GULBARGA UNIVERSITY, GULBARGA
DEPARTMENT OF SOCIOLOGY

MASS MEDIA AND SOCIAL CHANGE: A CASE STUDY OF GULBARGA DISTRICT

INTERVIEW SCHEDULED

I. THE DEMOGRAPHIC DETAILS

1. Name and Address of the Respondents: 

2. Sex
   
   - Male
   - Female
   - Others

3. Age of the Respondents
   
   - Below 18
   - 19-28
   - 29-35
   - 36-50
   - More than 50

4. Religion
   
   - Hindu
   - Minorities
   - Christian
   - Other

5. Caste
   
   - GM
   - OBC
   - SC
   - ST
   - Others

6. Educational qualifications
   
   - School dropouts but
   - Up to primary
   - Secondary
   - Higher secondary
   - Graduate
   - Post graduate
   - Professional education

7. Occupation
   
   - Land less labour/ Daily wage earner
   - Agriculture
3. Business
4. Govt. Job holder
5. Private Job holder
6. Industrial owners
7. Others

8. Annual income Situation
   1. Up to 25,000
   2. 25,001 to 50,000
   3. Above 1 Lакhs

9. Nature of family
   1. Joint
   2. Nuclear

10. Family size

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Name</th>
<th>Relation with respondents</th>
<th>Age</th>
<th>Sex</th>
<th>Marital status</th>
<th>Education</th>
<th>Occupation</th>
<th>Annual income</th>
</tr>
</thead>
</table>

11. Type of Community
   1. Rural
   2. Urban

12. Assets of Family

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Immovable Assets</th>
<th>Market Value in Rs</th>
<th>Sl. No.</th>
<th>Movable assets</th>
<th>Market Value in Rs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Land</td>
<td></td>
<td>1</td>
<td>Banks deposits</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Cycle</td>
<td></td>
<td>2</td>
<td>Savings</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Motorcycle/ scooter</td>
<td></td>
<td>3</td>
<td>Shares Debentures</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Tractor</td>
<td></td>
<td>4</td>
<td>Bonds</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Car</td>
<td></td>
<td>5</td>
<td>Fixed Deposits</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Mobile</td>
<td></td>
<td>6</td>
<td>Post office savings</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Radio</td>
<td></td>
<td>7</td>
<td>Others</td>
<td></td>
</tr>
</tbody>
</table>
8. TV
9. Refrigerator
10. Others

13. Monthly expenditures towards purchase of books, newspapers, magazines etc. { }
   1. Up to 100
   2. 101 – 200
   3. 201 – 300
   4. More than 300

II. GENERAL INFORMATION
14. What are major Preference of Mass Media { }
   1. Television
   2. Radio
   3. Newspapers
   4. Magazine
   5. Internet
   7. Cinema
   8. Others

15. Reading Habits of the Respondents { }
   1. Daily
   2. Sometime
   3. Rarely

16. Owning of Newspaper { }
   1. Yes
   2. No
   3. Subscriber

17. Do you read which languages paper? { }
   1. Kannada
   2. Hindi
   3. Telugu
   4. English
   5. Marathi
   6. Urdu
   7. Others

18. Where you read newspaper? { }
   1. Home
   2. Community centre
   3. Neighborhood
   4. Shop
   5. Gram Panchayth
   6. Govt. Libraries
   7. Others

19. What are the newspapers you read regularly? { }
   1. Prajavaani
   2. Vijayakarnataka
   3. Vijayavaani
   4. Kannada Prabha
   5. The Hindu
   7. Times of India
   8. Deccan Herald
   9. Business News
   10. Economic and Business
   11. Others

20. What purpose do you read newspaper? { }
1. Giving most complete news and coverage 2. Present things most news intelligently
3. Bring latest news most quickly 4. Other specify

21. Do you get sufficient news from newspaper? { }
1. Yes 2. Some times 3. No

22. Do you listening to development news and programmes on newspaper? { }
1. Regularly 2. Sometime
3. Rarely 4. Never

23. What are the magazines you read regularly? { }
7. Economic and Political Weekly 8. India Today

24. Which type of magazines you read { }

25. Do you have radio { }
1. Yes 2. No

26. Period of listening radio
4. Night 5. No

27. Timing of listening radio? { }
1. Below 1 hrs 2. 2-3 hrs
3. More than 3 hrs 4. No

28. In radio which types of programmes do you listen? { }
1. News and current affairs 2. Job oriented
5. Agriculture related 6. Health & Hygiene
7. Legal knowledge 8. Any other (Please Specify)

