INTERVIEW SCHEDULE

SOCIAL BACKGROUND OF RESPONDENTS

1. Name: ____________________________________________________________

2. Sex: (1) Male  (2) Female

3. Age:-

4. Caste:-
   (1) Chamar   (2) Dhanak   (3) Balmiki   (4) Od   (5) Nat

5. Educational Qualification:
   (1) Illiterate   (2) Primary   (3) Metric   (4) Sr. Sec.
   (5) Graduate   (6) Post Graduate   (7) Any other

6. Income :
   (1) Below 5000   (2) 5001 –15000   (3) 15001--25000
   (4) 25001—35000   (5) Above 35001

7. Type of Family:-
   (1) Nuclear Family   (2) Joint Family

8. Marital Status:-
   (1) Married   (2) Unmarried   (3) Divorce   (4) Separate

9. Residence:-
   (1) Rural   (2) Urban

10. Occupation:
    (1) Manual Labor   (2) Agriculture   (3) Business
    (4) Govt. Job   (5) Any other

11. Religion:
    (1) Hindu   (2) Muslim   (3) Christian   (4) Buddhist

12. Land: ____________________________________________________________
13. Type of Transport

(1) Cycle               (2) Motor-Cycle/Scooter  (3) Car
(4) Tractor             (5) Any other

14. Type of House

(1) Kaccha             (2) Pakka

15. Family Size

(1) Below 3            (2) 4 to 6            (3) 7 or above

16. Source of drinking water:-

(1) Nil       (2) Own arrangement     (3) Well       (4) Own pipe system

17. Type of fuel:-

(1) Firewood       (2) Gas            (3) Electricity     (4) Kerosene

18. Oxen / Buffaloes:-

(1) Nil               (2) One            (3) Two

19. High yielding variety of cow / Buffaloes :-

(1) Nil                (2) One             (3) More than one

20. Agriculture implement owned:-

(1) Tractor           (2) Tiller         (3) Pump set     (4) Sprayer     (5) Any other

21. Toilet facilities:-

(1) No facility        (2) Toilet no attached to the house (3) Toilet attached to the house
B. EXTEND OF EXPOUSER

(1) Do you read news paper?

(1) Yes                      (2) No

(2) Do you purchase news paper?

(1) Yes                   (2) No                    (3) Subscribe

(3) In which language do read news paper.

(1) Hindi   (2) English          (3) Punjabi                   (4) Any other

(4) Where do read news paper?

(1) Home      (2) Community Center        (3) Panchyet ghar
(4) Neighborhood (5) Shop

(5) Reading habit

(1) Read daily         (2) Sometime       (3) Rarely

(6) Do you own radio?

(1) Yes                      (2) No

(7) The hours of listening to radio.

(1) Nil          (2) Morning                 (3) After noon         (4) Evening
(5) Night

(8) Time of listening to radio?

(1) Below 1 hour  (2) 1-2 hours    (3) 2-3 hours       (4) above 4 hours

(9) Type of program preferred by listener on radio

(1) News and current affairs       (2) Songs   (3) Agriculture related
(4) Health and Hygiene related     (5) Legal Knowledge about S.C
(10) **How many television set do you own?**

(1) No                        (2) One                        (3) Two

(11) **Time spent on watching television**

(1) Nil     (2) Less than one hour     (3) 2to4 hours     (4) 4to6 hours
(5) More than 6 hours

(12) **When do you prefer to watch television?**

(1) Morning                (2) After noon                     (3) Evening
(4) Night                 (5) Late night

(13) **What type of T.V Programmers do you watch?**

(1) News and current affairs               (2) Songs          (3) Films
(4) T.V serials                      (5) Health and hygiene (6) Agriculture
(7) Sports/live telecast             (8) Reality shows     (9) Any other

C. Utilization and benefits from mass media

(1) **Why do you want to read news paper?**

(1) Give most complete news coverage
(2) Present things most news intelligently
(3) Bring latest News most quickly

(2) **Have need newspaper reading improved your general awareness and knowledge?**

(1) Yes               (2) To some extend         (3) No                (4) D.k

(3) **Do you need newspaper for matrimonial information?**

(1) Yes                        (2) No                        (3) D.K
Do you prefer to read newspaper for local information and knowledge?

