. Income (per month) not applicable for students unless earning**

<p>| | |</p>
<table>
<thead>
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<tbody>
<tr>
<td>1</td>
<td>10,000 - 20,000 Rs</td>
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<tr>
<td>2</td>
<td>20,000 - 30,000 Rs</td>
</tr>
<tr>
<td>3</td>
<td>30,000 - 40,000 Rs</td>
</tr>
<tr>
<td>4</td>
<td>40,000 &amp; above</td>
</tr>
</tbody>
</table>

**Part B: In the box provided, enter yes or no**

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>1</td>
<td>Do you read newspapers?</td>
</tr>
<tr>
<td>2</td>
<td>Do you read magazines?</td>
</tr>
<tr>
<td>3</td>
<td>Do you listen to radio?</td>
</tr>
<tr>
<td>4</td>
<td>Do you watch TV news channels?</td>
</tr>
<tr>
<td>5</td>
<td>Do you visit online news sites?</td>
</tr>
</tbody>
</table>

**Part C (Please answer only those questions that are applicable to you)**

<p>| | |</p>
<table>
<thead>
<tr>
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</tr>
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<tbody>
<tr>
<td>6</td>
<td>Which is your favourite newspaper?</td>
</tr>
</tbody>
</table>
| 7 | Why? (multiple choice)  
(please enter **yes** in the box against the statement/s with which you agree.  
Ignore the statement/s that you do not agree with)  
- It gives timely news  
- It is factual  
- It is objective and balanced  
- It is bold and exposes corruption etc.  
- It gives importance to different kinds of stories  
- It supports the political party that I support  
- It has good language  
- It has attractively designed pages  
- It has a sense of social responsibility  
- It gives a lot of local and regional news  
- It has plenty of entertaining and human interest stories  
- Any other, please specify |
8 Which is your favourite magazine?

9 Why? (multiple choice)  
(please enter yes in the box against the statement/s with which you agree.  
Ignore the statement/s that you do not agree with)  
It gives a complete and accurate analysis of important news  
It is factual  
It is objective and balanced  
It is bold and exposes corruption etc.  
It gives importance to different kinds of stories  
It supports the political party that I support  
It has good language  
It has attractively designed pages  
It has a sense of social responsibility  
It gives a lot of local and regional news  
It has plenty of entertaining and human interest stories  
Any other, please specify

10 Which is your favourite radio station?

11 Why? (multiple choice)  
(please enter yes in the box against the statement/s with which you agree.  
Ignore the statement/s that you do not agree with)  
It gives timely news  
It is factual  
It is objective and balanced  
It is bold and exposes corruption etc.  
It covers a variety of issues  
It supports the political party that I support  
It has good language  
The news readers and correspondents are good  
It has a sense of social responsibility  
It gives a lot of local and regional news  
It has plenty of entertaining and human interest programmes  
It gives a lot of live coverage of events  
Any other, please specify

12 Which is your favourite TV news channel?
Why? (multiple choice)
(please enter yes in the box against the statement/s with which you agree.
Ignore the statement/s that you do not agree with)
It gives timely news
It is factual
It is objective and balanced
It is bold and exposes corruption etc.
It covers a variety of issues
It supports the political party that I support
It has good language
It has a sense of social responsibility
It gives a lot of local and regional news
It has plenty of entertaining and human interest programmes
It does actual coverage (visuals) of places and events
It gives live coverage of important events
Any other, please specify

Which is your favourite online news site?

Why? (multiple choice)
(please enter yes in the box against the statement/s with which you agree.
Ignore the statement/s that you do not agree with)
It gives timely news
It is factual
It is objective and balanced
It is bold and exposes corruption etc.
It gives importance to different kinds of stories
It supports the political party that I support
It has good language
It has attractively designed pages
It has a sense of social responsibility
It gives a lot of local and regional news
It has plenty of entertaining and human interest stories
It has a plenty of good pictures
Any other, please specify

Can you think of any newspaper that you dislike? Please name it.
17 Could you give one reason why you do not like it?

Can you think of any news magazine that you dislike?

18 Please name it.

19 Could you give one reason why you do not like it?

Can you think of any TV news channel that you dislike?

20 Please name it.

21 Could you give one reason why you do not like it?

Can you think of any radio news station that you dislike?

22 Please name it.

23 Could you give one reason why you do not like it?

Can you think of any online news site that you dislike?

24 Please name it.

25 Could you give one reason why you do not like it?

Do you think the news media should have the following rights?