29. Do you listening to development news and programmes on Radio? { }
   1. Regularly 2. Sometime
   3. Rarely 4. Never

30. How many hours do you watch TV every day? { }
   1. Less than 2 hrs 2. 2 to 4 hrs
   3. 4-6 hrs 4. 6-8 hrs
   5. More than 8 hrs

31. What are the T.V. Channels you watch regularly? { }
   1. Udaya TV 2. Zee Kannada 3. E TV Kannada
   10. Asianet 11. Star Sports 12. ESPN
   22. Others (specify)

32. What are the programmes you watch on the TV? { }
   13. Others (specify)

33. Do you listening to development news and programmes on TV? { }
   1. Regularly 2. Sometime
   3. Rarely 4. Never

34. Which purpose do you watching of television Programmes? { }
   1. Better than others 2. Time pass 3. Informative information
4. Stress free  5. Any other Specify
35. Have you Notice any change after watch Television?  
   1. Yes  2. No  3. Don’t know
36. How many hours do you spent in a day in internet?  
   1. Less than 2 hrs  2. 2 to 4 hrs  3. 4-6 hrs  
   4. 6-8 hrs  5. More than 8 hrs
37. Ways of watching Television?  
   4. With family member  5. Others
38. What are the areas you browse on the internet?  
   4. Educational  5. Chatting  6. E-mail  
   7. Entertainment  8. Others (specify)

III) BEHAVIOUR AND ATTITUديلAL CHANGES
39. Read the following statements and circle any number given next to each statement which 
corresponds to your opinion most appropriately.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Details</th>
<th>SA</th>
<th>A</th>
<th>D</th>
<th>SD</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The portrayal of violence and sex through the media does not lead to immoral behaviour among college youth</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Suicidal attempts committed by college youth at times of failure could be attributed to mass media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>The aggressive (rebellious) behaviour of college youth could be attributed to mass media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Mass media negatively influenced the moral strength and good manners of college youth</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SA = Strongly agree; A=agree; D=Disagree; SD=Strongly disagree; P=Passive

40. Read the following statements and circle any number given next to each statement which 
corresponds to your opinion most appropriately.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Details</th>
<th>SA</th>
<th>A</th>
<th>D</th>
<th>SD</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Media has improved the learning abilities and skills among masses</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Mass media enhances the creativity of people

The thinking habits of youth are influenced by mass media.

The internet has increased social literacy

The time spent on games and sports by college youth has been considerably reduced by media.

The involvement of youngsters in antisocial activities could be attributed to the mass media.

Media has reduced social world very thickly

Great personalities on the media inspire to people

Mass media has made socialization easier among peoples

Mass media help in the spiritual growth of young people

Media controls the violence against women especially working women

SA=Strongly Agree, A=Agree, D=Disagree, SD= Strongly Disagree, P= Passive

III. SOCIAL CHANGES

41. Do you have any changes in the village after the exposure to television? { } 
   1. Change in attitudes  2. Social interaction behavior  
   3. Social values & ethics  4. Any other  5. No

42. Do you have any changes in information and knowledge about goods and products after exposure to television advertisements? { } 
   1. Yes  2. To some extent  3. No

43. Did you any changes in your family member discussion attitude after mass media exposure? { } 
   1. Yes  2. To some extent  3. No

44. Are you seen any positive change in owns their life after mass media exposure? { } 
   1. Yes  2. No  3. Can’t say
45. Do you adopt promotion of foreign culture after mass media exposure? { }
   4. Internet  5. Can’t say

46. What is the opinion about mass media exposure to social problems and evils of the country? { }
   1. Very much  2. To some extent  3. Don’t expose
   4. Can’t say

47. Have you seen in your family when come from media improvement of good relation among family members? { }
   1. Yes  2. No  3. Don’t know

48. Have you seen social visits of neighborhood after the exposure to mass media? { }
   1. Increased  2. Decreased  3. Don’t know

49. Have you motivated of neighborhood for common activities after the exposure to television? { }
   1. Yes  2. No  3. Don’t know

50. Do you experienced promotion of inter marriage after television exposure? { }
   1. Yes  2. To some extent  3. No

51. Do you know the narrowing gap between different caste after media exposure? { }
   1. Yes  2. No  3. Don’t know

52. Do you feel brotherhood between high caste and scheduled caste after media exposure? { }

53. Have you seen caste consciousness among different caste after media exposure? { }
   1. Yes  2. To some extent  3. Don’t know