(1) Yes                      (2) Sometime                      (3) No

Do you listen to radio for local coverage?

(1) Yes                      (2) Sometime                      (3) No

To what extend do you prefer to listen to development news and programmes broadcast on Radio?

(1) Regularly    (2) Sometime          (3) Rarely          (4) Never

To what extend do you prefer to listen / watch entertainment programme on radio television respectively?

(1) Regularly____ Radio ______ T.V.

(2) Sometime ________Radio______ T.V.

(3) Rarely__________Radio______T.V.

(4) Never ________Radio_______T.V.

How do you feel watching television?

(1) Better than other   (2) Time pass   (3) Informed   (4) Stress free

(5) Any other

With the coming of T.V. do you notice any change in the village?

(1) Yes                      (2) No                      (3) D.K.

If yes in what way

(1) Change in attitude    (2) Social interaction/ behavior

(3) Social values         (4) Any other

Do you think T.V. exposure /advertisement improve information and knowledge about Latest goods and products?

(1) Yes                      (2) To some extend          (3) No          (4) D.K.
(11) Do you discuss with your family member after having acquired knowledge required for The mass media?

(1) Yes  (2) Sometime  (3) No

(12) Do you opinion do you think mass media exposure can bring about positive change in Owns life.

(1) Yes  (2) Sometime  (3) No

(13) In your opinion which of the mass media promote foreign culture

(1) Newspaper  (2) Radio  3) Television  (4) D.K.

(14) To what extend mass media helps in exposing social problems and evils of the country.

(1) Very much  (2) To some extended  (3) Do not expose  (4) D.K.

(D) Relations among family members, neighbourhoods & with different castes

(1) With whom do you watch television programmes?

(1) Alone  (2) Wife  (3) With family members  (4) Any other

(2) In your opinion what type of family structure do mass media and television promotes?

(1) Nuclear family  (2) Joint family

(3) Does not promote any one  (4) D.K

3) Do you think watching of television along with family members improve good relation among family members?

(1) Yes  (2) No  (3) D.K
(4) Do you think with the exposure to mass media, the social visit of neighborhood increased?
(1) Increased (2) decreased (3) No (4) D.K

(5) Do you think the mass media exposure have motivated neighborhood to do common Community activities?
(1) Yes (2) No (3) D.K

(6) To what extend media and T.V exposure has promoted inter--- caste marriages.
(1) Yes (2) To some extend (3) No (4) D.K

(7) Do you agree that media exposure has narrowed the gap between castes in the village?
(1) Yes (2) No (3) D.K

(8) In your opinion can media exposure improve the feelings of brotherhood between high Castes and scheduled castes?
(1) Can improve (2) Cannot improve (3) Cannot say

(9) With the exposure to media do you think that is an increase in caste consciousness among scheduled castes?
(1) Yes (2) To some extend (3) No (4) D.K

(10) Do media report objectively the problems and atrocities faced by schedule caste?
(1) Yes (2) To some extend (3) No (4) D.K

(11) In your opinion which of the mass media report objectively the atrocities and problems by schedule caste?
(1) Newspaper (2) Radio (3) Television (4) Any other

(12) Do you agree that in recent year’s mass media in playing active role in exposing crime and as pressure group in support of victims for justice?
(1) Agree (2) sometime (3) Do not agree (4) D.K
(E) Media and health, family welfare, Agriculture and polices

(1) Which of the mass media you have used to get information about good development programme such as on agriculture, health and family welfare?
   (1) Newspaper (2) Radio (3) Television (4) D.K

(2) Do you think the exposure to agriculture programmes by media world enhance the knowledge and skills needed for new method of agriculture forming etc.
   (1) Yes (2) To some extend (3) No (4) D.K

(3) From which of the mass media do you get information about resources availability in agriculture?
   (A) Seed ___________
   (1) Radio (2) Television (3) Newspaper (4) Any other
   (B) Fertilizers ___________
   (1) Radio (2) Television (3) Newspaper (4) Any other

