
Wellman Barry, Anabel Quan-Haase, Jeffrey Boase, and Wenhong Chen,” Examining the Internet in Everyday Life,”

Williams, Dmitri, “Trouble in River City: The Social Life of Video Games”
University of Michigan,


APPENDIX- I

A Survey Questionnaire

Socio-cultural impact of new media on society-
A case study of four districts in Karnataka

An appeal

Dear Respondent,

I Mrs. Sukanya, Lecturer & Head, Dept. of Journalism, St.Philomena’s College,Mysore, pursuing my Ph.D. from the University of Mysore. This questionnaire is part of the requirement in partial fulfillment for my Ph.D. I request you to kindly help me in this survey by filling all the questions in an unbiased manner so as to enable me to prepare a balanced thesis. I will be highly grateful to you for your kind co-operation and support.
3.4) Any other (specify): ( ) 4

4. Occupation/ job (specify): ( ) 1

5. Religion :
   5.1) Hindu 1
   5.2) Christian 2
   5.3) Muslim 3
   5.4) any other (specify) ( ) 4

6. Family Income per month:
   6.1) Less than Rs. 5000/- 1
   6.2) Rs. 5001-10,000/- 2
   6.3) Rs. 10,001-20,000/- 3
   6.4) Rs. 20,001-30,000/- 4
   6.5) Rs. 30,001 & above 5

Part B: Media exposure

Note: Please tick (✓) the correct answer or circle (o) the correct number

7. Media at Home:
   7.1) Newspaper Yes-1 No-2
   7.2) Magazine Yes-1 No-2
   7.3) Radio Yes-1 No-2
Thanking you,

Mrs. Sukanya
Research Scholar

Part A: Socio-Demographic and Economic Profile

Note: Please tick (✓) the answer or circle (o) the number

1. Gender:
   1.1) Male 1
   1.2) Female 2

2. Age:
   2.1) 18-24 years 1
   2.2) 25-34 years 2
   2.3) 35-44 years 3
   2.4) 45-54 years 4
   2.5) 55 & above 5

3. Education:
   3.1) SSLC 1
   3.2) Graduate 2
   3.3) Post-Graduate 3
7.4) TV
Yes-1 No-2

7.5) Computer
Yes-1 No-2

7.6) Internet at Home
Yes-1 No-2

7.7) Internet at office
Yes-1 No-2

7.8) Personal mobile Phone
Yes-1 No-2

<table>
<thead>
<tr>
<th>8. Do you read newspaper</th>
<th>watch TV</th>
<th>listen to the radio?</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.1) Daily</td>
<td>( )</td>
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</tr>
<tr>
<td>8.2) 2-3 days in a week</td>
<td>( )</td>
<td>( )</td>
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<tr>
<td>8.3) Once in a week</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>8.4) Rarely</td>
<td>( )</td>
<td>( )</td>
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<tr>
<td>8.5) Not at all</td>
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</tbody>
</table>

9. Which of the following newspaper(s) do you read?

| 9.1) Times of India       | ( )      | 9.6) Vijaya Karnataka ( ) |
| 9.2) The Hindu            | ( )      | 9.7) Prajavani ( )        |
| 9.3) Deccan Herald        | ( )      | 9.8) Kannada Prabha ( )  |
| 9.4) Indian Express       | ( )      | 9.9) Samyukta Karnataka  ( ) |
9.5) Deccan Chronicle (   ) 9.10) Any other (specify) (   )

10. How much time do you spend daily to:

<table>
<thead>
<tr>
<th></th>
<th>Read</th>
<th>watch</th>
<th>listen</th>
</tr>
</thead>
<tbody>
<tr>
<td>to the</td>
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<tr>
<td>Newspaper</td>
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<tr>
<td>Radio</td>
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<tr>
<td>10.1) less than 15 minutes</td>
<td>(   )</td>
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<tr>
<td>10.2) 15-30 minutes</td>
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<td>10.3) 30-60 minutes</td>
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<tr>
<td>10.4) 60 minutes and above</td>
<td>(   )</td>
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</table>