54. Have you seen in your area reduction of women violence in working places? { }
   1. Yes  2. Don’t know

55. Have you seen objectively reporting of caste problems and atrocities after media
exposure

1. Yes  
2. Some extent  
3. No

56. What types of media objectively reporting problems of deprived classes men and women?

1. Newspaper  
2. Television  
3. Radio  
4. Internet  
5. Any other

57. Exposing of crime on women, SC/STs and acting as pressure group by media

1. Agree  
2. Some time  
3. Do not agree  
4. Don’t know

58. Do you say that mass media and information about health family welfare and government polices

1. Newspaper  
2. Television  
3. Radio  
4. Internet  
5. Any other

59. Mass media and awareness about health facility availability

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Awareness about existing: facility</th>
<th>Television</th>
<th>Radio</th>
<th>Newspapers</th>
<th>Internet</th>
<th>Grama Sabha</th>
<th>MLA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dispensary</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>2</td>
<td>Health care (PHC)</td>
<td></td>
<td></td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>3</td>
<td>Hospital</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Mobile- health care</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Qualified practitioners</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Unqualified practitioners</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Other: specify,</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

60. Please mention the types of disease and information about health disease though mass media

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Awareness about existing: facility</th>
<th>Television</th>
<th>Radio</th>
<th>Internet</th>
<th>Newspaper</th>
<th>Grama Sabha</th>
<th>MLA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dispensary</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2. Health care (PHC)
3. Hospital
4. Mobile-health care
5. Qualified practitioners
6. Unqualified practitioners
7. Other: specify,

61. Type of disease and information about health disease though mass media

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Awareness about existing: facility</th>
<th>Television</th>
<th>Radio</th>
<th>Internet</th>
<th>Newspaper</th>
<th>Grama Sabah</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Y</td>
<td>N</td>
<td>Y</td>
<td>N</td>
<td>Y</td>
</tr>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

62. Which are the sources of information about political sources through media?

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Items</th>
<th>Television</th>
<th>Radio</th>
<th>Internet</th>
<th>Newspaper</th>
<th>Grama Sabha</th>
<th>MLA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Y</td>
<td>N</td>
<td>Y</td>
<td>N</td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td>1</td>
<td>Election</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Voter card</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Political parties</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Political agendas</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Political leaders</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Rallies</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Ration card</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Any other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
64. In your opinion does mass media promote of national unity/integrity?  

1. Yes  
2. No  
3. To some extent

III. SOCIAL IMPACTS OF NEW ELECTRONIC MEDIA

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Viewing Time (hr)</th>
<th>Impacts on family interaction</th>
<th>Impact on interaction with friends</th>
<th>Impact on hospitality</th>
<th>Impact on aspiration</th>
<th>Impact on consumer attitude</th>
<th>Impact on attitude towards violence &amp; glamour</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Reduce</td>
<td>No change</td>
<td>Reduce</td>
<td>No change</td>
<td>Reduce</td>
<td>No change</td>
<td>Enhance</td>
</tr>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

IV. GENERAL PERCEPTIONS ABOUT MASS MEDIA

Read the following statements and circle any number given next to each statement which corresponds to your opinion most appropriately.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Details</th>
<th>SA</th>
<th>A</th>
<th>D</th>
<th>SD</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mass media has brought about a revolutionary change in the attitude of women towards work.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>If one keeps company with good writers and producers, he is recognized as a person of worth.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Mass media has a powerful role in entertaining the elderly, only, house bound and thus strengthens family life.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>In the absence of family peers and school friends, television and magazines have become the most compatible substitute for counseling.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Mass media have led to enormous advancement in the field of business and education.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Mass media are capable of moulding the minds of the viewers.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Mass media is an important tool for improving the talents and moral strengths of young Indians.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
8 Mass media plays a major role in initiating social change.
9 Tele-serials of the televisions cause difference of opinion among the family members and create unnecessary family problems.
10 Mass media keeps a person well-informed about the society only through various news reports.
11 The portrayal of violence has created too many terrorists in our country.
12 Well established magazines and newspapers frequently use sex and sensationalism to build circulation and audience.
13 Almost all the youth turn to the exciting cinema section first and then go about reading other news.
14 Mass media has convinced the viewers that corruption is unavoidable in the present society.
15 Mass media tend to make the viewers live in a dream world of unreality.
16 Due to the influence of mass media, local cultures and community traditions are fast disappearing.
17 Newspapers, magazines and cinema exist today just to make money.
18 Mass media has brought about economic development.
19 Mass media is very superlative tool for removal of social distress
20 Mass media eases to make world is very small

SA=Strongly Agree, A=Agree, D=Disagree, SD= Strongly Disagree, P= Passive