(4) Do you preserve information / Knowledge about agriculture from mass media
   (1) Yes (2) sometime (3) No

If yes in what form ______________
   (1) Taking down notes (2) Maintaining diary
   (3) Audio tape recording (4) Simple memorizing

(5) Do you agree that a person who is more exposed to health and family well fair programmes through media is more informed?
   (1) Yes (2) No (3) D.K.
6. Mass Media awareness regarding health dimension:

<table>
<thead>
<tr>
<th>S.No</th>
<th>Awareness about existing facility</th>
<th>Health facility availability awareness</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Radio</td>
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<tr>
<td></td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>A</td>
<td>Dispensary</td>
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<td></td>
<td>Health Care (Phc)</td>
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<td></td>
<td>Hospital</td>
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<td></td>
<td>Mobile Health Care</td>
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<td></td>
<td>Qualified Practitioners</td>
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</tbody>
</table>
## Awareness about treatment of diseases

<table>
<thead>
<tr>
<th>Type of disease</th>
<th>Information about health disease and awareness after information for mass media</th>
<th>Visit to PHC/Doctor by Patient(not visited)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Radio</td>
<td>T.V.</td>
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<tr>
<td></td>
<td>Yes</td>
<td>No</td>
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<tr>
<td>Fever</td>
<td></td>
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<tr>
<td>Worm infections</td>
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<td>Cough</td>
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<td>Diarrhea</td>
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<td>Skin infection</td>
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<td>Sore eyes</td>
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<td>Malnourishment</td>
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<td>Night Blindness</td>
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<tr>
<td>Pneumonia</td>
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<tr>
<td>Women disease</td>
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<tr>
<td>Dental problem</td>
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<tr>
<td>Nutritional Diet</td>
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<tr>
<td>Family Planning Method</td>
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</tbody>
</table>
8. Awareness through mass media about health problems and existing facilities

<table>
<thead>
<tr>
<th>S.No</th>
<th>Health Problem</th>
<th>Health problems and existing facilities</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Radio</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>1</td>
<td>Burning</td>
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<td>2</td>
<td>Cancer</td>
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<td>3</td>
<td>Drug Addiction</td>
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<td>4</td>
<td>High Blood Pressure</td>
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<td>5</td>
<td>Smoking</td>
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<td>6</td>
<td>Diabetes</td>
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<td>7</td>
<td>T.B.</td>
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<td>8</td>
<td>Inquiry/Fractured</td>
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<tr>
<td>9</td>
<td>AIDS (HIV)</td>
<td></td>
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<tr>
<td>10</td>
<td>First Aid</td>
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<tr>
<td>11</td>
<td>Any other</td>
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</tbody>
</table>

(9) Do you preserve information / Knowledge about agriculture from mass media

(1) Yes (2) sometime (3) No

If yes in what form ______________

(1) Taking down notes (2) Maintaining diary

(3) Audio tape recording (4) Simple memorizing
In your opinion which are important sources of political information (Election, Voter card, political parties, political parties, political leaders, Agendas)

<table>
<thead>
<tr>
<th>ITEM</th>
<th>Sources of Awareness</th>
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<tbody>
<tr>
<td></td>
<td>Newspaper</td>
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<tr>
<td>Election</td>
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<td>Voter Card</td>
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<tr>
<td>Political Parties</td>
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<tr>
<td>Political Agendas</td>
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<tr>
<td>Political Leaders</td>
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<tr>
<td>Rallies</td>
<td></td>
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<tr>
<td>Ration Card</td>
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<td>Any other</td>
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</tbody>
</table>
(11) Do you think regular exposure to news and current event programmes through Mass media by the villagers would enhance their information / knowledge about Political system

(1) Yes    (2) To sometime extend    (3) No    (4) D.K

(12) Do you think watching of national programmes 26TH January / 15TH August and on Freedom movement / freedom struggle and different culture of the country can create National unity

(1) Yes    (2) To sometime extend    (3) No    (4) D.K