11. For what purpose you read newspaper, watch T V, listen to the radio

<table>
<thead>
<tr>
<th>Purpose</th>
<th>read newspaper</th>
<th>watch T V</th>
<th>listen to the</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.1) News</td>
<td>(   )</td>
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<tr>
<td>11.2) Entertainment</td>
<td>(   )</td>
<td>(   )</td>
<td>(   )</td>
</tr>
<tr>
<td>11.3) Education</td>
<td>(   )</td>
<td>(   )</td>
<td>(   )</td>
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<tr>
<td>11.4) Information</td>
<td>(   )</td>
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</tbody>
</table>

**Part C: Internet Exposure**

Note: Please tick (✔) the correct answer or circle (o) the correct number

12. Do you surf Internet? Yes -1 No -2
13. Where do you surf the Net?

13.1) At home  
   Yes-1  
   No-2

13.2) College/institution  
   Yes-1  
   No-2

13.3) Workplace  
   Yes-1  
   No-2

13.4) Cybercafé  
   Yes-1  
   No-2

13.5) Any other (specify)  
(                    )
14. Since when have you been surfing the Internet?

   14.1) 1-6 months
   14.2) 7-11 months
   14.3) 1-2 years
   14.4) above two years

15. How often do you browse Internet?

   15.1) Everyday
   15.2) Once in three days
   15.3) Once in a week
   15.4) Rarely

16. For what purpose do you surf Internet? Rank them in order of importance.

   16.1) For information
   16.2) For education
   16.3) For entertainment

17) What are the specific purposes for which you use the Internet?

   17.1) For news
   17.2) For class assignments
   17.3) For collecting course material
   17.4) Preparing for examination
17.5) For writing articles, seminar papers, projects etc. 5
17.6) For trading 6
17.7) To send e-mail 7
17.8) To collect information about movies / film stars/celebrities 8
17.9) To download music 9
17.10) To chat 10
17.11) To view porno or obscene films 11
17.12) To play games 12
17.13) To gamble 13
17.14) To pass time 14
17.15) To do business 15
17.16) Search / apply jobs 16
17.17) E-banking 17
17.18) Paying bills 18
17.19) Ticket booking 19
17.20) Taking on-line exams 20

18. Rank the following media as major source of information?

18.1) Internet ( ) 1
18.2) TV ( ) 2
18.3) Radio ( ) 3
PART D

19. Has Internet brought changes in your life?
   19.1) Yes ( ) 1
   19.2) No ( ) 2

20. Do you feel Internet has influenced you in the following:
   20.1) your appearance ( ) 1
   20.2) your behavior ( ) 2
   20.3) your attitude ( ) 3
   20.4) your language ( ) 4
   20.5) your dressing style ( ) 5

21. Has Internet affected your daily habits? Tick all what applies to you
   21.1) Reduced social contact with friends 1
   21.2) Reduced social contact with relatives 2
   21.3) Reduced reading habits 3
   21.4) Reduced radio listening 4
   21.5) Reduced TV watching 5
   21.6) Made you lazy 6
21.7) Distracted your professional environment 7
21.8) Caused depression 8

22. What are the other effects of Internet on you?

22.1) Increased self confidence 1
22.2) Made cyber addict 2
22.3) Increased knowledge 3
22.4) Improved economic status 4
22.5) Improved status in friends’ circle 5
22.6) Increased social contact 6
22.7) Helped in personality development

23. Are you a user/member of any Internet social network like:

23.1) Orkut 1
23.2) Facebook 2
23.3) Wayn, 3
23.4) hi5 4
23.5) Zorpia 5
23.6) Twitter 6
23.7) My space 7
23.8) You Tube 8
23.9) Any other ( ) 9

24. Do you feel social networking has become part of your daily life?
   24.1) Yes ( ) 1
   24.2) No ( ) 2

25. Are you afraid that personal information provided on the social networks could be misused?
   25.1) Yes ( ) 1
   25.2) No ( ) 2

