APPENDICES
## CODE BOOK FOR CONTENT ANALYSIS

### CHARACTERS

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>5</td>
<td>Male</td>
</tr>
<tr>
<td>6</td>
<td>Female</td>
</tr>
<tr>
<td>7</td>
<td>Child</td>
</tr>
<tr>
<td>8</td>
<td>Celebrity</td>
</tr>
</tbody>
</table>

### CATEGORY

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>9</td>
<td>Health</td>
</tr>
<tr>
<td>10</td>
<td>National Development</td>
</tr>
<tr>
<td>11</td>
<td>Women Development</td>
</tr>
<tr>
<td>12</td>
<td>Environment</td>
</tr>
<tr>
<td>13</td>
<td>Corporate Social Responsibility</td>
</tr>
<tr>
<td>14</td>
<td>Others</td>
</tr>
</tbody>
</table>

### PLACE

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>15</td>
<td>Public Place</td>
</tr>
<tr>
<td>16</td>
<td>Home</td>
</tr>
<tr>
<td>17</td>
<td>Studio</td>
</tr>
<tr>
<td>18</td>
<td>Public Place +Studio</td>
</tr>
<tr>
<td>19</td>
<td>Public Place +Vehicle</td>
</tr>
<tr>
<td>20</td>
<td>Public Place +Home</td>
</tr>
</tbody>
</table>

### AREA

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>No Specified Area</td>
</tr>
<tr>
<td>22</td>
<td>Urban</td>
</tr>
<tr>
<td>23</td>
<td>Rural</td>
</tr>
</tbody>
</table>
SLOGANS
24 No Slogan
25 Slogan

LANGUAGE
26 No Language
27 Hindi
28 Mix
29 Multi

MUSIC
30 No Music
31 Soft Music
32 Loud Music

STYLE
33 Conversation
34 Speech
35 Song
INSTITUTE OF MASS COMMUNICATION & MEDIA TECHNOLOGY
KURUKSHETRA UNIVERSITY, KURUKSHETRA

As all of you know that social advertisements or public service advertisements are prepared for the welfare of society so it is necessary to know what people think about these advertisements. “Content Analysis and Audience Perceptions of Social Advertisements in Radio and Television” is the title of my research work. I wish to have your real opinion. So, please spare a few minutes from your valuable time to answer these simple questions regarding advertising. Just encircle the appropriate answer. This information will be used for the purpose of academic research only.

CHANCHAL SACHDEVA
(Research Scholar, IMC &MT, KUK)

1. What type of mass media you use most of the time?
   1. Television
   2. Radio
   3. Newspapers/magazines
   4. Internet/New Media
   5. All of these

2. Do you notice advertisements in media?
   1. Always
   2. Frequently
   3. Sometimes
   4. Occasionally
   5. Never

3. What type of advertisements you notice most of the times?
   1. Product
   2. Service
   3. Social
   4. Political
   5. Others____________________

4. Have you ever noticed social service advertisements on TV?
   1. Yes, always
   2. Sometimes
   3. No, never

5. What type of issues are covered mostly in social ads?
   1. Health
   2. Agriculture
   3. National development
   4. Woman issues
   5. Child development

6. What do you think about social service advertisements?
   1. Good effort to make aware
   2. Need of hour
   3. Sometimes motivates
   4. Rarely affect
   5. Just waste of time

7. Do you think Social advertisements are:
   1. Interesting and nicely produced
   2. Easily understandable by general public
   3. Sometimes confusing
   4. Not quality awareness
   5. Not understandable
8. The themes presented in social service advertisements
   4. Sometimes informative and others boring  5. Always Boring

9. Do you agree with the statement “social ads are nicely built in terms of language”?
   4. Disagree  5. Strongly disagree

10. Which aspect of an advertisement is important from your viewpoint?
    1. Actors  2. Background  3. Theme
    4. Slogans  5. videos/photos

11. Social service advertising is an effective medium of transferring knowledge and awareness in society
    4. Disagree  5. Strongly disagree

12. Do you like social service advertisements?
    1. like a lot  2. Like moderately  3. Don’t like

13. Which channel according to you features the maximum number of social advertisements?
    1. Doordarshan  2. India TV  3. Star News
    4. Aaj Tak  5. Can’t say anything

14. How often do you listen to radio?
    1. Everyday  2. Sometimes  3. Only while travelling/driving
    4. Rarely  5. Never

15. Do you think radio is an effective medium to broadcast social messages?
    4. Very rare  5. Never

16. Do you think the ad design could affect the class and/or culture?
    4. Disagree  5. Strongly disagree

17. What is the best appeal to deliver social messages?
    1. Humor  2. Satire and Sarcasm
    3. Tragedy and Pathos  4. Fear
18. Is it helpful to endorse celebrities in advertisements?
   1. Celebrity endorsement is must to achieve the goal.
   2. Celebrity in the ad is more prominent than the awareness content.
   3. It is just waste of money.

19. Social messages are best conveyed by celebrities
   1. Strongly agree
   2. Agree
   3. Neither agree nor disagree
   4. Disagree
   5. Strongly Disagree

20. Content used in social service advertisements
   1. Satisfactory
   2. Can be better
   3. Dissatisfactory

21. Do you feel the social advertisements reach the desired audience?
   1. Yes, Always
   2. Most of the times
   3. Sometimes
   4. Never

22. How long the impact of these social advertisements lasts on you?
   1. Only for some hours
   2. 1-5 days
   3. 6-10 days
   4. 11-15 days
   5. More than 15 days

23. What would you like to change in social advertisements?
   1. Presentation
   2. Content
   3. Appeal
   4. Design

24. Is social advertising the best way for creating knowledge and awareness about social issues?
   1. Strongly agree
   2. Agree
   3. Neither agree nor disagree
   4. Disagree
   5. Strongly disagree

**Personal details:**

Name: ________________________________

Age/Sex: ______________________________

Rural/Urban: ____________________________

Educational qualification: ____________________________