APPENDIX II

Referees Questions:

1) Any methodological challenges that the researcher encountered.
The research in the area of creativity, technology and advertising is in its primary stage which often confused with market research and overall impact of advertising. It basically deals with creative persons and their reactions to technology based creativity. There is also easy availability of the computer hardware and software. There were a very few articles dealing with how the use of graphic technology in creativity can reach out to masses and generate more sales. In the field of film making the importance of technology is very much felt. Advertising is redefined as ‘salesmanship in print’. But the relation between creativity and technology has not been discussed much. There is no detailed discussion on the gradual development of the use and enhancement of creative thought process with the help of technology.
A broad geographical area was selected as technology (internet) made it easier to administer the questionnaire. A general trend was observed that the respondents did not want their names to be mentioned in the thesis. They felt that the company they worked with may not like them to respond to the query relating to software and hardware used. The company also may not like the fact that they are discussing the creative thought process which may be a part of their training. A lot of organizations used hardware which was assembled and hence the respondents did not wish to get into any kind of discussion with the owners of the organizations. Many respondents mentioned that even in their big organizations they had pirated software for some machines and hence they were not willing to discuss, as this was going to be printed.

2) What is the main contribution of the thesis to the knowledge on Techno Creativity in advertising?
Age and creativity are associated. Age increases the ‘idea to technology’ behavior becomes prominent. There is significant association between age and type of organization. Majority of respondents across all the organization types consider technology to be very important. There is a high extent of dependence on Technology in all types of organizations except Creative/Art Directors and Media and Publishing
houses. Usage of P.C was found to be more prominent across all the categories of organization types—only 30% prefer Mac. The usage of film camera was found very high in the categories-Creative/Art Directors, Advertising Agencies and Media/Publishing Houses. The film camera is used for technically superior output. The use of Film Camera/Darkroom is significantly high in the category Creative/Art Directors. It was reported that the transition to new digital technology was not smooth. It was found that 65% respondents were always on look out for new equipment. Remarkable tilt for ‘Idea to Technology’ is observed among Creative/Art Directors, Media Publishing Houses, Advertising Agencies and Prof. Advertising Photographers/Film Makers. Nearly 48% have reported that they give High Importance to their ideas and Creativity while others prefer readily available options. A large majority have indicated they move from technology to idea. A large majority also considered an Advertisement with better presentation was more effective. The majority also believed in using technology that is the flavor of the day to the use of appropriate technology. A whopping majority of respondents perceive that ‘Human Brain comes first when Creativity is concerned’.