In the box given against each statement, please enter A to mean Always, S to mean Sometimes or N to mean Never.

i The right to any kind of official information

ii The freedom to resort to any means to get information

iii The right to publish any kind of information irrespective of its consequences on internal (national) peace

iv The right to publish any kind of information irrespective of
iv its consequences on national security

How essential is it for you to be informed about what is happening around the world?

(please enter the answer no. in the box against the statement with which you agree)

enter answer no.

i Very essential

ii Somewhat essential

iii Not at all essential

Do the news media fulfill your need for information?

(please enter the answer no. in the box against the statement with which you agree)

enter answer no.

i Yes, most of the time

ii No, most of the time

Could you describe today's news media in general, in a few words?

Finally, what is the one thing you expect from today's news media?

***Thank you***

*_*_*_*
II. QUESTIONNAIRE FOR STUDY A AND STUDY B

Public Opinion on News Media – A Study

PART A. In the box on the right, please enter the option number that you fall within (just click inside the box to enter text).
For eg., if you are between 18-25, enter 1.

I. AGE
1. 18-25
2. 26-40
3. 41-55
4. 56 & above

II. SEX
1. Male
2. Female

III. EDUCATION
1. Plus Two
2. Undergraduate
3. Postgraduate
4. PG and above

IV. OCCUPATION
1. Managerial
2. Clerical
3. Professional
4. Self employed
5. Other, please specify
6. Not employed

PART B. Please enter your answers in the space provided below each question. Ignore those that are not applicable.

1. Do you read newspapers?

2. Do you read magazines?

3. Do you watch Television?
4. Do you listen to radio?

5. Do you visit online newspapers/sites?

6. Which is your favourite newspaper?

7. Why?

8. Which is your favourite magazine?

9. Why?

10. Which is your favourite TV news channel?

11. Why?

12. Which is your favourite radio station?

13. Why?

14. Which is your favourite online news site?

15. Why?

16. Can you name any newspaper that you dislike? Why do you dislike it?

17. Can you name any magazine that you dislike? Why do you dislike it?
18. Can you name any TV news channel that you dislike? Why do you dislike it?

19. Can you name any radio news channel that you dislike? Why do you dislike it?

20. Can you name any online news site that you dislike? Why do you dislike it?

21. Do you think the news media should have the following rights? 
   **In the space provided next to each statement, please mention A for always, S for sometimes, and N for never.**

   | i. | The right to any kind of official Information |
   | ii. | The freedom to resort to any means to get information |
   | iii. | The right to publish any kind of information irrespective of its consequences on personal lives |
   | iv. | The right to publish any kind of information irrespective of its consequences on internal (national) peace |
   | v. | The right to publish any kind of information irrespective of its consequences on national security |

22. Following are a few statements about the quality of the Indian news media in general. 
   **Please key in Y against the statement that you agree with. Ignore the others.**

   | i. | New coverage is timely |
   | ii. | News coverage is factual and accurate |
   | iii. | News covered is fair and balanced |
   | iv. | Indian news media cover serious and relevant issues |
   | v. | Indian news media give importance to different kinds of stories |
   | vi. | They have a sense of social responsibility |
vii. The news media in general are credible sources of information

viii. The news media give more importance to their commercial interests

ix. The news media give undue importance to political stories

x. Indian news media often cover sensational and irrelevant stories

xi. Indian news media are often biased and do not give a complete picture

xii. Generally, there is a lack of accurate and factual news reports.

23. Please rate the following media in terms of credibility. 

Please enter 1 for highly credible, 2 for somewhat credible, 3 for not sure/don’t know, 4 for not very credible and 5 for not at all credible.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Newspaper</td>
</tr>
<tr>
<td>2.</td>
<td>Magazine</td>
</tr>
<tr>
<td>3.</td>
<td>Television</td>
</tr>
<tr>
<td>4.</td>
<td>Radio</td>
</tr>
<tr>
<td>5.</td>
<td>Online news sites</td>
</tr>
</tbody>
</table>

24. Finally, what is the one thing that you expect from today’s media?

______________________________________________________________________

***Thanks ***
III. QUESTIONNAIRE FOR STUDY C.

Strangers in the inbox - A study on the attitude and response behaviour of email users towards mails from strangers, spam, bulk mail and forwards.

PART I. Please key in the code of the category you fall under. For example, if you are between 18-25 years of age, enter 1.

I.Age:
1. 18-25
2. 25-40
3. 40-55
4. 55&above

II.Sex:
1. Male
2. Female

III.Education:
1. High school
2. Undergraduate
3. Postgraduate
4. PG & above

IV.Occupation:
1. Clerical
2. Manageral
3. Professional
4. Self-employed (business)
5. Student
6. Housewife
7. Other, pl specify

PART II. Please key in the answers in the space given below, or enter the code in the box next to the options.