26. Are you aware of blogging?
   26.1) Yes ( ) 1
   26.2) No ( ) 2

27. Do you write for blogs?
   27.1) Yes ( ) 1
   27.2) No ( ) 2

28. Do you chat? If so, how often you chat?
28.1) Daily (  ) 1
28.2) Twice in a week (  ) 2
28.3) Weekly (  ) 3
28.4) Rarely (  ) 4
28.5) Not at all (  ) 5

29. Do you believe the information you get on the Internet is reliable?
   29.1) Yes (  ) 1
   29.2) No (  ) 2

30. Are you addicted to Internet?
   30.1) To a great extent (  ) 1
   30.2) To some extent (  ) 2
   30.3) Not addicted (  ) 3

31. Do you feel that addiction to internet has made you a stranger to your family, friends, spouse etc?
   31.1) Yes (  ) 1
   31.2) No (  ) 2
32. Would you feel frustrated/socially paralyzed if you don’t use internet?
   32.1) Yes ( ) 1
   32.2) No ( ) 2

33. Are you afraid to post your photos or personal details on internet social network sites?
   33.1) Yes ( ) 1
   33.2) No ( ) 2

34. Have you ever been a victim of a ‘cyber bully’ or harassment?
   34.1) Yes ( ) 1
   34.2) No ( ) 2

35. Are you worried about children’s safety online?
   35.1) Yes ( ) 1
   35.2) No ( ) 2

36. Is there a wide gap between computer literate and computer illiterates?
   36.1) Yes ( ) 1
   36.2) No ( ) 2
37. Do computer illiterates develop a kind of inferiority complex?

37.1) Yes (  ) 1
37.2) No (  ) 2

38. Do you think that the Internet has become a necessity in this modern era?

38.1) yes (  ) 1
38.2) No (  ) 2

39. Do you think the internet has created a feeling of connectedness in the world?

39.1) yes (  ) 1
39.2) No (  ) 2

40. Do you approve of the marriages conducted via the internet matrimonial sites?

40.1) yes (  ) 1
40.2) No (  ) 2
PART E: Mobile Phone exposure

41. Do you use a mobile phone?
   41.1) yes (    ) 1
   41.2) No (    ) 2

42. Do you own a mobile phone?
   42.1) Yes (    ) 1
   42.2) No (    ) 2

43. For how long have you owned a mobile phone?
   43.1) 1-6 months (    ) 1
   43.2) 7-11 months (    ) 2
   43.3) 1-2 years (    ) 3
   43.4) More than two years (    ) 4
44. Specify the number of mobile phones being used at home now. ( ) 1

45. Is owning /maintaining a mobile phone expensive?
   45.1) yes ( ) 1
   45.2) No ( ) 2

46. For what purposes do you use mobile phone? Rank them in order of preference.
   46.1) To speak ( )
   46.2) SMS ( )
   46.3) Internet ( )
   46.4) Photos ( )
   46.5) Games ( )
   46.6) News ( )
   46.7) Music ( )
   46.8) Radio ( )
   46.9) TV ( )
   46.10) Video ( )
   46.11) Any other ( )
47. On an average how much time do you spend on mobile phone per day?

47.1) 5 -15 minutes 1
47.2) 16- 20 minutes 2
47.3) 21 -30 minutes 3
47.4) 31 minutes and above 4

48. What is your approximate expense towards mobile phone per month?

48.1) Less than Rs. 100/- 1
48.2) Rs. 101 to 300 2
48.3) Rs. 301 to 500 3
48.4) Rs. 501 to 1000 4
48.5) Rs. 1001 and above 5

49. Do advertisements influence you to buy mobile phones?

49.1) Yes ( )
49.2) No ( )

50. On an average how many calls you make/ receive per day?

<table>
<thead>
<tr>
<th>Calls you make</th>
<th>Calls you receive</th>
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<tbody>
<tr>
<td>50.1) Less than 5 calls</td>
<td>( ) 1</td>
</tr>
<tr>
<td>50.2) 6-10 calls</td>
<td>( ) 2</td>
</tr>
<tr>
<td>50.3) 11-15 calls</td>
<td>( ) 3</td>
</tr>
<tr>
<td>50.4) 16 calls and above</td>
<td>( ) 4</td>
</tr>
</tbody>
</table>
51. On an average how many SMS you send/receive per day?

