Appendix

Questionnaire (for the field study)

PERSONAL DATA

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<th>Name</th>
<th>Age</th>
<th>Sex</th>
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<tr>
<th>Education</th>
<th>Marital Status</th>
<th>Occupation</th>
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<th>Monthly Income</th>
<th>Type of Family</th>
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Size of Family

1. Since when have you satellite cable TV connection?

2. Preference of satellite TV connection in your home is mainly due to - for more entertainment/others in the neighbourhood have it/pressure from within the family/To catch up with the select few having it/pressure from cable-operator/more economic than visiting cinema-hall/Any other reason.

3. For how many hours do you/your family watch satellite TV programmes everyday?

4. Who are the members in your family who watch it the most? Children/elders/housewives.

5. Who in your family generally takes the decision to watch the specific programmes?

6. Satellite TV programmes are social/educative/informative/artistic/indecent-obscence.

7. Doordarshan programmes are better/worse, compared to programmes on satellite TV network.

8. If some of the popular programmes and live coverage of event as shown on satellite TV, starts being beamed into by Doordarshan, what will be your preference - Doordarshan or satellite TV?
9. Do you think the recent changes in the programme content and diversification of channel (Like Metro) will help Doordarshan to reach out more wide.
   Yes/No/Can't say

10. If the programmes on Star TV are dubbed into Hindi/ the regional languages, do you think its viewership will increase sharp /?
    Yes/No/can't say

11. Programmes on satellite TV transmit transcultural values from foreign countries.
    Yes/No/can't say

12. These programmes are culturally inappropriate for Indian homes.
    Yes/No/can't say

13. The way of life, behaviour and moral issues are reflected in STAR TV programmes are contrary to our own cultural ethos.
    Yes/No/can't say

14. Children often imitate adult - character in comments in the family or outside homes
    Yes/No/can't say

15. With round - the - clock telecasts, the STAR TV is instrumental in keeping your family homebound. As a result, your family is more united now.
    Yes/No/can't say

16. Family members now care more about each other as they stay longer at home.
    Yes/No/can't say

17. Family members now often sit together to solve problems. They also discuss other things while watching TV.
    Yes/No/can't say

18. In your family, TV programmes often become point of references in matters of disagreements among the members.
    Yes/No/can't say

19. All other activities in the households are either done quickly or left undone so that to watch TV programmes, leading to less communication among them members.
    Yes/No/can't say
21. Children in your family have become less attentive towards studies.  
   Yes/No/can't say

22. Members in your family have become self-centred and avoid meeting others while they watch TV. It has led to a world of self-interest and social isolation, in the family.  
   Yes/No/can't say

23. With satellite TV viewing being a daily routine, participation in other recreational activities at home has reduced.  
   Yes/No/can't say

24. Do you and your family members participate in community festivals/gathering as often even now as you/your family did before you opted for STAR TV connection?  
   Yes/No/can't say

25. Your visit to cinema has remained the same? Increased or decreased after the STAR TV connection?  
   Yes/No/can't say

26. Children prefer to remain indoor than going for outdoor recreational activities.  
   Yes/No/can't say

27. Women in your neighbourhood still pursue the afternoon - gathering as their favourite pastime.  
   Yes/No/can't say

28. Religious activities at home still pursued with the same fervour and zeal, irrespective of favourite programmes being beamed into during mornings/evenings the usual prayer time in most homes.  
   Yes/No/can't say

29. You get virtually no time for your neighbours as your favourite programmes keep you busy.  
   Yes/No/can't say

30. For you, watching TV is a relaxing and pleasurable activity.  
   Yes/No/can't say
31. TV viewing for many is an addiction as in many cases viewing must for falling asleep everynight. Yes/No/can't say

32. For children in your family, watching TV seems to be an extension of their play. Yes/No/can't say

33. You keep TV as a company in the way that you continue feeling people around you. Yes/No/can't say

34. You feel that STAR TV teach people about things that you can never learn in school or elsewhere. Yes/No/can't say

35. When you have a problem, you think about how your favourite characters on TV would solve such a problem and this helps you. You/No/can't say

36. TV programmes expand one's experience because it shows the places/events that one has never visited/experienced. Yes/No/can't say

37. Even though most TV programmes are only or mostly designed for entertainment, they still present important lessons about life. Yes/No/can't say

38. By watching characters on TV shows, you feel you can learn how to avoid some of the problems you face in the family, in the society. Yes/No/can't say

39. Sometimes you get useful ideas about how to act around in the society by watching characters on TV. Yes/No/can't say

40. For the viewers, role-models are often the characters in the TV programmes. Yes/No/can't say

41. Sometimes you wish that your family behaved more like some of the families on TV shows. Yes/No/can't say
42. There is at least one character on TV whom you like as much as any of your friends.  
Yes/No/can't say

43. There are TV characters that you admire and you would like to live your life as they do.  
Yes/No/can't say

44. You would watch more TV if the shows were about things that had more of an effect on your life.  
Yes/No/can't say

45. After you have watched a TV show, you often find yourself thinking a lot about what happened on it.  
You/No/can't say

46. You feel that you have absolutely nothing in common with any character on any TV show.  
Yes/No/can't say

47. When you go to a sporting or social event, you wish it to be as it is on TV shows.  
Yes/No/can't say

48. In general, the characters on TV shows dress, talk and act like people you see everyday in life; TV characters are not really than usual.  
Yes/No/can't say

49. If you acted like most of the characters on TV, your relationship with your friends would be very different.  
Yes/No/can't say

50. Characters on TV shows get away with things that you know you could not get away with in your life.  
Yes/No/can't say

51. The way TV characters treat each other on TV is the same as how you treat your friends in your life.  
Yes/No/can't say
52. If you behaved in real life, like your favourite characters do on TV, your family would think you very strange.  Yes/No/can’t say

53. In your family it is always the male member as the ultimate determinant on occasions of conflict over viewing choices (of programmes).  Yes/No/can’t say

54. With TV, homes are becoming increasingly defined as the prime sphere of leisure, the conflict between male members over TV watching is on the rise (for women home is primarily as a site of work and for men a site of leisure).  Yes/No/can’t say

55. It is always the men in your family who plan the preferences of channels in the family.  Yes/No/can’t say

56. Women often talk more about programme-related things than men, in your family.  Yes/No/can’t say

57. Women prefer to watch TV when the rest of your family either not at home or asleep.  Yes/No/can’t say

58. You feel that STAR TV programmes should be beamed into in a regulated form in Indian homes.  Yes/No/can’t say

59. The recent attempts to telecast more programmes related to India, by the STAR TV telecast more programmes the viewership more.  Yes/No/can’t say

60. Programmes dubbed in Hindi and the presenters speaking in Hindi at times are welcome changes at STAR TV.  Yes/No/can’t say