1. What are the main uses that you put your personal email to?

II. Do you hold more than one email address? If no, please go to question no.IV


III. If yes, how many? *Please enter number in the appropriate box.*

<table>
<thead>
<tr>
<th>Personal</th>
<th>Professional/offical</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

IV. How often do you use the email? *Simply key in y in the appropriate box/es*

<table>
<thead>
<tr>
<th>Email type</th>
<th>Throughout the day</th>
<th>A few times a day</th>
<th>At least once a day</th>
<th>A few times a week</th>
<th>rarely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional/Official</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

V. All of us receive forwards. What do you do with them? *Simply key in y against the statement you agree with.*

<table>
<thead>
<tr>
<th>Sl.no.</th>
<th>Statement</th>
<th>Yes/No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Most of the time, I don’t open forwards</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>I don’t open forwards that come as attachments</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>I forward forwards that I like, to friends</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>I enjoy going through forwards</td>
<td></td>
</tr>
</tbody>
</table>

VI. What do you think about strangers mailing you to your personal email address? *Simply key in y against the statement you agree with.*

<table>
<thead>
<tr>
<th>Sl.no</th>
<th>Statement</th>
<th>Yes/No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I wonder how they got my address</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>I get annoyed, but don’t worry about them.</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>I think it is unethical for strangers to contact me at my personal email address</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>I suspect the intentions of the sender and feel insecure</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Anything else, please specify:</td>
<td></td>
</tr>
</tbody>
</table>
VII. What do you do with such mails? *Simply key in y against the statement you agree with.*

<table>
<thead>
<tr>
<th>Sl.no.</th>
<th>Statement</th>
<th>Yes/No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Most of the times, I ignore such mails</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>I mostly delete such mails</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>I mostly report spam</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>I read them/some of them, but don’t reply</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>I read them/some of them, and reply positively or negatively depending on the content</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Anything else, pl specify:</td>
<td></td>
</tr>
</tbody>
</table>

VIII. What do you do with mail marked spam (eg., in gmail) or bulk (eg., in yahoo mail)? *Simply key in y against the statement you agree with.*

<table>
<thead>
<tr>
<th>Sl. no</th>
<th>Statement</th>
<th>Yes/No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I never check them</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>I check them once in a while</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>I check, but never open the mails</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>I check, but open the mails rarely</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>I open the mail/s, but don’t respond</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>I open the mail/s and respond sometimes</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>I always delete mail marked spam/bulk</td>
<td></td>
</tr>
</tbody>
</table>

IX. Have you ever received survey questionnaires on your personal email? If yes, from whom? *Simply key in y against the statement you agree with.*  
*If no, please go to question XI.*

<table>
<thead>
<tr>
<th>Sl. no</th>
<th>Statement</th>
<th>Yes/No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>From marketing agencies</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>From institutions/persons who are doing academic research</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>From friends who are doing academic research</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>From others, pl specify:</td>
<td></td>
</tr>
</tbody>
</table>
X. If you have ever received an email questionnaire, what did you do with such email? *Simply key in y against the statement you agree with.*

<table>
<thead>
<tr>
<th>Sl.no</th>
<th>Statement</th>
<th>Yes/No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I mostly ignore email sent by strangers, even if the subject indicates seeking permission for sending a questionnaire to my personal email address</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>I mostly ignore email sent by strangers, even if the subject indicates that it is a questionnaire.</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>I mail back the sender refusing to respond.</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>I check it out, but almost never respond, especially to marketing questionnaires</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>I check it out and respond if the sender has solicited my response.</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>I check it out and respond if I feel it is relevant and worth spending the time and effort.</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>I check it out and respond only if it is from a friend or other known person/s</td>
<td></td>
</tr>
</tbody>
</table>

XI. Researchers find the email a convenient tool to send questionnaires. What do you think of getting email questionnaires? *Simply key in y against the statement you agree with.*

<table>
<thead>
<tr>
<th>Sl. no</th>
<th>Statement</th>
<th>Yes/No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I don’t mind them, even if they are from strangers</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>I don’t mind them only if they are from known people</td>
<td>Y</td>
</tr>
<tr>
<td>3.</td>
<td>I don’t like being used just because I have an email address</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>I think it is unethical of strangers to send such emails without seeking permission first.</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>I generally disapprove of such emails from strangers, even if they seek permission before sending them.</td>
<td></td>
</tr>
</tbody>
</table>