<table>
<thead>
<tr>
<th></th>
<th>Send SMS per day per day</th>
<th>Receive SMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>51.1) Less than 5</td>
<td>(  )</td>
<td>(  )</td>
</tr>
<tr>
<td>51.2) 6-10</td>
<td>(  )</td>
<td>(  )</td>
</tr>
<tr>
<td>51.3) 11-15</td>
<td>(  )</td>
<td>(  )</td>
</tr>
<tr>
<td>51.4) 16 and above</td>
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52. Do you send SMS to interactive/reality shows on TV?

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<tbody>
<tr>
<td>52.1) Yes</td>
<td>(  )</td>
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<tr>
<td>52.2) No</td>
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</table>

53. Has the usage of SMS badly affected your language capability?

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<tbody>
<tr>
<td>53.1) yes</td>
<td>(  )</td>
</tr>
<tr>
<td>53.2) No</td>
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</table>

54. Do you use popular brand mobile phone to show off your status in the society?

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<tbody>
<tr>
<td>54.1) Yes</td>
<td>(  )</td>
</tr>
<tr>
<td>54.2) No</td>
<td>(  )</td>
</tr>
</tbody>
</table>
55. Do your friends make fun of you for owning /using a cheap mobile handset?

55. 1) Yes (   )
55.2) No (   )

56. Do you envy your friends owning an expensive mobile hand set?

56. 1) Yes (   )
56.2) No (   )

57. Owing mobile phone is

57.1) luxury (   ) 57.2) necessity (   )
57.3) fashion (   ) 57.4) all (   )

58. What are the effects of mobile phone on you (multiple choice):

58.1) Changed life style (   )
58.2) Elevated position in the society (   )
58.3) Boosted self confidence in society (   )
58.4) Improved communication skills (   )
58.5) Increased friends’ circle (   )
58.6) Changed dressing style (   )
58.7) Changed personal behavior (   )
59. What are the ways in which mobile phone helps you?

59.1) Claiming membership of social groups ( )
59.2) Combating loneliness ( )
59.3) Giving more security ( )
59.4) Displaying identity and belongingness ( )
59.5) Developing intimacy with opposite sex ( )
59.6) Expressing personal style ( )
59.7) Efficient performance of our profession ( )

60. What are the other effects of mobile phone on you:

60.1) Made you lazy ( )
60.2) Made you more rude and arrogant ( )
60.3) Its an interference in your daily life ( )
60.4) Affected your personal communication with family and friends? ( )

61. Do you feel mobile phones create a feeling of connectedness in the world?

61.1) Yes ( ) 1
61.2) No ( ) 2
61.3) can’t say ( ) 3
PART F

62. Do you like to develop friendship only with those who own mobile phones?
   62.1) Yes (   ) 62.2) No (   )

63. Do you prefer to talk to a distant friend over mobile phone rather than your companions who are around you?
   63.1) Yes (   )
   63.2) No (   )
   63.3) Sometimes (   )

64. Do you feel if you don’t own a mobile phone you will be looked down upon?
   64.1) Yes (   ) 64.2) No (   )

65. Do you pretend talking to overcome loneliness or fear?
   65.1) Yes (   )
   65.2) No (   )

66. Do you accept today’s boys & girls speaking freely over mobile phone?
   66.1) Yes, there is no harm (   )
66.2) Yes, it is inevitable (  )
66.3) Yes, within limits (  )
66.4) Not acceptable (  )
66.5) Not acceptable in our society (  )
66.6) Not acceptable in Indian culture (  )

Name: ………………………………

Address: …………………………..

…………………………………….

…………………………………….

Signature