ANNEXURES
ANNEXURE-A
QUESTIONNAIRE
PART-I
DEMOGRAPHIC PROFILE

Name:
Address:
Affiliation/ Organization 
Date of Birth:
Age:
Gender:

PART-II

Q2.1. There is enough information about science and technology available in the society?
Q2.2. Who is responsible for communicating the outcome of cutting edge research to the public?

Q2.3. Since what age did you start Science Communication?

PART-III
This part of the Questionnaire is devoted to (Media Access)

Q3.1 Do you read any science magazines?
   i) Yes
   ii) No

Q3.2 What are the science magazines read by scientists in the study?

Q3.3 Name the Science Magazines you read?
Q.3.4. Did you take any formal training in Journalism/media?
   i) Yes
   ii) No

Q.3.5 Enlist the organization in which you have worked (in major part of your career, also mentioning the reason for communicating science).
   i) Journalist / Media organization
   ii) Research organization
   iii) Academics
   iv) Organizational pressure (Extrinsic Motivation)
   v) Self-motivation (Intrinsic Motivation)

Q3.6- What are the benefits of formal media course / training?
   i) In improved public awareness
   ii) Lifted profile of research
   iii) Technology Transfer
   iv) Generating funds
   v) All of the above
   vi) None of the above

Q3.7. In your opinion why science writing / science journalism is essential for the society?

Q3.8. What are the different memberships of professional organizations / bodies related to science communication that you have taken?

Q3.9. How important it is for scientist to communicate/present stories with target audience in their mind?

Q3.10.1. What are the factors inhibiting the scientists from science communication?
Q.3.10.2 What were the problems/barriers faced by you in Science Communication?

Q.3.11. How did you overcome those barriers?

Q.3.12 What rewards have you gained by using the media?

Q.3.13 What have been the costs involved in your work with the media?
Operational definitions for various terminologies used in this study are culled from research studies.

Operational Definitions

Communication is a process of transferring information from one entity to another.

Knowledge is defined as following-

- Acquaintance with facts, truths, or principles, as from study or investigation; general erudition: knowledge of many things.
- Familiarity or conversance, as with a particular subject or branch of learning: A knowledge of accounting was necessary for the job.
- Acquaintance or familiarity gained by sight, experience, or report: a knowledge of human nature.
- The fact or state of knowing; the perception of fact or truth; clear and certain mental apprehension.
- Awareness, as of a fact or circumstance: He had knowledge of her good fortune.

Mass media, according to wiki.answers.com- denotes a section of the media specifically designed to reach a large audience. The term was coined in the 1920s with the advent of nationwide radio networks, mass-circulation newspapers and magazines. However, some forms of mass media such as books and manuscripts had already been in use for centuries. Mass media includes Internet media (like blogs, message boards, podcasts, and video sharing) because individuals now have a means to exposure that is comparable in scale to that previously restricted to a select group of mass media producers.

Science is an intellectual activity carried on by humans that is designed to discover information about the natural world in which humans live and to discover the ways in which this information can be organized into meaningful patterns. A primary aim of science is to collect facts (data). An ultimate purpose of science is to discern the order that exists between and amongst the various facts. (www.stoa.org.uk/topics/what-is-science/science-pithies.html)
**Scientist:** As per [scicurious.wordpress.com](http://scicurious.wordpress.com) in the broadest sense, a scientist is any person who engages in a systematic activity to acquire knowledge or an individual that engages in such practices and traditions that are linked to schools of thought or philosophy. In a more restricted sense, a scientist is an individual who uses the scientific method.

**Science Communication:** According to Burns et al (2003) is defined as “the use of appropriate skills, media, activities, and dialogue to produce one or more of the following personal responses to science (the AEIOU vowel analogy): Awareness, Enjoyment, Interest, Opinion-forming, and Understanding.